

THE IMPACT OF SOCIAL MEDIA ON THE SERVICES OF MEDICAL ANALYSIS COMPANIES

ARDELEAN DANIELA REBECA¹, ALBOTICA ADRIANA VICTORIA¹,
PALTINEANU MICHELLE NICOLE¹, IOSIM IASMINA¹,
PASCARIU ANKA ROXANA*¹

¹*University of Life Sciences "King Mihai I" from Timisoara, Romania*

*Corresponding author's e-mail: anka.suba@usvt.ro

Abstract: The rise of social media has fundamentally altered the way information is shared and consumed, with significant implications for a wide range of industries, including medical analysis companies. This paper examines the impact of social media on the services provided by medical analysis companies, focusing on both positive and negative outcomes.

Key words: *communication, social media, medical services*

INTRODUCTION

In recent years, the rapid growth of social media platforms has significantly transformed the way businesses communicate with their audiences [14], and the medical industry is no exception. Medical analysis companies, such as Synevo and Bioclinica, have increasingly turned to social media to promote their services, engage with customers, and enhance their overall service delivery. Social media provides a dynamic and interactive platform where companies can communicate with potential and existing clients in real-time, offering a range of services, updates, and promotions that can directly impact customer satisfaction and loyalty [9].

The healthcare sector, including medical analysis services, is particularly dependent on customer trust and engagement [14]. Medical analysis companies are tasked with providing accurate, timely, and professional services to their clients, and social media serves as a vital tool for building credibility and trust [12]. Moreover, social media platforms allow for two-way communication, where customers can directly engage with companies [5,8,13], ask questions, provide feedback, and share their experiences. This creates opportunities for medical analysis companies to adapt and improve their services based on customer insights.

However, while social media provides numerous benefits in terms of visibility and customer engagement, it also presents challenges. The effectiveness of social media strategies in the medical analysis sector depends on various factors, such as the quality of content, frequency of posting, response times, and the overall customer experience. Inadequate management of these platforms could lead to miscommunication or a loss of trust, affecting the reputation of the company [1].

The rise of social media has fundamentally altered the way information is shared and consumed, with significant implications for a wide range of industries, including medical analysis companies [12]. This paper examines the impact of social media on the services provided by medical analysis companies, focusing on both positive and negative outcomes. On one hand, social media has enabled faster dissemination of medical research, increased patient awareness [4,15], and facilitated communication between healthcare providers, researchers, and patients [2,6]. On the other hand, it has introduced challenges related to misinformation, privacy concerns, and the potential for undermining professional medical advice. By analyzing trends in digital health engagement [3,14], the role of influencers in shaping public health opinions, and the integration of social media platforms into medical communication strategies, this study offers a comprehensive overview of the evolving landscape. The findings suggest that while social media can enhance the reach

and effectiveness [11] of medical analysis services, its use must be carefully managed to ensure accuracy, privacy, and ethical standards. Ultimately, the future of medical analysis services will likely be shaped by the integration of social media, provided its challenges are appropriately addressed [7,14].

MATERIALS AND METHODS

To investigate the impact of social media on the services of medical analysis companies, we used a mixed-methods research. We used the used the bibliographic method and the Metrics Analysis: social media metrics such as likes, shares, comments, and followers could be analyzed over a defined period to observe the correlation between social media activity and customer engagement. By using this mixed-methods approach, the research can offer actionable insights into the best practices for using social media to improve customer engagement, enhance services, and foster long-term relationships with clients.

RESEARCH RESULTS

On one hand, social media has enabled faster dissemination of medical research, increased patient awareness, and facilitated communication between healthcare providers, researchers, and patients [10,14]. On the other hand, it has introduced challenges related to misinformation, privacy concerns, and the potential for undermining professional medical advice. By analyzing trends in digital health engagement, the role of influencers in shaping public health opinions, and the integration of social media platforms into medical communication strategies, this study offers a comprehensive overview of the evolving landscape. The findings suggest that while social media can enhance the reach and effectiveness of medical analysis services, its use must be carefully managed to ensure accuracy, privacy, and ethical standards. Ultimately, the future of medical analysis services will likely be shaped by the integration of social media, provided its challenges are appropriately addressed.

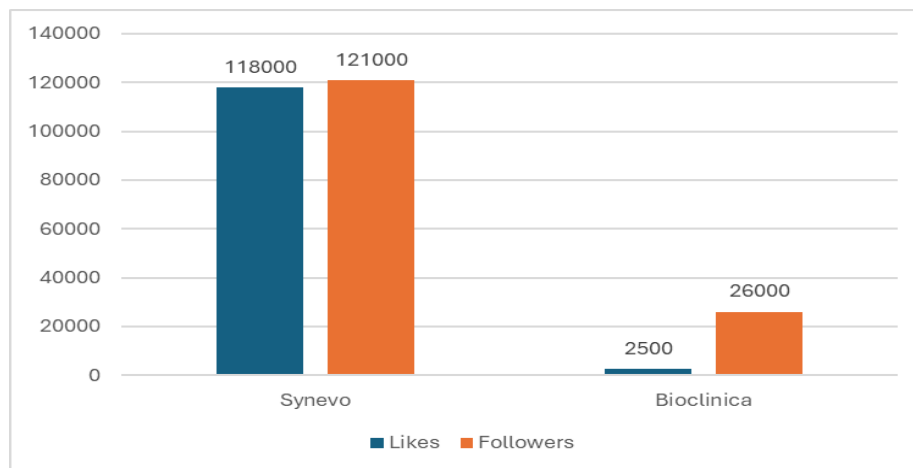


Figure 1. Facebook likes and followers

Source: [16, 17]

Synevo is a well-established healthcare company, specializing in laboratory services, medical testing, and diagnostic solutions across various countries, including Romania. Like many modern companies, Synevo uses social media platforms such as Facebook and Instagram to connect with its audience, build its brand presence, and engage with customers.

Also, Bioclinica is a prominent healthcare company in Romania that provides a wide range of diagnostic services, including medical tests, laboratory diagnostics, imaging,

and medical consultations. Like many modern companies, Bioclinica utilizes social media platforms, including Facebook and Instagram, to enhance its visibility, engage with customers, and promote its services [5].

As we can see in the graph (Figure 1.), Synevo has a significantly larger following compared to Bioclinica. Synevo boasts 121,000 followers, while Bioclinica has 25,000 followers. This difference in followers and likes may suggest that Synevo has a stronger online presence and possibly a broader audience engagement strategy on its social media platforms, especially on Facebook. In contrast, Bioclinica, with its smaller following of 25,000, might have a more targeted approach, focusing on a specific audience or region. Despite having fewer followers, this could indicate a more niche but loyal customer base.

Table 1.

Synevo Facebook Page Overview

Key purposes	Explanation
Brand Awareness	The page helps raise awareness of Synevo’s services and promotes the company’s reputation as a reliable healthcare provider in laboratory services and diagnostics.
Customer Engagement	Through interactive posts, comments, and direct messages, Synevo engages with its community. It offers a platform for customers to ask questions, book appointments, or inquire about lab test results.
Educational Content	Synevo uses its Facebook page to share valuable information regarding health, wellness, and diagnostic services. This content can include: health tips, latest medical research findings, information about different types of medical tests offered by Synevo, updates about preventive health screenings, vaccination campaigns, and medical innovations.
Service Promotions	The page often shares promotions, special offers, and updates related to Synevo’s testing services, discounts, and seasonal health packages.
Community Connection	The page frequently highlights Synevo's involvement in local communities, health awareness programs, and corporate social responsibility initiatives.

Source: [16,17]

The larger number of followers for Synevo (Figure 1.) suggests it might have a stronger digital presence, broader reach, and a more effective online strategy compared to Bioclinica. However, the true effectiveness of a social media strategy isn’t just about the number of followers but also about how well the company engages with and serves its audience. Bioclinica, though smaller in size, could still have a very engaged community of followers, which can be equally valuable in the long term.

Bioclinica’s Facebook page serves multiple functions to connect with its audience and enhance its digital presence.

Table 2.

Bioclinica Facebook Page Overview

Key purposes	Explanation
Brand Awareness	The page helps raise awareness of Bioclinica’s services and its commitment to providing high-quality healthcare solutions. It positions Bioclinica as a trusted partner in health diagnostics.
Customer Engagement	The page allows direct communication with patients and potential clients, offering a space for them to inquire about services, book appointments, and get customer support.
Educational Content	Bioclinica uses its Facebook page as an educational tool, providing followers with valuable healthcare information: health tips, explanations about specific medical tests and diagnostic procedures, general wellness advice, information on disease prevention and management.
Service Promotions	The Facebook page is a space where Bioclinica shares promotions, seasonal health packages, special discounts, or new services being introduced.
Service Updates	The page is updated regularly with announcements such as new locations, hours of operation, or the introduction of new medical technologies or services.

Source: [16,17]

The higher posting frequency by Synevo (34 posts in May 2023 and 30 posts in May 2024) compared to Bioclinica (24 posts in May 2023 and 17 posts in May 2024) (Figure 2) suggests that Synevo has a more active and visible social media strategy. This could help Synevo maintain higher levels of engagement and brand visibility across a wider audience.

On the other hand, Bioclinica's more selective approach, with fewer posts, could indicate a strategy focused on quality and targeted content. While they post less frequently, their content may be highly tailored to their specific audience, which could still result in effective engagement.

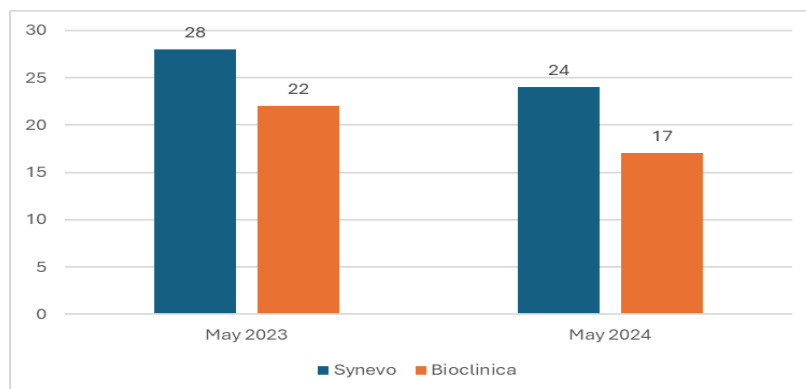


Figure 2. Facebook posts

Source: [16,17]

Ultimately, both strategies have their merits, and the right approach depends on each company's overall marketing objectives and resources. Synevo may want to continue its high-posting frequency to engage a broader audience, while Bioclinica could explore

increasing its posting frequency to build a more consistent presence in the competitive digital space [8,12].

Table 3.

Synevo Facebook content posts

Types of Content	Description
Informative Posts	Posts that educate the audience on a variety of health-related topics. For example, they may discuss the importance of early diagnosis, preventive healthcare, and explain how certain tests work.
Health Campaigns	Synevo runs campaigns to raise awareness about common health issues, such as cancer detection or cardiovascular health, offering special promotions for health tests.
Customer Testimonials	Sharing customer feedback, reviews, and success stories to create a positive image and build trust in the brand.
Visual Content	Photos, infographics, and videos showcasing the company's labs, behind-the-scenes operations, or promotions. These visuals help make the content more engaging and accessible.

Source: [16,17]

Synevo’s Facebook page is a vital tool for communication and engagement with both existing and potential clients. It offers a blend of informative, promotional, and community-centered content aimed at building trust, encouraging healthy behaviors, and showcasing the company's medical expertise. By maintaining an active presence on Facebook, Synevo strengthens its brand, provides valuable health information, and nurtures relationships with its audience.

Table 4.

Bioclinica Facebook content posts

Types of Content	Description
Informative Posts	Bioclinica shares useful, evidence-based healthcare information, from common test descriptions to more complex medical topics. The goal is to educate the public about available diagnostic services and their importance in maintaining good health.
Health Campaigns	The company frequently organizes health awareness campaigns focused on specific diseases or conditions, such as cancer screenings, cardiovascular health, diabetes testing, etc. During these campaigns, they might offer promotional prices for relevant services.

Customer Testimonials	Customer testimonials, stories about improved health after getting tested at Bioclinica, and other positive feedback are shared to build trust and demonstrate the value of their services.
Health and Wellness Tips	Regular posts offering useful information on maintaining a healthy lifestyle, tips for healthy eating, the importance of regular health check-ups, and how to prepare for various medical tests.

Source: [16,17]

Bioclinica’s Facebook page plays an integral role in maintaining its presence as a reliable and accessible healthcare service provider. Through regular, informative posts and active engagement with its audience, Bioclinica not only promotes its wide range of diagnostic services but also educates the public about health issues and prevention. By keeping followers updated with new services, discounts, and health tips, Bioclinica fosters a sense of trust and reliability. Additionally, the page is an important tool for fostering community interaction and showcasing the company’s commitment to public health and customer care.

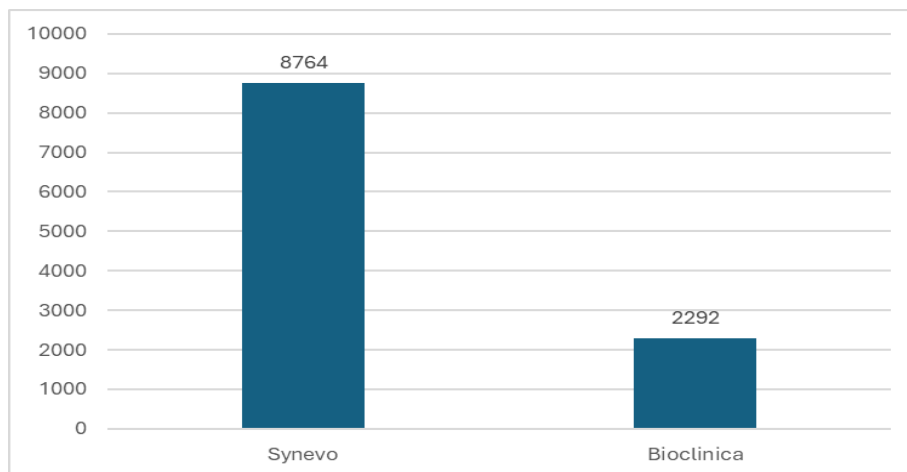


Figure 3. Instagram followers

Source: [18,19]

As we can see in Figure 3, Synevo has 8,764 followers on Instagram, while Bioclinica has 2,292 followers on the same platform.

With **8,764 followers**, Synevo enjoys a broader reach on Instagram, which can be leveraged for stronger brand visibility, collaboration opportunities, and a larger potential customer base. Their strategy likely includes consistent and visually appealing content to attract and maintain a larger following.

Bioclinica’s **2,292 followers** suggests they may be in the early stages of growing their Instagram presence or focusing on a highly targeted audience. Although their following is smaller, there’s room for improvement and expansion, particularly through tailored content, influencer collaborations, or paid promotions to increase their follower base. Maybe in the future both brand should adopt different Instagram Strategy:

- **Synevo** could continue focusing on maintaining its active presence, increasing engagement through promotions, posts, and collaborations.

- **Bioclinica** might focus on growing its community by producing content that resonates more deeply with its audience and taking steps to engage with users more consistently.

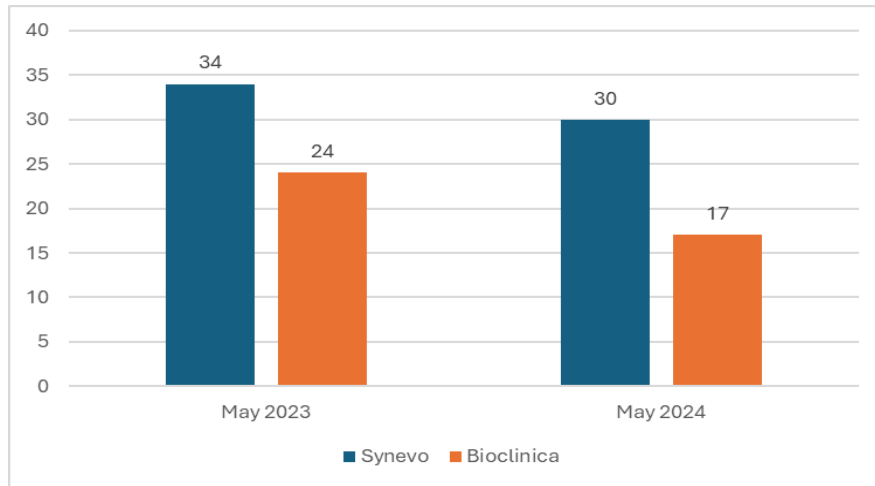


Figure 4. Instagram posts

Source: [18,19]

As we see in Figure 4, the situation is approximately the same as with Facebook pages. Both brands have strategies that work within their respective contexts. Synevo, with its slightly higher post frequency, seems to take a more active approach to engagement, ensuring that it remains highly visible on users' feeds. On the other hand, Bioclinica, with its more measured approach, could be focusing on creating content that is well-curated and meaningful, perhaps aiming for deeper engagement rather than sheer visibility. In the long term, Synevo might benefit from maintaining its high post frequency to continue increasing engagement, while Bioclinica could consider increasing its posting frequency to keep up with competition and broaden its social media presence.

CONCLUSIONS

Social networks are taking on an increasingly important role in people's lives. For doctors, social media is a tool for research and a means to teach people about healthy habits. For patients it is a way to recommend doctors, benefits and advice.

On the other hand, social networks also play an important role among patients who can recommend certain doctors or facilities to other users. It is also a means through which doctors become more careful with patients. Everyone can see online how doctors behave with patients from the latter's posts, and it would not be a good advertisement for potential patients to see that doctors are not behaving properly. Through social networks, patients can share their experiences with each other and, thus, a community is created and they no longer feel alone.

The analysis of the social media presence of Synevo and Bioclinica reveals significant insights into how social media influences the services and brand visibility of medical analysis companies. Both companies utilize social media platforms, such as Facebook and Instagram, to enhance their online presence, engage with their audiences, and promote their services. Synevo, with its larger following and higher engagement across platforms, demonstrates a more aggressive and consistent approach to social media marketing. The company's ability to maintain frequent posts and a substantial follower base allows it to enhance its visibility, drive customer engagement, and promote its

services to a broader audience. The higher number of posts and interactions on platforms like Facebook and Instagram enables Synevo to create a dynamic online presence, fostering customer loyalty and trust in its brand. On the other hand, Bioclinica has a more selective, targeted approach with a smaller following. While its social media presence is less extensive than Synevo's, Bioclinica focuses on quality over quantity, producing well-curated content that resonates with its specific audience. This targeted approach could allow Bioclinica to form deeper, more meaningful relationships with its customers, offering personalized services and engagement opportunities that appeal to a niche market.

In conclusion, social media plays a crucial role in shaping the customer perceptions and engagement of medical analysis companies. Synevo's larger social media following and frequent content posting highlight the company's emphasis on broad visibility and customer interaction, while Bioclinica's more focused social media strategy provides an opportunity for more tailored engagement. Both companies can benefit from refining their social media strategies, improving engagement with their existing audience, and exploring new content formats to foster brand growth and enhance customer loyalty. Social media remains an essential tool for these companies to promote their services, build trust, and connect with their target audience in an increasingly digital world.

REFERENCES

- [1]. **ALALWAN A.A., RANA N.P., DWIVEDI Y.K., SIMINTIRAS A.C.**, 2017, Social media in healthcare: A literature review and research agenda, *Telematics and Informatics*, 34(7),1245-1264.
- [2]. **CHOU W.S., GAYSYNSKY A., KIVINIEMI M.T.**, 2013, The scope of social media's impact on public health communication: A review of the literature, *Journal of Health Communication*, 18(2),158-170.
- [3]. **DOLAN R., CONDUIT J., FAHY J., GOODMAN S.**, 2016, Social media and customer engagement in the healthcare sector: A systematic review, *Health Marketing Quarterly*, 33(2), 142-160.
- [4]. **CIURUMELEA A., VĂDUVA S.**, 2022, The Role of Social Media in Promoting Romania as a Tourist Destination, *Journal of Tourism and Hospitality*, 30(4), 99-115.
- [5]. **FUCHS C.**, 2017, *Social Media: A Critical Introduction*, Sage Publications.
- [6]. **FRIEDMAN D.B., HOFFMAN-GOETZ L.**, 2006, The role of social media in healthcare communication, *Journal of Health Communication*, 11(2), 163-170.
- [7]. **GOLEV A., NEDELCU M.**, 2019, *Destination Branding and Digital Marketing: A Case Study of Romania*, Editura ASE, Bucuresti.
- [8]. **JANSEN B.J., ZHANG M., SOBEL K., CHOWDURY A.**, 2009, Twitter power: Tweets as electronic word of mouth, *Journal of the American Society for Information Science and Technology*, 60(11), 2169-2188.
- [9]. **KAPLAN A.M., HAENLEIN M.**, 2010, Users of the world, unite! The challenges and opportunities of Social Media, *Business Horizons*, 53(1), 59-68.
- [10]. **KOTLER P.**, 2003, *About Marketing*, Editura Curier Marketing, Iași
- [11]. **MOORHEAD S.A., HAZLETT D.E., HARRISON L., CARROLL J.K., IRWIN A., HOVING C.**, 2013, A new era in public health communication: A review of social media use in public health, *BMC Public Health*, 13(1), 1-8.
- [12]. **PASCARIU ANKA**, 2023, *Comunicare și relații publice*, Editura Eurobit, Timisoara.
- [13]. **SASHI C.M.**, 2012, Customer engagement, buyer-seller relationships, and social media, *Management Decision*, 50(10), 1747-1763.

- [14]. **STREET R.L., MAKOUL G., ARORA N.K., EPSTEIN R.M.**, 2009, How does communication improve medical care?, *Patient Education and Counseling*, 74(3), 295-301.
- [15]. **VARGO S. L., LUSCH R. F.**, 2004, Evolving to a new dominant logic for marketing, *Journal of Marketing*, 68(1), 1-17.
- [16]. *** - https://www.facebook.com/@synevo.ro/?locale=ro_RO
- [17]. *** - https://www.facebook.com/@laboratoarele.bioclinica/?locale=ro_RO
- [18]. *** - <https://www.instagram.com/laboratoarele.bioclinica/>
- [19]. *** - https://www.instagram.com/synevo_romania/?hl=en