

Electronic Marketing of Health Services in the Light of Corona Pandemic-Some Algerian Models-

TAHER Nadia

Algiers 3 University (Algeria), taher.nadia@univ-alger3.dz

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Abstract:

This research paper aims to expose models of electronic marketing of health services in Algeria, by highlighting the most famous electronic health platforms that were launched during the Corona pandemic. These platforms have become part of the health scene in Algeria. It is considered one of the innovative solutions to overcome the remnants of the pandemic and its negative repercussions, which were not limited to health systems and individuals' safety only, but extended to include all fields of life.

The results of the study indicate that Algeria has many electronic platforms geared towards providing a smart and easy healthcare experience, as it is the quickest and most ideal solution for adhering to prevention measures and limiting the spread of Corona virus.

Keywords: Corona Pandemic, Electronic Marketing, Electronic Health Services Platforms, Algeria.

Classification Jel: L81; H51; I18; M31.

1. Introduction

Technology can improve the quality of health care and make it easier for more people to access it. E-health services may provide ways to make health care more efficient, coordinated and closer to home. The patient can go to his virtual visit - via Internet - from anywhere, such as home or car. There is no need to move to another place to make it.

Many people have been affected by the benefits of electronic health services during the Covid-19 pandemic, as they enabled the individual to stay at home if sick, finds it difficult to travel, or also lives far from the medical center. Many people have been able to maintain distance from others by staying at home while continuing to receive health care during the Covid-19 pandemic. Doctors could also diagnose and treat Covid-19 infection remotely. Virtual visits also provided the option to meet with specialists who do not reside in the area.

As a result, reliance on electronic health services increased and expanded in Algeria during the Corona pandemic. People still commonly use them. The use and benefit of technology is more than necessary at the present time, especially with the launch of several electronic health platforms and applications that allow doctors and patients to use them for free by downloading them on smart phone devices or on websites, within the framework of the need for digital solutions that keep pace with reality and improve the health care experience in the country.

1.1. The Study Problem:

Therefore, the problem that can be raised in this context is:

“How were electronic health services platforms employed in the light of Corona pandemic? What was the reality in Algeria?”

1.2. The Study Importance:

The study derives its importance from the topic it addresses. Electronic health care is one of the most important achievements of information and communication technology in our current era in the health field. The current study is also an attempt to shed light on the reality of electronic health service platforms in Algeria as a modern and advanced

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technology for obtaining consultations and health services, especially in the light of the restrictions imposed by the Covid-19 pandemic.

1.3. The Study Aims:

The aims of the study can be defined in the following points:

- Introduction to electronic health;
- Recognizing the importance of using electronic applications in the health field as a modern and motivating method for providing easy and quick health services;
- Highlighting the role of electronic health applications in confronting the Corona pandemic with reference to the case of Algeria;
- Helping those in charge of health care programs improve and develop the electronic applications in use;
- Benefiting from the results of this study in developing supporting visions to achieve optimal use and raise the level of quality of electronic applications in providing health care in Algeria.

1.4. The Study Approach:

Given the nature of the subject under study, and in order to answer the problem at hand, the descriptive approach was relied upon as it is concerned with accurately describing the studied phenomenon, analyzing it, and expressing it both qualitatively and quantitatively.

2. General Framework of Corona Pandemic:

In this topic, we review the general framework of the Corona pandemic, by addressing the concept and ways of spreading the Corona pandemic, as well as the precautionary restrictions to limit its spread.

2.1. The Concept of the Corona Pandemic:

Humanity has experienced great fear of the new Corona virus (Covid-19), as it is a pandemic whose pattern of spread differs from previous coronaviruses that infect the respiratory system. The virus first appeared in the Chinese city of Wuhan during December 2019, and then spread to other Chinese provinces in early January 2020 due to New Year celebrations. It continued its creep towards other countries as a result of international travel as follows: Thailand (January 13), Japan (January 15), South Korea (January 20), Taiwan and the United States of America (January 21), Hong

Kong and Macau (January 22), Singapore (January 23), France, Nepal and Vietnam (January 24).

As of January 29, more than 75,775 confirmed cases had been detected worldwide, most of them in China, and 2,130 deaths due to the coronavirus. Discretionary templates indicate that the real number was estimated at that time to be between 25,000 and 35,000 cases. Then it spread horribly around the world (Malak & Zaid, 2021, pp. 99-122).

On March 11, 2020, the World Health Organization declared the Coronavirus, or Covid-19, constitutes a pandemic and is therefore different from an epidemic. The spread of an epidemic may be limited to one country or few countries, while a pandemic means a global spread of the disease. Accordingly, views and opinions differed about the nature of the virus and its source. Some considered it a disease condition that developed as a result of natural factors that occurred in the strain of a particular family of viruses, as it has the ability to develop naturally and adapt to environmental variables in order to continue its activity and influence. While another trend, which is the most common, sees it was developed in biological laboratories and spread unintentionally, and is considered a biological weapon created for economic and political reasons and goals (Serdar, 2020).

In Algeria, the first case of Coronavirus appeared on February 25, 2020, an Italian citizen who came from Italy on February 17, 2020. Then the virus quickly spread through travelers coming from Europe, where the disease's spread rates were witnessing a rapid increase. The health authorities transferred the infected person to the Pasteur Institute to confirm his infection with the virus, while another Italian citizen who was with him was released after it was confirmed that he was free of the disease. The Minister of Health issued an order to accelerate the establishment and installation of centers to combat the Covid-19 virus at the level of all provinces and to provide all material and logistical means to limit its spread (Tamar & Rtimi, 2021, p. 363)

2.2. How the pandemic spreads:

Studies and research have shown that the Corona virus is spreading rapidly, and here lies its danger. While this virus took three months to infect

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the first 100,000 people around the world, it only took 12 days to infect another 100,000, which made many countries take unprecedented measures, such as closing borders and airports, as well as imposing lockdown in some countries, in an attempt to limit the spread of this virus.

The disease spreads primarily from an infected person or carrier of the virus to another person through small droplet particles that spread from his nose or mouth when he coughs, sneezes, or speaks. People can catch Covid-19 if they breathe in these particles from a person infected with the virus. Therefore, it is important to maintain a distance of at least one and a half meters between people. Particles of this droplet may fall on surrounding surfaces, such as tables, door handles, and stairs. People become infected when they touch these objects or surfaces and then touch their eyes, nose, or mouth. Signs and symptoms of Covid-19 appear between 2 to 15 days after exposure to the virus. The disease can cause severe medical complications that may lead to death for some people (Unicef, 2021).

Symptoms of Covid-19 include fever, fatigue, and dry cough. Some patients may experience nasal congestion, headache, conjunctivitis, sore throat, diarrhea, loss of sense of taste and smell, skin rash, or discoloration of the fingers or toes. These symptoms are usually mild and begin gradually. People recover from the disease without needing special treatment (Laski, 2021, pp.379-400), but some people with Covid-19 may have symptoms that lead to difficulty breathing. The risk of serious complications increases among older people and people with other health problems such as diabetes, high blood pressure, heart and lung disease, or cancer (Unicef, 2021).

2.3. Measures to Limit the Spread of the Pandemic:

Quarantine has played a major role in combating many diseases that claimed millions of lives throughout history. Therefore, most countries tended to impose restrictive measures such as isolation, social distancing, and quarantine to maintain public health. Studies revealed that quarantine plays a vital role in controlling the spread of Covid-19 compared to any other preventive measures applied alone. It led to a decrease in the infection rate by 44% to 81% and the death rate by 31% to 63%. The combination of

quarantine procedures and other preventive measures, such as closing schools, banning travel, and adhering to social distancing, had a greater impact on reducing the number of cases requiring critical care, as well as the number of deaths, compared to applying quarantine measures alone (Ashraf, 2020).

Quarantine is the isolation of people who have been in contact with confirmed infected cases or cases who are likely to be infected with the disease for a period of time determined according to the incubation period of the disease - the period between the occurrence of infection and the appearance of symptoms - which has been estimated at 14 days in the case of Covid19. As for isolation, it is the commitment of the person with symptoms of this disease to stay at his home and refrains from going out, especially to public places. This isolation may occur voluntarily or based on the recommendation of a health care provider. Social distancing is the maintaining of distance - at least one meter - between healthy individuals (World Health Organization , 2020).

3. Electronic Marketing Basics:

This topic discusses the basics of e-marketing and addresses the definition and characteristics of e-marketing, as well as its levels.

3.1. Definition of Electronic Marketing:

E-marketing is defined as “a description of a corporate's efforts to inform buyers, communicate and promote its products on the Internet” (Kotler, Keller, & Manceau, 2015, p. 493). In other words, it is “the process of using the Internet and digital technology to achieve the marketing objectives of corporates and support the modern marketing concept” (Abu Kahf & Abbas, 2006, p. 427).

It is also defined as “the practice of all the integrated work and activities carried out by a specialized department in contemporary corporates, which mainly aims to provide products to customers and consumers in the appropriate quantity, in the appropriate place and at the appropriate time and in a way that is consistent with the tastes, desires and needs of these customers and consumers in the easiest ways and at the lowest costs by using networks. “Advanced Electronic Communications” (Ghonim, 2008, pp. 14-15).

According to the above mentioned information, it is possible to define E-Marketing as follows:

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- E-marketing refers to online marketing and therefore it concerns all commercial players in a competitive situation, whether they develop an online sales activity or not. Whether their presence is deliberate or not, brands are on the internet; consumers too (Hadjer & nemer, 2022, p.406-421);
- Making internet and digital technologies accessible to achieve the marketing goals of companies;
- The change technology, taking into consideration the core transitions in the trajectory, concept and applications of marketing ;
- An attempt to benefit from the experts in the field of marketing to develop new, successful and instant strategies which enables the achievement of goals more rapidly than the traditional marketing, in addition to the extension and growth of business in a short time, and by investing less capital.

3.2. Characteristics of e-Marketing:

E-Marketing has many characteristics which makes it different from traditional marketing and even better than it, these characteristics include (Laudon & Laudon, 2003, pp. 108-111):

- The standards used to assess the performance of marketing activities hold a higher position in the era of internet, as clients-through websites seek a high quality products with affordable prices along with rapid and better services;
- The Digital, which is the ability to describe the product, or at least its benefits on the digital level by information, the digital here means that it is possible to use internet to distribute, promote and sell the products having all those characteristics, in other words it is the ability of the website to impact clients and make them accept the distinctive characteristics of the product by its digital results;
- Interactivity, it is the accessibility to discussion, which provides clients with freedom to choose their wants and needs directly from the virtual shop on internet, although response goes back the shop according to its marketing communication;
- Marketing exchange is no longer a solo exchange operation, marketers currently work to satisfy needs and wants through presenting various product or service packages with an added value, these last must be realized and valued by clients;

- Dealing with clients individually rather than the market, instant interaction with them along with receiving their reactions towards the offered marketing presentations instead of depending on marketing researches;
- Dependence on internet as a fast communication means, easy and less costing as an alternative to traditional communication means;
- The traditional exchange operation starts with marketers and finishes with them, as they control everything. However in the century of internet, clients determine the information they need, the offers that meets their needs and wants, and the prices that suits them i.e. E-Marketing is called Reverse Marketing;
- The automatization of marketing jobs, particularly the jobs with repetition and those subject to quantifiable measures, for instance; researches on marketing, designing products and sales, stock administration;
- Breaking free from time and place, as internet works for 24 hours, and all along the week, the consumer may shop and choose between products of global companies while sitting at home or from the office.

3.3. E-Marketing Levels:

E-Marketing has many levels, namely:

3.3.1. Internet Marketing :

Partners link their websites to each other, and call clients to a common visit through advertisements and electronic links.

3.3.2. Marketing with Electronic Presentation

it is similar to presenting goods in showcases, only here they are exhibited electronically on computer screens.

3.3.3. Marketing through Emails

It is a type of direct marketing using electronic tools to deliver commercial messages to the audience; considered the oldest and the most powerful E-Marketing type, as it plays a significant role in the ability of companies to communicate with their clients, and sending them information relative to offers and different services they provide.

3.3.4. Marketing through Social Networks:

A set of activities and applications based on technologies of information and communication, and what is known as Web 2.0, so the company uses social networks platforms to convince consumers that their products are worthwhile (Lamarre, Galarneau, & Boeck, 2012, pp. 9-22).

3.3.5. Marketing through Hand phones:

It is set of practices which enables companies to contact and commit to their audiences in an interactive way by hand phone. This last illustrates a personal channel to make automatic, direct, interactive and right to the point calls; anytime and anywhere.

3.3.6. Marketing through Search Engines:

Where the shopper seeks what he/she wants through search engines, and eventually the results of the search will appear as titles to electronic websites suggested by the search engine.

3.3.7. Marketing using Applications:

Electronic applications are: “independent programs designed to run on mobile devices”. And one of the services that modern technology offers us. (Silm & Aliane, 2023, pp.382-405).

And marketing using applications is considered as a one of modern marketing types, and very efficient means capable of giving rapid and great results i.e. the final marketing results; in addition, it is less costing comparing to other marketing methods. Marketing through applications consists of designing an application related to the company that is downloadable on smartphones for the users of the websites, by doing this they may receive updates of the product promoted by the company. However, the functions of the applications differ according to the nature and the activity of the website, for instance, if the company had a website to market its products already, it may present the product and its characteristics inside the application, as well as putting buttons for buying and communicating...etc (Kavisekera & Abeysekera, 2016, pp. 201-216).

4. Electronic Healthcare Services:

This chapter deals with electronic healthcare services, its goals and types by order.

4.1. Electronic Healthcare Services Concept:

It is the usage of information and digital communication technologies to achieve online healthcare services, for instance; using computers, hand phones, and tablets which are all usable at home. Other healthcare providers may provide their services from medical cabinets or mobile medical cabins, famous especially in the countryside. Those electronic services may also be techniques used by the doctor to improve or boost healthcare services (Mayoclinic, 2022).

4.2. Aims of Electronic Healthcare Services:

Also known as Online Healthcare Services or Mobile Healthcare Services include;

- Facilitating the accessibility for Healthcare Services to people living in the countryside or isolated areas;
- Keeping people's safety in case of an infectious disease like Covid 19 for example;
- Providing first aids to many cases;
- Facilitating the providing of services and increasing its availability to people with disabilities, people with less time, people who have limited means of transportations;
- Accessibility to specialized doctors;
- Improving the quality of communication along with coordination between healthcare team members and the person receiving treatment;
- Providing consulting about self-management of healthcare (Alecso Scientific, 2020).

4.3. Types of Healthcare Services:

Healthcare services are provided in many types, namely (Mayoclinic, 2022)

4.3.1. Virtual Visits:

Some cabinets may rely on treating online to provide the requested healthcare services for the sake of patients. This is called virtual visits, where these last allow patients to interact with the doctor or a psychology therapist or a nurse via videoconference on internet using their phones. Virtual visits are also used to provide healthcare in many illnesses like

migraine, skin diseases, diabetes, depression, anxiety, flue, and Covid19. These visits allow the patient to visit the doctor by him/herself especially when they are incapable of doing it in reality; it is when the patient only needs a smartphone, a tablet, or a laptop connected to internet. But the patient is advised to find a proper and calm yet private place to sit during his/her virtual visit, although the same thing goes for the doctor.

4.3.2. Other Options:

Some people may use web or phone services to obtain medical care or medical consulting. When logging in to a web service or calling for an urgent or primary healthcare service, the patient receives suitable medical instructions by asking him/her lots of questions. However, the doctor or the nurse may prescribe the suitable medicines for their case. They may also provide advises to the patient at home or request for more medical care.

4.3.3. Online Medical Control:

There are many techniques that help the doctor or healthcare team to examine the patient online, these techniques include the following:

- Web or phone applications concerned with uploading patients information to be available to the doctor and the healthcare team, example: if the patient suffers from diabetes, he/she can download records of foods and sugar levels in blood and the medicines eaten, and that should be examined by one of the medical team;
- Blood pressure monitor, glucometer, or pulse oximeters which transmit data wirelessly;
- Devices able to be worn, able to record data and transmit it automatically, example: those devices may record data like heartbeat rate, sugar level in blood, the way a patient walks, body position, tremors, physical activity or patient's sleeping position;
- Home monitoring devices designed for elderly and people suffering from dementia, able to discover any change in the daily activities; falling down for instance;
- Devices that send notifications to the patient to remind him/her to practice sports or take medicines.

4.3.4. Doctors communicating with each other:

Doctors may also rely on technology to provide better healthcare services for whoever needs it. It is possible to give an example, during a virtual visit; primary care physicians may obtain information from specialists in other places. When they have questions about the diagnosis of a patient or treatment, the primary care physician can send observations, the medical record, blood tests, x-ray images or different images to the specialist in order to be reviewed. Eventually the specialist may answer back by email or make a virtual visit with the doctor in his office, or may ask seeing him/her in person.

In some cases, the nurse or a health practitioner may rely on technology to provide healthcare services from a medical center, a clinic or a mobile medical cabin.

Thanks to virtual visits, unnecessary personal referrals to specialist doctors may be avoided, eventually long waiting hours to see a doctor may be reduced, and the trouble of travelling either (Mayoclinic, 2022).

4.3.5. Patient Portal:

First care clinics following the patient provide an online patient portal; it also allows the patient a safer way-through email to communicate with the doctor, all along with the following actions:

- Sending a message to the doctor or to one of the treating team;
 - Asking for more boxes of the medicament using the medical prescription;
 - Revising the results of the blood tests and the summaries of the previous visits;
 - Scheduling appointments or requesting for preventive care appointments
- If the doctor was a part of a big care system, the portal may also provide a point of contact with a specialist.

4.3.6. Personal Healthcare Application:

Many applications are designed to help better organize the medical information in a one safe place, these information may help the patient in:

- Stocking personal health information;
- Recording biomarkers;
- Counting and recording the calories;
- Scheduling notifications of taking the treatment;

- Recording the sports activity like daily footsteps.

4.3.7. Records of Personal Health:

The Personal Health Record-PHR system is a set of information related to the patient's health which is capable of controlling and keeping it, the patient have also access to his/her personal health record at any time from his/her internet-connected device i.e. office laptop, personal laptop, tablet, or smartphone. PHR Application allows the patient to review the laboratory tests, the X-rays images, and the doctor's observations, however, the doctor may also enable other doctors to this option after the getting the consensus of the patient. In addition, PHR provides vital information to ER employees in case of emergency, for instance; they system can show the current case of the patient, his/her medicines, allergies, and their doctors contact information (Mayoclinic, 2022).

5. Electronic Health Services Platforms in Algeria:

Electronic Health Services Platforms allows patients to obtain specialized health care from home, and benefit from health care in a safe and guaranteed environment, since everything the patient needs is a webcam, access to internet, and being ready to call, in what follows some samples of Electronic Health Services Platforms in Algeria.

5.1. The Digital Platform of the Health Ministry:

The electronic platform of the health ministry to control the development of the corona virus in Algeria, is considered as a result of the government's trend towards developing the digital content and online healthcare services, as well as the digital transition in different fields and institutions. The characteristics provided by this platform cover many cases regarding corona virus including; checking the statistics of infection, healing, and new deaths every day through the disease map. Yet the platform not only provides news but spreads awareness regarding the disease and prevention measures against the epidemic (Klach & Bouhafs, 2022, pp. 336-360).

5.2. The Digital Platform of Algeria Telecom Institution:

Algeria Telecom Institution had innovated an electronic platform considered as information board for different health departments, it also provides a clear visioning of the current spread of corona virus in the country and in no time, so that every health department in every province insert and get new updates of the current situation in the data base.

The citizen, through this electronic platform may request medical help; the citizen must put his/her phone-number and answer some questions regarding his/her health condition, later on, the healthcare team will contact him via the call center 3030, to deepen the investigation and take right decision about the case, yet if the case is doubted to be an infection, the citizen will be directed to the specialized healthcare team (Algerian News Agency, 2020).

5.3. Bessiha Platform:

Dr. Amel Derouiche has revealed that launching the first health digital platform in Algerian is named Bessiha, this platform allows both doctors and patients to use it freely starting from June 2020, by downloading the platform application on smartphones or using the website, and users can schedule appointments or online consultation. Dr. Derouich, the expert in Bessiha platform talking to Elbilad magazine has argued that the health crisis in Algeria and the whole world because of corona virus pushed some young men to innovate this unique health service in Algeria, the platform was adopted by a start-up. She argued that Bessiha is a 100% free platform allowing patients to search for doctors according to their specialty, names and location by scheduling an appointment right away with one click.

In the same context, Derouiche said that Bessiha application is downloadable via play store, in addition, some pages on social media are dedicated to promote for this new application. She also said that the platform allows more than 512 doctors to access it in a trial period as they are responsible for scheduling online appointments with their patients, not to mention that the application is supplied with GPS, which allows the patient to gather information about the location of the doctor, his/her name, and the perfect time to schedule an appointment depending on the digital calendar. In the same time, the application helps doctors to follow up their

patients online, prescribe them medicines and even warn them from side effects they might have.

The idea after creating this application first appeared on November 2019, but was renewed through the health crisis, as it became a strong motive to adopt digitalization in the health sector, particularly when lots of patients started losing their appointments being afraid of infection of Covid19 pandemic (Hilali, 2020).

5.4. E-Tabib Platform:

E-Tabib is a local electronic platform that provided free health services during the lockdown period, it is the first of its kind in the field of online medical consulting with video call technique in Africa, it was launched simultaneously with the spread of covid pandemic in the country, and just like Bessiha, E-Tabib is available on play store, downloadable on laptop and smartphones. Subscribing on the platform is very easy, and the patient can choose his/her treating doctor, and then makes an audio or video call.

The initiative mainly aims at reducing tension upon hospitals and enabling patients to resume their online medical appointments in the light of measures taken to prevent the spread of corona virus; the platform website indicates that a youth team of qualified volunteer doctors have joined the platform just after the launching. It is worth mentioning that the platform is accessible via laptop, phone application, or via search engines like google.

Notably, E-Tabib, that chose the logo “no more tiredness after today” aims at changing medicine practice by employing modern techniques of the field, which can serve citizens and complies with the international standards. Doctor Nabil Mustapha, in an interview with the Algerian News Agency, has announced that the platform offers free services during the health crisis that the country goes through because of pandemic spread. He also said that the platform deals with volunteering doctors of different specialties and representing various provinces. He added that the platform provides about 20 medical specialty and choosing one of these must be based on expertise and having an official permit to practice their profession.

Mr. Mohamed Shalabi, and IT engineer, one the creators of E-Tabib, has confirmed that the platform is programmed according to international standards and provides intelligent medical consultation in every specialty for the patients.

For his part, the Algerian journalist Said Batoul, said that these electronic platforms have a major contribution in ending patients suffering particularly the elderly ones, as it became easier to communicate with a doctor for an online check without having to travel in the light of restrictions imposed by the pandemic (Algerian Radio, 2020).

5.5. Docta Platform:

A group of Algerian pioneers have launched a health electronic platform dedicated for doctors and citizens, to guarantee an easier healthcare experience, namely **Docta**, this new idea appeared after the need to digital solutions that goes along with reality and improves healthcare in the country particularly in the times of pandemic.

Docta aims at organizing the medical appointments, managing medical information and files of the patients in one platform, in addition to improving the relationship between the doctor and the patient by facilitating communication between the two.

The media official in Docta, Doctor Amel Derouiche, in an interview with Skynews Arabia, said that the idea existed even before Corona pandemic in the framework of seeking for digitalization of different sectors including health, but when the pandemic appeared, it became a necessity, and the idea became a reality that attracts many people interested in health and digitalization.

Dr. Derouiche, healthcare activist famous on social media, also clarified that the new platform Docta was created to facilitate the work of the doctor by organizing his/her schedules and making it easy to communicate with the patient privately, as for the patient, the platform will help him find qualified doctors in a short time, give him the chance to see their working hours, and follow appointments with his doctor by receiving notifications and reminders.

The patient will also be updated with information regarding his health condition; if he wants he can also know updates of his family members'

conditions. The platform provides much other facilitation to the patients i.e. client service. It is noteworthy that the platform will be accessible to users through a marketing strategy; both digital and in field. The same source said that they think about designing a health card related to this platform, in order to include all information of the patient digitally and in an easy way, so that he/she obtains the necessary information without any need for holding a paper version.

One of the founders of the start-up, specialized in finding solutions, Dr. Ibn Hamza has confirmed that many people have benefited freely from online medical consultations through this platform even foreigners (Kaabach, 2021).

5.6. BIOVAL Application:

The Val Group Clinic has launched an application called BIOVAL APP, which is a part of a whole developing operation of a high quality medical service at home. The service is at the same time authentic and rapid, yet the app enables patients to schedule an appointment via internet to run blood test at home, with the same price when run at the medical laboratory i.e. the costs of transportations are free and unlimited. This app, offers a variety of specialized blood tests treated with the most modern tools, designed for disabled people or those who live in isolated areas (Santenews-dz, 2022).

6. Conclusion:

Internet has really changed the way we communicate with our family and friends, ways of buying goods and services; it has also changed the research for health problems method. The pandemic has encouraged the spread and adoption of the electronic healthcare concept and moved forward the launching of many electronic platforms of healthcare services that helps control healthcare received by individuals and obtaining the services needed. As many people infected with corona virus chose the new electronic healthcare service, to maintain social distancing and reduce the spread of the virus, this awareness is considered a turning point in the field

of digital health in Algeria. Here after, the main findings of the current research paper:

- Electronic platforms of health services aim at enhancing the health system and rebuild the trust in it by providing digital services and solutions that goes with the reality and improves the experience of healthcare in Algeria;
- Corona pandemic has left an awareness upon individuals i.e. the importance of moving towards electronic healthcare services, this awareness was hard to achieve in last years. In case of risk management, particularly those related to pandemic, awareness of the citizen represents a pillar to success along with trust in the performance of governmental and private institutions;
- Electronic platforms of healthcare services has worked on finding a solution to the problem of gathering the patients in one waiting room, and eventually it has cancelled these gatherings that might be a direct cause for infection. It has also made doctors closer to the patients. So, technologies of electronic health has moved from a concept based on technique to a phenomenon with its own communication and social aspects, and even a principal pillar of individual's and society's health in a direct and an indirect way;
- Electronic platforms of healthcare services deals with health challenges in an efficient and effective through a responsible and beneficial usage of technology, and harnessing the partnerships to accelerate the sustainable solutions of healthcare in Algeria;
- Electronic platforms of healthcare services provide a better coordination for healthcare but it can also imply some gaps, as people in need of those services might not have access to internet or do not own a smartphone.

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