



A STUDY ON DIGITAL MARKETING AT FORTIS ESCORTS HOSPITAL, JAIPUR

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INTRODUCTION

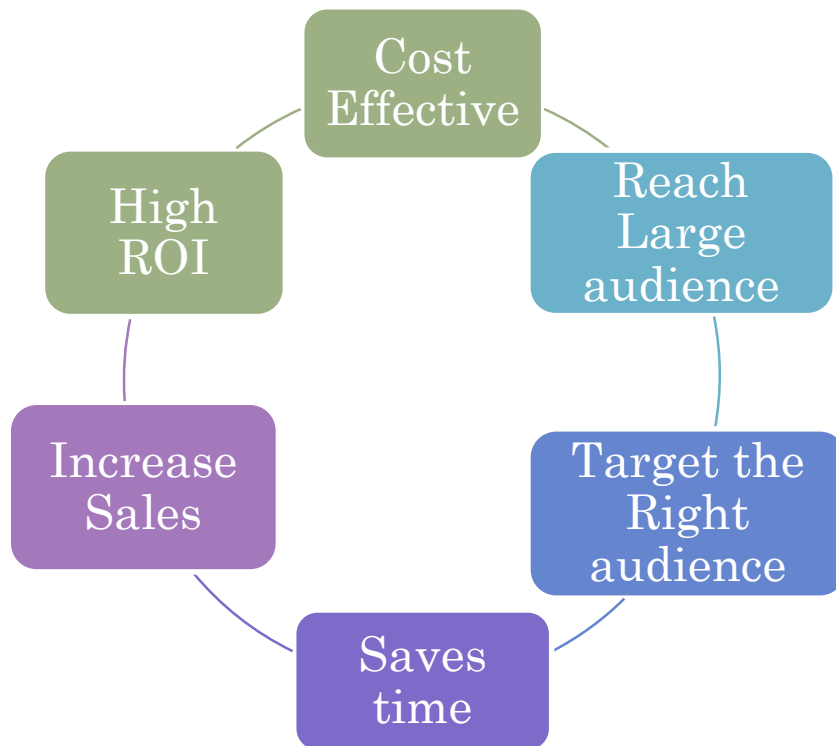
ABOUT FORTIS ESCORTS HOSPITAL, JAIPUR

- Fortis Healthcare is a leading integrated healthcare delivery service provider in India.
- Fortis Escorts Hospital, Jaipur is the first NABH accredited multi-super specialty hospital at Rajasthan, established in 2007 with the mission to bringing quality medical care to Rajasthan.
- The hospital has a global recognition for its clinical team and world class medical amenities to match that.
- Over the years, the hospital has established numerous clinical benchmarks with many firsts to its credit like Rajasthan's first water birthing, first laparoscopic whipple's case etc.
- It is a 250 bedded hospital offering multi-super specialty care.

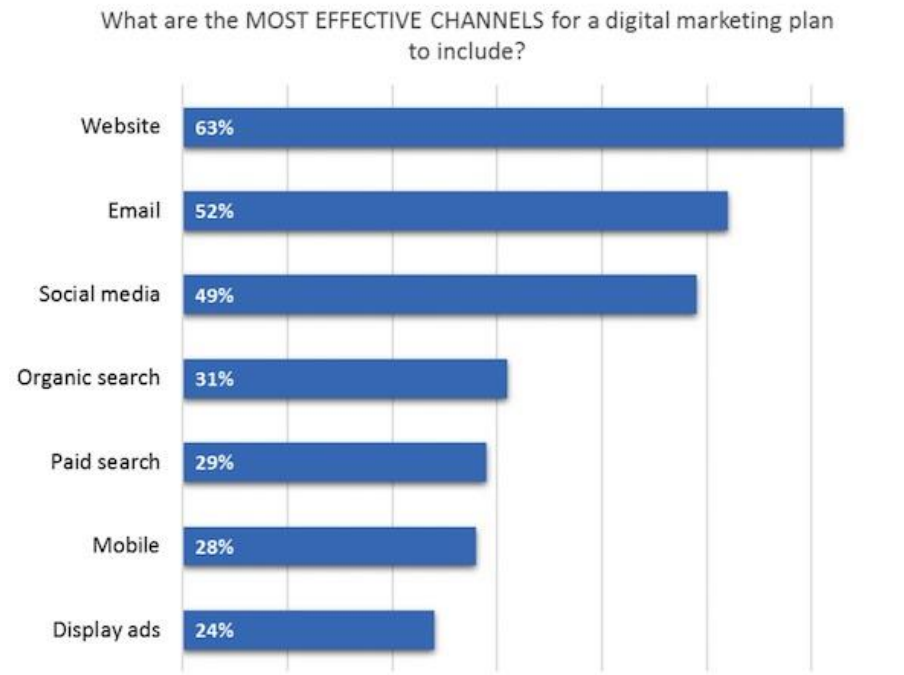


DIGITAL MARKETING IN HEALTHCARE

- **Digital marketing** is a form of direct **marketing** which links consumers with sellers electronically using interactive technologies like emails, websites, **online** forums and mobile communications. (**Kotler** and Armstrong, 2009).
- Benefits of Digital Marketing-



(Internet Marketing Strategy, Implementation and Practice
by Dave Cheffy, Richard Mayer, Third Edition)



(2018 Digital Marketing plans survey, Ascend2 and Research Partners, December 2018)

OBJECTIVES OF THE STUDY

- To identify the factors that plays an important role for Fortis website and mobile app visits.
- To create and update the profiles of clinicians on Fortis website and application.
- To study the relationship between the demographic characters and usage of services through website/app.
- To calculate Net Promoter Score related to website/app.



METHODOLOGY

- **STUDY DESIGN:** - Descriptive & Exploratory Study
- **SETTING:** - Fortis Escorts Hospital, Jaipur
- **DURATION OF THE STUDY:** - 6th Feb. 2019 – 4th May 2019
- **SAMPLE SIZE:** - 120 OPD patients
- **SAMPLE SIZE CALCULATION:-**

400 pts.(daily OPD visits)	-	280 pts. (conventional appointment)	400-280 = 120 pts.
120 pts.(online appointment via Fortis website/ app)	*	10 days (Sample collection)	120pts. * 10 days= 1200 pts.
10% of 1200 pts. (booking online appointments) = 120 pts.(Study Sample)			

- **SAMPLING TECHNIQUE:** - Convenience Sampling.

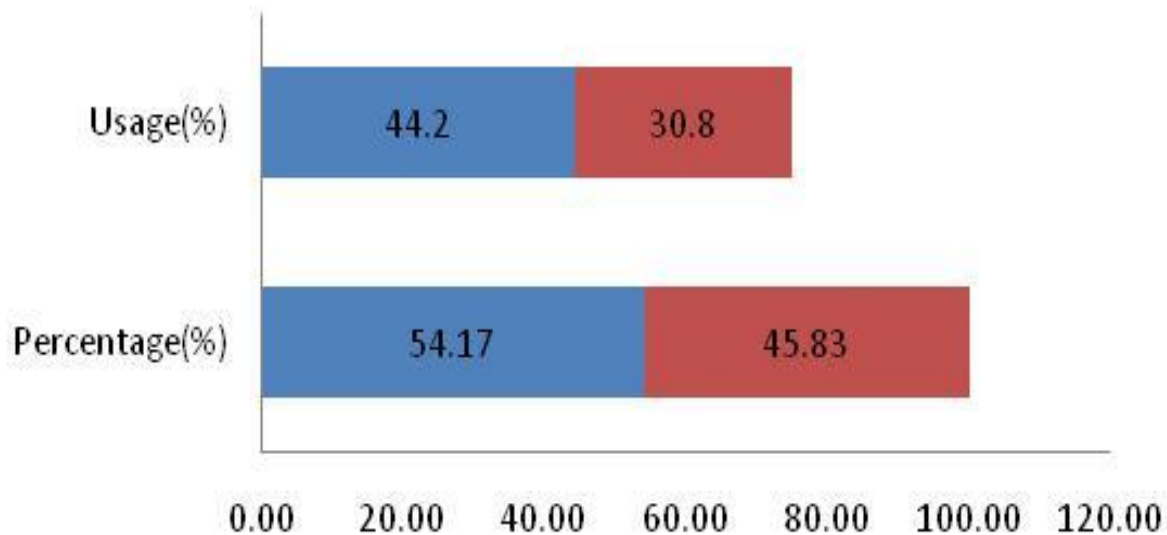


FINDINGS



1. RELATIONSHIP BETWEEN GENDER AND USAGE PATTERN OF FORTIS WEBSITE/ MOBILE APPLICATION

Relationship between gender and usage pattern of Fortis website/app



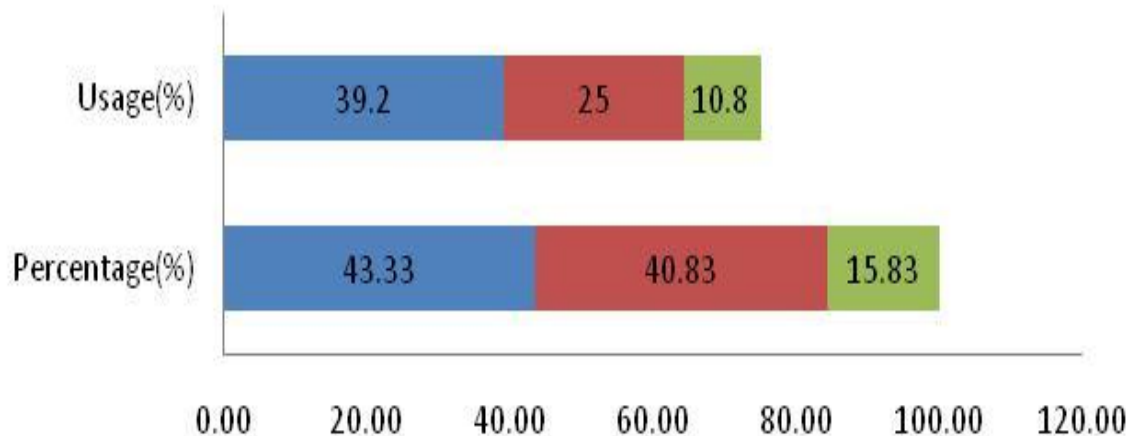
	Percentage(%)	Usage(%)
Male	54.17	44.2
Female	45.83	30.8

Frequency Distribution

Gender	Frequency	Percentage
Male	65	54.17
Female	55	45.83
Total	120	100.00

2. RELATIONSHIP BETWEEN THE DIFFERENT AGE GROUPS AND USAGE PATTERN OF FORTIS WEBSITE/ MOBILE APPLICATION.

Relationship between the different age groups and usage of website/app

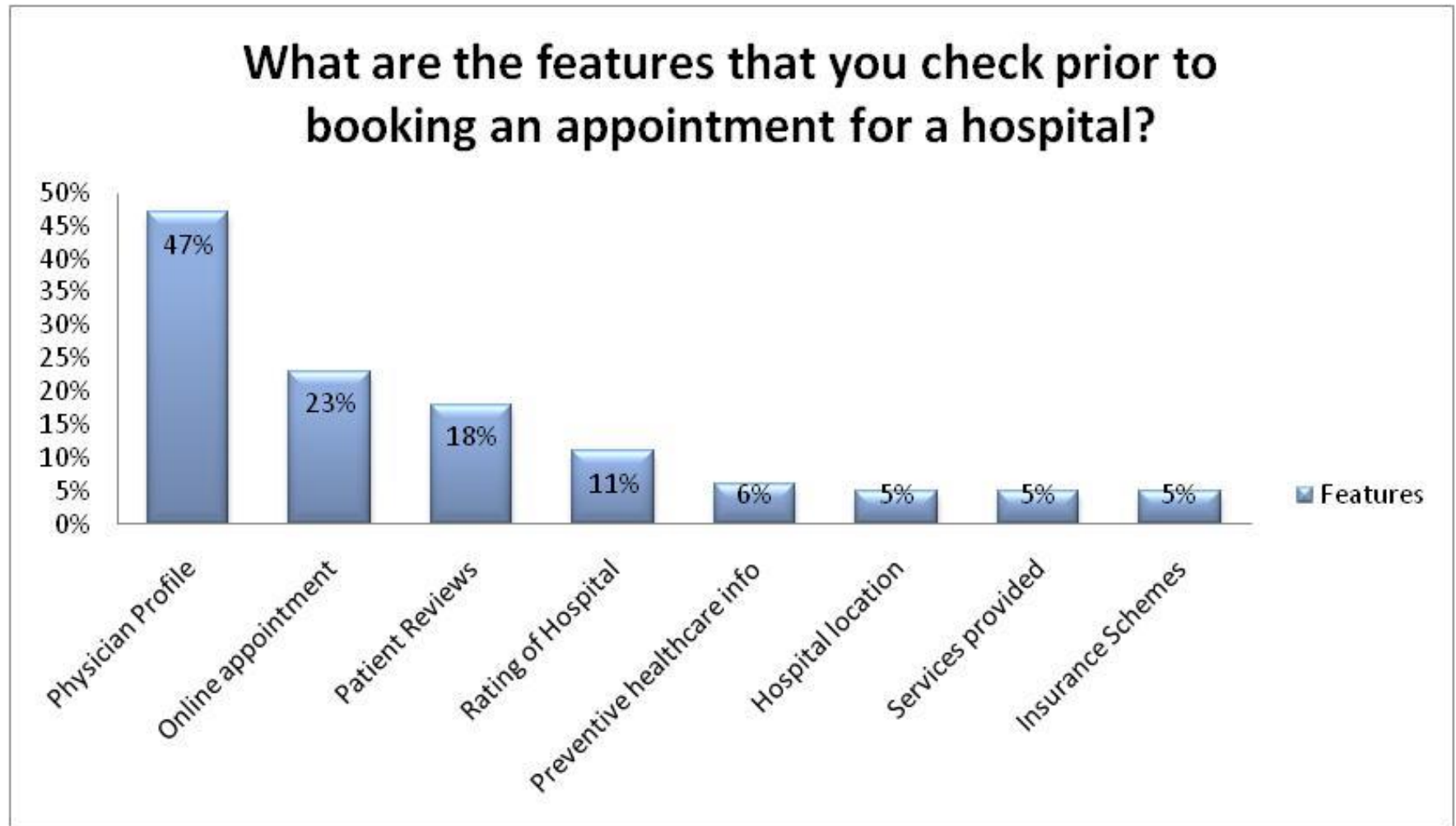


	Percentage(%)	Usage(%)
<30 years	43.33	39.2
30-60 years	40.83	25
60&above	15.83	10.8

Frequency Distribution

Age	Frequency	Percentage
<30 years	52	43.33
30-60 years	49	40.83
60&above	19	15.83
Total	120	100.00

3. WHAT ARE THE FEATURES THAT CUSTOMERS CHECKS ONLINE PRIOR TO BOOKING APPOINTMENT FOR A HOSPITAL?



4. RANKING OF CHARACTERISTICS RELATED TO PHYSICIAN'S PROFILE

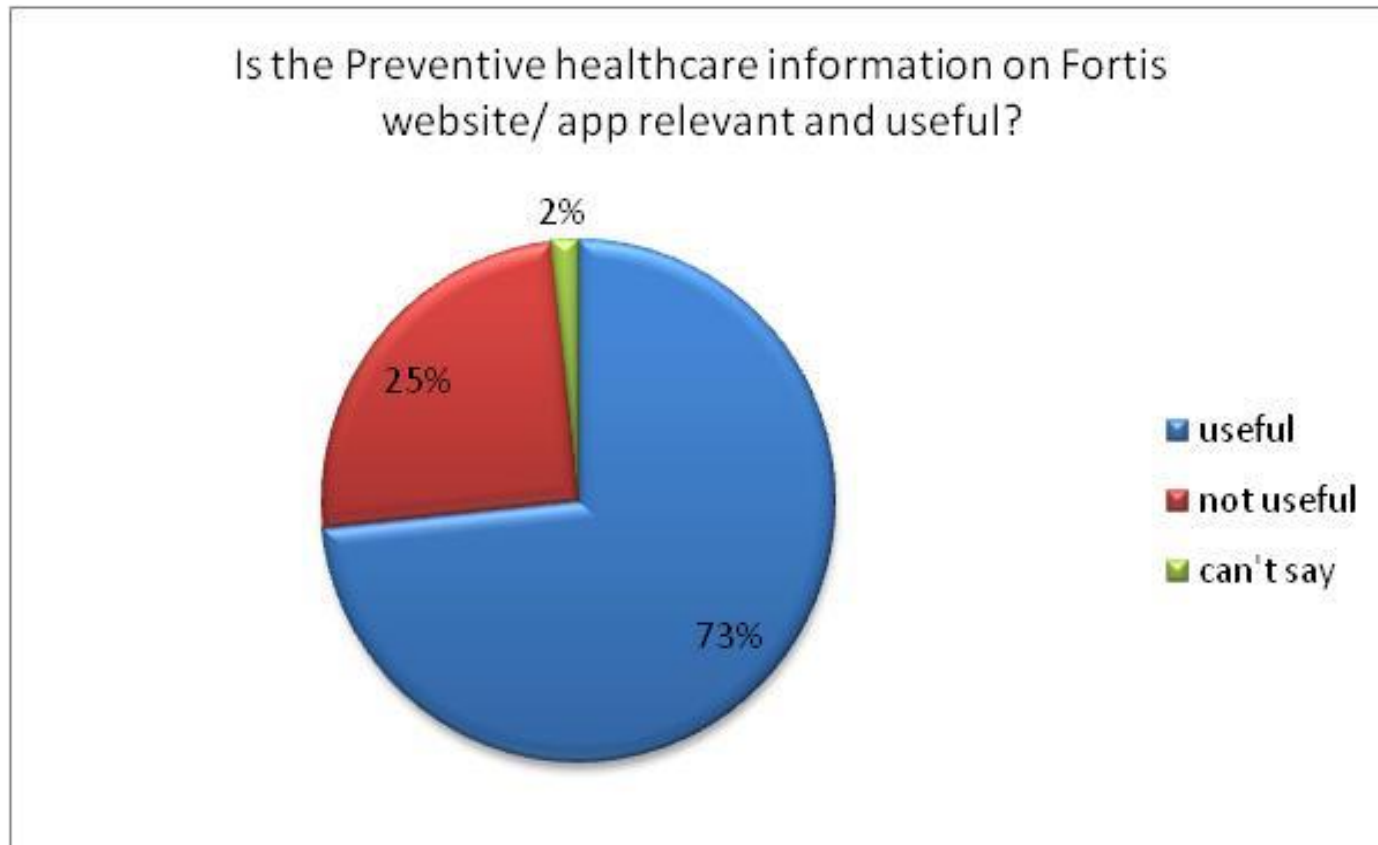


- According to ranking of features on website/ application physician's profile plays the most important role in decision making for patients to select a hospital.
- It was observed that not all the physicians profiles were displayed on website and also those profiles which were available were not up-to- date.
- To resolve this issue a standard format was prepared which was filled and then uploaded on the website/application.
- 90 OPD physician's profiles were filled and uploaded.
- Format for Physician's Profile-

[Doc Profile Format.docx](#)

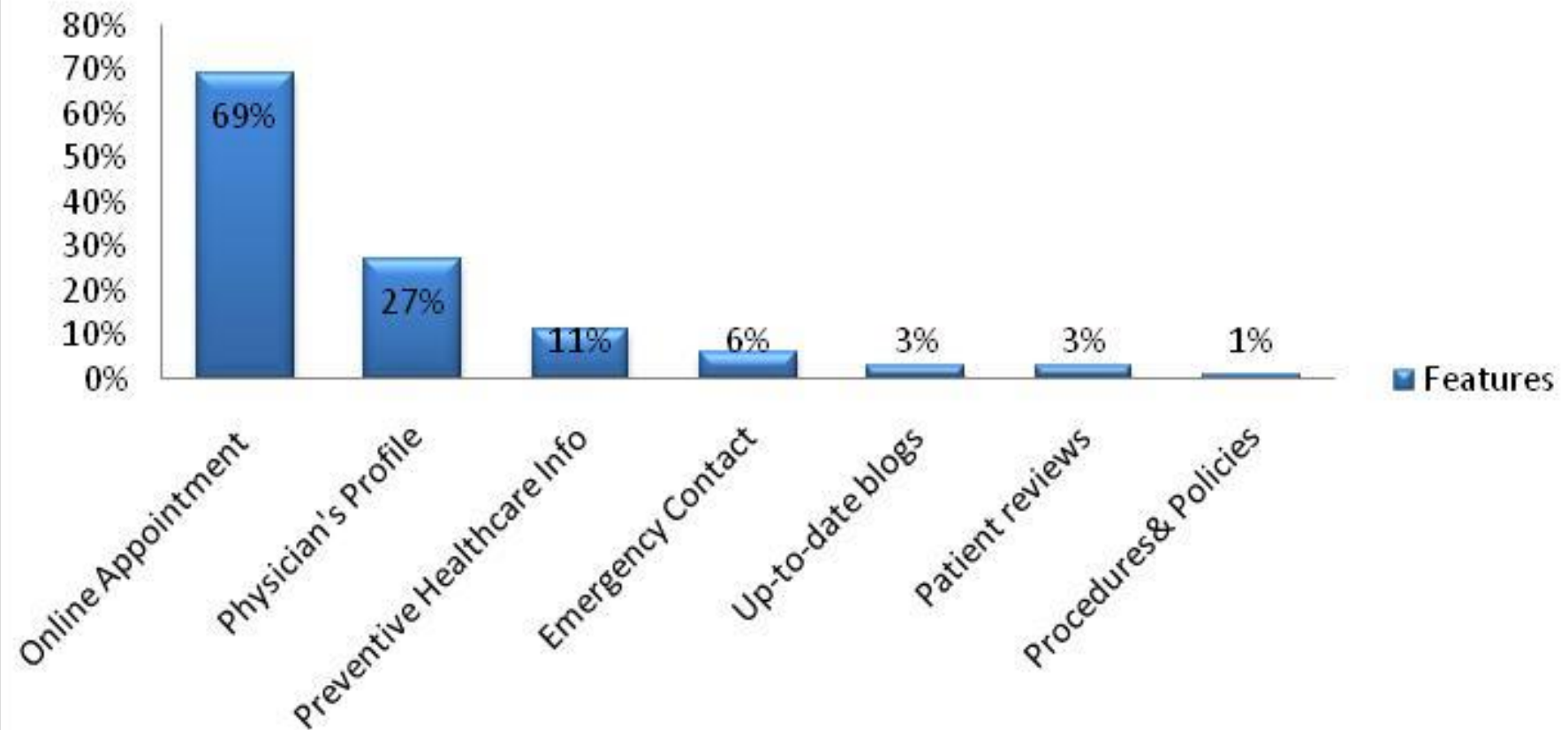


5. USEFULNESS OF PREVENTIVE HEALTHCARE INFORMATION FOR THE PATIENTS



6. RANKING OF FEATURES ON FORTIS WEBSITE/APPLICATION

Ranking of features present on Fortis Website/ mobile application



NET PROMOTER SCORE

- The Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.
- **NET PROMOTER SCORE CALCULATION-**
- Customers are surveyed on one single question. They are asked to rate on an 11-point scale the likelihood of recommending the company or brand to a friend or colleague. Based on their rating, customers are then classified in 3 categories: detractors, passives and promoters.
- **DETRACTORS**
'Detractors' gave a score lower or equal to 6. They are not particularly thrilled by the product or the service.
- **PASSIVES**
'Passives' gave a score of 7 or 8. They are somewhat satisfied but could easily switch to a competitor's offering if given the opportunity.
- **PROMOTERS**
'Promoters' answered 9 or 10. They love the company's products and services.



○ NPS Calculation-

Net Promoter Score = % of Promoters 😊 - % of Detractors 😞

NPS CALCULATION-

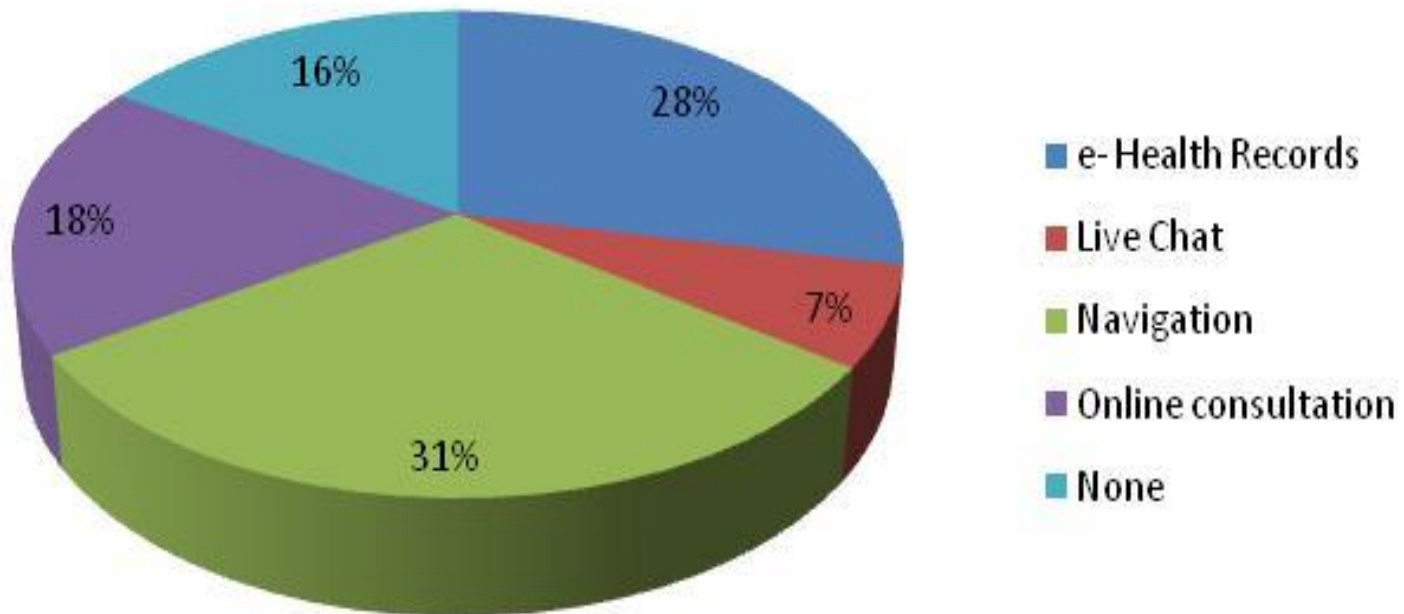
	NPS Score Calculation	
	No.	Percentage
Promoters	65	54.17
Passivers	20	16.67
Detractors	35	29.17
Total Responses	120	100.00
	NPS Score	36

○ Interpretation-

Since ,the NPS score is positive number (36) it refers that, the organization is likely selected by the customers and the company generates a lot of positive word-of-mouth referrals.

RECOMMENDATIONS BY PATIENTS TO MAKE FORTIS WEBSITE/ APP MORE USER FRIENDLY

Patient recommendations on what other features should be available on Fortis Website/ app to make it more user friendly



CONCLUSIONS-

- Increasing website and application usage by providing offers and discounts on online appointment booking.
- Using Search Engine Optimization (SEO) as promotional strategy to reach larger population.
- Increasing website traffic by providing downloadable preventive healthcare information to increase customer engagement.
- Conversion of leads to customers by regular tracking mechanism.
- Providing e-mail and text message alerts to customers regarding their scheduled appointment.
- Continuous monitoring and evaluation of website/ mobile app performance.



Thank
you

