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Thomas Bode

Handbuch für Heilpraktiker

Marketingmix für Heilpraktiker (Psychotherapie)
im Rahmen der gesetzlichen Bestimmungen

Handbuch F R Heilpraktiker Marketingmix Psychotherapie

Thomas Bode



Handbuch F R Heilpraktiker Marketingmix Psychotherapie:

Handbuch für Heilpraktiker: Marketingmix für Heilpraktiker (Psychotherapie) im Rahmen der gesetzlichen Bestimmungen Thomas Bode, 2015-06 F r Heilpraktiker f r Psychotherapie gibt es keine spezifischen Gesetze welche Kommunikationspolitik und Werbung regeln Häufig finden bei der Beurteilung der Rechtskonformität der Werbung die Gesetze f r rzte Anwendung Verstöße gegen diese Gesetze können zu Abmahnungen bis hin zur Aberkennung der Heilerlaubnis führen Das führt bei vielen Heilpraktikern zu Unsicherheit Gerade aber die Werbung ist notwendig um das Überleben der eigenen Praxis zu sichern Diese Leistungen von Heilpraktikern f r Psychotherapie sind keine Kassenleistungen und stehen in direkter Konkurrenz zu Psychotherapeuten Diplompsychologen und Selbsthilfegruppen deren Therapien und Angebote von den Krankenkassen finanziert werden Ziel dieser Studie ist es aus der Erforschung der gegebenen Situation auf dem Gesundheitsmarkt speziell f r Heilpraktiker f r Psychotherapie rechtlich tragfähige und gleichzeitig erfolgreiche Strategien f r den Marketingmix abzuleiten und mögliche Unique Selling Propositions USPs zu definieren Marketingmix Für Heilpraktiker (Psychotherapie) Im Rahmen Der Gesetzlichen Bestimmungen Thomas Bode, 2015-02-05 Bachelorarbeit aus dem Jahr 2014 im Fachbereich BWL Marketing Unternehmenskommunikation CRM Marktforschung Social Media German open Business School Hochschule für Wirtschaft und Verwaltung Veranstaltung Marketing Sprache Deutsch Abstract Seit 1993 ist es in Deutschland möglich eine Heilerlaubnis zur Psychotherapie ohne ein Studium zum Arzt Psychologen oder Heilpraktiker allgemein zu erlangen Durch die geltenden Gesetze wie das Heilmittelwerbegesetz das Gesetz gegen unlauteren Wettbewerb das Telemediengesetz und Regelungen der jeweiligen Ärztekammer werden in erster Linie Werberichtlinien für Ärzte geregelt Für Heilpraktiker für Psychotherapie hingegen gibt es keine spezifischen Gesetze welche Kommunikationspolitik und Werbung regeln Häufig finden bei der Beurteilung der Rechtskonformität der Werbung die Gesetze für Ärzte ihre Anwendung Verstöße gegen diese Gesetze können zu Abmahnungen bis hin zur Aberkennung der Heilerlaubnis führen Das führt in der Praxis bei vielen Heilpraktikern zu Unsicherheit Gerade aber diese Werbung ist notwendig um das Überleben der eigenen Praxis zu sichern da die Leistungen von Heilpraktikern für Psychotherapie keine Kassenleistungen sind und sie in direkter Konkurrenz zu Psychotherapeuten Diplompsychologen und Selbsthilfegruppen stehen deren Therapien und Angebote von den Krankenkassen finanziert werden und welche für die Patienten kostenfrei sind Das Gebiet der Werbung für Heilpraktiker ist noch nicht ausgiebig bearbeitet und stellt aufgrund stetiger Veränderungen der politisch rechtlichen und demographischen Umfeldbedingungen ein interessantes Forschungsgebiet für vorliegende Bachelor Thesis dar Handbuch für Heilpraktiker Thomas Bode, 2015

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