

Managing social resources in health marketing, the influence of companions on the well-being of vulnerable populations

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Abstract

The health crisis has revealed the vulnerability of elderly people with chronic illnesses. Health marketing has the responsibility to redefine the relationships between the parties involved in the health ecosystem. In this paper the role of the informal companion of the patient as a co-creator in the medical encounter is examined to determine its impact on the well-being of the chronically-ill elderly patient. Results of structural equation modeling showed that the non-physical well-being of elderly patients is affected by the co-creation of value of the companion in the medical consultation. Further, for chronically-ill elderly patients, no relation has been found between the role of co-creator of the companion and the physical well-being of the patient. These findings contribute to the field of health marketing, by providing evidence of the real cope of what the contribution of the social informal network may be to the well-being of vulnerable populations.

Keywords: *health marketing; co-creation; well-being*

Track: Services Marketing