

Annotation of the paper

1. Title

Questionary - an instrument used in marketing research. The evaluation of health services in Romania

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Fist year of university, Marketing

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5. Content (max. 25 lines)

a) main goal of paper

One of the main goal of this paper is to present the questionnaire as an instrument in the evaluation of medical services in Romania. This paper, also evaluates the feedback from users of medical services laboratory of Arad in order to support healthcare providers in Romania.

b) content of paper

The paper is structured in five parts: the first part make the introduction in the medical services in Romania, the second par present te theoretical aspects of the questionnaire. The methodology part (the third) present de mode in which the data was collected for the study can be made. The results are prezented in the four part, as a graphical and analyzed and the last part present the conclusions of this study.

c) achieved results

Medical services market in Romania being in constant development influences both users of medical services and their providers.

The results leading to the following main conclusions: the population medical tests performed yearly in relatively few, health issues are those that compel people to make their medical tests, and medical laboratories are chosen by criteria of location and recommendation from the physician. One important

suggestion was to introduce respondents electronic mail address as a way of receiving the results of medical tests.

6. Key words (3-5 words)

Medical market, questionnaire, Romania.