

ASSESSMENT OF MARKETING STRATEGIES OF DIFFERENT HEALTHCARE PROVIDERS



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INTRODUCTION



HEALTHCARE

Healthcare has various verticals but the major players included in the study are:

- Secondary care hospital
- Tertiary care hospital
- Diagnostic centre



MARKETING

Health care marketing is basically of two types

- Above the line marketing (ABL)
- Branding
- Formulation of strategies & Planning
- Below the line marketing (BLM)
- Referral Marketing
- Direct Marketing

RATIONALE OF STUDY



- Cross sectional-Descriptive Study
- The Study has been done to assess the various marketing strategies adopted by the Tertiary care hospitals, Secondary care hospitals & Diagnostic Centers
- To assess the effectiveness of the strategy's in context with profitability.
- To Assess the effectiveness of the strategy's used by them from the consumers perspective

OBJECTIVES



General Objective

- To assess the effectiveness of marketing strategies of tertiary care hospital, secondary care hospital & diagnostic centre

Specific Objectives

- To determine what are the different marketing tools & techniques used by tertiary care hospital, secondary care hospital & diagnostic centre.

OBJECTIVES



- To assess the effectiveness of marketing strategy by customer's perspective
- To find out the profitability of the tools & techniques used by the three categories of healthcare provider
- To give the necessary recommendations for effective utilization of marketing tools & techniques

METHODOLOGY



- **Study Area-** Artemis Hospital, Aarvy Hospital Gurgaon, Modern Diagnostic & Research Centre (MDRC), Gurgaon (Haryana)
- **Study Design-** Cross Sectional-Descriptive Study
- **Sampling Population-**
 - Marketing head of Artemis Hospital, Aarvy Hospital & MDRC
 - General Population of the catchment area of the organization

METHODOLOGY



- **Sampling Method-** convenient Sampling
- **Data Collection Tools-** Primary Data will be collected through face to face interview with marketing heads closed ended questionnaire and Secondary data will be collected through Google & practical samples.

FINDINGS



- I. Effectiveness of marketing Strategy by consumer's Perspective**
 - a. Brand recall for tertiary care hospital
 - It was found that 55% of the consumer recalled the logo of Artemis when asked.

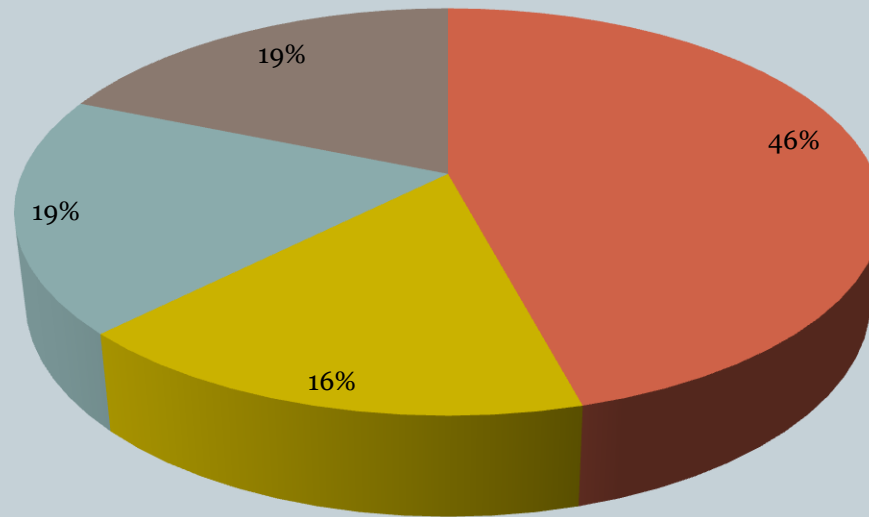
FINDINGS



- From where did you get the information about Artemis ?

Information Source

■ By reference of doctor ■ By relative ■ By Advertisement ■ By Banner / pole kiosk



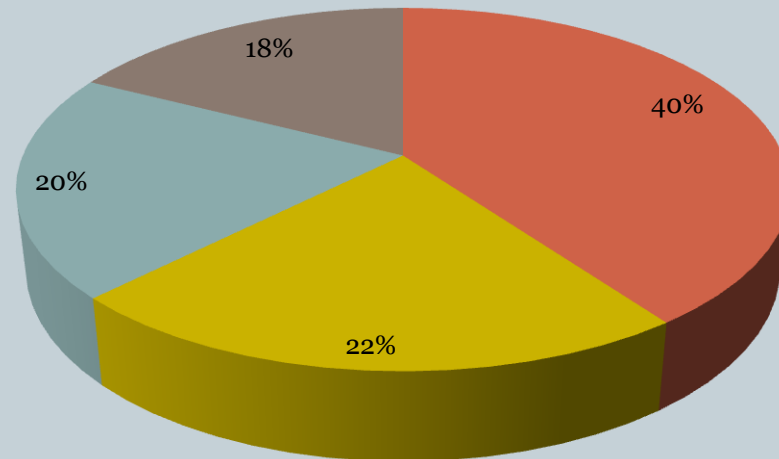
FINDINGS



- Which Promotional Material Do You remember of Artemis ?

Promotional Material Recall

■ Newspaper Advertisement ■ Website ■ Pole kiosk ■ Banner





b. Referral sales effectiveness

Were you referred to Artemis by a doctor ?

- It was found through the study that 67% of the Consumer were referred to Artemis by a doctor when asked



c. Online Effectiveness

- When asked about Artemis hospital website 60% were found to have known of the website & visited
- 75% of the consumer out of the 60% who visited the website came to the website directly & 25% came by Google search



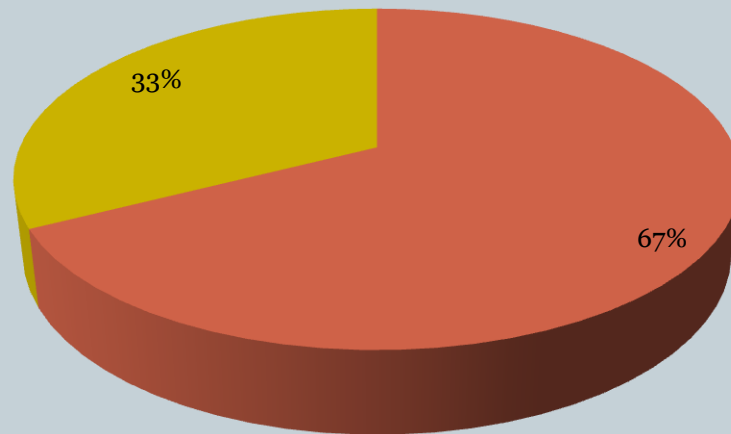
- Direct Marketing Effectiveness
- 72% consumers utilized the camps organized by Artemis Hospital
- 75% consumers Availled the discounts schemes provided by the hospital



- Will you refer others to Artemis Hospital

Refer to Others

■ Yes ■ No



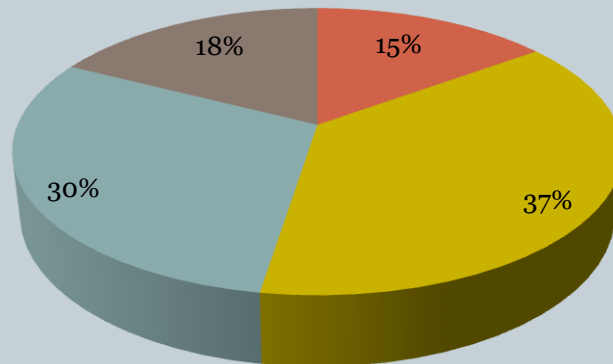
FINDINGS



- a. Brand recall for secondary hospitals
- 75% of the consumer recalled the logo of Aarvy
- Where did you get information from?

Source Of Information

■ By reference of doctor ■ By Reletive ■ By Advertisement ■ By Banner / pole kiosk



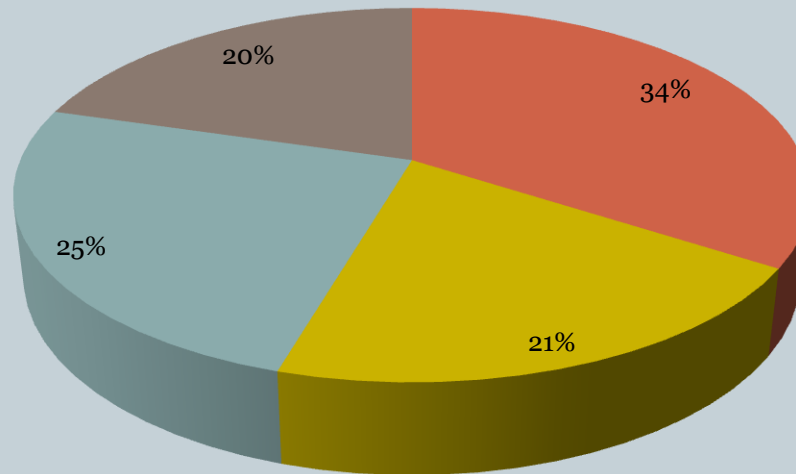
FINDINGS



- Which Promotional Material do you remember of Aarvy Hospital?

Promotional Material Recall

■ Newspaper Advertisement ■ Website ■ Pole kiosk ■ Banner



FINDINGS



b. Referral Sales Effectiveness

- Only 32% of the consumer were referred to Aarvy hospital by a doctor.

c. Online Marketing Effectiveness

- 36% of the consumer visited the website
- 67% of the consumer out of 36% came directly & 33% visited by Google search

FINDINGS



- Direct marketing effectiveness
- 65% consumers utilized the camp at a point of time when asked about the camps
- 55% availed the discounts provided by the schemes of Aarvy hospital when asked about the availability.

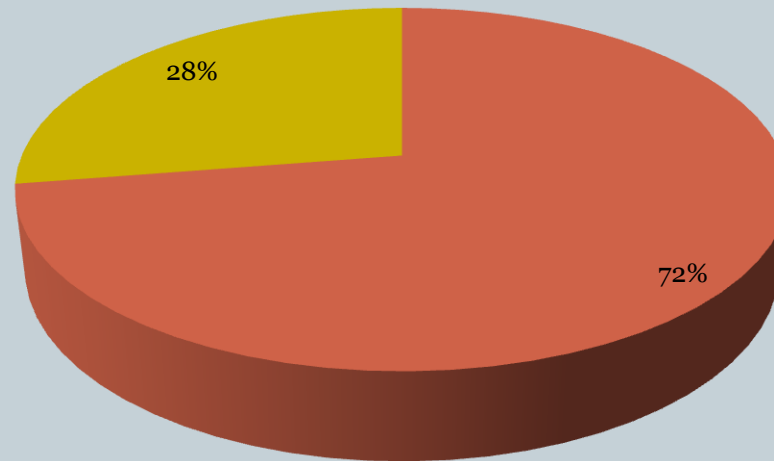
FINDINGS



- Will you refer others to Aarvy hospital

Refer Others

■ Yes ■ No



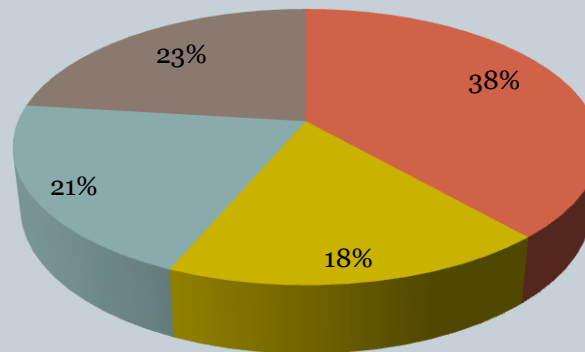
FINDINGS



- a. Brand recall for Diagnostic Centre
 - when asked about the logo of MDRC 60% of the consumer recalled
 - Source of information about MDRC

Sources of Information

■ By reference of private doctor ■ By relative ■ By Advertisement ■ By Banner / pole kiosk



FINDINGS



b. Referral Marketing Effectiveness

- 70% of the consumers were referred by a doctor when asked

c. Online Marketing Effectiveness

- 62% of consumers visited the website
- 60% of the consumer of 62% of those who visited the websites visited the website by Google search & 40% visited directly

FINDINGS



- Direct Marketing Effectiveness
- 60% of the consumers availed the camps when conducted by MDRC
- 67% of the consumers availed the discounts when offered by the centre.

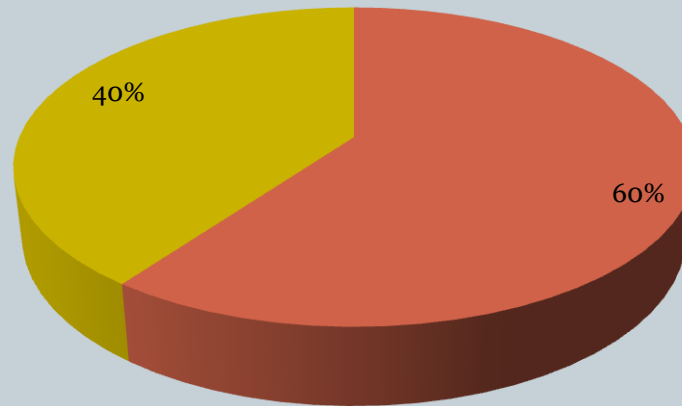
FINDINGS



- Will you refer other's to MDRC

Reffer Other's

Yes No





II. Assessing profitability of the tools & techniques used by the three categories of healthcare provider

CONCLUSION



- Tertiary care hospital focuses on all 4 segments of marketing.
- Budget allocation in tertiary care hospital is more towards direct marketing & Branding
- Diagnostic's is a business hugely depending upon the referral marketing
- Most of the marketing budget in a diagnostic facility is directed towards referral activities



- Secondary care hospital i.e. Aarvy has marketing strategy which is very unlike other secondary care hospitals in the same area, as they emphasis more on direct marketing then on referral .

LIMITATIONS



- Convenience sample of both the general public and healthcare provider was used and as such the potential for bias exists.
- The sample size was too small due to paucity of time this could affect the study findings in a broad manner
- Study area only being Gurgaon, therefore the findings cannot be generalized.

RECOMMENDATION



- It has been observed from the study that these health care segment organizations spend more on Referral & Direct Marketing. But, there is miniscule emphasis on online marketing which is a major prospect for profit in the coming future
- The tertiary care hospitals had empanelment's with all the major corporate, TPA & Insurance but it was Secondary & Diagnostic centre which were lacking behind. So, it is recommended bring more empanelment's & tie ups specially for the diagnostic centre also Secondary care hospital.



- It has been observed that the Secondary care hospital gets 80% of it's business from direct marketing but they do not do much of work for direct patients. So, it is recommended to increase there direct marketing activities so that business increases
- The Secondary care hospital in the study get's 1.25% business from online marketing it is when they don't have proper SEO & SMO on their website. so it recommended to improve the online presence.



- Tertiary care Hospital in the study has an online presence but there is an observation that the website is lacking proper SEO. Also, a 300 bedded hospital should have a well maintained SMO which was also found lacking.



Thank
You