

## **Abstract**

This research examines the role of healthcare branding in influencing consumer choice, using a mixed-methods approach. In a competitive healthcare market, the branding of healthcare providers plays a crucial role in shaping patient perceptions, trust, and decision-making. The study seeks to identify the key elements of healthcare branding, such as reputation, patient experience, and marketing strategies, that affect consumer choice when selecting healthcare providers.

The quantitative component of the study involves surveying patients to understand how they perceive and prioritize various aspects of healthcare branding, such as brand awareness, trustworthiness, and service quality. The survey analyzes the relationship between branding factors and patients' decisions to choose particular healthcare providers, helping to identify which branding elements most strongly influence consumer behavior. Statistical analysis of the survey data provides insights into the effectiveness of different branding strategies in the healthcare sector.

In addition, the qualitative aspect includes interviews with healthcare providers, marketing professionals, and patients to explore the underlying reasons behind consumer preferences and brand loyalty. These interviews provide deeper insights into how branding influences not only patient choice but also satisfaction and long-term relationships with providers. The findings from this study aim to offer actionable recommendations for healthcare organizations to improve their branding strategies, ultimately enhancing consumer engagement and fostering patient loyalty.