

**The Impact of The Health Marketing Mix on The Competitive Advantage in The Health Services Sector in Jordan.
"Case Study of King Hussein Cancer Foundation"**

**BY
Khaled Al Khawaldeh**

**Supervisor
Dr. Hamid Abdul Nabi Al – Tai**

Abstract

This study examined the effect of the marketing mix on the competitive advantage in the health services sector in Jordan by applying to the King Hussein Cancer Foundation. The study was based on the descriptive approach. The questionnaire was used to collect data. The study sample consisted of (310) employees of supervising and executive departments at the King Hussein Cancer Center. The results showed a high degree of marketing components (KHCC's health service, health service pricing and integrated marketing communications applied by KHCC and employees / service providers). The results also showed a high degree of competitive advantage of KHCC. The results indicated that there was an effect on the competitive advantage of the components of the health marketing mix (the health service provided by KHCC, the pricing of the health service, the integrated marketing communications applied by KHCC, the workers / service providers) Health marketing mix on the competitive advantage. The results showed that there was no difference in the level of competitive advantage and the level of components of the marketing mix in the health services sector in Jordan according to the variables (gender, age, experience, job title). The results also showed a difference in the level of competitive advantage and the level of components of the marketing mix in health sector in the health services

sector in Jordan according to the variables of qualification, in favor of bachelor's degree. The researcher recommends to maintain the high competitiveness of KHCC by its departments and regulators as a unique model for providing specialized service and quality. In addition, to maintain a strong presence in the medical market.

Keywords: Health Marketing Mix, Competitive Advantage, Health Services Sector, King Hussein Cancer Foundation.