

Enrol No. \_\_\_\_\_

**International Institute of Health Management Research [IIHMR]**

**NEW DELHI**

**Marketing Management of Hospital Services**

**Batch 2016-18 (Batch 9)**

**Time: 3 hours**

**Total Marks: 70**

Attempt all questions.

**Case Study-1 (20 marks)**

**Launch of Orthopedic Specialty Hospital, Hyderabad**

The Orthopedic Specialty Hospital is equipped with state-of-the-art technology to deliver world class Orthopedic services. There are very few centers, which are dedicated for comprehensive treatment of Orthopedics and rehabilitative care in southern India. In order to meet this genuine requirement, the Orthopedic Specialty Hospital has taken the initiative to establish a dedicated "*Orthopedic Specialty Hospital* to offer comprehensive treatment of all services under one roof. The doctors are already available but most of them are visiting consultant. Rehabilitative and home care services are also available in the upcoming hospital.

**Design Launch plan of the upcoming Orthopedic Specialty Hospital.**

**Parameters for launching**

- Package Pricing
- Referral Doctors
- Nearby nursing homes
- Social Media tools
- Sales campaign

\*Budget is restricted to Rs 5 lacs for the entire launch program.

## **Case Study-2 (20 marks)**

**Develop a marketing strategic approach that would create and spread word of mouth and increase the volumes in hospital**

Facing declining market share and low surgical volumes, ABC Hospital joined forces with O&M advertising agency to create a new positioning and branding strategy of pediatric department of the hospital. With an overall objective of one of the world's leading children's brands, branding objective is aim at providing kids the most advanced clinical care and kid-friendly experience. ABC hospital in coordination with the advertising agency have to develop a strategic approach that would increase word of mouth and ultimately lead to increase in hospital volumes.

**Considering the above situation, design the branding and promotional strategy for pediatric department of ABC hospital**

**Branding strategy must include following sales and marketing tools:**

- Hospital and specialty repositioning strategy
- Doctor and procedure branding strategy
- Public Relation activities
- Word of mouth tools

**Note:** Location of the hospital is New Delhi including NCR and doctors are the key drivers for volume generation.

**Write short notes on the following (any four)**

**4\*5 = 20 marks**

1. International marketing in hospital
2. Sales in Healthcare
3. Hospital Consulting services
4. Hospital pricing
5. Return on investment related to Marketing expenditure

**Why referral sales is important in hospital sales and marketing? Write any two innovative referral tools to increase hospital sales for a super specialty hospital?**

**10 marks**