

A STUDY ON ANALYSIS OF QUERY CONVERSION RATE TO DEVELOP EFFECTIVE MEDICAL TOURISM BUSINESS MODEL FOR KENYAN PATIENTS .



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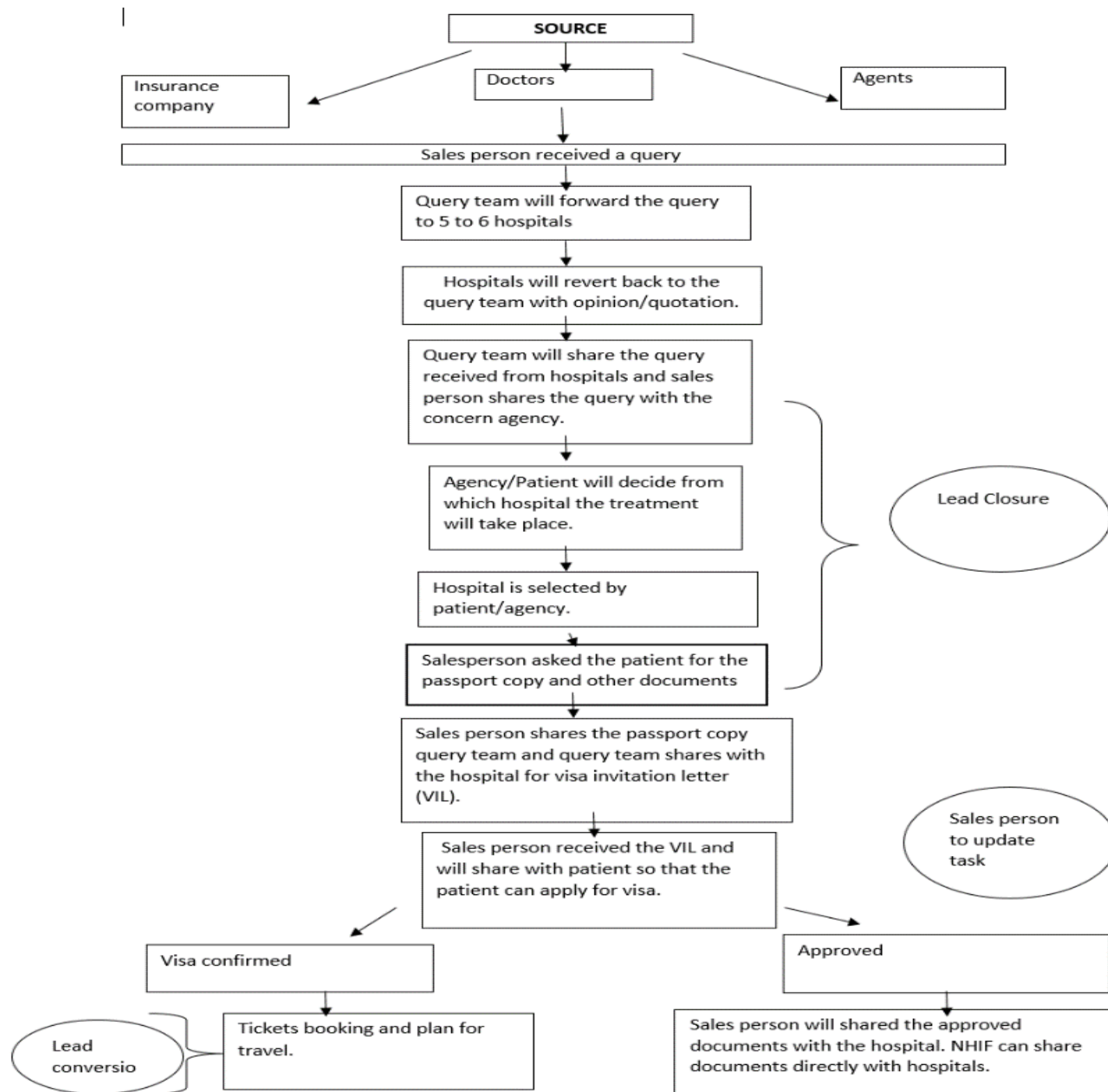
INTRODUCTION - LEADS

- Leads are generally Person or an entity (Business) which are interested in purchasing our products and services .
- There are 2 types of Leads
- Hot Lead – The person is more interested in purchasing the product / Service .
- Cold Lead – The person not interested or needs more convincing power , So Hot leads are more powerful and Valuable .
- Leads are converted into Sales
- Conversion – It measures numbers of purchases done , Knowing the conversion rate is the first step in knowing how our Business is doing , Return on Investments .
- Conversion Rate and how we calculate it ?
- It is Total no of Sales divided by total no. of Leads multiplied by 100 .
- For eg. If we receive 20 queries and 2 of them got converted than Converted rate would be –
- $2/20 \times 100 = 20\%$ will be the conversion rate.
- Medical Tourism – Travelling to other countries for seeking Medical Treatment .



HEALTHCARE IN KENYA

- Kenya is one of the most dynamic and advanced in Sub Saharan Africa .Private healthcare and companies are the only source for getting Quality treatment Even for the poor people . There are Private clinics which are easily accessible than Government and non-profit facilities , According to World Bank report 20% of the sick people uses Private healthcare facility when there child is sick .
- That is the reasons most of the people in Kenya Choose different place for seeking medical treatment and that is India , India is the most preferred place for seeking better and quality treatment at a very affordable cost .
- For example Cancer treatment costs \$25000 in India rather than \$ 70000 in US , while in Kenya it is \$125000 , Other reasons can be Lack of Staff , overcrowding and poor infrastructure and limited service provision .
- The NHIF is the main health insurer in Kenya, covering 16% of Kenyans, whereas the 32 private health insurers collectively cover a mere 1% of the Kenyan population.



RESEARCH QUESTION

What are the factors responsible for a query Converting into lead for Kenyan Patients ?

OBJECTIVES

The study tries to address following objectives

- To analyse and study the query conversion rate of the queries in Kenya.
- To calculate Turn Around Time for revert of queries from Hospitals .
- To analyse effectiveness of business model in terms of profitability.
- To identify key disease ailments.

RESEARCH METHODOLOGY

METHODOLOGY

- The study was conducted as a dissertation program in Trans middle East Management Consultancy, Arabia Holdings , Dubai (UAE)

RESEARCH DESIGN

- Descriptive design was used for this Study
- SAMPLE SIZE – 145 Queries Received

DURATION – 3 months

DATA COLLECTION

The Study included collection of Secondary data followed by analysis in Excel .

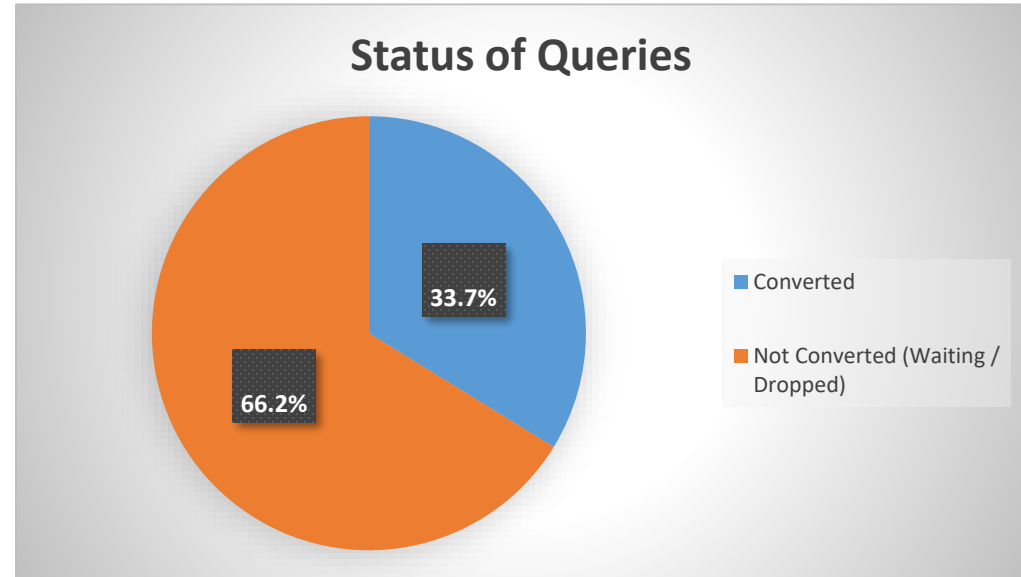
- MIS (Management Information System)
- Patient Query Tracker

RESULTS

Conversion Rate

It is No . of Queries (Leads)converted / Total No. of Leads *100

	Status		% of Conversion
	Converted	49	33.79
	Pipeline / Rejected	96	66.2
	Total Queries Received	145	100%

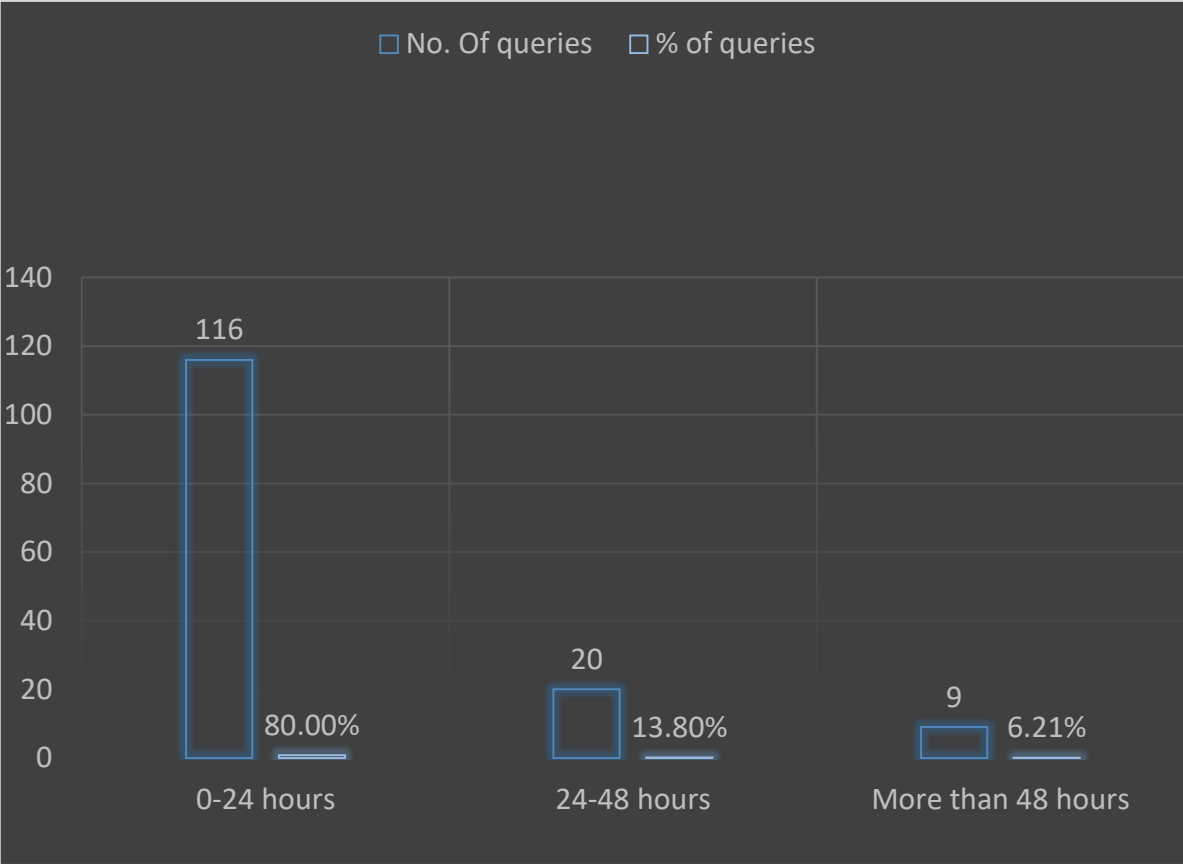


INTERPRETATION

After calculating Conversion Ratio , It was seen that 33.67% of the queries got converted into Sales and 66.3% are in Pipeline or Rejected , Reasons for non conversion can patient (Query)went with other Company(Patient Management) , went to other Hospitals or died before taking treatment .

TAT (Turn around Time) For the revert of queries / Leads we received.

	Query Revert Turn Around Time	
TAT Time(hours)	No. Of queries	% of queries
0-24 hours	116	80.00%
24-48 hours	20	13.80%
More than 48 hours	9	6.21%
	145	100%



INTERPRETATION

Query Revert from Hospital TAT

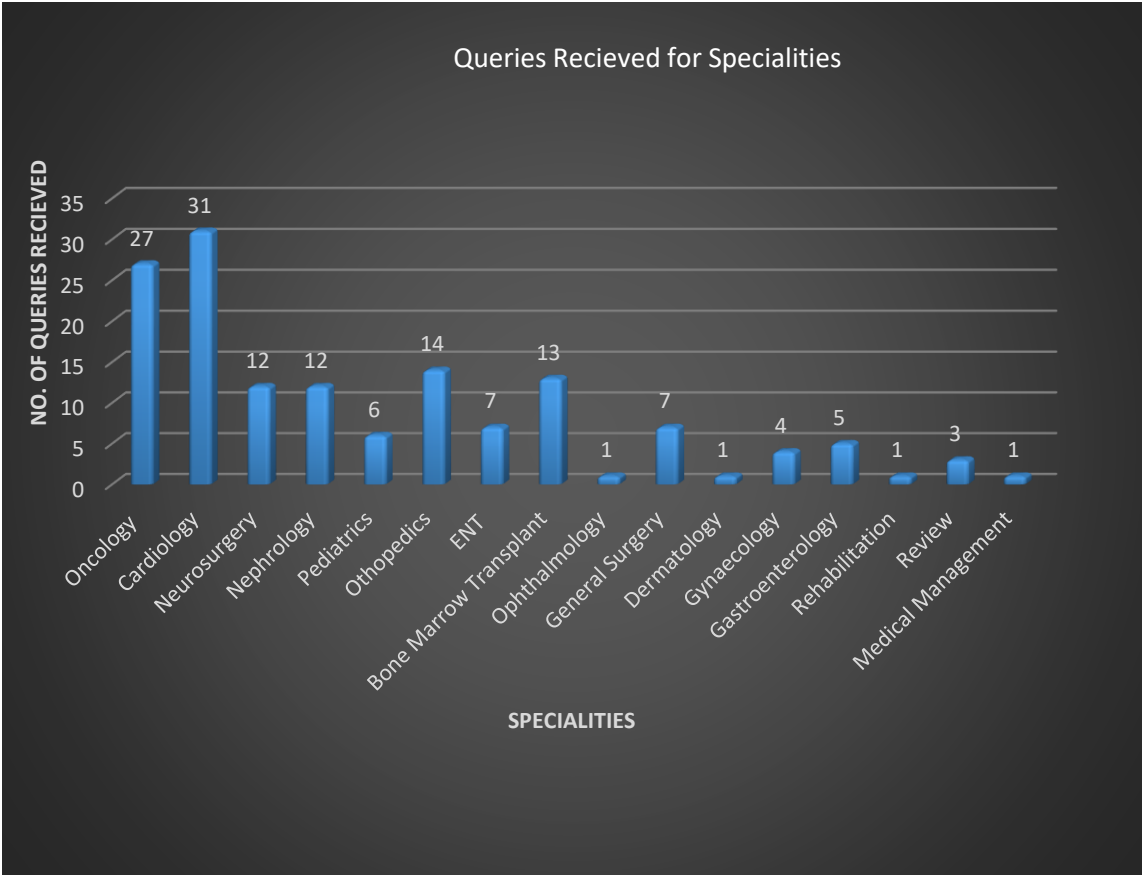
80% query revert came in 0- 24 Hours which is good time.

If a query revert comes after 48 hours it loses its probability of conversion Only 6.62%

Queries Revert came after 48 hours

Queries Received for specialties

S.No.	Specialities	No. Of Queries Received
1	Oncology	27
2	Cardiology	31
3	Neurosurgery	12
4	Nephrology	12
5	Paediatrics	6
6	Orthopaedics	14
7	ENT	7
8	Bone Marrow Transplant	13
9	Ophthalmology	1
10	General Surgery	7
11	Dermatology	1
12	Gynaecology	4
13	Gastroenterology	5
14	Rehabilitation	1
15	Review	3
16	Medical Management	1

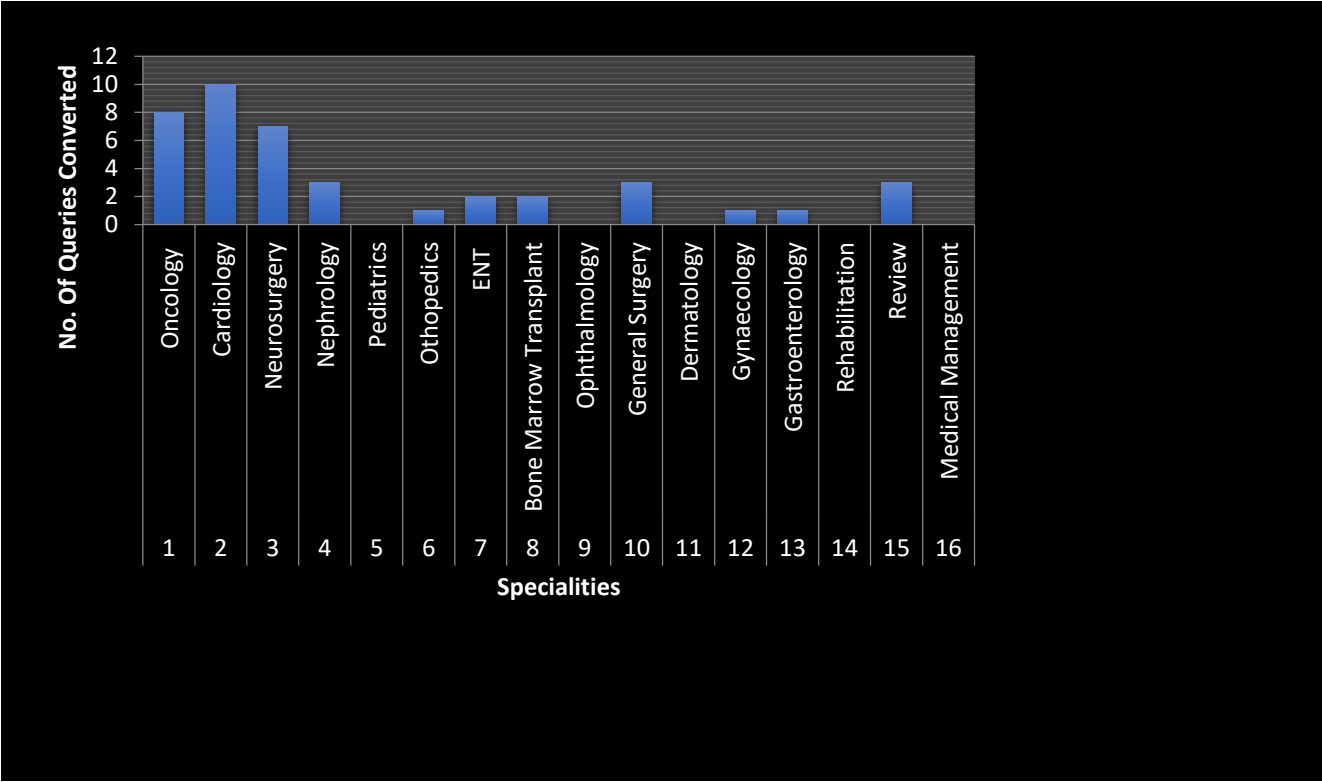


INTERPRETATION

Maximum Queries received for Specialities Cardiology and Oncology that is 31(21%) and 27 (18%) respectively out of 149 Queries .

Query conversion according to Specialty

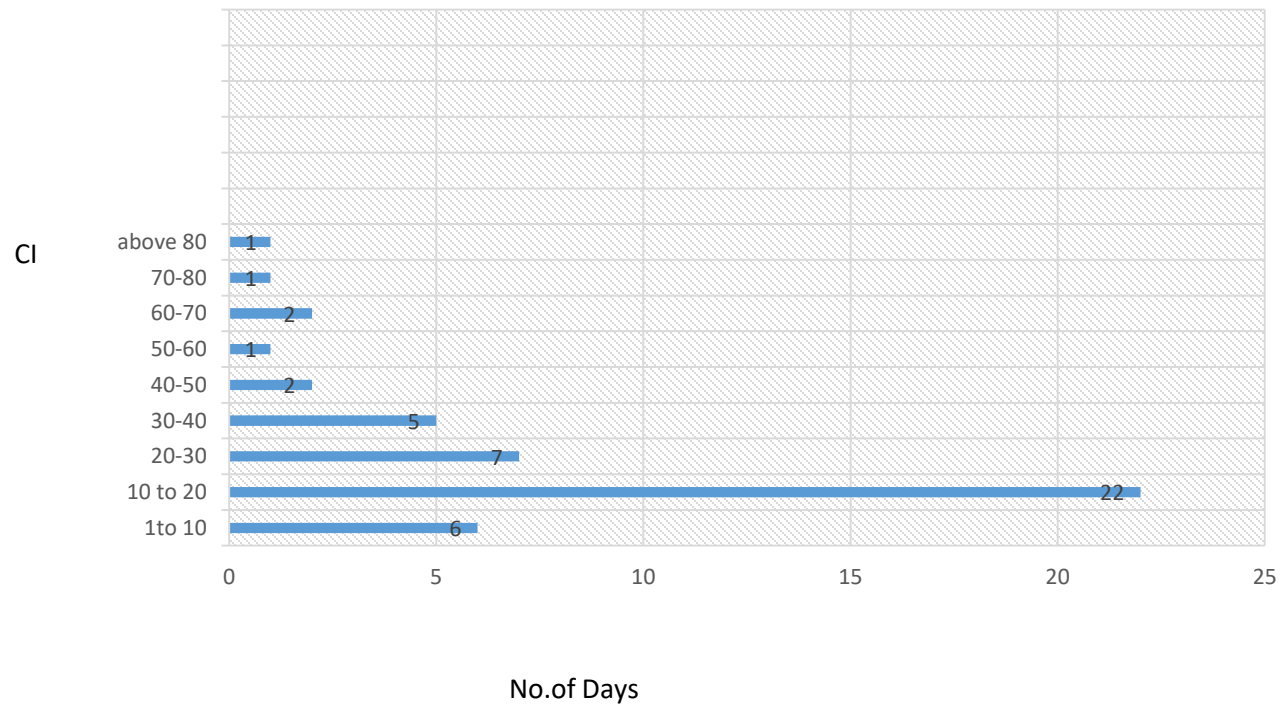
S.No.	Specialities	Conversion
1	Oncology	8
2	Cardiology	10
3	Neurosurgery	7
4	Nephrology	3
5	Paediatrics	
6	Orthopaedics	1
7	ENT	2
8	Bone Marrow Transplant	2
9	Ophthalmology	
10	General Surgery	3
11	Dermatology	
12	Gynaecology	1
13	Gastroenterology	1
14	Rehabilitation	
15	Review	3
16	Medical Management	
		49



INTERPRETATION

if we see maximum conversion Of speciality it is same Cardiology and Oncology which are20.4% and (16.3%) Respectively out of 49 Conversions.

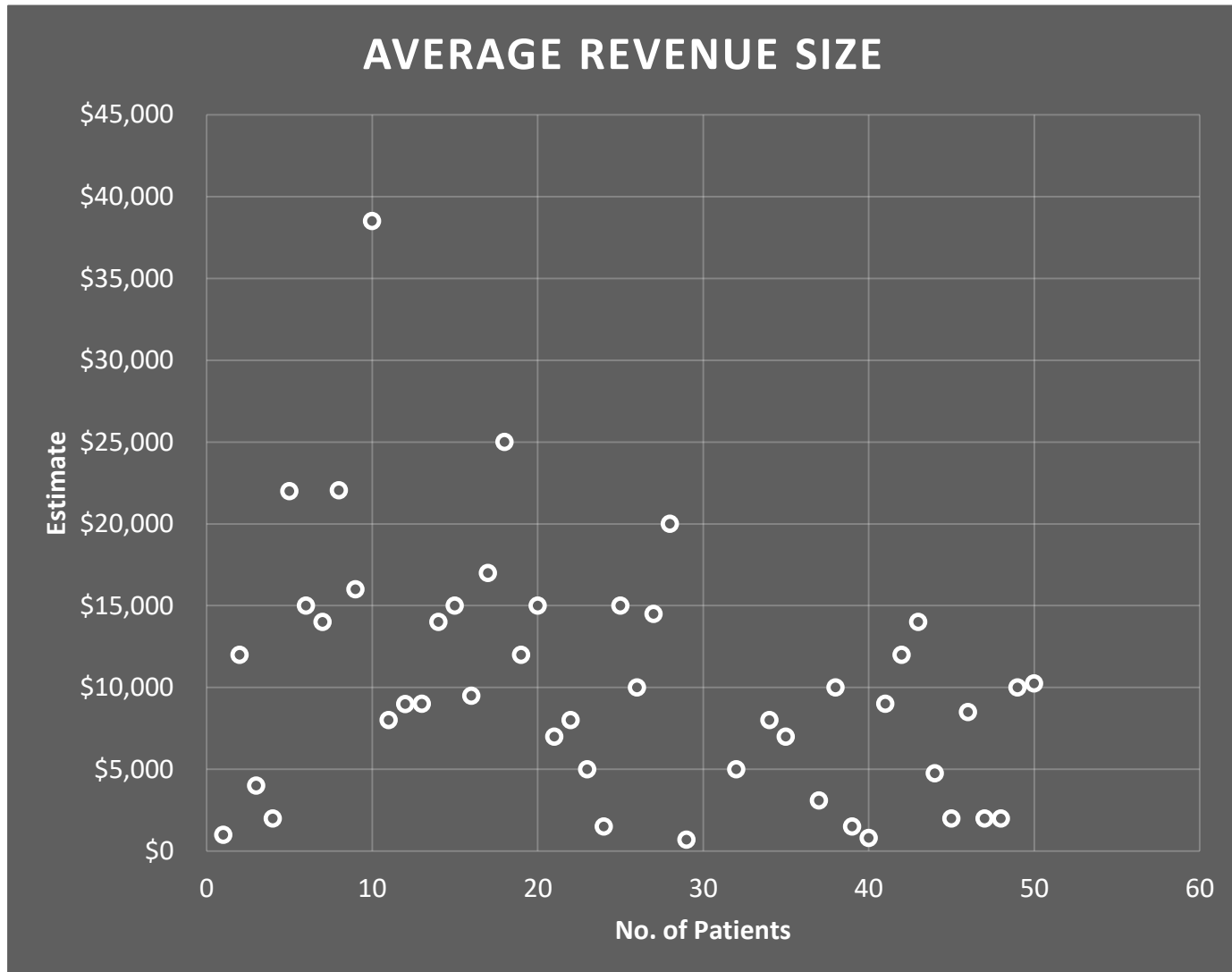
No. of days For Conversion of Query



INTERPRETATION

No. of Days were Calculated for conversion it is seen that 22 days is the highest time from receiving queries till travelling to hospitals .

Average Revenue / Ticket Size



INTERPRETATION

Average (Ticket / Revenue) size of
Converted queries is \$10,253 .

CONCLUSION

- If we see Conversion ratio of leads / Queries it is very good and we can say that Business model is profitable , As 8 % Conversion ratio is considered good for healthcare industry that too good in a time period of 9 Months (July 2018 to March 2019) , But if we see according to a report by a Kenya Newspaper It says almost 10,000 Patients Travel to India annually and end up Spending Sh10Billion for the same .
- TAT for query revert is quite good as 80%Hospitals took 24 hours to revert for Query .
- Key diseases in Kenya comes under speciality of Cardiology and Oncology and conversion of these cases are also high .
- Conversion of queries takes so much time like from receiving queries from person to travelling of that patient to the hospitals .
- Revenue size depends on the Speciality for which query received Such as Stem Cells Therapy has generated a revenue of \$ 22000 alone than Oncology and Cardiology . So, Focus should be more on Stem Cells Therapy.

SUGGESTIONS

- Right Positioning – In the mind of residents of Kenya .
- Focused Marketing Strategy – Proper Marketing Strategy for developing Business in Kenya
- Documenting Success Stories of Patients who already Travelled (Sharing them on Twitter, facebook page and Wats app , Use of Digital Marketing for Branding as it is gaming the world .
- Collaborating with NGOs , Government Bodies , Insurance Companies , So that more business could be generated .
- Business through local Doctors referral should be focused For e.g. making connections with Doctors who are stem cell transplants because this will generate more business .

thanks!

