



WEB OF SCIENCE

## THE EVOLUTION OF THE MARKETING PROCESS AT TECHIRGHIOL SPA AND RECOVERY SANATORIUM

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### Abstract

This article provides the marketing process of Techirghiol Spa and Recovery Sanatorium, to determine the major characteristics of a health organization on his way to performance, creating a necessary conceptual framework and developing the own valid model for evaluating the quality of medical care at standards of excellence.

The research is related to the field of medical management and marketing in health services, organizational communication management, but also the therapeutic features of Lake Techirghiol, in an innovative approach, which aims to enhance intangible capital.

The analysis concerns the process of identity construction of the Techirghiol Spa and Recovery Sanatorium, during institutional existence, based on recent years, focusing on two interconnected aspects: defining the organization's identity through modern marketing, especially digital, and its role in obtaining quantifiable performance.