

Dissertation Title

“ASSESSMENT OF MARKETING STRATEGY’S OF DIFFERENT HEALTHCARE PROVIDERS”

A Dissertation Proposal for

Post Graduate Diploma in Health and Hospital Management

By

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Certificate of Approval

The following dissertation titled "Assessment of Marketing Strategy's Of Different Healthcare Providers" is hereby approved as a certified study in management carried out and presented in a manner satisfactory to warrant its acceptance as a prerequisite for the award of Post- Graduate Diploma in Health and Hospital Management for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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Certificate of Internship Completion

Date: 03-05-2013

TO WHOM IT MAY CONCERN

This is to certify that Ms. Ishrat Batoel has successfully completed his 3 months internship in our organization from January 01, 2013 to April 01, 2013. During this intern she has worked on Assessment of Marketing Strategies of different Healthcare providers under the guidance of me and my team at Indian Health Consultants, Gurgaon.

We wish her good luck for her future assignments

For Indian Health Consultants
(Signature) [Signature]
Partner(s)

Certificate from Dissertation Advisory Committee

This is to certify that Ishrat Batool a graduate student of the Post- Graduate Diploma in Health and Hospital Management has worked under our guidance and supervision. She is submitting this dissertation "Health "in partial fulfillment of the requirements for the award of the Post- Graduate Diploma in Health and Hospital Management.

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report or book.

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FEEDBACK FORM

Name of the Student: Ms. Ishrat Batool

Dissertation Organisation: Indian Health Consultants

Area of Dissertation: Assessment of Marketing Strategies of different healthcare service provider.


Attendance: 100%

Objectives achieved: Understood the difference in marketing strategies vis-a-vis budget allocation by different healthcare service provider. Also did a TOM Recall study to see the effectiveness of strategy w.r.t consumer.

Deliverables: A good study to understand the focus of different type of healthcare service provider while formulating marketing strategy.

Strengths: - Hard Worker
- Keen Learner
- Very dedicated.

Suggestions for Improvement: Needs to work on her non-verbal communication skills.


Signature of the Officer-in-Charge/ Organisation Mentor (Dissertation)

Date: 02/05/2013

Place: Gurgaon

ASSESSMENT OF MARKETING STRATEGY'S OF DIFFERENT HEALTHCARE

By

Ishrat Batool

As marketing is becoming the most important aspect for health care industries to make the healthcare market grow and achieve profit. Researchers have found various theory's to get fruitful results from the techniques used in marketing as for instance, Continues referral stream with deliberate systematic approach this will be fruitful only with genuine results.

This study used the framework for Various Healthcare Providers since they are different the way they utilize marketing tools will vary. Tertiary Care Strategy, which links the external environment with the organizations by utilizing the concept of branding. Secondary Care Strategy focuses more on volume so they exercise more for getting patients. Similarly Diagnostic Centre runs on the basis of Referral. The research sites chosen were one super-specialty more than 100 bedded Hospital, one Secondary care Hospital, one Diagnostic Centre. The perspective assumed was of the top management of these firms.

The major findings are:

1. The Tertiary Care Hospital Spend more on International Marketing as they get more patients as a result of it they get more profit from those activities. The brand recall was more from the print media marketing used by the organization. Referral was considered to be effective as a sales activity. Online Marketing was also effective to a certain extent. Direct Marketing was also found out to be effective & it gave efficient results.

A general conclusion arrived at was that several firms operating in the same environment could achieve overall success by developing strategies uniquely related to their environment and resources and capabilities.

2. The Secondary Care Hospital Spend maximum amount for direct Marketing getting more patients from the rural areas. The Brand recall was also efficiently effective. Local Print media was found to be more popular as a marketing tool. Referral was not that effective in getting more patients or profit to the organization. Online Presence was found but its efficiency to bring patients was found to be negligent.

3. The Diagnostic Centre had to allocate more of their budget on Referrals to get business. The Brand Recall was found out to be averagely effective. Referral marketing effectiveness was most efficient. Online Marketing was also efficient because of online reporting systems. Direct marketing was not that advantageous for the diagnostic centre but still some activities had to be done in order to bring in patients.

The technological issues studied were i) choice of product, ii) choice of Brand, iii) choice of location, v) choice of technology

The clinical methodology used consisted of three phases:

- i) A pilot study of three major firms for a period of one month approximately
- ii) Study of secondary data sources, and
- iii) Face to face interviews with organizations higher level management

Major data sources were in-depth interviews of some 60 senior company executives for a total period of about 30 days. In addition, detailed study of various company documents like detailed project reports, feasibility reports, organizational announcements

Acknowledgement

I want to express gratitude to my mentor **Mr. Anurag Srivastav**, senior consultant at IHC who provided his untiring support in facilitating, motivating and guiding me for the completion of my dissertation Report.

I am sincerely thankful to **Mr. Kuldeep Choudhary**, CEO of IHC who was extremely helpful, proactive and cooperative to me throughout the interim study. I also convey my thanks to the entire participants of the survey for helping me while collecting the required data for this project.

I take this opportunity to express my deep sense of gratitude to my guide and mentor, **Prof. (Dr.) A.K Khokhar, IIHMR, New Delhi** for his constant support and encouragement.

My dissertation at IHC, Gurgaon has been an enriching experience and gave me the cordial environment and platform to learn and link my theoretical knowledge with practical knowledge.

Ishrat Batool

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ORGANIZATION'S PROFILE

About Us

Indian Health Consultants (IHC) is the group of professionals with in depth knowledge of the healthcare industry.

The team members at IHC have been instrumental and the pillar behind the successful establishment of two of the major hospitals in Gurgaon viz. Artemis Health Institute & Paras Hospital. In both the hospitals, Mr. Kuldeep Chaudhary, along with the team, played the key role as Head of Sales & Marketing Department. Apart from the team has a rich experience in the fields of diagnostics, health insurance & research based projects.

Today IHC with the pool of professionals with expertise knowledge in their respective fields is attracting the best talent from the field of Healthcare and are growing by leaps and bounds due to their cost effective and long lasting health care solutions.

Our Vision

Our Vision is to make our clients businesses profitable, to provide them sustainable, cost effective and easy to implement solutions. We intend to be the most favoured partners for healthcare providers across the globe.

Our Mission

Our mission is to create an organization where each employee feels satisfied, works in the area of their choice and takes responsibilities which they relish, decide how much they want to earn and how much time they want to work. The idea is to create a platform where there are no bosses and no employees just a group of talented professionals having the same vision as of the organization.

OUR TEAM

- **Kuldeep Chaudhary CEO**
- **Dr. (Maj) Rahul Prashad Consultant – Online solutions**
- **Anurag Srivastava- Consultanat – Brand & Communication**

OUR STRENGTHS

- Expert Knowledge
- A Combined Experience of Over 50 Years
- Cost Effective
- Long Lasting Solutions
- Result Oriented Strategy Formulation & Implementation

SERVICES OFFERED

- **Sales, Marketing & PR**
- **Medical Tourism**
- **Operations, Quality & Accreditation**
- **HR, Finance & Project Management**
- **Health Insurance**
- **Online Marketing**

REFLECTIVE LEARNING

- Understood the basics of Gurgaon and Indian healthcare.
- Understood the basics of SEO and SMO.
- Understood the Importance of contents in websites.
- Learned the procedure of TPA and insurance company's empanelment's.
- Learned the importance of branding in Healthcare industry.
- Got the practical knowledge of healthcare marketing.
- Learned the basics of website creation
- Learned to write articles in health forums

ASSESSMENT OF MARKETING STRATEGY'S OF DIFEERENT HEALTHCARE PROVIDERS

INTRODUCTION

The healthcare industry forms the backbone of any nation's well being and can be broadly divided into five segments namely hospitals, pharmaceuticals, diagnostics, medical equipment & supplies and medical insurance.

Health care marketing is a recent approach in health care. Healthcare marketing applies traditional marketing principles and theories alongside science-based strategies to prevention, health promotion and health protection.

The Indian healthcare industry, valued at USD 40.0 billion in 2011, is highly fragmented and dominated by private players. The sector is expected to grow at 24.1% p.a. till 2020, fueled by large investments from existing corporate hospital chains and new entrants backed by private equity investors. Now, the private sectors are expected to contribute 80.0% - 85.0% of the USD 86.0 billion investment required in healthcare till 2025.

The Indian healthcare spends, on a per capita basis, both in terms of USD and in terms of Purchasing Power Parity (PPP), is amongst the lowest globally. When compared to the global average, the per capita Indian healthcare spend is ~95% lower on an average exchange rate basis and ~86% lower on a PPP basis.

Despite of all the odds the healthcare industry in India is still growing, as the demand in the healthcare industry is always high but the supply is not sufficient, there is need of health care facility for the growing growth of population. Population boom of the country is one of the most important drivers of growth in the healthcare sector, increasing at a 2% annual rate. As the population and awareness towards ones healthcare is increasing, the paying capacity of the common man is also increasing.

Due to increasing urbanization and the problems associated with modern-day living in urban settings, disease profiles are shifting from infectious to lifestyle-related ones .It is estimated that by 2012, 50% of the spending on in-patient beds would be for lifestyle-related diseases, which is resulting in increased demand for specialized care.

Healthcare Marketing now is considered to be the spinal cord of the health care industry. It is so because the revenue income of any health care facility depends upon how they market themselves and what are their marketing strategies. Marketing strategies differ with organizations, the budget allocated, also the strata of the population they cater their services to.

Health care marketing is based upon 4 P's these will be discussed as followed:

1. **Product**-in healthcare marketing, the services provided by the healthcare provider is the product these include :
 - a) **Hospital services**-various services provided by the healthcare provider
 - b) **Physical goods**- the goods used by the healthcare provider used to provide service to the patient or customer e.g. CT Scan machine used by the healthcare provider
 - c) **Quality**: Maintenance of Quality of services provided is also included as a product eg NABH accreditation of the hospitals enhances the value of their product.
 - d) **Product lines**- the number of verticals of the products for e.g. Fortis healthcare has various multispecialty hospitals and it has opened up Fortis La Femme as a mother & child specialty.
 - e) **Branding** - The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence the market that attracts & retain loyal customer e.g. of healthcare industry Fortis, Apollo, Max are big brands
2. **Place** –'Place' is concerned with various methods of transporting and storing goods, and then making them available for the customer. Getting the right product to the right place at the right time involves the distribution system. In case of Healthcare system it includes following:
 - a) **Hospital Location**-the location where the healthcare facility is located as an important aspect when it comes to market the organization as the approach & locality of the healthcare facility plays a major role in bringing the patient.
 - b) **Transportation** – the transportation to the healthcare facility is the most important aspect. It is important for the healthcare facility to be located at a spot which is easily reachable & public transport is available.
 - c) **Exposure** –the healthcare facility should be exposed enough so that reaching to the facility is not a problem. The exposure can be done by direction signage's & pole kiosks.
 - d) **Intermediaries**- Individual or firm that links producers to other intermediaries or the ultimate buyer. Marketing intermediaries help a firm to promote, sell, and make-available a good or service through contractual arrangements or purchase and resale of the item. Each intermediary receives the item at one pricing point and moves it to the next higher pricing point until the item reaches the final buyer. Also called distribution intermediary.
 - e) **Storage** – healthcare facility should have sufficient storage capacity as well

- 3. Promotion-** Promotion is based on the publicity of the product or services it includes
- a) Promotion Blend : it depicts what all activity's & mixture of idea's used for publicizing the Product or Service.
 - b) Sales People: the team that deals with the sales
 - c) Advertising: necessary for the product or service to reach to the masses.
 - d) Sales Promotion: all the activities done to promote the sales e.g. health camps etc
 - e) Publicity
- 4. Price-** various organizations have different pricing strategies on which depends their expense & income it includes
- a) Price Levels
 - b) Terms
 - c) Allowance
 - d) Discount

ONLINE MARKETING

India is considered 33rd globally in using internet. Online Marketing in these contexts is picking up a good pace & popularizing. Online marketing consists of the following:

1. **SEO- Search Engine Optimization** i.e. Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid search results. In general, the earlier and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.
2. **SMO- Social media optimization** i.e. refers to the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event. Types of social media involved include RSS feeds, social news and bookmarking sites, as well as social networking sites, such as Twitter, and video and blogging sites. SMO is similar to search engine optimization in that the goal is to generate traffic and awareness for a website. In general, social media optimization refers to optimizing a website and its content in terms of sharing across social media and networking sites.
3. **SER- Search Engine Registration** i.e. Submission in various search engines such as justdial, Bling, Yahoo etc just to enhance the SEO
4. **E-mailers-** is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

RATIONALE OF THE STUDY

As marketing is becoming the most important aspect for health care industries to make the healthcare market grow and achieve profit. So, it is important to know what are the strategies & tools healthcare player use for marketing & publicity.

In healthcare industry there are various subtypes but Tertiary care hospital, Secondary care hospitals, primary care hospitals & Diagnostic Centers are its main parts. As the Primary care hospitals are mostly government run organizations or facilities therefore, they do not need marketing. Hence, it is useful to assess the marketing tools & techniques of various healthcare providers.

It is also not clear that which of the marketing tools & strategy is the most useful & profitable for tertiary care Hospital, Secondary hospital & Diagnostic Centre. So, by this descriptive study these points will be assessed for a better planning & understanding.

As Healthcare is a service industry & it is purely patient centric so it is important to know the effectiveness of the marketing strategy from the patient point of view also by this there will be assessment of the most advantageous tool used from which the Tertiary care hospital, Secondary care hospital & Diagnostic centre can reach out to the patient effectively.

REVIEW OF LITERATURE

A study conducted by Lonnie Hirsch & Stewart Gandolf, MBA on Referral marketing. According to the study about 22 million patients are referred from one healthcare professional to a professional colleague. Patient referrals account for hundreds of times more than that number. In physician marketing, direct referral though caters to large segment of new business development but it is regrettably, is a neglected part of the doctor marketing plan. There are two types of referrals

- Patient Referrals – this is basically by patients/ customer to customer
- Professional Referrals – from professional to professional

The study points to the reasons that referred prospects have greater value because of several reasons:

1. Referred prospects are pre- qualified as they are already in need of service or product, and they act on the source they are recommended by and will have no trust issues.
2. Referred prospects are pre-disposed as the patient is proactive towards buying your services due to this doctors credibility gets increased.
3. Referral prospects are not always pre-sold as the prospects are less price sensitive, also can accept the course of treatment.
4. Referred prospects are inclined to refer others as well.

The study brings out the facts that what makes referral marketing effective

- a) Continues referral stream with deliberate systematic approach this will be fruitful only with genuine results.
- b) Cultivating & identifying the best sources of referrals which are the reasons because of which the physician is referred to.
- c) Educating patients & referral sources about how can you help them & deliver what they need constantly
- d) For professional referral sources there must be a good feedback & follow up.

This study basically shows that referral is most important aspects for healthcare marketing. Also, referral marketing helps the business to grow and increases its reach in different direction.

Another study conducted by Dr. Rashmi Aggarwal on “Consumerism driving a change to result in healthcare marketing” according to the which Health care marketing is driven by consumers. This study elaborates about the influence of healthcare consumerism today extends to every professional working in the healthcare system compelling providers to respond to consumers' evolving expectations, which are mainly based on choice, control, convenience, and customer service. Healthcare is now purchased from a wholesale and retail-oriented marketing model. Earlier, healthcare organisations did not need to market their services. The providers operated in semi-monopolistic environments. There was an almost unlimited flow of customers, and revenues were essentially guaranteed. This situation began to change. Increasing choice for consumers opened the door to competition. Healthcare organizations began to appreciate that to sustain in this new world,

they would have to introduce modern business practices into the healthcare arena and adopt concepts and methods long established in other industries. This led to the concept of direct marketing. The study also illustrates that marketing has now become reasonably well established as a legitimate healthcare function & new approaches have been developed specifically for the healthcare market and reasonably sophisticated market research techniques have been put into place.

In a article by Lonnie Hirsch and Stewart Gando MBA on great entrepreneur Steve Jobs' Three lessons for health care marketing mentioned in there article the following points

1. **FOLLOW YOUR INSTINCTS:** The difference between an evolutionary improvement and a revolutionary advancement in a product or service is sometimes no more than a willingness to follow your instincts. Steve Jobs is viewed as having an instinctive desire to innovate to what consumers want, rather than creating incremental improvements to what exists. Successful healthcare marketing and advertising requires a measure of instinct, and a willingness to venture into new territory, new techniques, new technology and/or new tactics.
2. **PUT PRODUCT FIRST:** Recently we had a conversation with an individual who wanted to create his advertising in a style that had the same look and feel as the iPad ads. The process of successful advertising doesn't begin by mimicking someone else's work. Although the iPad ads are well done, the iPad isn't successful because of its clever ads. The iPad is successful because it is, first and foremost, such a great product. Of the "four Ps of marketing"—product, price, place, promotion—most people forget the importance of beginning with a good product. Many people forget this and rush directly to promotion. . The lesson for healthcare marketing is to infuse maximum quality into the work, including patient benefits, patient experience and the fabric and texture of your brand.
3. **TAKE RISKS:** There's an element of risk in believing in yourself, following your instincts and putting every ounce of quality in the product first. Physicians and surgeons are familiar with risk-taking in their daily work. They rely on their training, experience, continuing education and following best practices to minimize risk. But healthcare decision-makers are sometimes reserved in their approach to marketing and advertising. Intelligent risks in healthcare marketing and advertising can produce exceptional results, while doing little or nothing will always produce little or nothing

In one the articles by Health Leaders based on emotion based marketing in healthcare industry. According to the study consumers emotional response plays a key role in healthcare marketing, trust of the consumer & service of care giving by the provided are mutually affected. The study also points out that marketing based on emotions is difficult. Although, on the other hand it is more persuasive & effective as the organization creates a strong bond with the consumers.

The study has targeted the emotional drivers such as Fear, safety & Security, Trust, Time & Convenience, Frustration, Loyalty & Adaptability for emotional marketing technique. Conclusion was that consumer needs & concerns vary time to time but the focus should be on affordability, choice & Quality care as they are the issues evoking the consumers responses due the fact that affected would be there & their loved ones health. Also, it is important that the frontline employees must have good customer handling skills so that the consumer is satisfied & become a loyal customer.

AIM AND OBJECTIVES

General Objective

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

Specific Objectives

1. To determine what are the different marketing tools & techniques used by tertiary care hospital, secondary care hospital & diagnostic centre.
2. To assess the effectiveness of marketing strategy by customer's perspective.
3. To find out the profitability of the tools & techniques used by the three categories of healthcare provider
4. 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

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.

Observation

Tertiary care Hospital planning

Artemis Hospital

Artemis Health Institute (AHI), at Gurgaon is a JCI Accredited, 300-bed tertiary care super-specialty flagship hospital established by Artemis Health Sciences (AHS) - a healthcare venture launched by the promoters of the Apollo Tyres Group. Artemis aims at creating an integrated world-class healthcare system by leveraging the best medical practices backed by cutting-edge technology. The super-specialties chosen by Artemis as its area of focus include Cardiovascular (Heart), Oncology (Cancer), Orthopedics & Joint Replacements, Neurosciences and Bariatric & Minimally Invasive Surgery in addition to host of other specialties.

The services offered by Artemis encompass comprehensive medical solutions including consulting, diagnostics and therapy. For the benefit of its patients, the Institute also runs specialised programmes like Artemis Restore, Well Woman Programmes, and specialised clinics like Breast Clinic, Pain Clinic, Artemis Heart Club, Asthma Care Clinic, Skin Clinic, Knee & Shoulder Clinic, Ayurveda Clinic and Epilepsy Clinic amongst others.

The facility at Gurgaon is designed and constructed in strict accordance with International guidelines. Spread across a total area of 525,000 square feet (when completely built), the facility focuses on offering patients technology-backed world-class healthcare delivered by leading medical professionals and certified by international medical bodies. Eventually, this state-of-the-art, multi-specialty, tertiary care hospital will accommodate 550 beds to fulfill the ever growing need for high quality patient care. Additionally, Artemis follows patient-centric processes conforming to International Patient Protocols, thereby establishing new standards of service and care.

The institution is equipped with the latest technology in preventive, diagnostic and therapeutic imaging, along with the highest levels of in-patient monitoring, and a paperless and film-less Hospital Information System.

Mission:

Mission



Deliver world-class patient care services

Excel in the delivery of specialised medical care supported by comprehensive research and education

Be the preferred choice for the world's leading medical professionals and scientific minds

Develop, apply, evaluate and share new technology

Be an active partner in local community initiatives and contribute to its well-being and development



Vision:

Vision



To create an Integrated World-Class Healthcare System, Fostering, Protecting, Sustaining and Restoring Health through Best in Class Medical Practices and Cutting Edge Technology developed through in-depth Research carried out by the World's leading Scientific Minds.



THE PRODUCT's AT ARTEMIS:

The Services Provide

1. Medical care:

a) Specialties –

- Artemis Transplant Centre (Liver, Renal and Corneal)
- Artemis Cancer Centre
- Artemis Neurosciences Centre
- Artemis Joint Replacement & Orthopedics Centre
- Artemis Minimally Invasive & Bariatric Surgery Centre
- Artemis Renal Centre
- Artemis Birthing Centre
- Artemis Critical Care & Pulmonology Centre
- Artemis Gastrosiences Centre
- Artemis Fertility Centre
- Artemis Special Children Center (ASCC)

2. Preventive care:

a) Health

b) Diabetic

c) Cancer

3. International Patient:

a) Exclusive services :

- Pre-departure services
- Post admission services
- Post discharge services
- Air Ambulance
- Travel & accommodation

4. Corporate services:

a) Executive health check ups:

- Standard Health Checks for Men and Women (Less than 40 years)
- Standard Health Check for Men (More than 40 years)
- Standard Health Checks for Women (More than 40 years)
- Heart Check
- Diabetic Check
- Cancer Screening (Male)
- Cancer Screening (Female)

b) Our Services:

- Emergency Services
- First aid and BLS training
- Health and Awareness
- Outpatient, Hospitalization Services
- Relationship Manager
- Value Additions
- Work Place Clinic

MEDICAL TECHNOLOGY AT ARTEMIS

1. Imaging :

- 3 Tesla MRI from Philips medical System
- 64 Slice Cardiac CT Scan from Philips Medical System
- 16 slice PET CT from Philips medical System
- Dual head Gamma Camera from Philips Medical System
- Mammography from Siemens medical System
- Fan beam BMD from GE Medical System
- High-end Colour Doppler Ultrasound Systems
- Functional MRI Scanning using Non-Contrast Imaging for Cancers (DWIBS)

2. Radiation Therapy:

- Image Guided Radiation Therapy (IGRT) LINAC from Elekta
- HDR Brachytherapy from Nucletron and 16 slice PET CT from Philips medical System

3. Cardiovascular Surgery:

- Endovascular Hybrid Operating Suite
- Flat Panel Cath Labs with stent boost technology

THE QUALITY AT ARTEMIS

Quality policy at Artemis

- Deliver world class patient care through medical excellence.
- Create a patient-centric environment
- Ensure high standards and safety of treatment during the patient's stay.
- Continuous Quality Improvement through implementation of robust clinical and non-clinical process and protocols.
- Having world-class infrastructure and cutting edge technology utilized by highly skilled employees.
- Complying with statutory regulations.

Artemis service Standards



THE BRAND ARTEMIS

ARTEMIS THE LOGO

ARTEMIS HOSPITALS

OUR SPECIALITY IS YOU

THE BRAND POSITIONING STATEMENT:

“OUR SPECIALITY IS YOU”

INFRASTRUCTURE



Points used for internal branding:

- Intelligent critical patient monitoring system with clinical decision support application backed by portal imaging technology
- Film-less and paperless environment (seamless integration with the Hospital Information System)
- An endovascular suite inside an operating room, which will allow endovascular surgery and catheter-based procedures along with hybrid surgery in the composite unit
- Functional MRI Scanning using Non-Contrast Imaging for Cancers (DWIBS)
- MRI-PET fusion technology
- First Hospital in the country to install state of the art Image Guided Radiation Therapy for Cancer Treatment.
- 3D dynamic road mapping for reconstructive imaging
- First & the only centre in Haryana, which is licensed and government approved for conducting Renal Transplant Surgeries
- Fertility Preservation Services for Cancer Patients.
- First In Vitro Fertilization & Assisted Reproductive Technique centre in India to start

EXTERNAL MARKETING:

News Paper Advertisement

India's most advanced hospital now in Gurgaon



Artemis Health Institute, Gurgaon is a 260 bed tertiary care hospital. Area of super specialisation include Oncology, Cardiology, Cardiovascular Surgery, Orthopaedics and Minimally Invasive Surgery as well as end care in all the other areas of medicine. Artemis is one of the country's most technologically advanced hospitals and houses India's first Endovascular Operating Suite, PET-CT Fusion Imaging, 3 T MRI (with DTL Spectroscopy, FMRI, DWI, DWIBS) 64 Slice CT scanner linear accelerator with IGRT for Radiotherapy.

Artemis Health Institute has some of the most experienced medical professionals who have trained abroad and have certification from foreign medical boards. The hospital adheres to international patient service protocols and infection control norms to ensure the highest standards of healthcare and patient safety.

Services at Artemis

Super Specialty	Medical & Surgical	Diagnostic	Therapeutic Day Care Procedures	Special Programmes and Clinics
<ul style="list-style-type: none"> • Cardiology & Cardiovascular Surgery • Minimally Invasive Surgery • Oncology (Cancer related) • Radiation Oncology • Medical Oncology • Surgical Oncology • Orthopaedics (Knee/Spine/Hip related) 	<ul style="list-style-type: none"> • Pediatric Surgery • Critical Care • Emergency Medicine • Endocrinology • ENT • General and Laparoscopic Surgery • Gastroenterology and GI Surgery • Lab Services (Haematology, Microbiology, Histopathology, Biochemistry) • Internal Medicine • Nephrology • Neurology & Neuro Surgery • Neurosurgery • Obstetrics & Gynaecology • Ophthalmology • Paediatrics • Plastic Surgery • Psychiatry • Physiotherapy and Rehabilitation • Rural Medicine • Respiratory Medicine • Rheumatology • Urology 	<ul style="list-style-type: none"> • Imaging Services (64 Slice CT, 3T MRI, Mammography, Echo/MRImoments) • Laboratory Services • Neurology • Non-invasive Cardiology • Nuclear Medicine (Gamma Camera) • 4D Echo Cardiography • 4D Ultrasound 	<ul style="list-style-type: none"> • Anaesthetic Medicine • Ambulatory Care Services • Chemotherapy • Dentistry • Dialysis • Endoscopy • Invasive Cardiology (Angiography and Angioplasty) • Therapeutic Imaging • ENT 	<ul style="list-style-type: none"> • Artemis Health and Wellness Programmes • Health @ Work Programmes • Artemis Breast Clinic and Pain Clinic • Artemis Maternity Program • Artemis Heart Clinic • Artemis Allergy Clinic

24 Hour Emergency 0124-6767 000

For appointments 0124-6767 999

Artemis Health Institute
Sector 51, Gurgaon 122 801, Haryana, India. www.artemishealth.in



Visit us today
so you don't have to
ever visit a hospital.

ARTEMIS

Health & Wellness Programme

In the hurry-burry of today's hectic lifestyle, we tend to ignore minor health issues that can become a health problem later in life. Which is why Artemis Health & Wellness Programme comprehensively evaluates you for current health issues and helps predict and prevent future problems considering your age, gender and medical concern, if any.

Please call at 9212792787 (9:00 am - 4:00 pm) to schedule an appointment for a customized Executive Health Check.

For corporate services contact:

Yashu 99618459504

E-mail: yashu@artemishealthsolutions.com

24 Hour Emergency 0124-6767 800
For appointments 0124-6767 999

Artemis Health Institute
Sector 51, Gurgaon, GZG 604, Haryana, India
www.artemishospital.in

ARTEMIS
HEALTH INSTITUTE
THE ART OF WELLNESS

Event's: *Mother's day camp*

www.artemishospital.in

Join us at:

TSBU's Mother's Day Camp

In association with
ARTEMIS

**Because
healthy moms
make happy families!**

Special offer for IBM Daksh employees

Services at the Camp*

- Gynaecology Consultation
- Paediatrician Consultation

Date: 13th May 2008

Time: 6:00 pm - 8:00 pm

Venue: Infinity Tower-C, 5th floor, Cafeteria

15% off on all additional tests recommended
by our consultant at the camp*

 **ARTEMIS**
HEALTH INSTITUTE
the art of healthcare
Sector 51, Gurgaon

24 Hour Emergency 0124-6767 000
For appointments 0124-6767 999

*Conditions Apply

Event's: **Conference & CME**



**Inaugural
International Scientific Symposium on
Emergency Medicine and Trauma**

EMTRA 2008



24 Hour Emergency 0124-6767 000
For appointments 0124-6767 999

Venue:

Auditorium, Artemis Health Institute

Date: 8th March, 2008

Time: 9am onwards

For details, contact:

0124-6767 999 Extn. 2006

Do you know

fever during monsoons
might be Dengue?



Don't ignore it. Visit your doctor immediately.

How to prevent Dengue fever

Do's

- Ensure that there are no likely mosquito breeding sites in the area. Any water collections anywhere, should be dried off or covered fully. If possible, cover the stagnant water with a thin film of oil
- Keep all the water containers/overhead tank etc. properly covered
- Dry all the desert coolers and containers once a week
- Add two tablespoon of petrol/kerosene oil in coolers, containers, uncovered/improperly covered tanks etc. if they can't be dried weekly
- Use mosquito repellents in exposed areas during day time to prevent mosquito bites
- Use mesh doors/windows, mosquito coils, vapour mats etc. to keep mosquitoes away
- Use mosquito nets even during day time especially for infants and small children
- Wear full sleeve clothes and long dresses/trousers that cover arms and legs especially during epidemic season
- Protect Dengue patients from mosquito bites
- Take weekly anti-larval measures in and around the construction sites where there is water collection

Don't's

- Don't let water collect in broken earthenware pots, bottles, flower vase etc. outside the house or on rooftops
- Don't leave water in desert coolers when not in use
- Don't store water in uncovered or improperly covered containers/tanks
- Don't store tyres outside workshops
- Don't give Aspirin/Brufen to patients with Dengue/suspected case of Dengue fever

24 Hour Emergency 0124-6767 000
For appointments 0124-6767 999

Artemis Health Institute
Sector 51, Gurgaon 122 001, Haryana, India.
www.artemishospital.in | www.artemishospital.co.in

ARTEMIS
HEALTH INSTITUTE
the art of healthcare

A standing testimony of our commitment towards your health and well being

**"Artemis Health Institute, Gurgaon - awarded
the most promising start-up healthcare company
of the year 2007"**



Artemis bagged this award for its state-of-the-art hospital infrastructure, operational efficiency, expertise of its healthcare service providers, patient care services, its adherence to hospital protocols and processes, marketing, customer relationship management and community service programmes.

©2007 The Healthcare Excellence Awards 2007 organized by The Express Group and Express Healthcare.

Artemis Health Institute
Sector 51, Gurgaon 122 001, Haryana, India. Tel: 0124-6767 999
www.artemishospital.in



Artemis Health Institute

Breast cancer awareness program



BREAST CANCER

EARLY DETECTION CAN SAVE A LIFE

- Only Hospital with Site Specific Cancer Clinics
- PET CT for Precise Cancer Diagnosis
- Image Guided Radiation Therapy (IGRT- Latest Technology)
- Digital Mammography
- Special Life Style Management Counseling Program



24 Hour Emergency 0124-6767 000
For appointments 0124-6767 999, 4800000
Blood Bank 93104 84516

Artemis Health Institute
Sector 51, Gurgaon-122 001, Haryana
www.artemishospital.in

ARTEMIS PROMOTION

THE MARKETING TEAM

Marketing team consist of total 27 professionals

Head of sales & marketing: *Anirbhan Sen Gupta*

The referral team of 4 professionals is supervised by **Anisha chatterjee**

The branding team of three professionals is supervised by Anirbhan Sen Gupta

The International marketing team of 12 professional is supervised by Renu Vijn

The Corporate team of 3 is supervised by Anirbhan Sen Gupta

The sales team of 2 is supervised by Anirbhan Sen Gupta

ADVERTISING AT ARTEMIS

Artemis hospital uses various tools for advertisement & promotional activities like

- Newspaper advertisement
- Online marketing
- E- Mail & SMS campaign
- Leaflet's
- Pamphlets & handouts (internal & external both)
- Banner
- Posters
- Awareness campaign
- Pole kiosks
- Direction signage's
- Organize CME
- Conferences
- Camps in the societies & corporate's as well
- In house camps on various health days

NEWSPAPER ADVERTISEMENT



Events for International Marketing

Artemis hospital has functioning International OPD's with collaboration of various international clinics & hospital at Middle East & Africa some of the hospitals & clinics are:

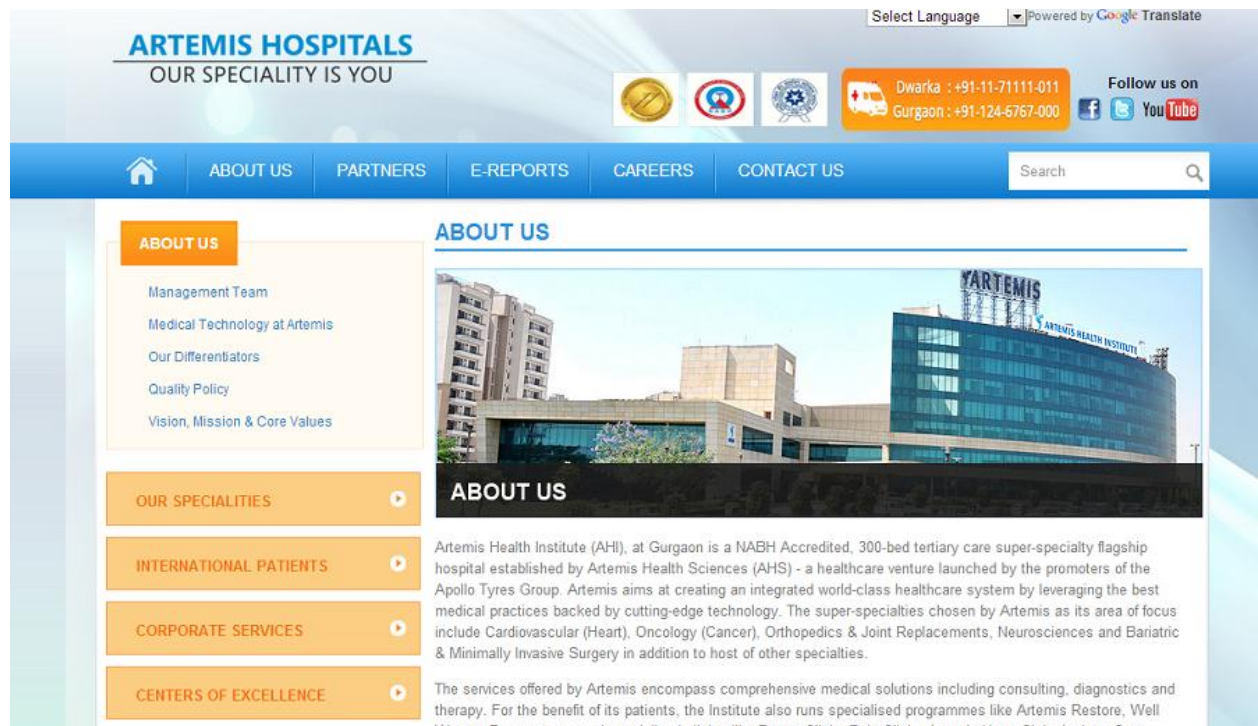
- Ameso Clinic, Ojota, Lagos
- Ace Medicare Clinics, Ijanikin, Lagos
- Reheboth specialist hospital & potters touch clinic, port Harcourt, River state
- Ace Medicare Clinics, Ogun State
- Ademola Hospital
- Good Health Medical Centre, Legos

Online Marketing

online marketing include contextual ads on search engine results pages, banner ads, blogs, rich media ads, advertising, interstitial, online classified advertising, advertising networks, dynamic banner ads, cross-platform ads and e-mail marketing

Along with all this there has to be an excellent SEO i.e. Search Engine Optimization for every relevant keyword to bring the website on the first page of GOOGLE

Artemis Hospital has have a very informative website of more 35 pages with an excellent SEO on the Keywords.



PRICING OF ARTEMIS HOSPITAL

Artemis started operations in the year 2008. First year budget was of 6 Crores as it was the stage where there was a need for the hospital to get established. Perhaps, it was the brand building phase and most of the budget was used in ATL activities like Advertisements, FM promotions etc. Next year the budget was a percentage of revenue and was 5% of the revenue. In gross terms it was approximately 4 Crores. Next year onwards it has been 3 Crores.

Artemis is priced 5-7% higher than its competitors which has been justified through the world class technology, JCI accredited Quality services and infrastructure of Artemis.

International Marketing Profile

When, Artemis Hospital started they tried to capture western countries but that was not the right policy hence they decided to put their money on countries in Africa, Middle East, Russia and other Asian Countries.

Artemis Hospital gets almost 30% of their business from International Marketing. We conduct OPD's in various countries and take our doctors for the same.

Discounts

Artemis Hospital provides various discounts some of them are

- 10% discount for senior citizen
- 10% discount on corporate empanelment
- Then, TPA discounts

International Patients

The Pricing Strategy for International Patient is simple they need to just pay 30 % more than the domestic patient & no further discount is given to the patient, rather they provide other facilities to the international patient like

Services provided to the International Patient:

The screenshot shows the top portion of the Artemis Hospitals website. The header includes the logo 'ARTEMIS HOSPITALS' with the tagline 'OUR SPECIALITY IS YOU'. To the right, there is a 'Select Language' dropdown, a 'Powered by Google Translate' note, and contact information for Dwarka (+91-11-71111-011) and Gurgaon (+91-124-6767-000). Social media icons for Facebook, Twitter, and YouTube are also present. The navigation bar contains links for Home, About Us, Partners, E-Reports, Careers, and Contact Us, along with a search bar. Below the navigation bar, there are four main service categories: 'OUR SPECIALITIES', 'INTERNATIONAL PATIENTS' (which is highlighted with a dropdown arrow), 'CORPORATE SERVICES', and 'CENTRES OF EXCELLENCE'. Under the 'INTERNATIONAL PATIENTS' section, there are two sub-sections: 'Exclusive Services' and 'Travel & Accommodation'. The 'Exclusive Services' section lists four items: 'Pre-Departure Services', 'Post Admission Services', 'Post Discharge Services', and 'Air Ambulance'. Below this, there is a heading 'WHAT IS AN AIR AMBULANCE?' followed by a paragraph explaining that Air Ambulance Services are used in cases where ground transport could endanger a patient's life or in remote areas where there is no ground accessibility. The paragraph mentions that Air Ambulance provides state-of-the-art advanced life support equipment on-board its aircraft and that the Air Ambulance service is a part of the Emergency Services. Air Ambulances are manned by staff specially trained in Flight Procedures.

ARTEMIS HOSPITALS
OUR SPECIALITY IS YOU

Select Language | Powered by Google Translate

Dwarka : +91-11-71111-011
Gurgaon : +91-124-6767-000

Follow us on
Facebook | Twitter | YouTube

Home | ABOUT US | PARTNERS | E-REPORTS | CAREERS | CONTACT US | Search

OUR SPECIALITIES | **INTERNATIONAL PATIENTS** | CORPORATE SERVICES | CENTRES OF EXCELLENCE

Exclusive Services | **Travel & Accommodation**

▶ Pre-Departure Services

▶ Post Admission Services

▶ Post Discharge Services

▶ Air Ambulance

WHAT IS AN AIR AMBULANCE?

Air Ambulance Services are used in cases where the transport by ground ambulance could endanger the life of a patient or in remote areas where there is no ground accessibility. Air Ambulance provides state-of-the-art advanced life support equipment on-board its aircraft. The Air Ambulance service is a part of the Emergency Services. Air Ambulances are manned by staff specially trained in Flight Procedures.

The screenshot shows the 'Travel & Accommodation' section of the Artemis Hospitals website. The navigation bar is identical to the previous screenshot. The 'INTERNATIONAL PATIENTS' dropdown menu is open, showing the same four main service categories. The 'Travel & Accommodation' sub-section is highlighted. Below this, there is a paragraph stating that Artemis has tied up with some of India's leading travel companies to facilitate smooth travel and stay arrangements for its international patients. This is followed by a heading 'Travel and accommodation services facilitated by Artemis are:' and a list of seven services: 'Travel arrangements to reach India', 'Visa Services', 'Hotel Booking (Budget, Deluxe and Luxury Hotels)', 'Pickup and drop at the International Airport in New Delhi', 'Post discharge stay in Delhi in a choice of hotels', 'Sightseeing in Delhi', and 'Travel and stay in the Himalayas or any other tourist location in India'. The last item in the list is 'Travel arrangements for the journey back home'. Below the list, there is a heading 'Our Affiliate Hotels & Guest Houses In Gurgaon' followed by a map of Gurgaon showing the locations of these facilities.

Home | ABOUT US | PARTNERS | E-REPORTS | CAREERS | CONTACT US | Search

OUR SPECIALITIES | **INTERNATIONAL PATIENTS** | CORPORATE SERVICES | CENTRES OF EXCELLENCE

Exclusive Services | **Travel & Accommodation**

Artemis has tied up with some of India's leading travel companies to facilitate smooth travel and stay arrangements for its international patients.

Travel and accommodation services facilitated by Artemis are:

- ▶ Travel arrangements to reach India
- ▶ Visa Services
- ▶ Hotel Booking (Budget, Deluxe and Luxury Hotels)
- ▶ Pickup and drop at the International Airport in New Delhi
- ▶ Post discharge stay in Delhi in a choice of hotels
- ▶ Sightseeing in Delhi
- ▶ Travel and stay in the Himalayas or any other tourist location in India
- ▶ Travel arrangements for the journey back home

Our Affiliate Hotels & Guest Houses In Gurgaon

GURGAON

Modern Diagnostics & Research Centre

Modern Diagnostic & Research Centre is conveniently located on the main New Railway Road, Gurgaon. It was established in 1985 with the aim of providing quality diagnostic care for patients. It is the oldest and most reputed diagnostic centre in the city. The Centre was adjudged the “Best Diagnostic & Imaging Centre” in Gurgaon for the year 2010-11, “Best Diagnostic & Imaging Centre” in NCR for the year 2011-12 presented by Chetan Bhagat, “Best Diagnostic & Imaging Centre” in NCR for the year 2012-13 presented by K Srikant.

Modern Institute of Medical Sciences is a vertical of Modern Diagnostic & Research Centre which tries to bridge the gap between the perceived and actual. MDRC have established an institute of learning Paramedical Sciences known as "Modern Institute of Medical Sciences". Modern Institute of Medical Sciences is the only institute of its kind in India which imparts practical training right from day one. The centre believes in "Learning by Doing" is so strong that they created the facility to give our students unmatched training and knowledge.

This year too, the award of **“Best Diagnostic and Research Centre in NCR”** for the year 2011-2012 was bagged by Modern Diagnostics and Research Centre. Dr D S Yadav of Modern Diagnostic and Research Centre also received the award for **“Best Radiologist of the Year”** in Delhi NCR.

We stand for

As the name stands it is truly “Modern” with the latest facilities that are available in diagnostic field. Since inception it has been the continuously upgrading the available services with introduction of the “state of art” newer equipments and techniques all the time. Centre was the first to start ultrasound in 1986 followed by 4D color Doppler, Digital X-ray, mammography, OPG and CT scan(1995) and dry filming in city and most of them first time in Haryana. Centre has GE 1.5 T MRI scanner, 128 slice dual source CT scanner scanner Somatom Definition from Siemens for first time in any stand alone centre in NCR & Haryana.

THE PRODUCT AT MDRC

Modern Diagnostic & Research Centre besides being conveniently located offers an array of tests in the high class facility.

Patient Anxiety

A patient is always anxious about the Test he will undergo, how it will be done, how the staff will behave, how long he will have to wait, what will be the outcome etc. We at Modern Diagnostics understand this and have trained all our staff to take care of the patients in the best possible manner. We eagerly answer all your queries and decrease the waiting time by following the under mentioned points:

Waiting Period

We take care of the waiting period by proper scheduling of our patients and calling them at the right time to decrease waiting period, thereby allaying anxieties.

Procedure Details

Our staff is fully equipped to handle all patient queries and explains the procedure in a cordial manner to the patient. Prior knowledge of what is to happen inside the examination room is bound to comfort the patient.

Consultations at Modern Diagnostics

1. Cardiac Consultation
2. Physiotherapy Consultation

The Services Provided at MDRC

- Coronary CT Angiography
- Colour Doppler & Ultrasound Scan
- Pulmonary Function Test
- Digital X-Ray, OPG & Dental X-Ray
- Magnetic Resonance Imaging
- Complete Heart Lab
- Mammography
- Bone Densitometry
- Clinical Lab
- Neurology Lab
- Physiotherapy

Medical Technology at MDRC

MRI

The centre has installed high field superconducting 1.5T Excite MRI of GE. The machine gives very high resolution images. The machine has facilities for all kinds of MRI examinations such as MR Spectroscopy, Functional imaging, Diffusion Tensor Imaging (DTI), MRCP, MR Pyelography MR Angiography, CSF Flow Studies etc. All kind of coils are available such as for MR Mammography.

CT Coronary Angiography

By 128 Slice Dual Source CT Scanner The ever evolving and dynamic advances in the field of Radiology have given birth to highly advanced technique in the form of 128 Slice CT scanner with manifold advantages over its immediate 64 Slice predecessor. Further, the dual source in the CT scan that makes a quantum difference in the quality and speed of imaging. Dual energy applications give insight into many areas that were outside the domain of CT scan.

This CT Delivers:

- Unprecedented Image Quality & Detail
- Very fast Double Source CT Imaging
- CT Coronary Angiography to evaluate suspected Coronary Artery Disease
- Rule Out Coronary plaques, calcification and Stenosis
- Evaluate Bypass Grafts & Coronary Stents
- Triple rule out for coronary, pulmonary and thoracic aorta pathologies
- Other angiographies such as carotid, cerebral, renal, thoracic aorta, abdominal aorta, portal circulation and peripheral arteries.
- Multiphase, multi-planar imaging

Colour Doppler

With the most advanced Echo-cardiography ultrasound and color Doppler system from Philips which uses a X- Matrix Probe (>9000 piezoelectric crystals) and break-through pure wave single crystal technology deliver high quality images. Centre also has "ACCUVIX – XQ" which is a high end 3D ultrasound machine.

Pulmonary Function Test

Pulmonary function tests are a group of breathing exercises that measure the function of the lungs, revealing problems in the way a patient breathes. These tests can determine the cause of shortness of breath, and may help confirm lung diseases such as asthma, bronchitis or emphysema. The pulmonary function tests also are performed before any major lung surgery.

Digital X Ray

The radiology department is equipped with DR (Digital radiography) system for the first time in diagnostic centre in Haryana. FDR-DEVO has installed to reduce radiation dose and also give better quality instant radiographic images.

Centre has also installed the most advanced CR system Perfect One from Fuji films. The x-ray images with CR system are always very sharp and clear. The images can be post processed to suit the individual examination. The centre was the first to install CR system in Haryana.

Centre has installed two X-ray machines. One 50 kW/630mA high frequency machine MARS 50 from Allengers for high quality x-rays at lower radiation doses. Other is 500 mA machine of Siemens with motorised table. Image intensifier has been installed for better quality special X-ray investigations in day light conditions.

Dry Imaging

Dry imager laser cameras have been installed for all the imaging modalities. These cameras give instant films that do not require wet processing with chemicals and thus are very environment friendly. Ours is the first centre in Haryana to have this completely dry imaging facility.

Special X-ray Investigations

Almost all special x-ray investigations are done in the centre such as IVU (Intra-venous urography), Barium swallow, Barium meal upper GIT, Double and single contrast barium enema, HSG (Hystero-salpingography), Sinogram etc are done in the centre. Charges for special investigations include the standard cost of non-ionic contrast unlike other centers which charge it separately or ask you to bring the contrast.

Image Intensifier

This intensifies an image thousands of times its original, thereby enabling the x-ray image to be projected on a monitor and thus be seen in day light. This enables the investigation to be done in day light conditions instead of being done in the dark. There is also better visualization of the organs

and hence there is better supervision during investigations and thus better quality of investigations are done. Image intensifier also substantially reduces the radiation dose to the patient and the operator.

Mammography

Mammography machine is an Italian machine of Metaltronica make. It has fine focal spots of 0.1 and 0.3 mm, high frequency generator and automatic exposure control for high quality mammograms. Pneumatic compression device in the machine is provided for patient comfort and consistently high quality images. The images are processed on US FDA approved CR Mammography Perfect one from Fuji Films.

Heart Lab

Centre has the most advanced iE33, intelligent echo-cardiography and ultrasound colour Doppler system in NCR. It is the best machine in the world. The machine uses X Matrix prob (>9000 piezoelectric Crystals) breakthrough pure wave single crystal probes to give you unparalleled images. This is the only machine in the world that can do 3D TEE in both adults and paediatrics patients. The machine has Philips Q-Lab Software for Myocardial Strain Analysis, Colour Kinetics, Velocity Vector Imaging, TDI etc are all available. Speckle Tracking is available. The latest Myocardial Contrast facility to study Myocardial Perfusion is available with us only and is not available in any other Centre or Hospital in the city. This latest imaging tool assesses myocardial perfusion that identifies the hypo/ non-vascular areas of the heart. With this machine one can see the apex of the heart very clearly which is not seen with any other machine.

Echocardiography

It is a study of anatomy and function of heart. Echocardiography is done on fully digital 3D color doppler machines with comprehensive echocardiography and stress echocardiography package. Echocardiography is useful in various diseases such as congenital heart abnormalities such as holes and other abnormalities; congenital and acquired valvular diseases of heart; evaluation of murmurs in heart, enlargement of heart, high blood pressure, heart attack, to look for clots in heart, to exclude endocarditis in patients with prolonged fever, fluid collection around heart, myocardial strain analysis, myocardial perfusion etc. Echocardiography is done by DM cardiologist. Prior appointment is advised.

Coronary CT Angiography

The Dual Source 128-Slice Computed Tomography (CT) scanner with Dual energy applications, the latest generation in a line of CT scanners, is revolutionizing non-invasive cardiac diagnosis. The technology has been particularly exciting for studying the beating heart, providing the first clear non-invasive images of the heart and its major vessels. The scans can be timed to use only images

gathered between contractions, so that the heart and its vessels can be seen without the blurring caused by motion.

TMT (Treadmill Test)

It is a stress test in which the patient walks on a moving treadmill while the heart and breathing rates are monitored. This is useful for evaluating the heart in cases as given below:

Holter

Holter is a prolonged (24 hrs or so) record of ECG. Centre has both the recorder as well as analyser.

Holter is indicated for the evaluation of Pulse irregularity & Coronary Artery Disease & Silent Angina

Bone Densitometry

Centre has best of the DEXA machines- Hologic Explorer model. It has fan beam to do complete whole body exam in just few minutes.

Neurology Lab

Centre has comprehensive neuro lab for evaluation of various neurological disorders.

- **Video EEG** : Neurocompact EEG is installed which gives highly synchronised raw EEG with video. Brain map for frequency, voltage and spectrum. Facility to store EEG on CD is available.
- **EMG/NCV/EP** : Neurostim system with EMG recruitment, Insertional, Spontaneous, MUPA, MNCS, SNCV, Blink reflex, H-reflex, F-waves, RNS, Evoked Potential - VEP, BAER, SSEP, P-300 and SSR tests etc.

Clinical Laboratory

Centre has very well equipped spacious lab with highly qualified staff. The lab follows strict internal and external quality control programmes so that you always get best of results. We run daily controls and regular calibrations. We also follow regular External Quality Assurance Programmes with Biorad Laboratores USA, AIIMS, IAPM Varanasi and Randox Laboratories, United Kingdom.

The lab at New Railway Road Center is NABL accredited (National Accreditation Board for Testing and Calibration laboratories, Dept of Science and Technology, Govt; of India). The centre is the first private laboratory in Haryana to be so accredited.

MDRC the Branding

The Logo:



MODERN
Diagnostic & Research Centre

THE INFRASTRUCTURE



Internal Branding Of MDRC

- Internal Signages



The Poster Used Internally



External Branding

Camp Leaflet



Health Checkup Solutions Which Are Comprehensive

Most of the health check up packages give you only blood tests without imaging. Any doctor will tell you that it is not sufficient. Our health check up packages are designed by experts to give you more holistic assessment of your health and include ECG, X-ray, Ultrasound, PAP smear, Mammography and even CT Coronary Angiography of your heart in addition to blood tests and that too at **"Best Diagnostic Centre in Delhi & NCR"**

Active Men Package For Men > 40 Years: CBC, Blood Group ABO & Rh, Blood Sugar Random, Serum TSH, Liver Function Test, KFT, Serum Calcium, Serum Phosphorus, Lipid Profile, Urine Routine Examination, ECG, X Ray Chest - PA View, USG -Whole Abdomen, Echocardiography, PFT **Package Price Rs. 3,800/-**

Active Women Package for women > 40 years: CBC, Blood Group ABO & Rh, Blood Sugar Random, Serum TSH, Liver Function Test, KFT, Serum Calcium, Serum Phosphorus, Lipid Profile, Urine Routine Examination, ECG X Ray Chest - PA View, USG -Whole Abdomen, Echocardiography, PFT, Pap Smear **Package Price Rs. 4,500/-**

Healthy Man Package for men > 40 years: CBC, Blood Group ABO & Rh, Blood Sugar Fasting & PP, Glycosylated Haemoglobin (HbA1C), Serum TSH, Liver Function Test, KFT, Serum Calcium, Serum Phosphorus, Lipid Profile, Urine Routine Examination, ECG, X Ray Chest - PA View, USG -Whole Abdomen Serum PSA, Tread Mill Test, Echocardiography, PFT **Package Price Rs. 5,500/-**

Well Woman Package for women > 40 years: CBC, Blood Group ABO & Rh, Blood Sugar Fasting & PP, Glycosylated Haemoglobin (HbA1C), Serum TSH, Liver Function Test, KFT, Serum Calcium, Serum Phosphorus, Lipid Profile, Urine Routine Examination, ECG, X Ray Chest - PA View, USG -Whole Abdomen, Echocardiography, PFT, Bone Densitometry (Three Sites), Mammography (Both Breasts), Pap Smear **Package Price Rs. 7,800/-**

Basic Health Check Package: CBC, Blood Group ABO & Rh, Blood Sugar Random, SGOPT, SGPT, Blood Urea, Serum Creatinine Serum Cholesterol, Urine Routine Examination, X Ray Chest - PA View **Package Price Rs. 850/-**

Healthy Heart Package: Blood Sugar - Fasting & PP, Glycosylated haemoglobin (HbA1C), KFT, Lipid Profile, ECG, X Ray Chest - PA View, Echocardiography, **Coronary CT Angiography** **Package Price Rs. 11,800/-**

Please bring this Advertisement to avail 10% discount on Health Checkup Packages. Valid upto 21st June 2012

Comprehensive Health Check Packages

Home Sample Collection Facility



MODERN
Diagnostics & Research Centre

New Railway Road, Gurgaon-122 001
Tel: +91-124-4994288 (30 Lines)
Fax: +91-124-4994277
Mobile: +91-9562008208
Website: www.mdrindia.com

**For Home Sample Collection
Call 9312214563**

MDRC Promotion

Marketing Team

Head Marketing Sales: *Mr. Sanjeev Luthra*

Referral marketing team: 3 professionals

Outsourced to IHC

Direct Marketing: *Mr. Anurag Srivastava (IHC)*

Online Marketing: *Mr. Rahul Prasad (IHC)*


MDRC uses various tools for its Promotional activities

- Newspaper advertisement
- Online marketing
- E- Mail & SMS campaign
- Leaflet's
- Pamphlets & handouts (internal & external both)
- Banner
- Posters
- Awareness campaign
- Pole kiosks
- Direction signage's
- Organize CME
- Conferences
- Camps in the societies & corporate's as well
- In house camps on various health days

Award's Promotion



MDRC Folders:



Modern Diagnostic & Research Centre, Gurgaon
Introduces **FIRST TIME IN DIAGNOSTIC CENTRE IN NCR**
128 Slice Dual Source CT Scan with Dual Energy Applications

Fastest CT for Coronary Angiography

<p>CARDIAC CT ANGIOGRAPHY</p> <ul style="list-style-type: none"> • Dual Source 128 slice CT makes Coronary CT Angiography a routine affair like a normal CT • Best in house ambience in NCR • High Heart Rate No Problem ! • Ectopic / Irregular Heart Rate No Problem ! • Beta Blockers Not Needed • Patient Preparation Nil (only 2-3 Hr Fasting) • Charges Rs 10000/- Only. 	<p>DUAL ENERGY APPLICATIONS</p> <ul style="list-style-type: none"> • Get stone characterization routinely with NCCT KUB. • Pulmonary Embolism - Lung perfusion shows avascular areas clearly • Excellent cerebral, aortic, peripheral angiograms with automatic bone removal • Gout imaging - 100% results with delineation of uric acid tophi. • Plaque On/off Facility in angiograms. Less calcium blooming.
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<ul style="list-style-type: none"> • 1.5 Tesla MRI • Coronary Angiography • 128 Slice Dual Source CT • 4-D Colour Doppler • 4-D Ultrasound • PET 	<ul style="list-style-type: none"> • World's Best Echo Machine IE33 with Myocardial Contrast • TMT • Holter • ECG • Bone Density (DEXA) 	<ul style="list-style-type: none"> • US FDA Approved CX Mammography • Digital GPC • Cephalometry • Digital X-Ray (Both DR and CR) 	<ul style="list-style-type: none"> • Coloured X-Ray • Fully Automated HABL Lab • Neuro Lab • EEG • MCV • BAIR • SSSEP • EMG
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MODERN Diagnostic & Research Centre
New Railway Road, Gurgaon
Tel: +91-124-4994268 (10 lines) Mob: 91-9312214563
e-mail: info@mdrcindia.com website: www.mdrcindia.com

Parking Coupons:

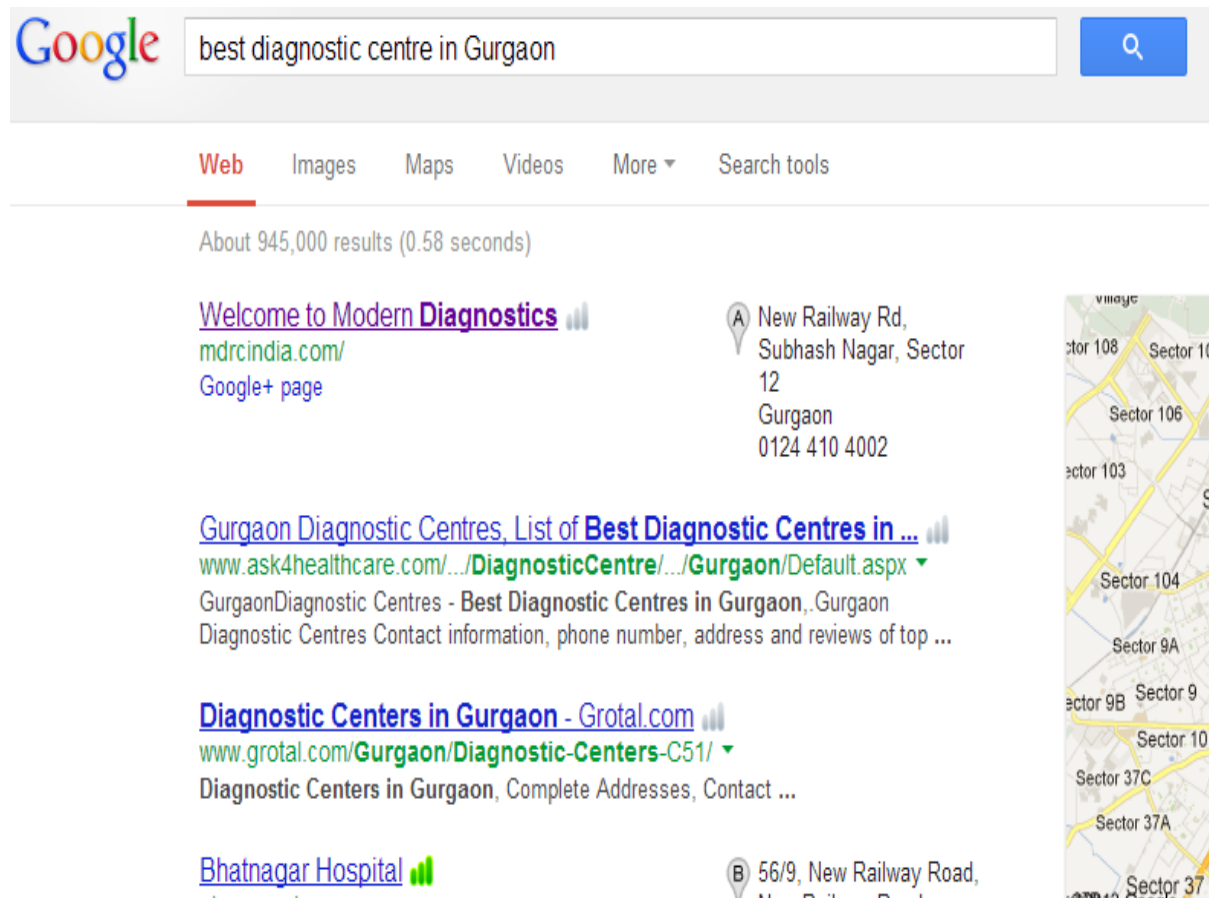
FREE PARKING
at
MODERN DIAGNOSTIC CENTRE
Present your parking slip at reception
and get reimbursement



MODERN
Diagnostic & Research Centre

Online Marketing:

The website is Informative with a very good SEO for all relevant keywords. The website has option of going to either centre through same home page.



**Best Technology Available**

Welcome to Modern Diagnostics

Modern Diagnostic & Research Centre is conveniently located on the main New Railway Road, Gurgaon. It was established in 1985 with the aim of providing quality diagnostic care for patients. It is the oldest and most reputed diagnostic centre in the city. The Centre was adjudged the "Best Diagnostic & Imaging Centre" in Gurgaon for the year 2010-11, "Best Diagnostic & Imaging Centre" in NCR for the year 2011-12 presented by Chetan Bhagat, "Best Diagnostic & Imaging Centre" in NCR for the year 2012-13 presented by K Srikant.

Modern Institute of Medical Sciences

Modern Diagnostic & Research Centre also tries to bridge the gap between the perceived and actual. We have established an institute of learning Paramedical Sciences known as "**Modern Institute of Medical Sciences**". Modern Institute of Medical Sciences is the only institute of its kind in India which imparts practical training right from day one !! Our belief in "Learning by Doing" is so strong that we created the facility to give our students unmatched training and knowledge.

[More](#)

Pricing At Modern Diagnostics

Modern Diagnostic Centre, previously known as Modern X-ray was the first diagnostic centre in Gurgaon that started its operation in the year 1989. Diagnostic centres were never very marketing savy and hence marketing activities were more or less negligible in early years. With the emergence of corporate hospitals and other major diagnostic centres Modern X-ray took a decision to rebrand itself as Modern Diagnostic & Research Centre. Marketing again was not the first thing that was done. First they decided to change their logo to a more definable image and that is where we took the first step towards modern day marketing. For this purpose they outsourced their marketing to an external consultancy firm because it made sense on the basis of cost benefit analysis. The budget in the first year when they started some serious marketing was higher as they had to re do all the stationery with new logo and internal branding was also a big hole in the pocket. In figures it was close to 1 Crore, that was in year 2011. In 2012 the budget was approximately 80 lacs and in 2013, we have started our new centre in Sector 44, Gurgaon. For our old Gurgaon centre the budget for this year is 55 lacs while for the new centre is Rs. 1.20 Crores

Being the market leaders for the private diagnostic centre, we have the freedom to change the prices and generally other players follow us.

Discounts

- MDRC is empanelled only with ECHS.
- MDRC does not give discounts other than the offers & promotional activities
- If, necessary the management only is liable to give discounts to any patients.

ARVY HOSPITAL

Aarvy Hospital is a 100 bedded Multispecialty hospital located at Gurgaon, Haryana. The hospital offers high quality health services at affordable prices. It is promoted and led by renowned Laparoscopic & Cancer Surgeon, Dr. Vikram Singh who has accomplished the most complex and challenging surgeries in the last 15 years. The hospital has an advanced Mother & Child Centre headed by well known Gynaecologist Dr. Renu Yadav. Aarvy Hospital is equipped to handle all kinds of laparoscopic, minimally invasive, gynaecological & cancer surgeries. Aarvy hospital has an advanced 12 bedded ICU/CCU for post operative care and critical cases which is duly supported by 24 hrs Emergency, Diagnostics, Ambulance and Pharmacy services.

Aarvy hospital is a hospital where they will try to alleviate the sufferings of the common man by offering the highest quality of healthcare at affordable prices. The hospital is a state of art facility in terms of the application of technology and has highly qualified and experienced doctors. We try to offer a healthy and hygienic environment for quick recovery of the patients. The focus is on minimally invasive surgical procedures so that the average length of stay of a patient at the hospital is minimum thereby reducing the hospitalization cost. We are committed to serve the community at large and therefore no patient goes without treatment from the hospital for the services that we excel in.

THE PRODUCT AT AARVY HOSPITAL

Aarvy Hospital believes in creating a completely patient friendly environment. Being in the hospital may be a confusing and sometimes unsettling experience. Keeping this in mind we have created a technologically advanced, yet simple to understand infrastructure and facilities which are completely transparent and patient centric. There are no hidden costs for any procedures and our staff will be glad to assist you readily in case of any requirement. Our Website also contains pages to help you. Please visit the links for details.

No matter what type of surgery the doctors perform, the goal is always the same - to get you back to your life quicker than ever. Aarvy Hospital, Minimally Invasive Surgery or Laparoscopic surgery, as it is more commonly known, is setting new standards for patient care because of its widely recognized benefits. Some of the conditions for which minimally invasive surgeries are commonly performed at Aarvy Hospital are:

- Gall Bladder Removal
- Appendectomy
- Hernia Surgery
- Pancreatic Surgery
- Intestinal Surgery
- Piles Stappler Surgery
- Esophageal Surgery
- All Abdominal Cancer Surgeries
- Emergency surgeries like Trauma, Perforations, Intestinal Obstructions, and Gastrointestinal Bleed etc

SPECIAL PROCEDURES

- Stapler Hemorrhoidectomy
- Lap Cholecystectomy
- Lap Appendectomy
- Bariatric Surgery
- Cancer Surgery
- Renal Stone Surgery

Other Services at Aarvy Hospital

- Health Checkups
- International Patients
- Corporate Empanelment's

Health Check ups

The Health Check programme at Aarvy is meant to screen otherwise healthy people for some common diseases. These tests will give some early signs of any underlying disease in the body. Patient needs to be thoroughly examined in the field where the signs of disease are present and should then undergo comprehensive testing which is also available at Aarvy Hospital.

Aarvy Basic Health Screening (ABHS)

ABHS		
-Complete Blood Count		
-Blood sugar-fasting &PP		
-Serum Bilirubin		
-SGOT/SGPT		
-Serum Creatinine		
-Serum Cholesterol		
-Stool Ova Cyst		
-Urine Routine/Microscopy		
- ECG		
-Chest X ray		
-Physician Consultation		
	Price	
	Men	990 Rs
	Women	990 Rs

Aarvy Bronze Preventive Health Programme (ABPHP)

ABHS		
-Complete Blood Count	-Treadmill Test	
-Blood sugar-fasting &PP	-USG whole abdomen	
-Serum Bilirubin	-PAP smear (women)	
-SGOT/SGPT	-Consult with 2 Specialists	
-Serum Creatinine		
-Lipid Profile		
-Stool Ova Cyst		
-Urine Routine/Microscopy		
- ECG		
-Chest X ray		
-Physician Consultation		
	Price	
	Men	1900 Rs
	Women	2200 Rs

International Patient

Services Provided for the International Patient

Medical tour plan

You can write, phone, or fax your medical requirement to us. Even the most trivial concerns are welcome. We will understand your medical condition and advise you the required treatment plan even before you make up your mind to travel to India. We will also give you the approximate cost of treatment. Our Health tour coordinator will get in touch with you with all the required details and travel advice. We also assist arrangements for your pick up at the airport and accommodation.

Visa Assistance

Once our experts answer your query for a treatment to be taken in India, our International Patient Department assists you in getting the visa for India from the Indian Consulate by issuing the letter of invitation. We are also happy to make the flight bookings for you and your companion

Other services provided

Fully equipped ambulances, fitted with life saving equipments, are available round the clock. An ambulance is always accompanied by a specialized nurse. A doctor also accompanies the ambulance if the medical condition of the patient so demands.

Corporate Empanelment

We are in the process of getting empanelled with the various Insurance Companies, Third Party Administrators, Private and Government Companies, Public Sector Undertakings

We have good packages for the various organizations for treatment, pre employment checkups, & preventive health checkups. We offer special discounts to big corporate based on the volume of business provided by each corporate client.

We also offer value added services like Free Health Checkup camp in the Corporate Client Premises, Residential colonies, Health Talks, Awareness & Social Drives, Employee Health Programmes, Medical Services and Medical Rooms at the Corporate premises

Aarvy Hospital the Brand

The Logo:



Brand Positioning Statement:

"Making Quality Healthcare Affordable"

THE INFRASTRUCTURE



External Branding

Yellow Pages & Health Magazine's ad:

आर्वी अस्पताल, गुड़गाँव

उपलब्ध सुविधाएं

- सभी प्रकार की लैप्रोस्कोपिक सर्जरी
- सभी प्रकार की पथरी की सर्जरी
- 15 बेड आई सी यू और एन आई सी यू
- 24x7 डायग्नोस्टिक, सी.टी. स्कैन सहित
- अत्याधुनिक चिकित्सकीय केन्द्र
- सामान्य प्रसव
- सिजेरीयन प्रसव
- शिशु के लिए वेन्टिलेटर
- बांझपन का ईलाज
- 24 x 7 ट्रामा केयर
- 24 x 7 एम्बुलेंस सुविधा



वाजिब कीमत
उच्चतम सुविधयें

24 घण्टे आपातकालीन: 0124-4222270
मिलने के लिये: 0124-4222270-74
मो.08800994092

website: www.aarvyhospital.com
e-mail: info@aarvyhospital.com


Aarvy Hospital
Making Quality Healthcare Affordable

530 / 18, सीविल लाईन्स, नेहरू स्टेडियम के सामने,
गुड़गाँव-122 001 (हरि.),

Hospital Folder:



Chemist Envelop:



Aarvy Hospital

Making Quality Healthcare Affordable

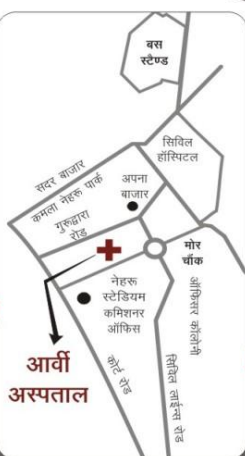
24 घण्टे फार्मसी

आर्वी अस्पताल


24 आपातकालिन: 0124-4222270
मिलने के लिये: 0124-4222270-74
मो. 08800994092

530 / 18, सीविल लाईन्स,
नेहरू स्टेडियम के सामने,
गुडगाँव-122 001 (हरि.),
website: www.aarvyhospital.com

आर्वी अस्पताल
530 / 18, सीविल लाईन्स, नेहरू स्टेडियम के सामने,
गुडगाँव-122 001 (हरि.), फोन: 0124-4222270-74
website: www.aarvyhospital.com



बस स्टैण्ड
सिविल हॉस्पिटल
आपना बाजार
मोर चौक
नेहरू स्टेडियम कमिशनर ऑफिस
आर्वी अस्पताल
कमला नेहरू पार्क
गुरुद्वारा रोड
ओरिएण्टल कॉलेज
सिटीयु स्पोर्ट्स केंद्र



Aarvy Hospital

Making Quality Healthcare Affordable

उपलब्ध सुविधायें

- सभी प्रकार की लेप्रोस्कोपिक सर्जरी
- सभी प्रकार की पथरी की सर्जरी
- सामान्य प्रसव
- सिजेरीअन प्रसव
- बांझपन का ईलाज
- 24 x 7 ट्रामा केयर
- 15 बेड आईसीयू और एनआईसीयू
- अत्याधुनिक चिकित्सकीय केन्द्र
- 24x7 डायग्नोस्टिक सुविधा
- 24 x 7 एम्बुलेंस सुविधा

Promotion at Aarvy Hospital

The Marketing Team

Head Referral Marketing: Sunil Kumar

Referral team: 2

Outsourced to IHC

Head Branding: Anurag Srivastava (IHC)

Head Online Marketing: Rahul Prasad (IHC)

Aarvy Hospital uses various tools for its Promotional activities

- Newspaper advertisement
- Online marketing
- Leaflet's
- Pamphlets & handouts (internal & external both)
- Banner
- Posters
- Awareness campaign
- Pole kiosks
- Organize CME
- Camps in the rural areas


Advertisement for Aarvy Hospital

Aarvy hospital uses various tools for advertisement & promotional activities like:

- News Paper Ads
- Leaflets in Newspaper
- Outdoor Branding with Direction Signage's
- Rural Marketing

Advertisement

Camp Leaflet



आर्वी अस्पताल गुड़गाँव
द्वारा आयोजित
निःशुल्क दन्त रोग जाँच शिविर

दिनांक : 20 से 30 जनवरी, 2012
समय : सुबह 10 से 12 बजे तक
स्थान : आर्वी अस्पताल गुड़गाँव

उपलब्ध सुविधाएं

- निःशुल्क दन्त रोग जाँच
- दन्त रोग के ईलाज पर 20 % की छूट
- दान्तों की सफाई मात्र 200 रुपये में

अधिक जानकारी के लिये सम्पर्क करें
डॉ प्राची ढींगरा (दन्त रोग विशेषज्ञ)
अथवा: 8800994090, 8800994091, 8800994092

Aarvy Hospital
Making Quality Healthcare Affordable


आर्वी अस्पताल
530/18, सिविल लाईन्स,
नेहरू स्टेडियम के सामने,
गुड़गाँव-122 001 (हरियाणा)
फोन: 0124-422270-74
वेबसाइट: www.aarvyhospital.com

Camp Gate Design:

 <p>Aarvy (Hospital) Making Quality Healthcare Affordable</p>	<h1>आर्वी अस्पताल, गुडगाँव द्वारा आयोजित तृतीय भव्य निःशुल्क स्वास्थ्य जाँच शिविर</h1>	<p>आर्वी अस्पताल, गुडगाँव 530/18, सिविल लाइन्स, मेहरा स्टडियम के सामने, गुडगाँव, फोन : 0124-422270-74 मोबाइल : 09810843636, 8800994090, 8800994091</p>
 <p>शिविर का उद्घाटन माननीय राव नरेन्द्र सिंह स्वास्थ्य मंत्री, हरियाणा सरकार द्वारा</p> <hr/> <p>शिविर में उपलब्ध विशेषज्ञ</p> <p>शल्य चिकित्सा, स्त्री रोग, नाक, कान एवं गला रोग, नेत्र रोग, शिशु रोग, हड्डी रोग, अस्तित्व रोग, पेट रोग, गुर्दा रोग, भौतिक चिकित्सा, त्वचा एवं दन्त रोग</p> <p>•</p> <p>निःशुल्क दवाओं का वितरण</p>		 <p>डॉ विक्रम यादव प्रबन्ध निदेशक व लेप्रोस्कोपिक एवं कैंसर सर्जन आर्वी अस्पताल, गुडगाँव</p> <hr/> <p>शिविर में उपलब्ध सुविधाएँ</p> <p>आर्वी अस्पताल गुडगाँव के अतिविशिष्ट विशेषज्ञों द्वारा निःशुल्क परामर्श</p> <p>•</p> <p>शिविर में पंजिकृत मरीजों को आर्वी अस्पताल में सर्जरी पर 50 प्रतिशत की छूट</p> <p>•</p> <p>निःशुल्क खून एवं हड्डी की जाँच (बी.एम.डी.)</p>

Camp pamphlet:

AARVY HOSPITAL GURGAON
Organises
FREE STONE SURGERY & ULTRASOUND CAMP
Inauguration by Dr. Rajinder Singh, Sr. Uro Surgeon




Available Services

- Free Ultrasound Screening
- Free Consultation with Laparoscopic and Uro Surgeon
- Free Self Bladder & Kidney Checkup
- 30% Discount on all Stone Surgeries

Date : June 25, 2011
Time : 10 am to 1 pm
Venue : Aarvy Hospital, Gurgaon

Please bring your old ultrasound report to avail the free ultrasound

For More Information Call:
9999400011, 9999400012



Aarvy Hospital
530/18, D-4 Lanes
Opp. Nehru Stadium
Gurgaon-122 001
Phone: 0126-4222720-24
Web: www.aarvyhospital.com

Ortho camp:

FREE ORTHO CAMP

Organised by
**AARVY HOSPITAL
GURGAON**

Available Services

- Free Bone Mineral Density Scan
- Free Thyroid Profile
- Free Screening for Anemia
- Free Consultation with
 - Orthopaedician
 - Joint Replacement Specialist
 - Gynaecologist
 - Internal Medicine Specialist
- 30% Discount* on Ortho and Joint Replacement Surgeries booked during the Camp

For More Information

Call: 8800994092, 0124-4222270-74

*Discount excluding Consumable & Medicines

Date

May 22, 2011

Time

10 am-12 pm

Place

Aarvy Hospital
Gurgaon



Facility for all Advanced Laparoscopic Surgeries available at Aarvy Hospital

Aarvy Hospital

530/18, Civil Lines, Opp. Nehru Stadium Gurgaon-122 001 (Haryana) Ph: 0124-4222270-74
Website: www.aarvyhospital.com

Rural Camp Pamphlet:



आर्वी अस्पताल, गुडगाँव
द्वारा
गाँव नॉगल कालिया
में आयोजित तृतीय वार्षिक
निःशुल्क जाँच शिविर
में आप सादर आमंत्रित हैं।

उद्घाटन
माननीय राव नरेन्द्र सिंह
स्वास्थ्य मंत्री, हरियाणा सरकार
द्वारा
दिनांक: 24, नवम्बर 2012
समय: प्रातः 10 बजे से 2 बजे तक
स्थान: धर्मशाला, गाँव नॉगल कालिया

आपकी उपस्थिति प्रार्थनिय है।

समस्त निवासी, गाँव नॉगल कालिया
09810843636, 09416261602

Pricing at Aarvy Hospital

Aarvy hospital came into existence only in 2009, however it was in existence since 1993 and was known as Sushruta Surgical Centre. Now, it is a 100 bed multi specialty hospital with focus on Surgery & Gynae. Marketing communications is outsourced and they have a team of 2 sales people who do referral sales only. The marketing budget is not very huge as we get most of our patients through referral sales and word of mouth publicity. The marketing budget is generally between 20-30 lac per annum.

The prices are very low as compared to our competitors and other big hospitals. Reason is simple our operational cost including the surgeon fee is very low; hence the burden of cost on the patient is also very low.

Discounts

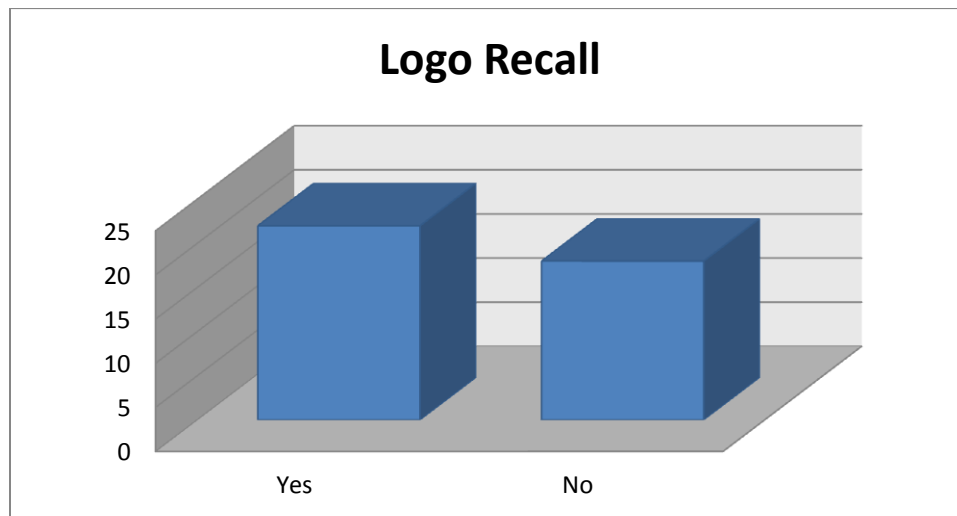
- Aarvy Hospital is empanelled with
 - Bajaj Alliance
 - HDFC Ergo
 - Future Generalli
 - ESI
- There is no special discount's given to the patients other than the offer's & promotional activity's

ARTEMIS HOSPITAL THE EFFECTIVENESS OF MARKETING STRATEGY BY CUSTOMER'S PERSPECTIVE.

Analysis

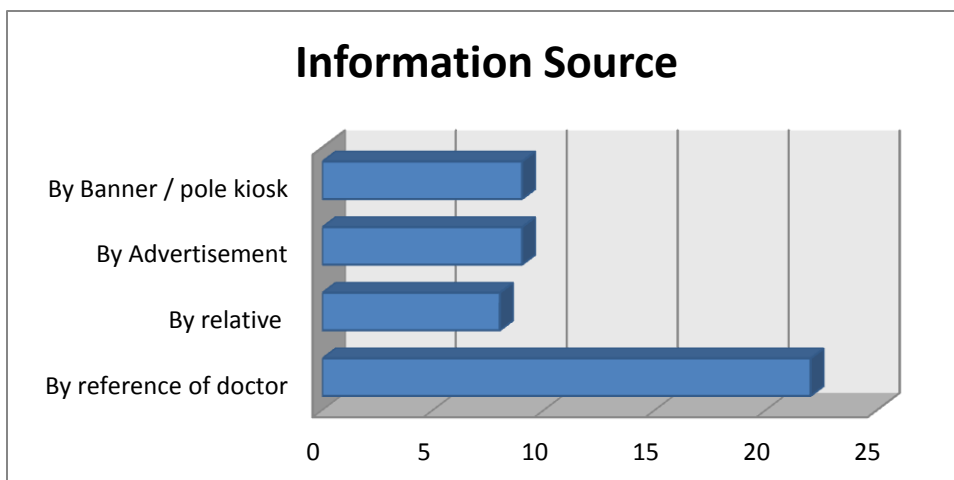
The analysis was based on the brand recall by the consumer. The sample size of 40 was collected from the catchment area according to the hospital

1. Brand Logo Recall :



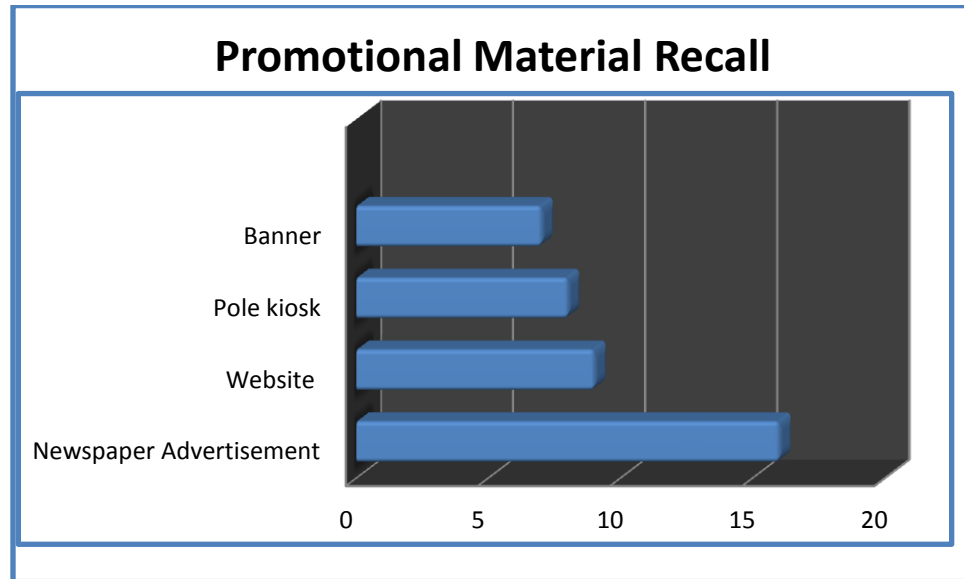
- Infers that 55% consumer knew Artemis hospitals LOGO

2. Source of Information:



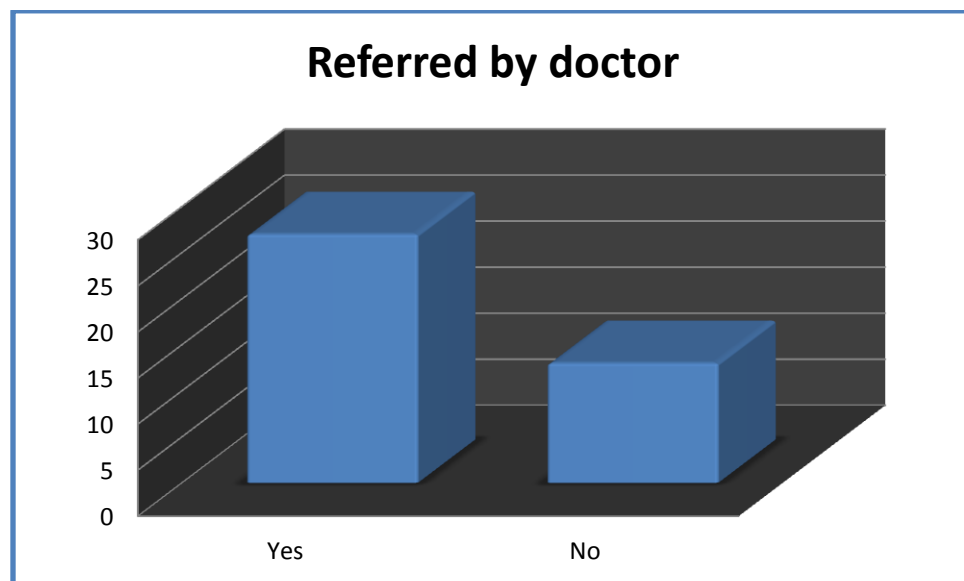
- Infers that patient get the information of Artemis when they were referred by a Doctor

3. Promotional Material Recall:



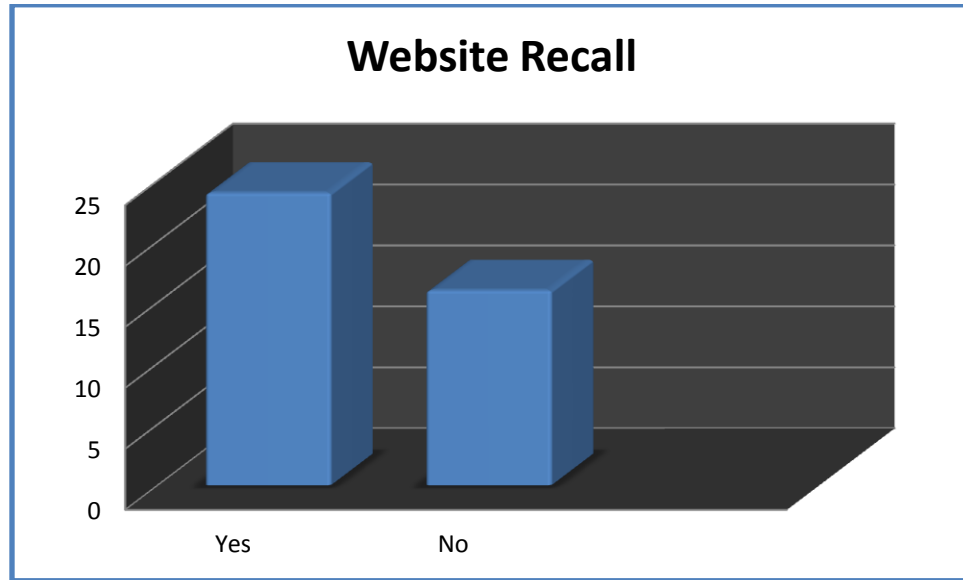
- Advertisements in newspaper were recalled the most by the respondents

4. Referred By Doctor:



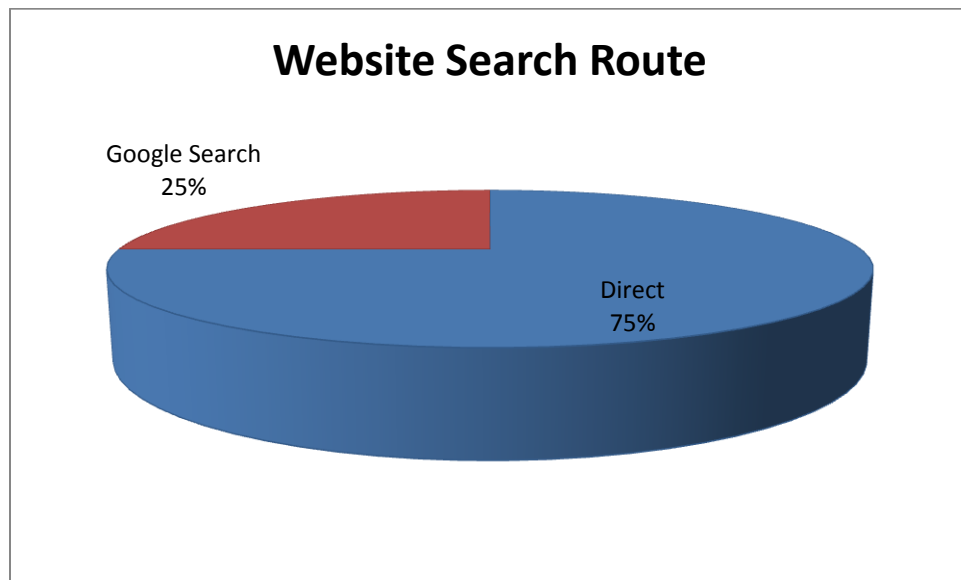
- Most of the respondents were referred by the doctors

5. Website Recall:



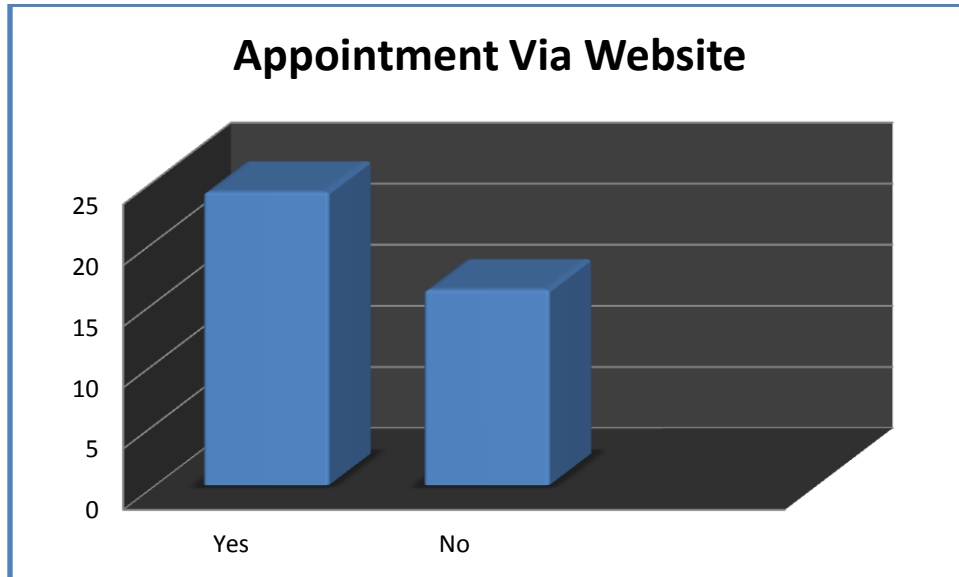
- 25 out of 40 had known & seen the website

6. Website Search Route:



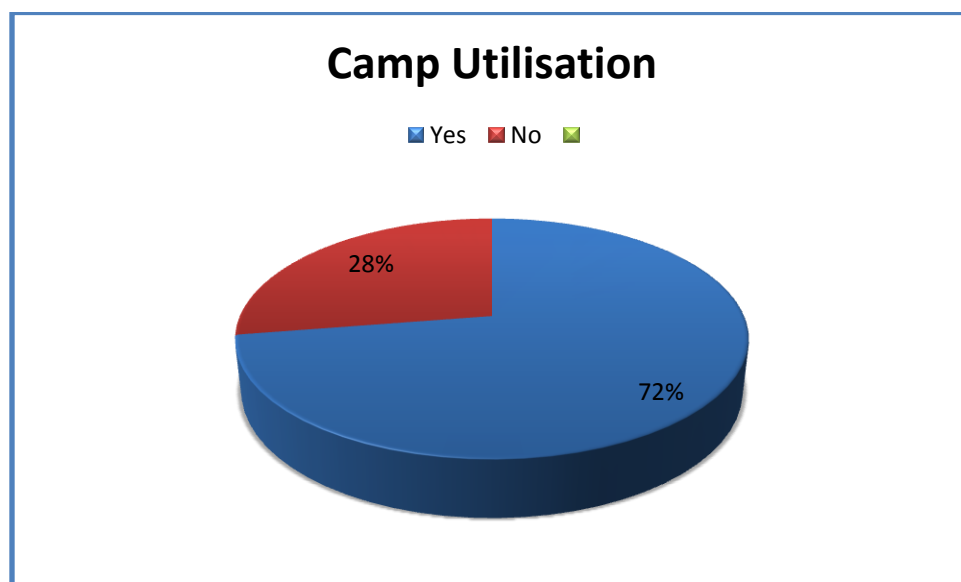
- Out of the 25 respondents knowing the website 75% searched directly because hospital has E- reporting system, & 25% had searched by Google.

7. Appointment taken Via Website:



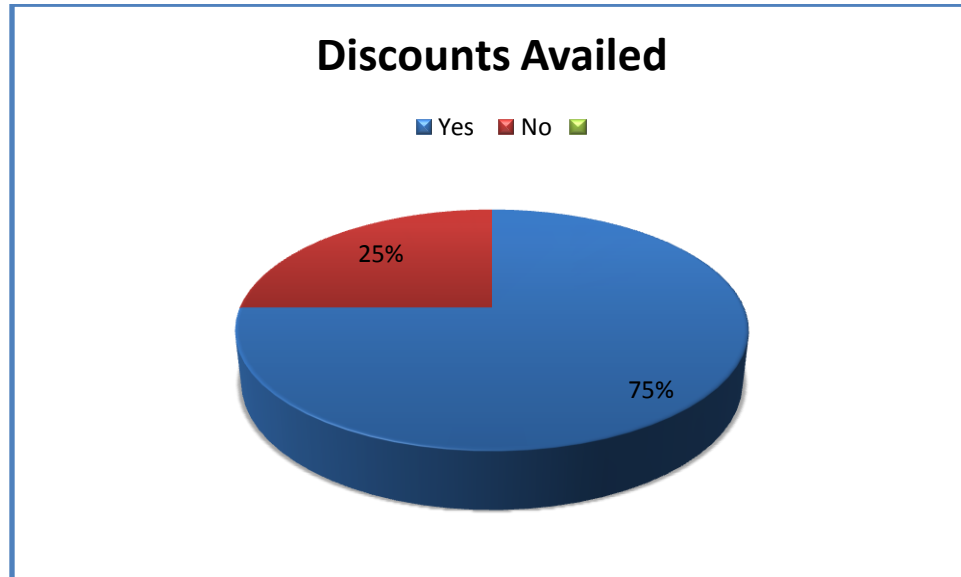
- 25 out 40 took appointments online

8. Health Camp Utilization by the Consumer:

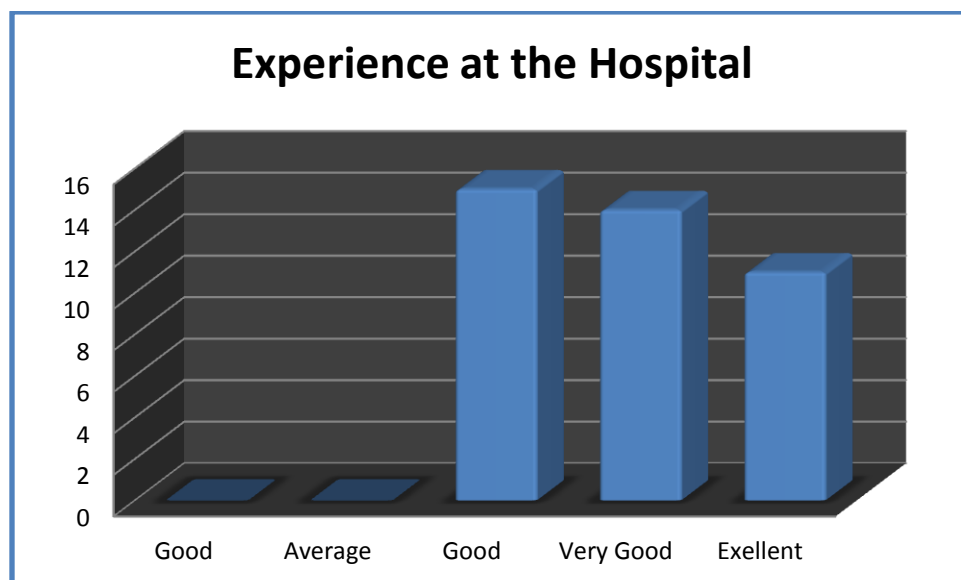


- 72% utilized camps & 28% did not

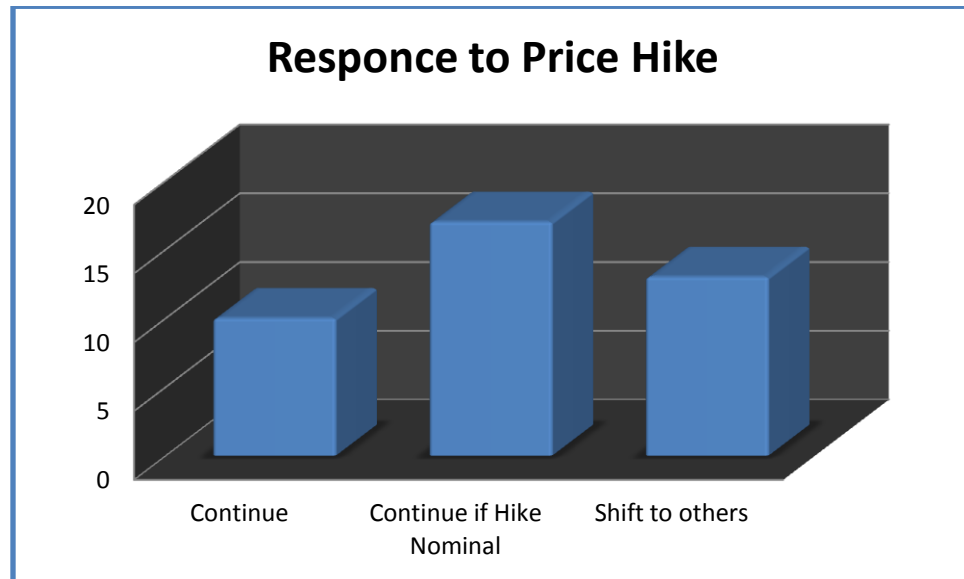
9. Discount Aailed By Consumer:



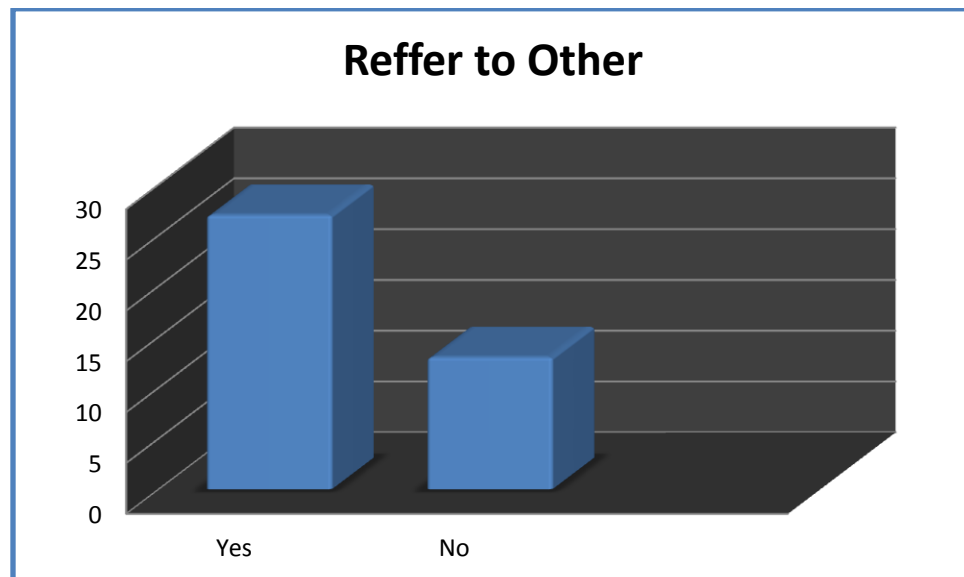
10. Rating of the Hospital According to the Experience:



11. Response to price Hike:



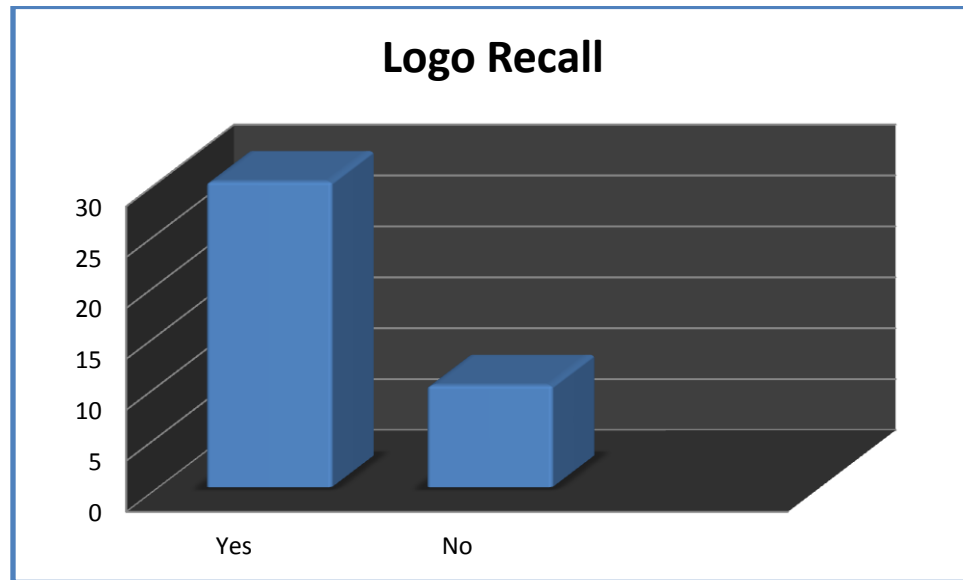
12. Response if they'll refer other's:



Aarvy Hospital

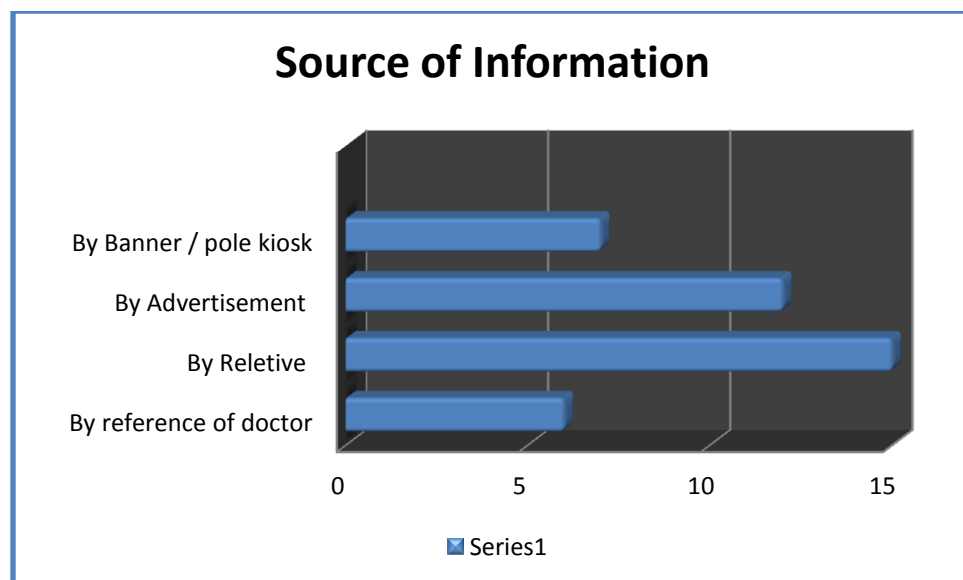
Analysis:

1.Brand Logo Recall:

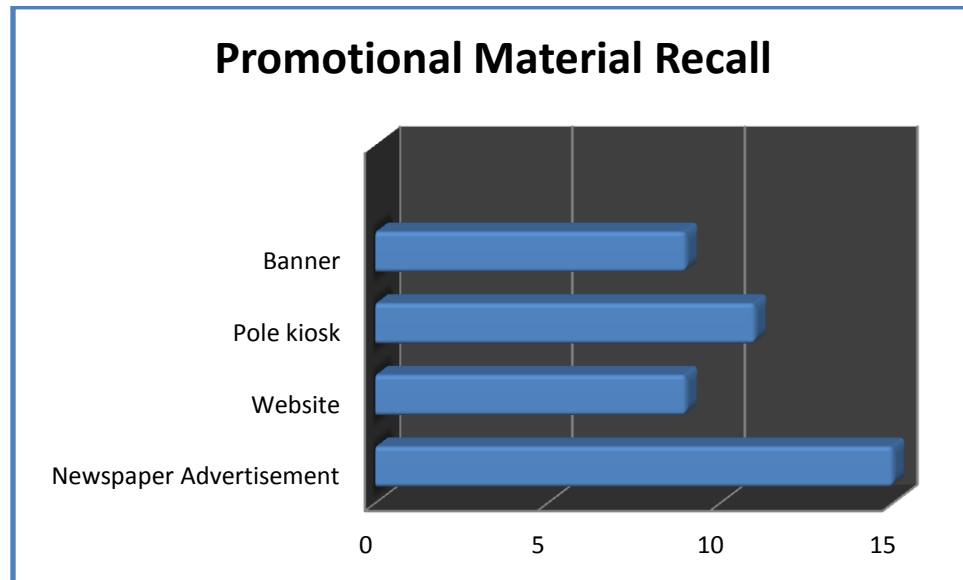


- 30 out of 40 recalled the logo of Aarvy Hospital

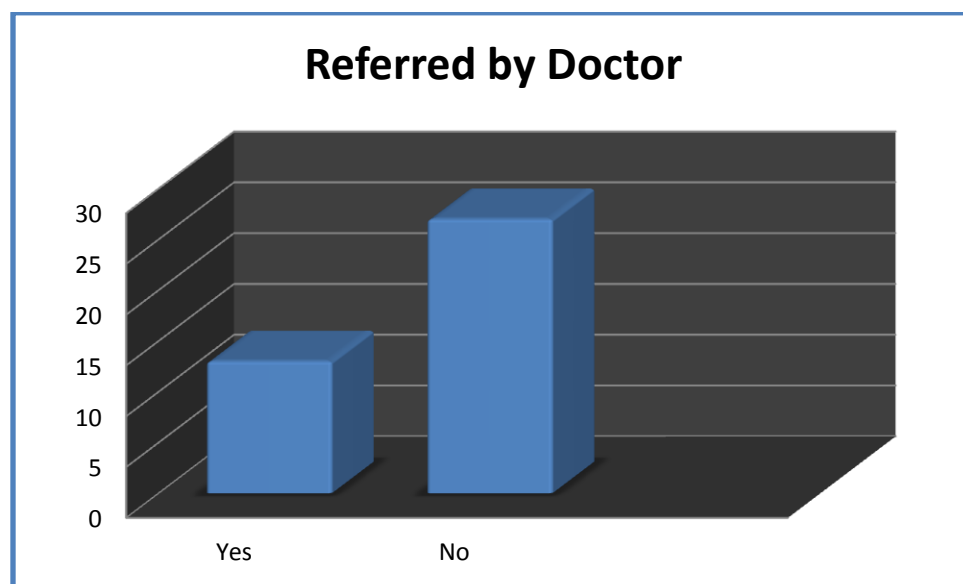
2. Source of Information:



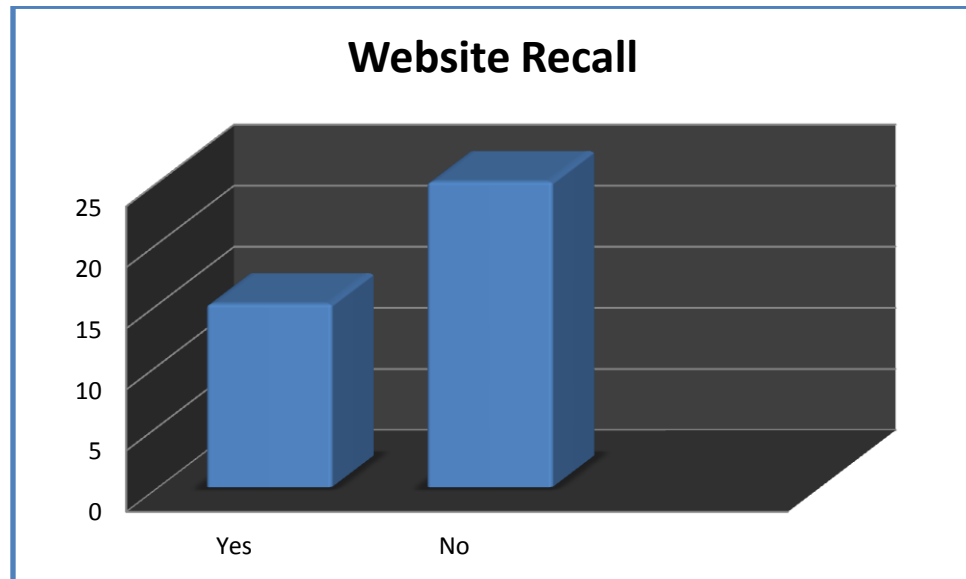
3. Promotional Material Recall:



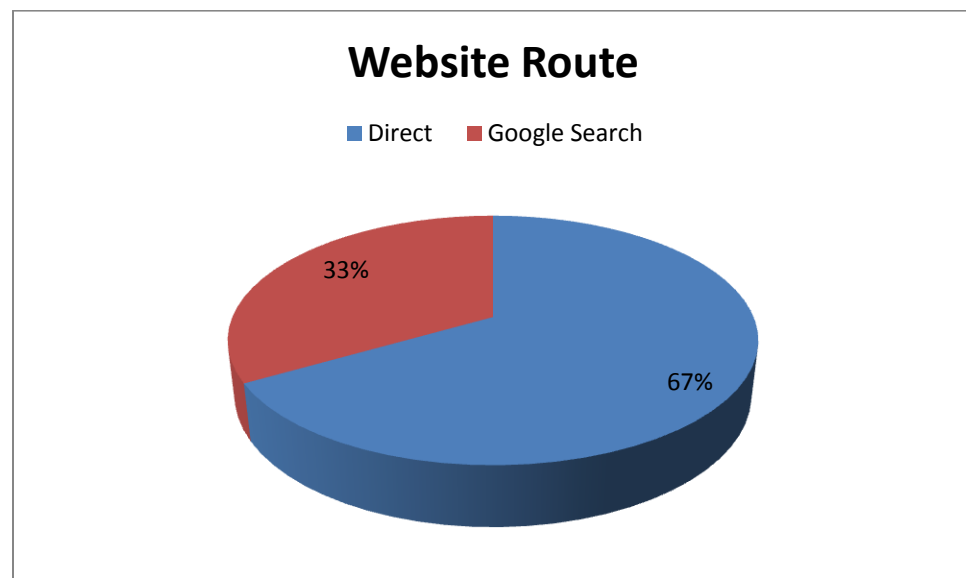
4. Whether or not they were referred by a doctor:



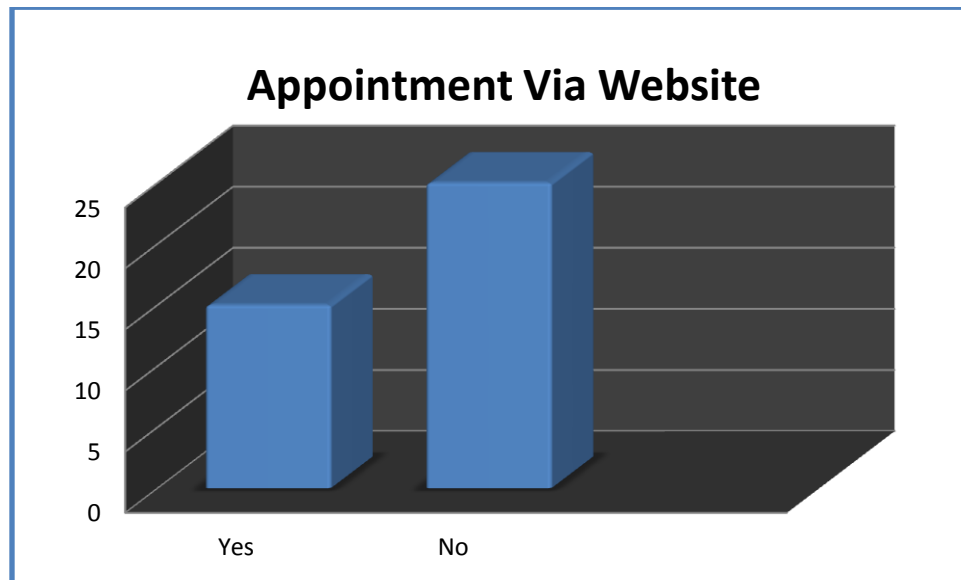
5. Website recall:



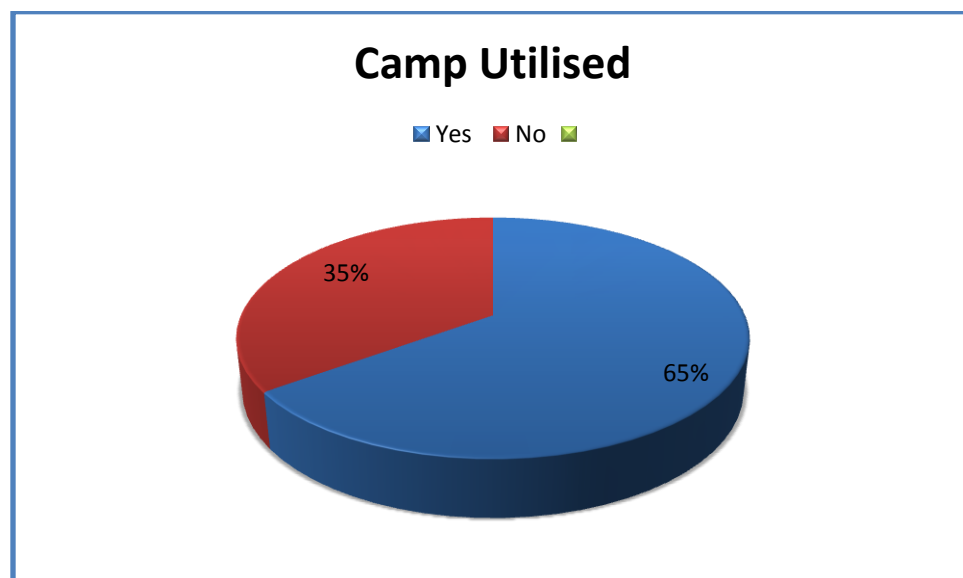
6. Website Search Route:



7. Appointment taken via website:



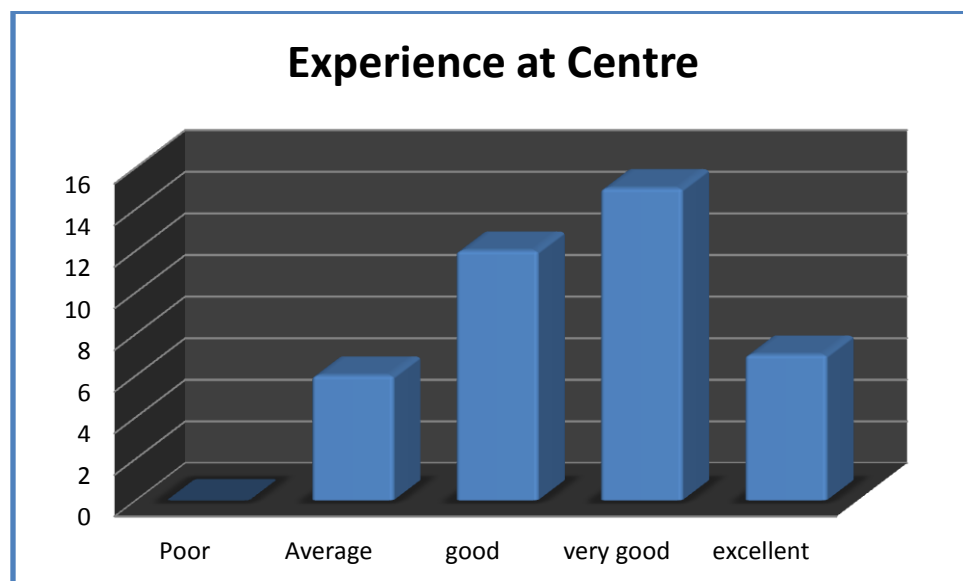
8. Free Health Camp Services Availied:



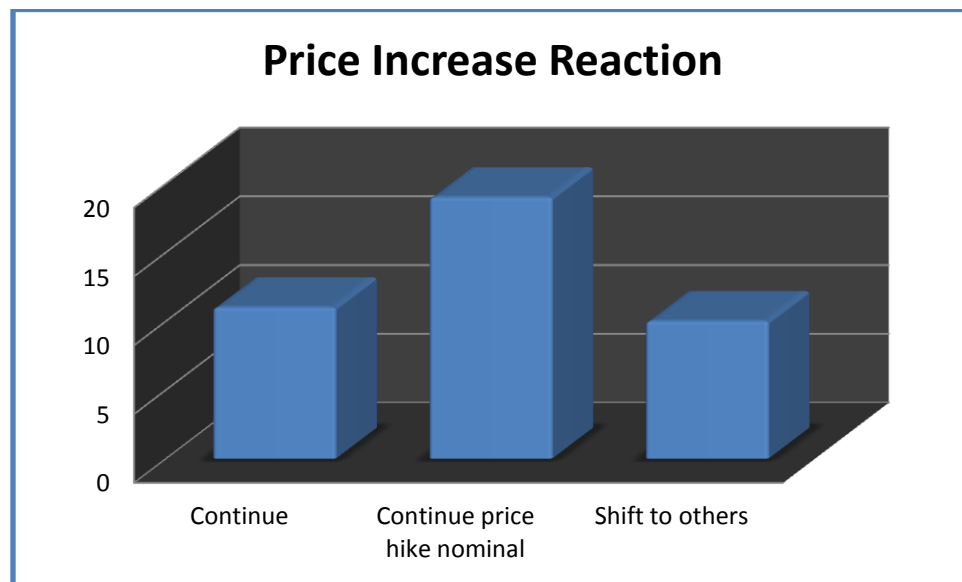
9. Discounts Availed by the customer provided from the offers provided:



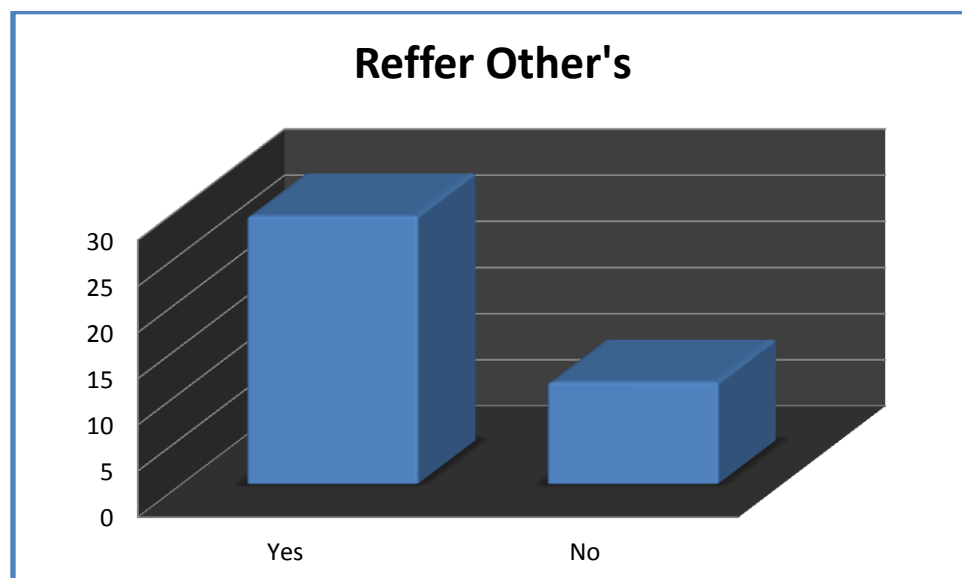
10. Rating of the centre according to the Experience:



11. Response to price Hike:



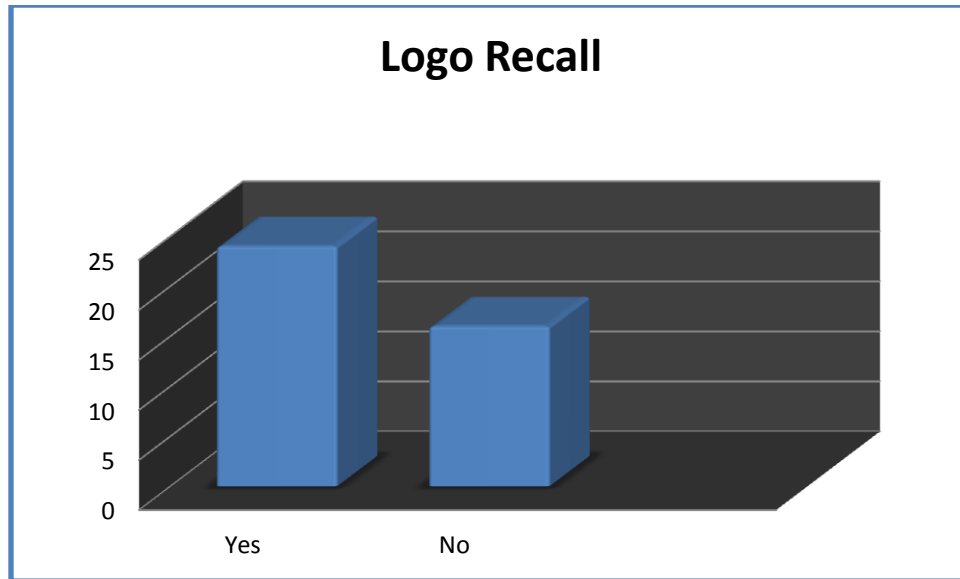
12. Response to whether or not refer other's to the centre:



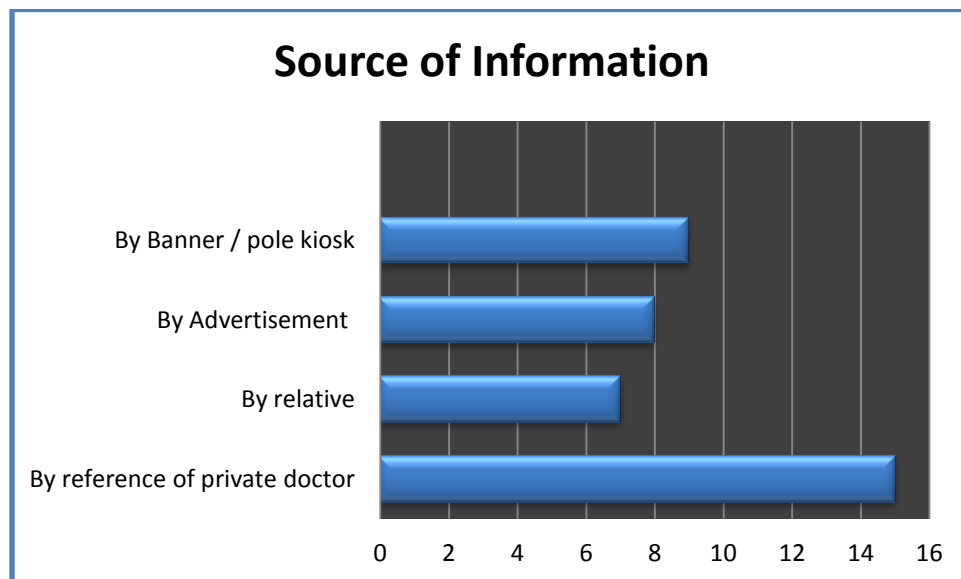
MODERN DIAGNOSTIC & RESEARCH CENTRE

Analysis

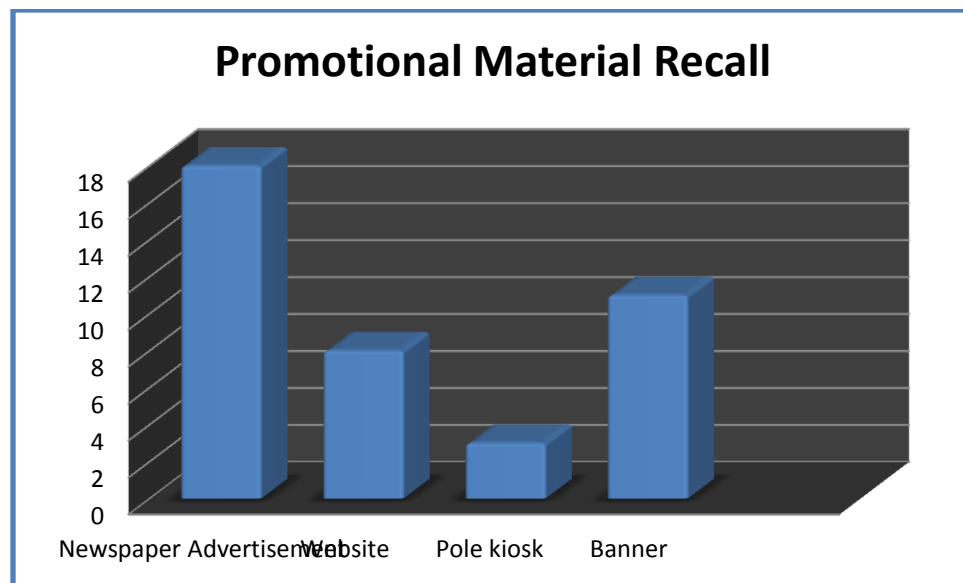
1. Brand Logo Recall:



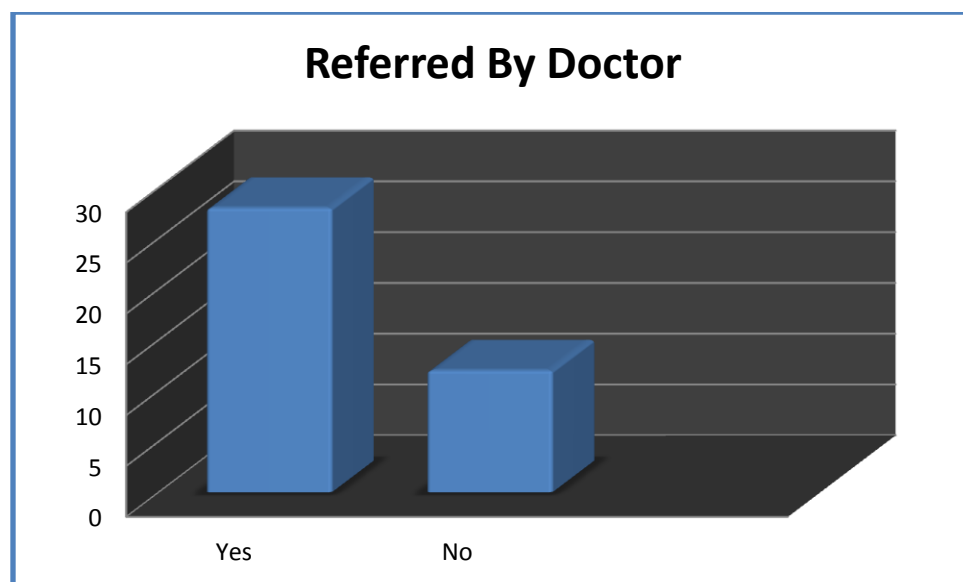
2. Source of Information:



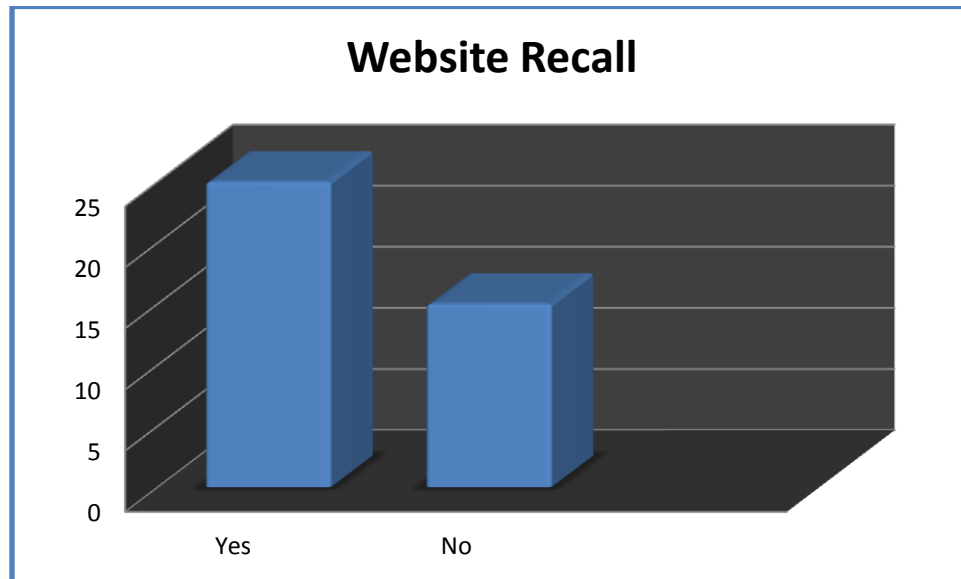
3. Promotional Material Recall:



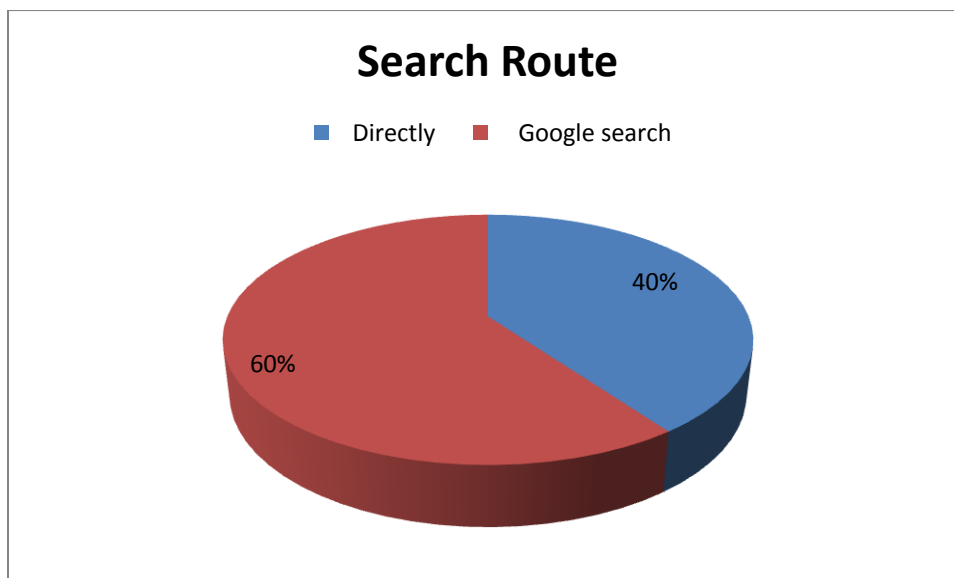
4. Whether or not referred by a doctor:



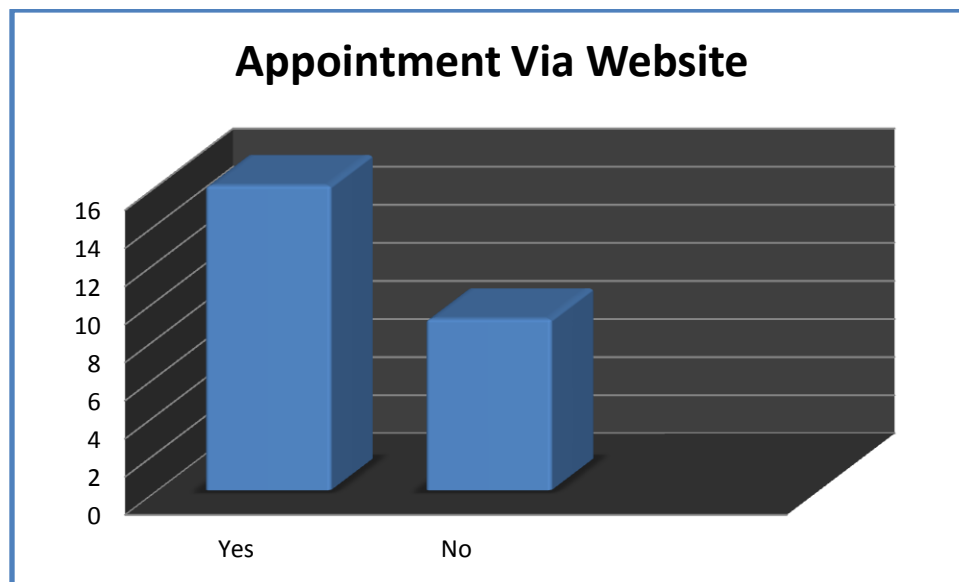
5. Website Recall:



6. Website Search Route:



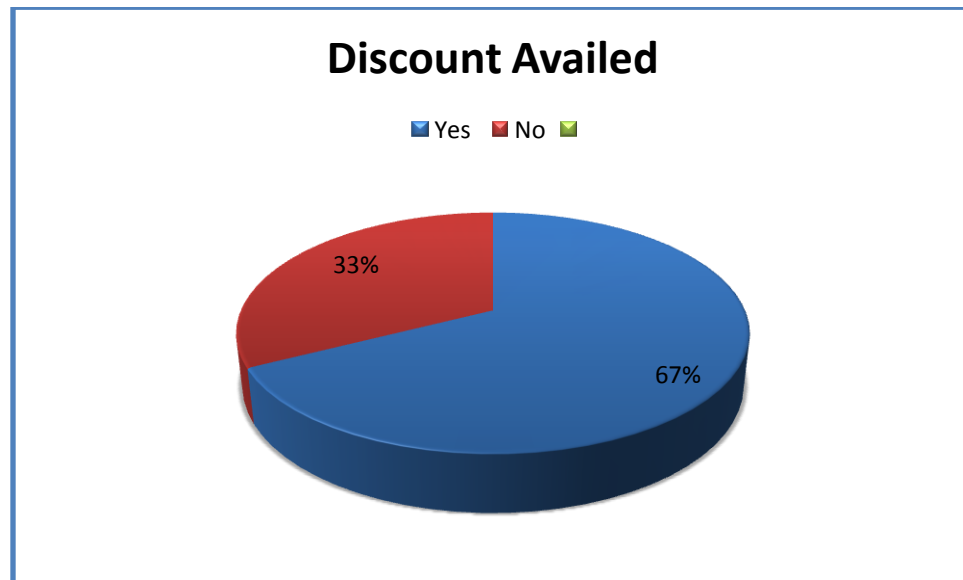
7. Appointment taken via website:



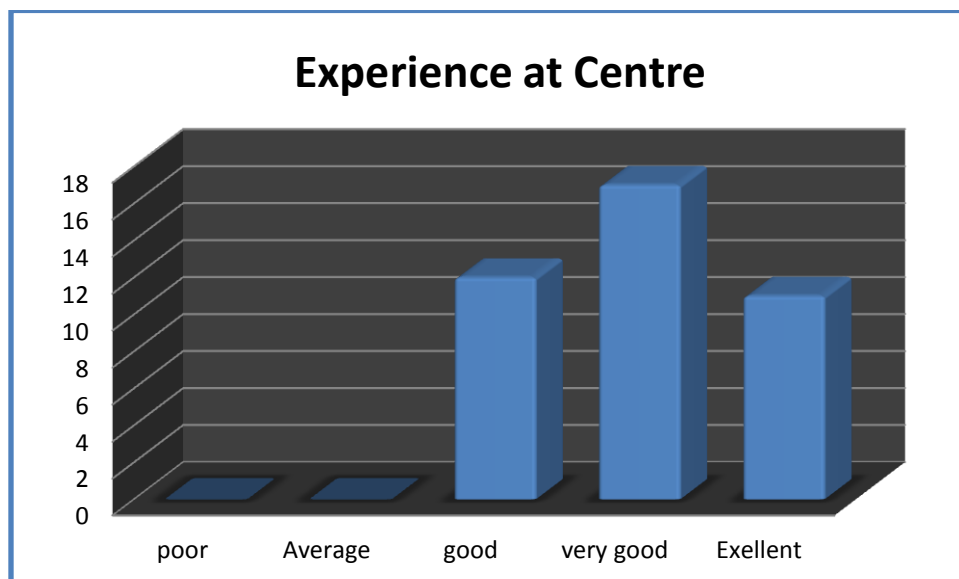
8. Utilization of Free health camp by the Hospital



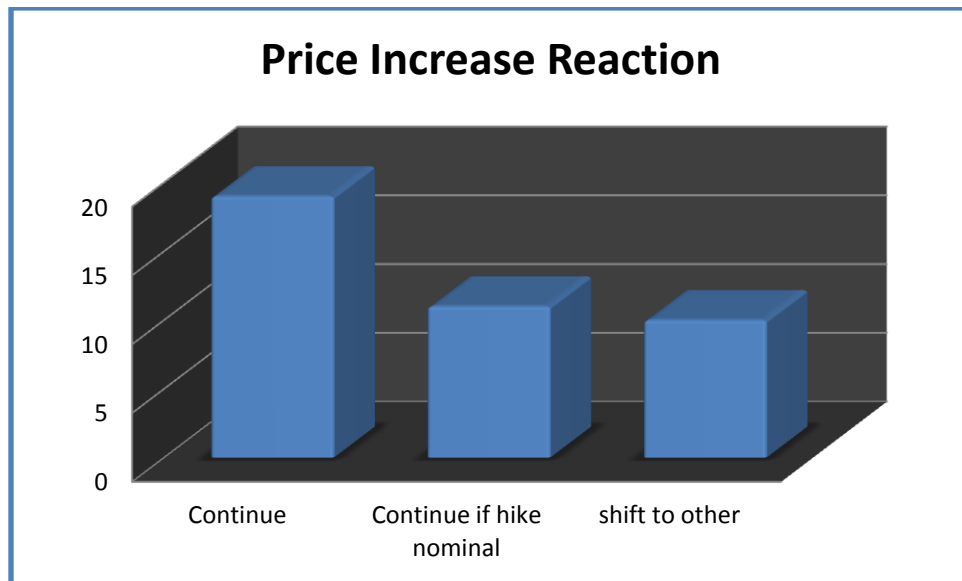
9. Discounts Availed by the customer from the offers:



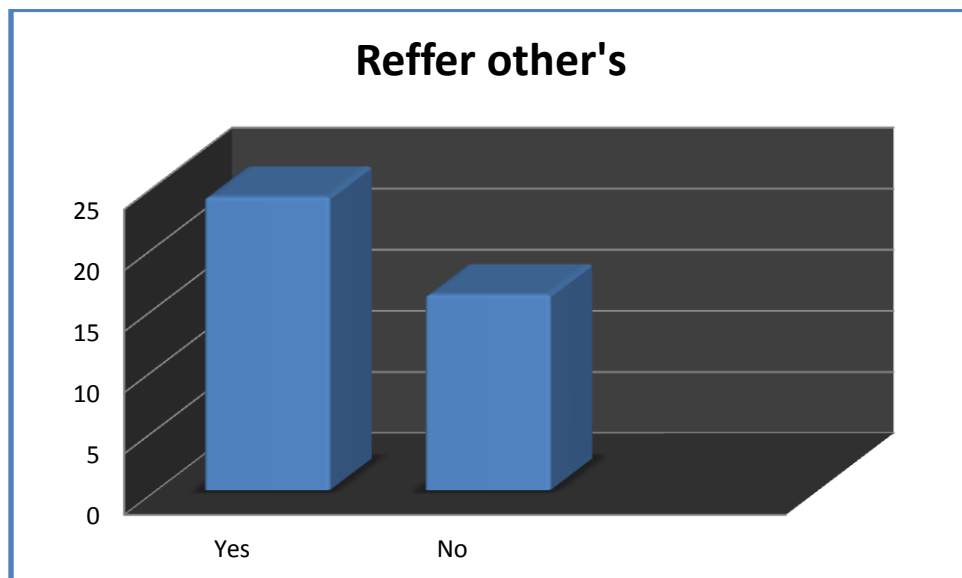
10. Rating the hospital according to the experience at the Hospital:



11. Response to Price hike:



12. Response whether or not refers others:



ANALYSIS

	ARTEMIS	MDRC	AARVY
SEGMENT	Tertiary Care	Diagnostic Centre	Secondary care
AGE	7 years	25 years	3 years
NUMBER OF BED	300	Nil	100
STATUS	Top	Top	Medium
PROJECT COST	240 crore	45 crores	12 crores
NUMBER OF EMPLOYEES	950	70	82
AREA OF THE ORGANIZATION	525,000 sq feet	12,000 sq feet	20,000 sq feet
LOCATION	Sec- 51, Gurgaon, Haryana	Sec-44 & New Railway Road, Gurgaon, Haryana	Civil Lines, Gurgaon, Haryana
CATCHMENT AREA	Delhi/NCR, UP, Haryana, Uttarakhand	Old & New Gurgaon, Sohna Road	Old Gurgaon & it's Periphery
STRENGTH	Infrastructure ,Best Technology, All facility under one roof	All Diagnostic tests under one roof, most experienced & trusted Diagnostic Centre	Excellent Surgery department , Low Cost,
REFERRAL MARKETING			
REFERRAL MARKETING TEAM	16 members	3 members	2 members
NUMBER OF CME'S	15	6	2
REFERRAL BUISNESS	99 crore	7 crore 20 lakh	96 lakh
REFERRAL BUSINESS %	20%	80%	10%
REFERRAL EXPENSE	14.85 crore +67.2 lakh	15 lakh + 2lakh 40 thousand	21 lakh + 6 lakh
DIRECT MARKETING			
CORPORATE MARKETING TEAM	4	0	0
In house camps	8	0	4

RWA & Corporate Camps	39	0	2(rural)
Public talks – Inhouse	6	0	0
Corporate	12	0	0
Number of CRM's	Ongoing Activity	2 times	None
Promotional Campaign	12	3	4
% of Direct Buisness	40%	10%	80%
Direct Business	72 crores	1 crore 80 lakh	8 crore 52 thousand
Direct marketing Expense	2 crore 40 thousand	36 lakh	6 lakh
ONLINE MARKETING			
online presence	Present	Present	Present
Age of Website	7 yrs	10 yrs	3 yrs
Search Engine Optimization status	Good	Good	Average
Social Media Optimisation	Average	Average	Poor
Search Engine Registration	Done	Done	Not done
Video Advertisements on You Tube status	More than 100 views	Less than 100 views	Less than 50 views
Emailers campaign	done for all the latest activities	None	None
Number Query Generated	50/ day approx	20 / day approx	5/ day approx
Online buisness %	5%	6.25%	1.25%
Online business	9 crore	60 lakh	12 lakh
Online expense	6 lakh	2 lakh 40 thousand	60 thousand

SEO Good: keywords defined & website showing on first 5 entries of search engine

SEO Average: Keywords defined but website does not show on the first page of search engine

SMO Average: Social Media Activities done but not so frequently

SMO Poor: Social Media Activities not done at all

Discussion

Healthcare marketing is different from FMCG industry this is because it is a service industry. As Lonnie & Stewart Gandolf study suggested that health care industry is based on patient referral & professional referrals it is found to be true but not in all segments of healthcare industry. From this study it was inferred that a diagnostic centre gets maximum business from referrals but this criteria is not same for secondary & tertiary hospital. As in case of secondary setting direct business is highest due to low cost & high value.

Research also suggests that the consumer is emotion driven when it comes to healthcare but in this case it was been found that consumer is brand driven. Also, they prefer that organization's having an experience. It was also found that consumer cares more for the security & less for the money as they'll stick to their service provider with which they have a long time association.

Since Internet has become an important part in people's lives, it raises the question of if it will one day take over all the traditional activities that human beings have operated with until now. As it is seen in the study that the healthcare providers are considering online marketing as a major tool for marketing as well as for generating patient.

Recommendation:

1. As it has been seen that all the healthcare industries spend more on referral more than any other field as the outcome is most fruitful. Along with referral on online marketing as the spent is just 0.5 % and the outcome will be much more than the spent. Also, online presence is very important.
2. As seen in case of MDRC they do not have corporate empanelments because they get maximum share of business through referral business. But they can put more efforts in building corporate empanelments.
3. Considered Aarvy hospital a secondary healthcare facility , they get 80% of direct business this is when they give very miniscule amount of activity for getting direct business, so they can increase the number of direct business activity's
4. As it is analyzed Aarvy Hospital only gives 1.25% business from online marketing. This is when their website does not have a good SEO also SMO is also not that

- appealing. So, it is suggested to improve the online marketing by updating the website with SEO. Also, putting an effort into SMO.
5. Tertiary Hospital such as Artemis, is not utilizing the Online marketing in a proper manner. Therefore improvement in SEO & SMO is recommended.

Conclusion:

- It has been determined by the study that Tertiary care hospital focuses on all 4 segments of marketing. Budget allocation is more towards direct marketing & direct marketing & Branding owing to the huge cost of advertisement & outdoor Publicity.
- Diagnostic's is a business hugely depending upon the referral marketing. Hence, most of the marketing budget is directed towards referral activities like CME's, Conferences, Dr's Get Together, advertisements & souvenir etc.
- Secondary care hospital i.e. Aarvy has marketing strategy which is very unlike other secondary care hospitals in the same area. Although, the other secondary care hospitals has been focusing on referral marketing, whereas the secondary hospital assessed in the study get's maximum business from direct patients. Also, Hospital activities are restricted to rural marketing & patient outreach programme.

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.

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3. **Social Media in Healthcare Marketing: Making the Case** By TopRank Online Marketing Online Marketing, Social Media, Social Networking <http://www.toprankblog.com/2009/10/social-media-in-healthcare-marketing-5-tips-for-approval/>
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5. Developing Country Studies www.iiste.org ISSN 2224-607X (Paper) ISSN 2225-0565 (Online) Vol.3, No.3, 2013 134 Health Personnel's Perception On The Use Of Social Media In Healthcare Delivery System In Rural and Urban Communities of Oyo State, Nigeria Thomas, K.A1* and Adeniyi, O.F2
6. Artemis Hospital Website http://www.google.co.in/#output=search&scient=psy-ab&q=artemis+hospital&rlz=1R2ADFA_enIN445&oq=arte&gs_l=hp.1.0.0l4j0i10j0l5.1411.2368.1.4008.4.4.0.0.0.0.210.704.0j3j1.4.0...0.0...1c.1.12.hp.UUYLioW6reY&psj=1&bav=on.2,or.r_qf.&bvm=bv.45960087,d.bmk&fp=d067efd1aa3e67b5&biw=1366&bih=589
7. MDRC website <http://mdrcindia.com/>
8. Aarvy hospital website <http://aarvyhospital.com/>

Annexure (A)

Questionnaire for healthcare organizations marketing heads:

Name:

Organization:

Designation:

Age:

Sex:

Q.1) how old is your organization?

Q.2) Do you have a marketing team in these organization?

Q.3) how many members do you include in your marketing team?

Q.4) do you outsource your marketing to give you marketing solution's if you don't have a marketing department?

Q.5) which is the organization is providing you with outsourced marketing & what all departments are they handling?

Q.6) Do you have a marketing budget

Q.7) what is the percentage of hospital budget goes into marketing?

Q.8) what is the breakup for your marketing spending & what return do you get from the spending?

Q.9) what all tools do you use for marketing & in what frequency?

Q.10) what is your USP on the basis of which you make your organization sell?

Q.11) which department of marketing do you think is the most fruitful?

Q.12) Do you have a Website?

Q.13) Do you have specified Keywords for your website?

Q.14) what is the status of your website according to the keywords on the Search Engine?

Q.15) Do you do frequent activities on Social Networking Sites?

Q.16) Do you get visits on your website through the activities done on social networking sites?

Q.17) what is the number of Query's you generate from your website?

Questionnaire for Tertiary Care Hospital

Sex:

Phone no. :

a) Yes b) No

- By reference of your private doctor
- By relative
- By Advertisement on newspaper/leaflet /pamphlet
- By Banner / pole kiosk
- Other promotional material

- a) Newspaper Advertisement
- b) Website
- c) Pole kiosk
- d) Banner
- e) Any other _____

a) Yes
b) No

a) Yes
b) No

- a) directly
- b) Google search

Q8. Did you ever taken an appointment through website?

- a) Yes
- b) No

Q9. Have you ever been to the camp organized by the hospital in a society?

- a) Yes
- b) No

Q10. Have you ever availed of any discounts offered by this hospital?

- a) Yes
- b) No

Q11. How was your experienced with the Hospital? 1-poor, 2-average, 3-good, 4-very good, 5-excellent

- a) 1 b) 2 c) 3 d) 4 e)5

Q12. If the prices of this brand increases what will you do?

- 1. Continue with the brand whatsoever 2. Continue if prices hike is nominal
- 3. Look for other options

Q13. Will you refer your friend or relative to the centre?

- a) Yes
- b) No

Annexure (C)

Questionnaire for Secondary Care Hospital

Name:

Age:

Sex:

Email id:

Phone no. :

Q1. Can you recall the colour of the logo of Aarvy Hospital?

b) Yes

b)No

Q2. How did you come to know about Aarvy hospital?

f) By reference of your private doctor

g) By relative

h) By Advertisement on newspaper/leaflet /pamphlet

i) By Banner / pole kiosk

j) Any other _____

Q3. Do remember any marketing material of Aarvy hospital?

f) Newspaper Advertisement

g) Website

h) Pole kiosk

i) Banner

j) Any other _____

Q5. Have you been referred by a doctor to Aarvy hospital?

c) Yes

d) No

Q6. Have you seen the website of Aarvy hospital?

c) Yes

d) No

Q7. Did you go to the website of Aarvy Hospital directly or searched for some doctor or treatment?

- c) directly
- d) Google search

Q8. Did you ever taken an appointment through website?

- c) Yes
- d) No
- e) Can't say

Q9. Have you ever been to the camp organized by the hospital in a society?

- c) Yes
- d) No
- e) Can't say

Q10. Have you ever availed of any discounts offered by Aarvy hospital?

- c) Yes
- d) No
- e) Can't say

Q11. How was your experienced with the Aarvy Hospital? 1-poor, 2-average, 3-good, 4-very good, 5-excellent

- b) 1 b) 2 c) 3 d) 4 e)5

Q12. If the prices of this brand increases what will you do?

- a. Continue with the brand whatsoever b. Continue if prices hike is nominal
- c. Look for other options

Q13. Will you refer your friend or relative to the centre?

- c) Yes
- d) No

Annexure (D)

Questionnaire for Diagnostic Centre

Name: Age: Sex:

Email id: Phone no. :

Q1. Can you recall the colour of the logo of the Hospital/Diagnostic centre you named first?

- c) Yes b) No

Q2. How did you come to know about the Modern Diagnostic centre?

- k) By reference of your private doctor
- l) By Online
- m) By Advertisement on newspaper/leaflet /pamphlet
- n) By Banner / pole kiosk
- o) Other promotional material
- p) Any other _____

Q4. Do remember any marketing material of MDRC?

- k) Newspaper Advertisement
- l) Website
- m) Pole kiosk
- n) Banner
- o) Any other _____

Q5. Have you been referred by a doctor to the diagnostic centre?

- e) Yes
f) No

Q6. Have you seen the website of the Diagnostic Centre?

- e) Yes
f) No

Q7. Did you go to the website of the Diagnostic centre directly or searched for some doctor or treatment?

- e) directly
f) Google search

Q8. Did you ever taken an appointment through website?

- f) Yes
- g) No

Q9. Have you ever been to the camp organized by MDRC in a society?

- f) Yes
- g) No

Q10. Have you ever availed of any discounts offered by MDRC?

- f) Yes
- g) No

Q11. How was your experienced with the Diagnostic centre? 1-poor, 2-average, 3-good, 4-very good, 5-excellent

- c) 1 b) 2 c) 3 d) 4 e)5

Q 12. If the prices of this brand increases what will you do?

- a. Continue with the brand whatsoever b. Continue if prices hike is nominal
- c. look for other options

Q13. Will you refer your friend or relative to the centre?

- e) Yes
- f) No