

## CALL FOR CHAPTERS

### **Interrogating Healthcare Service Delivery and Access: The Role of Communication, Education and Promotion**

#### **Editors**

**Lead Editor:** Olayinka .A. Egbokhare, Ag. Controller/Head, Biomedical Communication Centre, College of Medicine, University of Ibadan

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#### **Introduction**

Promotion of health services is as important as healthcare service delivery and access to care. In the commercial realm, manufacturers and service providers consider promotion as being of equal importance and status as the 3 other Ps (Product, Price and Place) in the marketing mix. In essence, if the public are unaware of available facilities, treatment options, possibilities for disease control or management, research evidence about health concerns and related concepts, then uptake of services will be low. Thus, ignorance may lead to more fatality than the most chronic disease we are contending with and act as a barrier to access and service delivery. (Dantas, Singh & Lample, 2020; Kamulegeya, Bwanika, Musinguzi, Bakibinga, 2020; CPED, 2014 and Muhammed, Umeh, Nasir, Suleiman, 2013) The need to integrate the political economy of health service provision therefore becomes germane (Obeta, Obi, Goyin & Ojo, 2019).

Health, a basic human requirement which falls within the scope of psychological and safety needs as propounded by Abraham Maslow (Stefan, Popa & Albu, 2020) not only qualifies for government attention especially in relations to facility and service provision but also deserves promotional attention. Promotion here entails all the dynamics of the promotional mix just as we have it with the promotion of products and services. This approach is imperative in healthcare service to close the awareness and access gaps caused by uneven healthcare information distribution (Darroch, Singh, Woog, Bankole & Ashford, 2016). Literature abounds on unmet health needs caused by both service provision and promotion factors globally, especially in the

developing countries (Morton, Pencheon & Squires, 2017; Obare, Kabiru, Chandra-Mouli & Parry, 2017 and Mbuya-Brown & Mteka, 2015). This has implications for the attainment of item three on the Sustainable Development Goals (SDG3) which advocates health for all by the year 2030. In fact, all the other goals also either explicitly or implicitly have connections to health (Aftab, Siddiqui, Tasic, Perveen, Siddiqi & Bhutta, 2020 and Li, 2020). There is therefore

This book focuses on global and cross-cultural experiences on provision, access and promotion of healthcare services especially in reference to the relational factors on the exchange spectrum (Fill, 2009) of healthcare service provision. The book aims at providing evidence-based information on health communication as practiced in different contexts.

Contributors are therefore invited to submit research works (empirical or analytical) to be published as chapters in this proposed book along the following sub-themes:

**Sub-themes:**

1. Challenges of primary healthcare service provision and access
2. Implications of alternative healthcare practices on global health and well-being
3. Gender, health and well-being
4. Emerging issues in adolescent sexual and reproductive health promotion
5. Mass media and healthcare service promotion
6. Health insurance, health economics and affordable healthcare service provision.
7. (Re)thinking healthcare service for rural people
8. . Emerging issues in urban healthcare service delivery
9. Cultural beliefs ( Superstition, Stigma, Local Beliefs and Biases) and healthcare service delivery
10. Dynamics of Patient/ Doctor-Nurse Communications on Service delivery and access to care
11. Promotional strategies for effective sustainable healthcare access and delivery
12. Political economy of healthcare service provision
13. Public perception of tertiary hospitals and healthcare services in developing countries
14. Patient's socio-economic status, choice of hospital and access to healthcare services

15. Demographic and Psychographic influences (religion, personality, behaviours, etc) on choice and use of healthcare facilities/services
16. Implications/application of customer relations management in healthcare service delivery
17. Myths, beliefs and healthcare service promotion, provision, delivery and access
18. Any other title that resonates with the focus and main theme of this book project.

### **Author Guideline:**

All papers must be in Microsoft Word Document, APA Style 6th Edition, maximum of 15 pages of 12points font size and 1.5 spacing pattern. The paper should be submitted to the following email address: **healthcarepromotionbook@gmail.com**

### **Important Dates:**

**Submission of Abstract/Proposal:** Wednesday, 30th June, 2021

**Notification on Acceptance of Abstract:** Friday, 30th July, 2021

**Submission of Full Paper:** Monday, 27th September, 2021

**Notification on Acceptance of Paper:** Wednesday, 13th October, 2021

**Resubmission of Accepted Paper:** Friday, 29th October, 2021.

**Release of the Book:** January, 2022.

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