

Communication Mix and Patient Footfall: A Study of
Wockhardt Superspeciality Hospital, Nagpur

By

Priyanka Borthakur

*Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Hospital and Health Management*

Academic year, 2017-2019



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TO WHOMSOEVER MAY CONCERN

This is to certify that Dr Priyanka Borthakur, student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at Wockhardt Superspeciality Hospital, Nagpur from 04/02/2019 to 30/04/2019 (including 4-night shifts).

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfilment of the course requirements.

I wish him all success in all his future endeavours.



(Col) Dr. Ashok Kaushik

Dean, Academics and Student Affairs

The IIHMR University, Jaipur

16 May 2019.



Seema Mehta

Associate Professor

The IIHMR University, Jaipur

April 29, 2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Dr. Priyanka Borthakur** (Student of Indian Institute of Health Management Research University, Jaipur) she has completed her 84 days training (including 4 nights shifts as well) as management trainee from 04/02/2019 to 29/04/2019.

Her dissertation topic is A Study of communication mix and patient foot fall: A Study at Wockhardt Superspecialty Hospital, Nagpur.

She has completed training in following departments at Wockhardt Superspecialty Hospital, Nagpur.

1. Medical Administration, Diagnostics & Outpatient
2. Billing & Altius
3. Marketing
4. Materials & Pharmacy
5. Housekeeping & Security

During her aforesaid tenure, she has been found to be extremely honest, regular and sincere.

For Wockhardt Hospitals Ltd.,

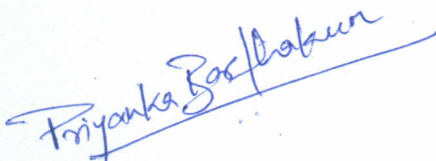
29/4/2019

P. Santosh
Asst. General Manager - HR



CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "Communication Mix and Patient Footfall : A study of Wockhardt Superspeciality Hospital, Nagpur" and submitted by Dr Priyanka Borthakur, Enrolment No. 0630 under the supervision of Seema Mehta, Associate Professor, The IIHMR University for award of MBA in Hospital and Health of the University carried out during the period from 04/02/2019 to 30/04/2019 (including 4-night shift) embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.


Signature

ACKNOWLEDGEMENT

I had an enriching experience at Wockhardt Superspeciality Hospital, Nagpur. I take this opportunity to express a deep sense of gratitude to Mrs K. Sujatha, Unit Head of Wockhardt Hospitals, Nagpur for allowing and supporting me in my 3 months management training tenure.

I also take this opportunity to express my immense gratitude to Mr. Praveen Kumar, Head of Marketing Department, Wockhardt Hospitals Nagpur, for his exemplary support, guidance, monitoring and constant encouragement to complete my project.

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I am deeply obliged to the staff members of the Wockhardt Hospitals, Nagpur for all the valuable information provided by them in their respective fields. I am grateful to them for their support and cooperation during my period of dissertation.

I also thank the Almighty, my parents my sister and my friends for their constant support and encouragement without which this assignment would not have been possible.

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CORE POPULATION	POPULATION OF NAGPUR
BUFFER POPULATION	POPULATION COMING FROM OUTSKRITS OF NAGPUR, OUTLYING DISTRICTS, OTHER STATES
STP	SEGMENTATION, TARGETING, POSITIONING
OPD	OUTPATIENT DEPARTMENT
IPD	IN PATIENT DEPARTMENT

Abbreviations

INTRODUCTION

In today's world, everything revolves around the media and it is crucial for any type of company to keep up with the new media, but healthcare businesses especially. It is more important today than ever before that healthcare practices market their company and know who they are marketing the company to. Healthcare is a fast-evolving industry and it is extremely important to keep up the industry by adapting to the changes and keeping patients informed. This is an essential step in the marketing process because keeping the information that is provided timely and relevant for establishing credibility.

Marketing in the healthcare field is important for several different reasons, but it should be done correctly and patients as well as possible future patients must be able to trust it. How well your practice is marketed is a direct reflection on how well you know your practice. It is important to know your audience because strategies for marketing vary depending on who the target audience is.

Healthcare marketing helps hospital to practice and experience sustainable growth, but initially, the audience needs to know why specific practice differs from and is the best decision compared to the hundreds of other practices in their area that serve the exact same purpose. Creating specific healthcare marketing to the target audience will lead to the likelihood of success as well as an increase in income and the best possible medical care to all the patients. For any medical practice to be successful now, they must take part in healthcare marketing, so they are able to successfully build up the trustworthiness and reliability of medical practices, clinics, and hospitals.

A hospital marketing department mostly comprises of-

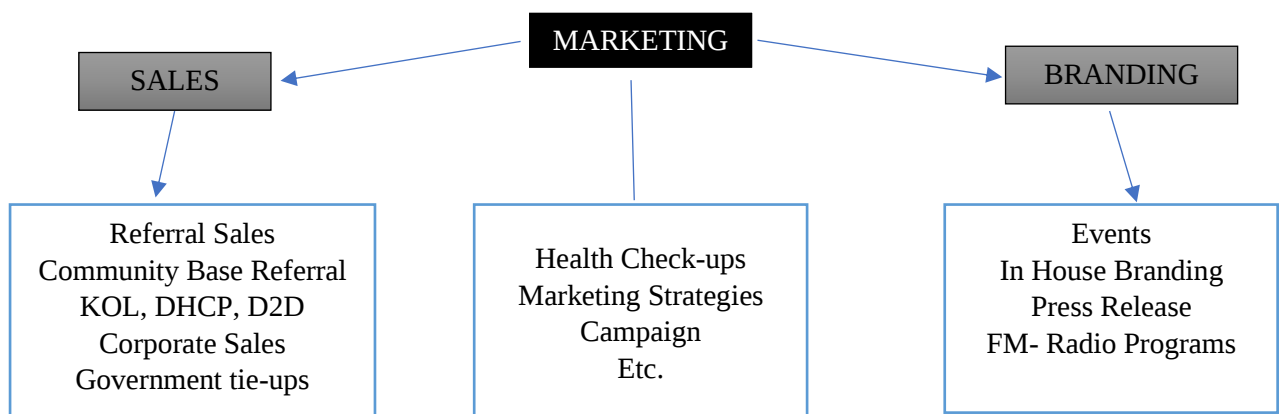


Figure 1 – Departments under Marketing in a Hospital

RATIONAL

Wockhardt Super Speciality Hospital, Nagpur was founded in 2007, from last 12 years Wockhardt dedicatedly and sincerely serving quality care treatments to the people of Nagpur and as well as the other central parts of India. Introduction of multiple new tertiary health care centres in the city with better infrastructure and technology, putting up fierce competition leading to diversification of patients, hence resulting in descending footfall to the hospital. To increase the footfall, it is important to implement new marketing strategies.

Retrospective Analysis is done for knowing the present scenario of patient's footfall from core (Nagpur) and buffer areas

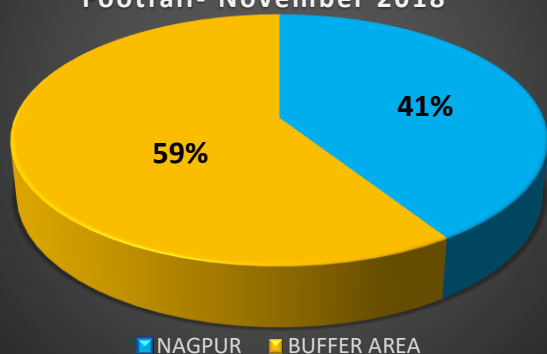
Study Period- 1st Nov 2018 to 1st Jan 2019

Study Area - Billing Department, Wockhardt Hospital, Nagpur.

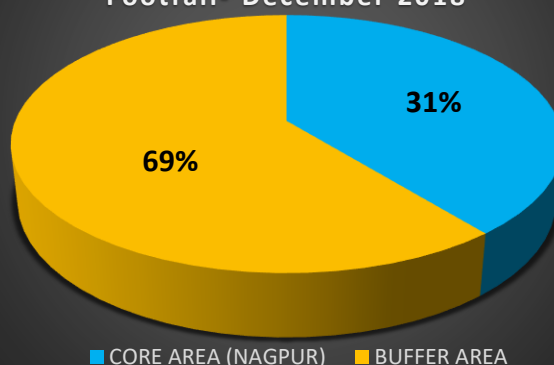
Source of Data- Retrospective data taken from HMIS of Wockhardt Super speciality Hospital, Nagpur

Data Analysis- Using Microsoft Excel (Pivot Table & Pie Charts)

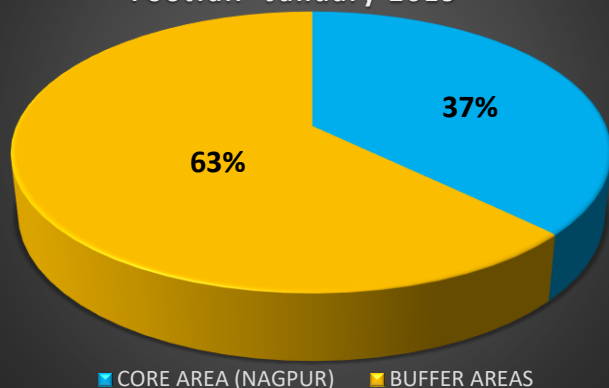
Pie Chart Depicting Percentage Difference Between Core Area (Nagpur) & Buffer Area Patients Footfall- November 2018



Pie Chart Depicting Percentage Difference between Core Area (Nagpur) & Buffer Area Patients Footfall- December 2018



Pie Chart Depicting Percentage Difference Between Core Area (Nagpur) & Buffer Area Patients Footfall- January 2019



Pie Chart Depicting Percentage Difference Between Core Area (Nagpur) & Buffer Area Patients Footfall- Total of 3 Months

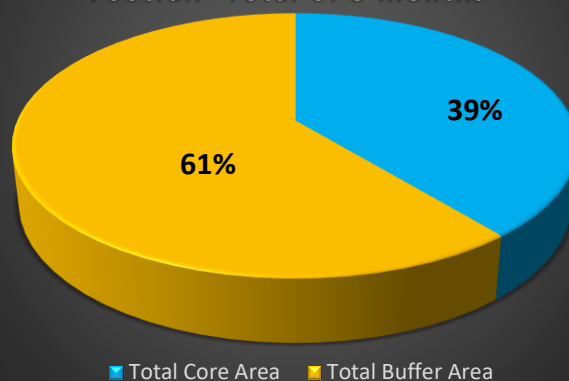


Figure 1 - Pie Charts depicting the percentage difference between Core (Nagpur) & Buffer area patients' footfall to the Hospital.

The interpretation of the analysis is that, 61% of patient's footfall is from other areas of the Maharashtra states, Madhya Pradesh, Chhattisgarh, etc. Only 39% of patients are from Nagpur which gives the fact that it is high time to increase the footfall of the core population to the hospital.

The upcoming hospitals in Nagpur like the Kingsway Hospital near the railway station will play as a threat for Wockhardt hospital as they will be able to target the patients coming from the railways as their mode of transport from other states respectively.

It was found that the hospital has large number of patients from the areas of Madhya Pradesh like Satna, Rewa, Jabalpur, Katni, Shahdol, Balaghat, etc as these areas have good accessibility and transportation to Nagpur whereas Indore lacks the same. As the connectivity from Madhya Pradesh and Indore is developing rapidly and the connectivity from the railways is getting better, there are high chances of patients diverging to Indore.

After discovering these facts, it is significant that there is a need to retain the population coming from other areas (buffer). It is remarkably showing that the threat is increasing for the hospital.

PROBLEM STATEMENT

- Less footfall of core (Nagpur) patients to the hospital.
- Diversion of patients to hospitals in competition with Wockhardt Hospital, Nagpur.

RESEARCH QUESTION

What is the most effective communication mix for attracting footfall of Nagpur population and retention of patients from buffer areas?

OBJECTIVES

- To analyse/scan the market for factors influencing patient footfall.
- To design suitable marketing strategies to increase and retain footfall.

REVIEW OF LITERATURE

Author - Sumathi Ratnam

The privatisation of health care industry has led to the growth of quality health care services at a fraction of world costs, with comparable success rates and service levels, directly in proportion to the high-value system. A continuous quality improvement can be achieved if timely and understandable information about patients' expectations and perceptions are possible to obtain. The study showed that majority of the hospitals in the city were multispeciality hospitals and the capacity utilisation was between 50 to 100 percent. Majority of the hospitals cater their services to the chosen market with the help of private general practitioners and public. The General administration of the hospital was satisfactory, and the general ambience of the hospitals was neat and clean. The study concluded that marketing strategy aimed at creating awareness among the public is a must for private hospitals to survive.

Authors - Rajesh K. Yadav, Nishant Dabhad

A service is any act or performance; one party can offer to another that is essentially intangible, service includes all economic activities whose output is not a physical product or construction, consumed at the time it is produced and provides added value in forms (such as convenience, amusement, timeliness, comfort and health) that are essentially intangible, and it concerns of its first purchaser. Customers play a very vital role in successful delivery of service as customers are often present in the place where service is produced (Delivered). Hence eventually to conclude the study we can say that in the hospitals marketing triangle plays an important role. We should make realistic accurate promises that reflect the service rather than idealized version of service and Use market research to determine sources of derived customer expectation and their requirement. Apart from that hospital administration tries to educate customers to understand their role and perform better. And the GAP model clearly determines the two different types of gaps in service marketing, namely the customer gap and the provider gaps. The latter is considered as internal gaps within hospitals. This model really views the services as a structured, integrated model which connects external customers to internal services between the different functions in a service organization. Hospital administration must think on reducing the gap between the customer expectation and customer perception. Because gap deduction will help to serve better to the customers and contributes in brand image, profit maximization and footfall of customers in the hospitals.

Authors- Ala'Eddin Mohammad Khalaf Ahmad¹ , Abdullah Ali Al-Qarni¹ , Omar Zayyan Alsharqi¹ , Dalia Abdullah Qalai² & Najla Kadi

The impact of marketing mix strategy on patient satisfaction in private sector hospitals in Jeddah city in Saudi Arabia (KSA). This research consists of the independent variables represented by marketing mix strategy components (namely health service, pricing, distribution, promotion, physical evidence, process, and personal strategies) and dependent variable which represented by patient satisfaction. In order to explore the relationship between independent and dependent variables the quantitative method was used to collect primary data through a questionnaire, which was administered in the private sector hospitals in Jeddah city with hospital managers. The recommendation given were to use marketing

mix strategies components like- Health Service Strategy, Pricing Strategy, “Distribution Strategy, Promotion Strategy, Physical Evidence Strategy, Health Process Strategy, Personal Strategy and the Relationship between Marketing Mix Strategy Components and Hospital Performance Measured by Patient Satisfaction (HPMPS). Hence eventually conclude that Marketing mix strategy is a necessary strategy in service organizations to ensure the organizations' success. It is vital to marketing the hospitals in the target market and acts on behalf of the whole hospital or with coordination in dealing with hospital performance measured by patient satisfaction. Furthermore, marketing mix strategy itself leads to some impact on the hospital, including hospital performance measured by patient satisfaction.

Author- MBOGO PITHON KANINA

Both small and large organizations need to adopt promotional mix strategies in order to attract and retain customer hence long-term relationships and growth in terms of productivity and ultimate survival. However, few studies have been done on the relationship between promotion and customer growth in Kenya. The study, thus, sought to look at influence of promotion mix strategies on the customer growth of Pathologists Lancet Kenya. The study adopted a descriptive research design. The target population was Pathologists Lancet Kenya's customers within Nairobi County. Forty customers were sampled, and semi-structure questionnaire administered. Data analysis involved the use of descriptive statistics: mean, standard deviation, frequency and percentages. Pearson correlation and multiple linear regression analysis were done to test the relationship between promotion and customer growth. The study established that Pathologists Lancet Kenya as a brand is associated with product quality and cheap price that both adds value and satisfaction to its customers. The Company uses flyer and brochure, websites, newspapers, television and radio to advertise in addition to several public relation, personal selling and direct marketing. The study concludes that promotion strategies (advertising, sales promotion, public relations, personal selling and direct marketing) positively influence customer growth.

Author- Radha Aras”

Social marketing is an important tool in the delivery of healthcare services. For any healthcare programme or project to be successful, community/consumer participation is required. The four principles of social marketing can guide policymakers and healthcare providers to successfully plan and implement health programmes. Method used were social marketing and marketing concepts in health was carried out. Items were identified initially through health-oriented indexing services such as Medline, Health STAR and Cinahl, using the identifiers “social marketing” and “marketing in health”. An extensive search was also carried out on educational database ERIC. At the end it concluded that It is important for all healthcare workers to understand and respond to the public's desires and needs and routinely use consumer research to determine how best to help the public to solve problems and realise aspirations. Social marketing can optimise public health by facilitating relationship-building with consumers and making their lives healthier.

METHODOLOGY

- Study Setting: Wockhardt Super Speciality Hospital, Nagpur
- Study Design: Descriptive Cross-Sectional
- Study Population: Patients visiting Wockhardt Super Speciality Hospital and the general physicians/doctors in Nagpur for market analysis.
- Sampling Method: Convenient Sampling
- Data Collection- Done for Market Environment Scanning.
 - In-depth discussion with internal staff (including Marketing head, Marketing team, Medical Administration Head) as well as with internal(13) doctor of Wockhardt Hospital and external(20) Doctors practicing in Nagpur city.
 - Survey of 305 out-patients with Closed ended Questionnaire i.e. patient referral form.
- Data Analysis- Market Analysis (External and Internal environment analysis) for the hospital is done with the help of:
 - PESTEL
 - PORTER
 - SWOTUsing Microsoft Excel, Pivot table

I. MARKET ANALYSIS

- External Market Analysis-This was done based on using in-depth discussion
 - In-depth discussion with internal staff (Marketing Head, Marketing team, Medical Administration Head) and with internal (13) and external (20) doctors.

The outcome of the external analysis was mapped with the help scanning tools i.e. PESTEL, SWOT and PORTER

- Internal Hospital Analysis-internal records of the hospital and Survey of 305 patients with Questionnaire.

PESTEL and SWOT for external scanning and, PORTER's Analysis done for competitive landscape of the market. Internal environment was scan by interviewing with doctors. Method 4 was Survey used for analysis of patient referral points and their transportation mode.

RESULTS OF EXTERNAL ANALYSIS

1. PESTEL ANALYSIS

Done for external environment scanning of Nagpur Hospitals with respect to Wockhardt Superspeciality Hospital.

Political- All the government policies are taken care by Wockhardt Superspeciality Hospital, Nagpur. As this is the time of elections there are high chances of new government and the involvement by the government for making healthcare facilities accessible or providing good facilities for transportation increase the chances of patients to Wockhardt hospital. As the political changes take place it can also affects the strategy of the hospital.

Economic- Nagpur is an emerging metropolis. Metro has started in the city and IT companies are getting established into the market. With the change in earning capacity of people, healthcare services are getting affordable again. As the insurance schemes and other affordable healthcare facilities are introduced by the government, it will increase the patients to the hospital.

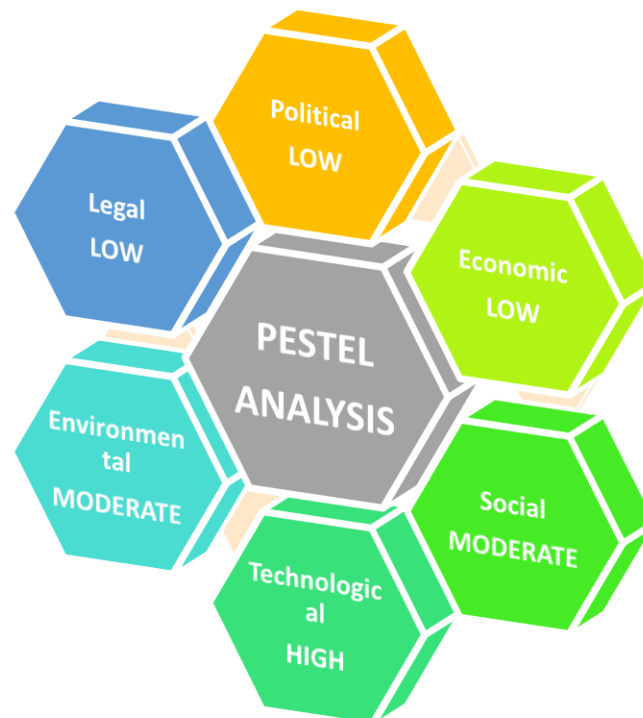
Social- Nagpur commercially growing fast, so, many people are coming from outside for jobs. Even it caters a large population from Madhya Pradesh when it comes to business, Healthcare, trading, etc., as good multi transportation modes are available to Nagpur. Social environment affects the employees also as retention could be low due to improper work balance.

Technology- With advancement in technologies across the world, it is important to plan and make strategy to provide patients with latest technologies which can be non-invasive as latest technology can play a good role in marketing the hospital and increase the flow of patients.

Environmental-The Nagpur climate witnesses a very hot weather during the months of summer, the temperature remains beyond 40-48 degree Celsius. Due to which hospitals face many facility managements issues. Initiatives like planting trees and adapting green environment should be focused on.

Legal- All the essential standards and protocols relating to employees as well as patients have been taken care by Wockhardt Super speciality Hospital. Wockhardt is certified with NABH accreditation which helps the patient to trust the services.

MAPPING OF EXTERNAL MARKET



2. PORTER'S ANALYSIS

Porter's Five Forces Analysis is an important tool for understanding the forces that shape competition within an industry. It is also useful for helping to adjust strategy to suit competitive environment, and to improve potential profit. By analysing the model, it will help me to understand the industry structure of the organisation as well as its corporate strategy, which will help me to make effective marketing strategies.

Threat of New Entrants- It's not only the existing rivals that pose a threat to the hospital, the possibility of new entrant to the healthcare industry also affects the competition to the hospital. The new enter hospital like Kingsway Hospital, Yes Hospital, Bhawani Hospital and Seven Star Hospital came to the industry with upgraded technologies and better infrastructure increased the competition for Wockhardt Super speciality Hospital. Moreover, the Kingsway Hospital is very near to the railway station which will be threat for our hospital as it will grab the buffer population who come through railway transportation.

Threat of Substitutes- It's difficult for a hospital to raise the prices and make greater profits if there are substitutes and switching costs are low. Nagpur is a hub of more than 100 hospitals. Hospitals like Alexis Multispeciality Hospital not only grasping Wockhardt Superspeciality Hospital patients, but also grappling the staff and doctors of hospital giving them higher salary packages than Wockhardt Superspeciality Hospital.

Degree of Rivalry- Hospitals like Alexis Multispeciality Hospital, Organ City Hospital, Kingsway Hospital giving Wockhardt Superspeciality Hospital a neck to neck competition. These hospitals have new technologies and better infrastructure. Also, Alexis Multispeciality Hospital and Kingsway Hospital came with open competition by offering Wockhardt employees a higher salary to work for them (attrition rate of all staff like in billing, administration, nursing, customer care is high now in Wockhardt). Many expert & specialist consultants of Wockhardt Superspeciality Hospital went and joined to Alexis Multispeciality Hospital and to Kingsway Hospital.

Bargaining Power of Suppliers- Any business requires inputs- labour, parts, raw materials, and services. The cost of inputs can have a significant effect on the company's profitability. Wockhardt Superspeciality Hospital have multiple supplier options for its services and materials, which enables the hospital to do bargaining according to them.

Bargaining Power of Buyers- The power of buyer describes the profitability comes to one's business. In Wockhardt Superspeciality Hospital, the 61% of the customers are from buffer places only 39% are core population from Nagpur. The main reason behind this is the options for the people of tertiary care hospital is many with better technology and infrastructure that too in same price as Wockhardt Multispeciality Hospital.



OUTCOMES OF EXTERNAL SCANNING- O/T

OPPORTUNITIES

As patient's referral from doctors is very important to increase footfall, maintain good relationship with the 54 external doctors (got from patient referral survey) for future referrals. And maintain relationships with new doctors in the cities.

To retain the chunk of patients coming from buffer areas (outside Nagpur) through various travel mode (train & buses) the hospital should provide vehicles to pick them up directly from railway station and bus stops to Wockhardt Super speciality Hospital.

Event Celebration with special health packages.

Press Release

THREATS

Introduction of new tertiary care hospitals in the city with better infrastructure and advanced technologies can play a threat to Wockhardt Superspeciality Hospital.

Policy and legal restrictions as well as change in economic conditions of the country due to inflation of currency can play a threat.

SCANNING OF INTERNAL ENVIRONMENT

One to one interaction done(survey) with OPD and IPD patients and relatives with (open ended) asking them about their referral points from where they got referred to our hospital or from where they get to know about Wockhardt Hospital. So that we can tract and get in touch with the doctors from different places who refers their patients to us, for more healthier relationship with us.

Secondly their transportation mode and timings when they reached Nagpur was noted. This data was collected to analyse the frequently used mode of transportation with timings by the buffer population coming to Wockhardt Hospital. As to retain the buffer population, so that we can send our vehicles to that station (bus and railway) in the specific time period when most of the crowd reach Nagpur to pick the patients to Wockhardt Hospital.

In this survey I asked the patients about their-

1. Name
2. Age
3. Address
4. Referral points to hospital
(if doctor- doctor name, designation, practice arear, mobile number)

5. Transportation Mode-
 - i. Train
 - ii. Bus
 - iii. Own Vehicle (car)
6. Arrival Timing to Nagpur
7. What are the reasons for choosing a hospital?

A. Price	B. Brand
C. Quality	D. Accessibility
E. Specialization	

i. Preference of patients for choosing a Hospital.

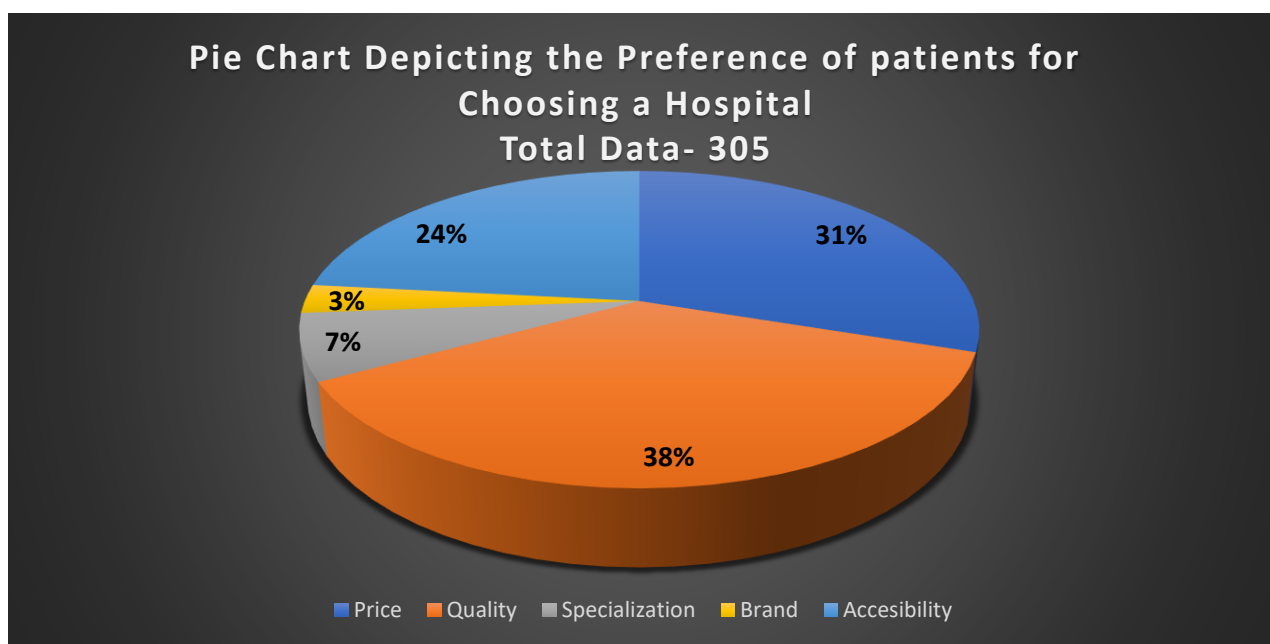


Figure 2- Pie chart depicting the preference of patients for choosing a hospital.

When asked to the 305 patients coming to Wockhardt Super speciality Hospital about their preference. 31% said they prefer the price fact, and in the market, there are hospitals (Alexis Multispecialty Hospital, Kingsway Hospital, Orang City Hospital) who have same or low prices for services/treatment with better technology and infrastructure. 38% said they go for quality, again there are many hospitals with NABH accreditation giving a good quality services, which opens the door of multiple options for the patients to choose hospital against Wockhardt Superspeciality Hospital.

ii. Referral Point Analysis

Total number of patients interacted are 305. Out of which 135 patients got to know about Wockhardt Hospital from their relatives; 52 patients are referred from doctors (general physicians, other hospital consultants, etc); 45 came here because of the brand name; 39 patients referred here from their corporate office empanelment (CGHS, ONGC, NTPC, Metro, Ashokletland, etc.); 7 came by word of mouth of random auto driver, hotel receptionist, etc. ; 3 patient got to know from advertisement of Wockhardt Hospital (Banner, Newspaper, etc.); 5 are referred from Wockhardt own employees and 1 referred from samaj where the hospital marketing team trade about our hospital.

Patient Referral Points	Numbers
ADVERTISEMENT	3
BRANDNAME	45
DOCTOR	52
GOOGLE	18
RELATIVES	135
TIE-UP	39
WORD OF MOUTH	7
SAMAJ	1
WOCKHARDT EMPLOYEE	5
TOTAL	305

Table 1: Total No. of Referral Points of patients came to Wockhardt Super Speciality Hospital, Nagpur from 25-feb-2019 to 02-March-2019

By doing analysis of these data we got to know that 44% of the patients coming here got to know about the hospital by their relatives. Most of these patients are coming from Madhya Pradesh state (Rewa, Satna, Jabalpur, Shahdol, etc.). It means Wockhardt has a good reputation in these areas.

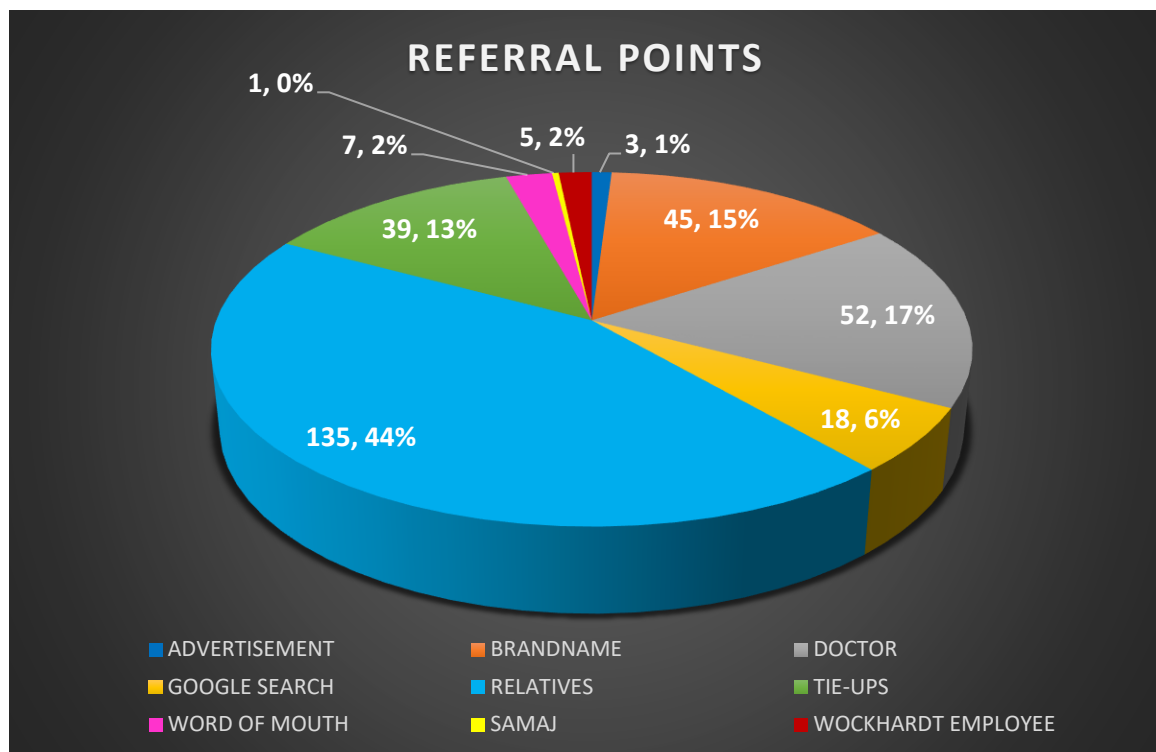


Figure 3: Pie chart depicting the referral points of patients came to Wockhardt Super Speciality Hospital, Nagpur from 25th Feb 2019 to 02nd March 2019.

iii. Analysis of TRANSPORTATION MODE WITH TIMINGS

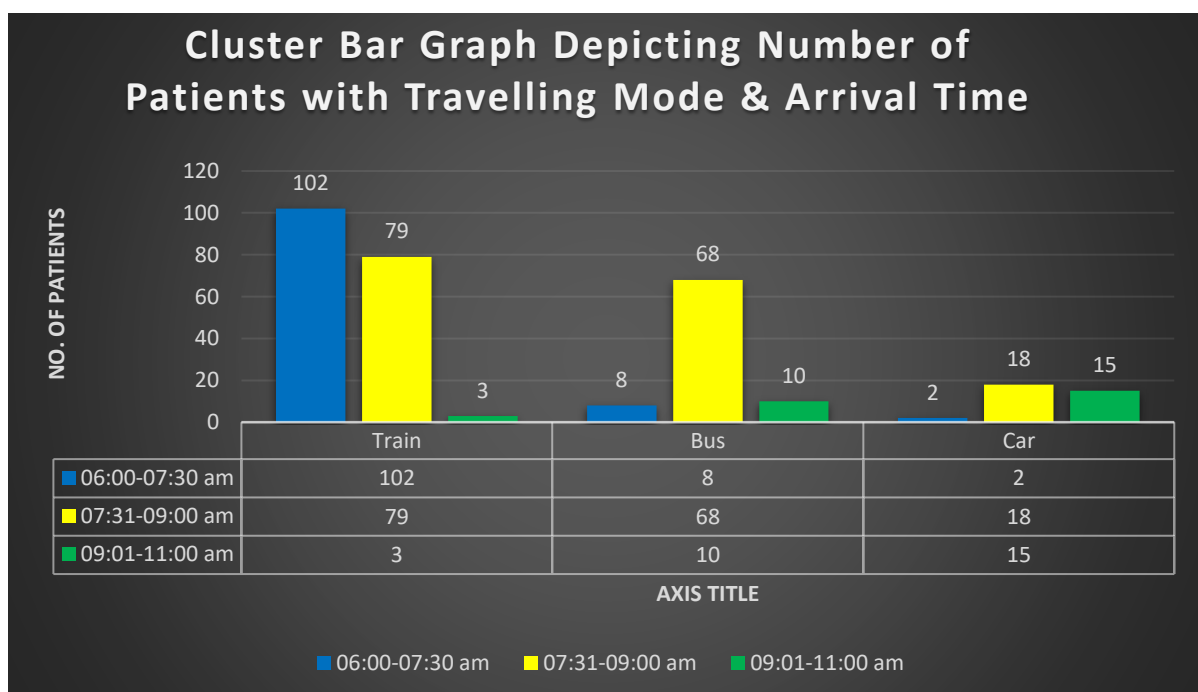


Figure 4: Cluster Bar Graph depicting the number of patients of Wockhardt Super Speciality Hospital, Nagpur from 25th Feb 2019 to 02nd March 2019 with travelling mode & arrival timings to Nagpur

Travel Mode	Number of travellers	Timing (Reach Nagpur)
Train	184	06:00 am- 08:30 am
Bus	86	07:30 am- 09:30 am
Car (Own Vehicle)	35	08:00 am- 11:00 am

Table 2: Data showing Travel Modes of patients came to Wockhardt Super Speciality Hospital, Nagpur with Timings (25th Feb 2019 to 02nd March 2019)

Out of 305 patients, 184 travelled in train with maximum arrival time between 06:00 am to 08:30 am. 86 came in bus with maximum arrival time between 07:30 am- 09:30 am. And rest 35 came in their own vehicles or rented cars with maximum arrival time between 08:00 am to 11:00 am.

By doing this survey we can analyse the referral points and patient's transportation modes with time of arrival to Nagpur, which will help to design a marketing strategy to increase and to retain the patient footfall to Wockhardt Superspeciality Hospital.

After doing all these analyses, now will design the communication mix strategies to increase and retain the patient footfall to Wockhardt Superspeciality Hospital.

LIMITATION-

External patients were not interviewed in the survey as it is not allowed for a staff of one hospital to take survey in other hospitals.

OUTCOME OF INTERNAL SCANNING-S/W (STRENGHT & WEAKNESS)

STRENGTHS

Wockhardt is NABH accredited hospital. In out-patient survey it was found that 17% of the patients got reference from the external doctors to Wockhardt. 44% came through referral from their relatives & 15% came because of brand name which means Wockhardt is one of the trusted brands in the market.

The 1st kidney transplant was taken place in Wockhardt in the region and the hospitals had successfully performed 150+ KTPs.

World's smallest leadless pacemaker implanted in 82 years old patient was the 1st ever implant done in the region.

WEAKNESS

Less advancement in technology and equipment's.

Poor infrastructure, no scope of expansion

Financial Instability.

II. Designing and Implementing Communication Mix Strategies

Elements of the Marketing Communication Mix. There are five key elements of the marketing communications mix: advertising, public relations, sales promotion, personal selling and direct marketing.



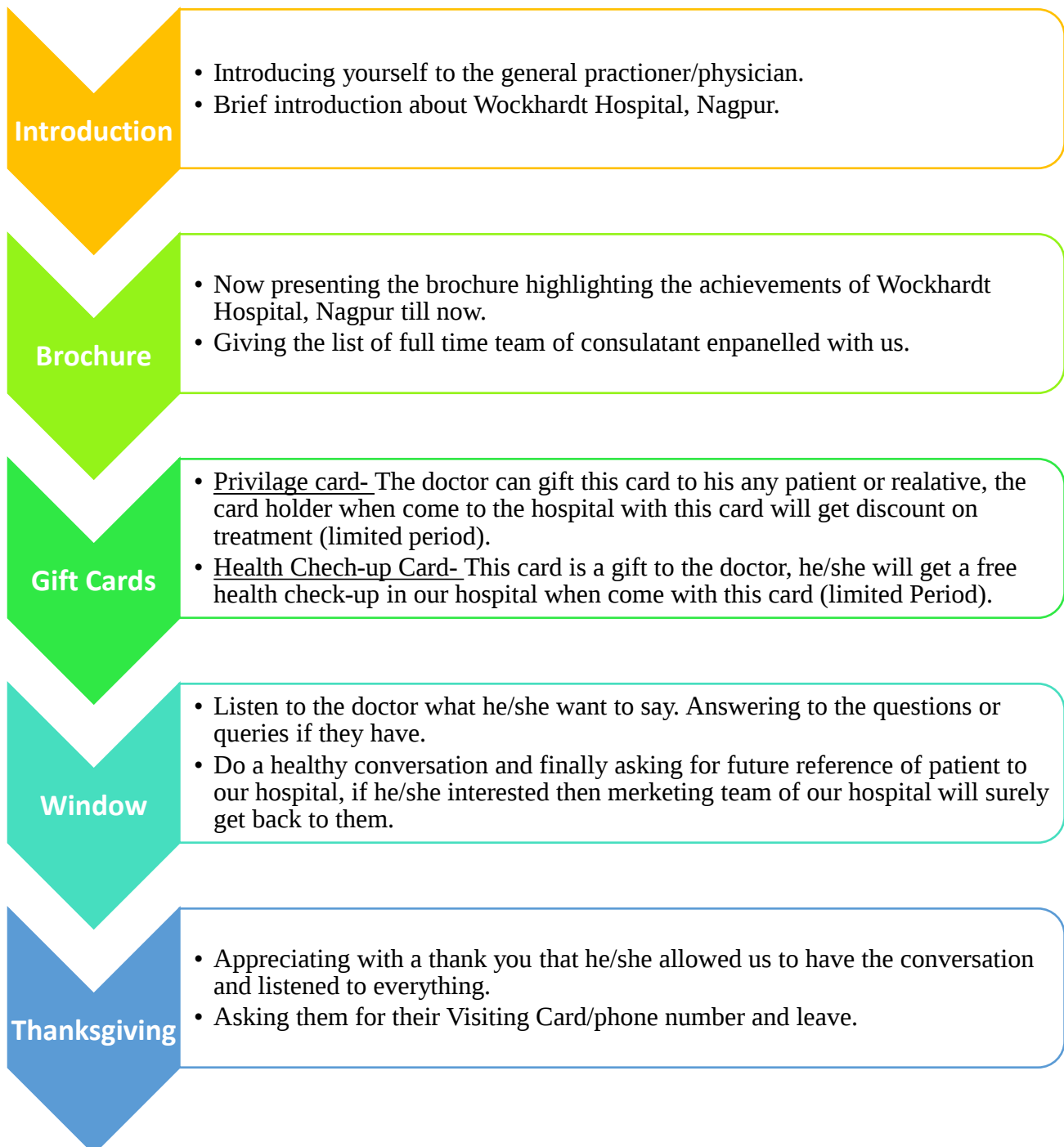
1. Communication Mix Strategy Method 1- Designing of Promotional Talk for Combing

Combing

Combing is a process where the marketing team do courtesy visits to the clinicians/general practitioners/physicians of the town/city to build up a relationship with them and the hospital so that in future they will refer patients to the hospital.

It is done to increase referral of patients from doctors in the Nagpur to the Wockhardt Superspeciality Hospital.

Process-



Standard Promotional Talk – Script for Combing activity

Introduction & Brochure

Good morning/evening doctor (while entering in doctor's chamber)

Very warm regards from Wockhardt Hospital (Those who have visiting card, should hand over his/her visiting card to the doctor)

- Introducing yourself to the general practitioner/physician.
- Brief introduction about Wockhardt Hospital, Nagpur.

(Take special designed brochure and present in front of doctor)

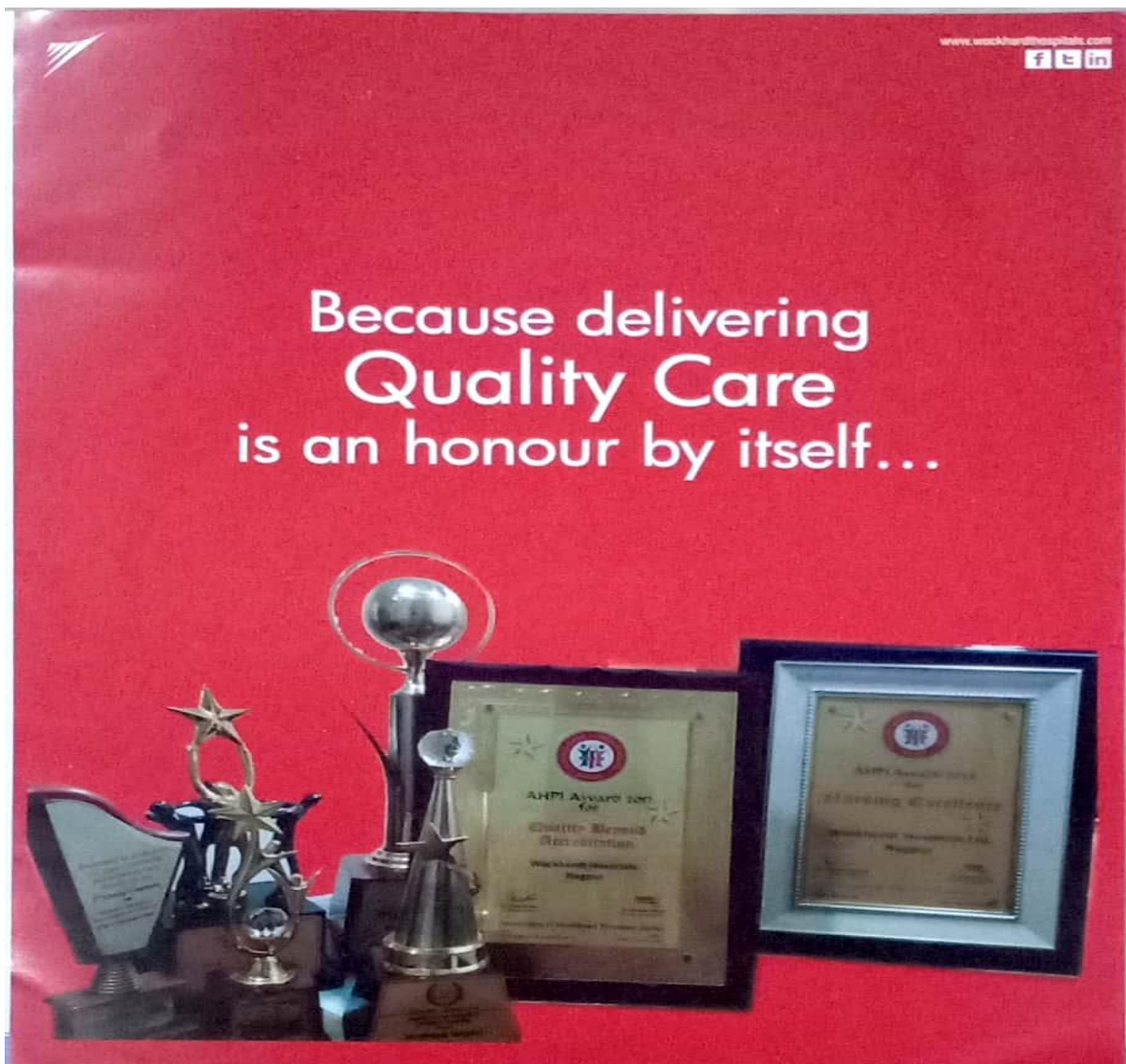


Figure 5: Picture of front page of brochure distributed during combing

2. Communication Mix Strategy Method 2- Detailing

(Detail and pinpoint the salient features of the brochure while presenting it)

Detailing:

- Doctor, it gives me an immense pleasure to introduce Wockhardt hospital, the 1st super specialty and NABH accredited hospital of the region with over 20 medical & surgical disciplines within 168 bedded hi-tech infrastructures.
- Wockhardt hospital is a complete setup with all Emergency Care and Advance trauma centre ensuring in-time patient operation:
 - i) By offering 5 State-of-the-art Modular OT.
 - ii) A fully dedicated OT for transplant cases.
 - iii) 52 Bedded Critical Care Units.
- Doctor, State-of-the-art equipment's and expert team of doctors offering clinical services in the fields of Cardiology, Neurosciences, URO & Nephrology, Orthopaedics & Joint Replacement, Kidney transplant, Rheumatology, General Laparoscopic and Colorectal Surgery, Haematology & Haemato – Oncology, Gynaecology & Critical Care
- We at Wockhardt hospital are committed to perform all types of complex cases.
- Sir, these are some critical procedures successfully performed by our doctors (pointing out media clips):



Figure 6: Picture of Brochure showing newspaper cuts of all success stories of Wockhardt Super Speciality Hospital, Nagpur

- i. 1st kidney transplant done in the region. Successfully performed 150+ KTPs.
- ii. World's smallest leadless pacemaker implanted in 82 years old patient. Again 1st ever done in the region.
- iii. Broken vertebra being successfully fixated by percutaneous spine surgery.
- iv. Successful removal of 20 cm long clotted blood thread, giving a normal life to the patient.

Our Full Time Team Of Clinicians

Cardiology - Wockhardt Multispeciality Hospital	
Dr. Achyut Khandekar DNB (Med), DNB (Cardiology), AFESC	Dr. D. R. Hore MD (Internal Medicine), DNB (Cardiology)
Cardiology - Wockhardt Heart Hospital	
Dr. Nitin Tiwari DM, DNB (Cardio), MD, DNB (Med), FIC (Fr, Ger), FACC (USA), FESC (Eu)	Dr. Dilip Ratnani DM (Cardiology) MD FCCP, FESC (Eu) FSCAI, FACC (USA)
Cardio-thoracic & Vascular Surgery	
Dr. Sameet Pathak MS (General Surgery), MCh (CTVS) (Cardio-thoracic & Vascular Surgeon)	
Neurology	
Dr. Ketan Chaturvedi MD (Med), DM (Neuro)	Dr. Satish Lahoti DM (Neuro), MD (Med)
Interventional Radiology	
Dr. Shrikant Kothekar MD (Radiology), MBBS	Dr. Ashish Ambore MD, FVIR
Neuro Surgery	
Dr. Ajay Kurve MS (General Surgery), MCh (Neurosurgery)	
Spine Surgery	
Dr. Priyesh Dhoke MS (Orthopaedics), FAOS (Australia) (Spine Surgeon)	
Joint Replacement & Ortho	
Dr. Sourabh Shirguppe DNB (Ortho), M.Ch (Ortho)	
Orthopaedics	
Dr. Manoj Pahurkar MS (Ortho), DNB (Ortho), MNAMS, FKS (Bel), SICOT Diploma	
Critical Care & Internal Medicine	
Dr. Ajay Sakhare MD DNB (General Medicine)	Dr. Atul Somani MD (Med), MBBS
Dr. Swapna Khanzode DNB (Med), IDCC	Dr. Ramesh Salikar MD (Med), MBBS
General, Laproscopic & Colorectal Surgery	
Dr. Hemant Chhajed MS (General Surgery), FMAS, FAIS	
Gynaecology	
Dr. Rekha Ratnani MD, MS (Obs & Gynaecology)	
Haematology & Haemato-Oncology	
Dr. Riya Ballikar MD (General Medicine), DM (Haematology)	
ENT	
Dr. Sweta Lohiya MS (Otorhinolaryngology, Head & Neck Surgery), FCIS	
Nephrology	
Dr. Suryashre Pandey MD (Med), DNB (Med), DNB (Nephro)	
Urology	
Dr. Umesh Shelke MS (General Surgery), M.Ch. (Urology), DNB (Urology)	
Rheumatology	
Dr. Parikshit Sagdeo MD (Med), DNB (Rheumatology)	
Diabetology	
Dr. Manish Bothale MD (Physician)	

Appointment

0712-6624100
0712-6624444

Emergency

0712-6624400

27, Corporation Colony, North Ambazari Road, Nagpur - 440022
1643, North Ambazari Road, Nagpur - 440022

Figure 7: Picture of last page of brochure- list of consultants empanelled in Wockhardt Super Speciality Hospital, Nagpur

(I am attaching the list of full-time consultants empanelled to the hospital as all the other physicians in the market are interested to know the names of consultant of hospitals, so by giving them the list at the last page of the brochure my moto is that they will keep the brochure with them safely.)

This is the list of our full-time consultants empanelled with us and giving the brochure to them.

3. Communication Mix Strategy Method 3- Gift Cards

Gift Cards

- Offered Privilege health check at Wockhardt Superspeciality Hospital to the doctor. This facility will be valid until 30 April 2019.
- Not only this, we also offer a discount coupon for their patient/relative. It will valid for one time only.



Figure 8: Pictures of Privilege Card & Health Check-up Card gifted to General Physicians during combing

Window

- Listen to the doctor what he/she want to say. Answering to the questions or queries if they have.
- Do a healthy conversation and finally asking for future reference of patient to our hospital, if he/she interested then marketing team of our hospital will surely get back to them.

Thanksgiving

Thank you doctor to make us, most trusted brand of the region. We look forward for your participation with us in offering much more advanced care and treatment in near future.

Sir/Mam please give me your visiting card/mobile number.

Thank you again and Have a nice day.....

Out Comes of Communication Mix Method Implementation of Combing Process

i. Number of Doctors with Positive Response & total number of doctors came with gift cards (for health check-up)

So, the total number of doctors/general physicians visited are 660 from 10th February to 10th March 2019. Out of which from 124 doctors I got positive response, who are interested to refer patients to our hospital. These positive doctors are listed out separately for maintaining relationship in future by hospital marketing team.

112 doctors came to our hospital for health check-up with the gift card from 1st March to 30th April 2019.

Total Number of Doctors Visited (10 th Feb- 10 th March 2019)	660
Total Number of Positive(doctors who showed interest to refer patients to Wockhardt Superspeciality Hospital Doctors)	124
Total Number of Doctors arrived for Health Check-up (1 st March to 30 th April 2019)	112
Total Number of Patients arrived with Privilege card (1 st March to 30 th April 2019)	283 (Outpatient- 249 In Patient- 34)

Table 3: Total no. of doctors visited and who gave positive response

ii. Total number of patients came with Privilege card

Total number of 283 patients came with the privilege card for treatment from 1st March to 30th April 2019, out of which 249 are outpatient just had consultation (OPD) and follow ups and 34 are converted into IPD for further treatment. This data was tracked with the help of customer care and billing staff and through HIMS of the hospital.

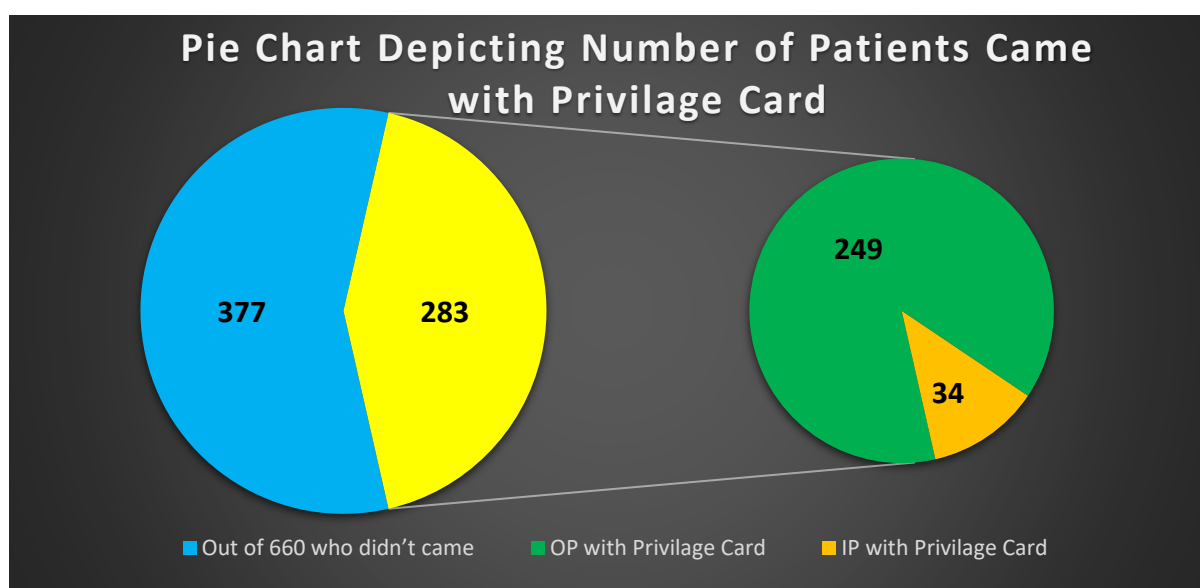


Figure 9: Pie Chart depicting the number of patients came with privilege card for treatment to Wockhardt Super Speciality Hospital, Nagpur

4. Communication Mix Strategy Method 4- Event Celebration

Now a day's hospital/healthcare consumers are becoming more and more educated and knowledgeable about the diseases, the treatments, the procedures about the services we provide. Internet is the major factor from where people get all the information, they search, and they get end numbers of options of information. Because of that now the consumers raise more questions and queries in every step of the service we provide. So as the healthcare provider hospitals need to give transparency about every services and treatment they provide to the consumers. The importance of transparency and value will increase the need of the organization "Brand".

"A hospital's brand is a promise of what the consumer should expect and how the hospital will perform"- says Mr Steve Rivkin, founder, Rivkin & Associates, a healthcare branding and communication consultancy. "Think about a brand in the same way as a person's reputation. You earn a good reputation by doing good the right thing, doing it well, and doing it consistently. And just like a reputation, a brand is a living entity- it evolves, and it is enriched or undermined by your actions," he says.

To do branding of a hospital it is important to first sell the brand to the internal customers and then to the external customers. We can do hospital branding by-

- Organising different healthcare talks or awareness program for the public by our consultants in specific topics
- Press releases
- Advertising
- Digital marketing and Responsive website

i. INTERNATIONAL WOMEN'S DAY CELEBRATION (AWARENESS PROGRAM)

International women's day was celebrated by organising an awareness program on 8th March 2019. Venue- Rashtrabhasha Hall, 1st floor, Behind Wockhardt Super Speciality Hospital, Nagpur. Timings- 4pm to 6pm.

Tag Line- #BalanceForBetter

Topic for the awareness program is "Reasons for increasing trends of hormonal disturbances, obesity, cancer & infertility in women."

Speaker- Dr Rekha Ratnani, Consultant- Gynaecologist, Wockhardt Hospital, Nagpur.

Following with the topic there was a panel discussion by four women consultants of Wockhardt Hospital, Nagpur. They are-

- i. Dr Reeya Ballikar, Consultant, Haematology- Haemato- Oncology
- ii. Dr Suryashree Pandey, Consultant, Nephrology
- iii. Dr Swapna Khanzode, Consultant, Internal Medicine & Critical care
- iv. Dr Sweta Lohia, Consultant, ENT Specialist

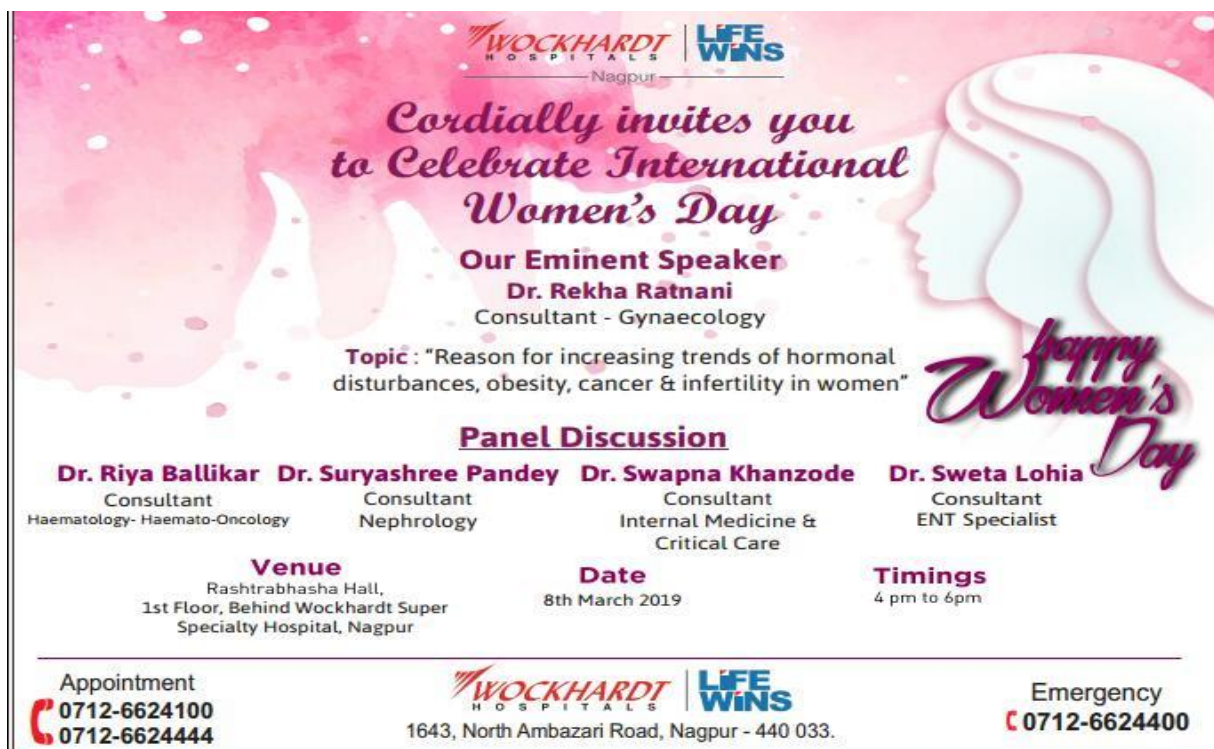


Figure 10: Picture of the Invitation Card for International Women's Day Celebration.

The invitation cards were sent to nearby lady's clubs, to consultants' wife, to residents nearby area of the hospitals, etc.

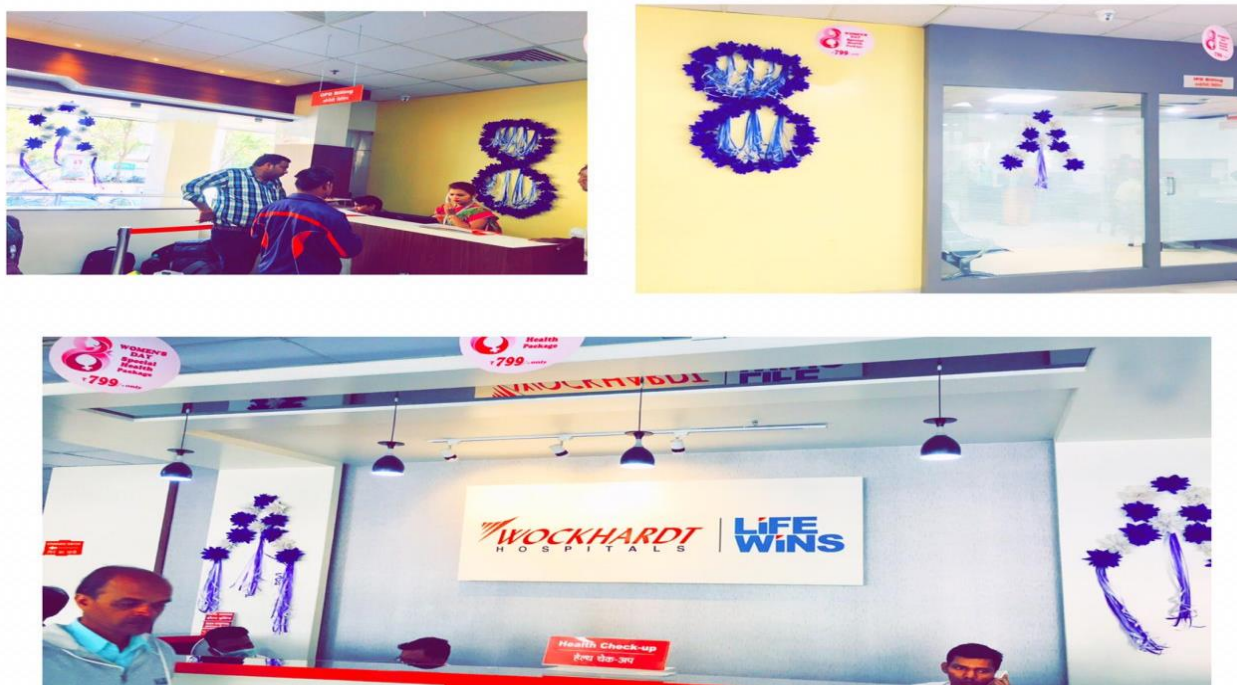


Figure 11: Wockhardt Super Speciality Hospital was decorated on occasion of International Women's day celebration, 8th March 2019



Figure 12: Cake cutting ceremony on 8th March 2019 with all the women employees of the Wockhardt Super Specialty Hospital, Nagpur



Figure 13: Roses were distributed to all the female patients (both OP & IP) wishing them Happy Women's Day at Wockhardt Super Speciality Hospital Nagpur, 8th March 2019



Figure 14: The Stage for the program.



Figure 15: Entrance decoration for the



Figure 16: Lighting the Lamp.



Figure 17: Speaker of the evening Dr Rekha Ratnani speaking on “Reasons for increasing trends of hormonal disturbances, obesity, cancer & infertility in women.”



Figure 18: The panel Discussion



Figure 19: Question Answer Round from the audience to the panel.



Figure 20: Ladies Clicking pictures in our “Picture Zone”

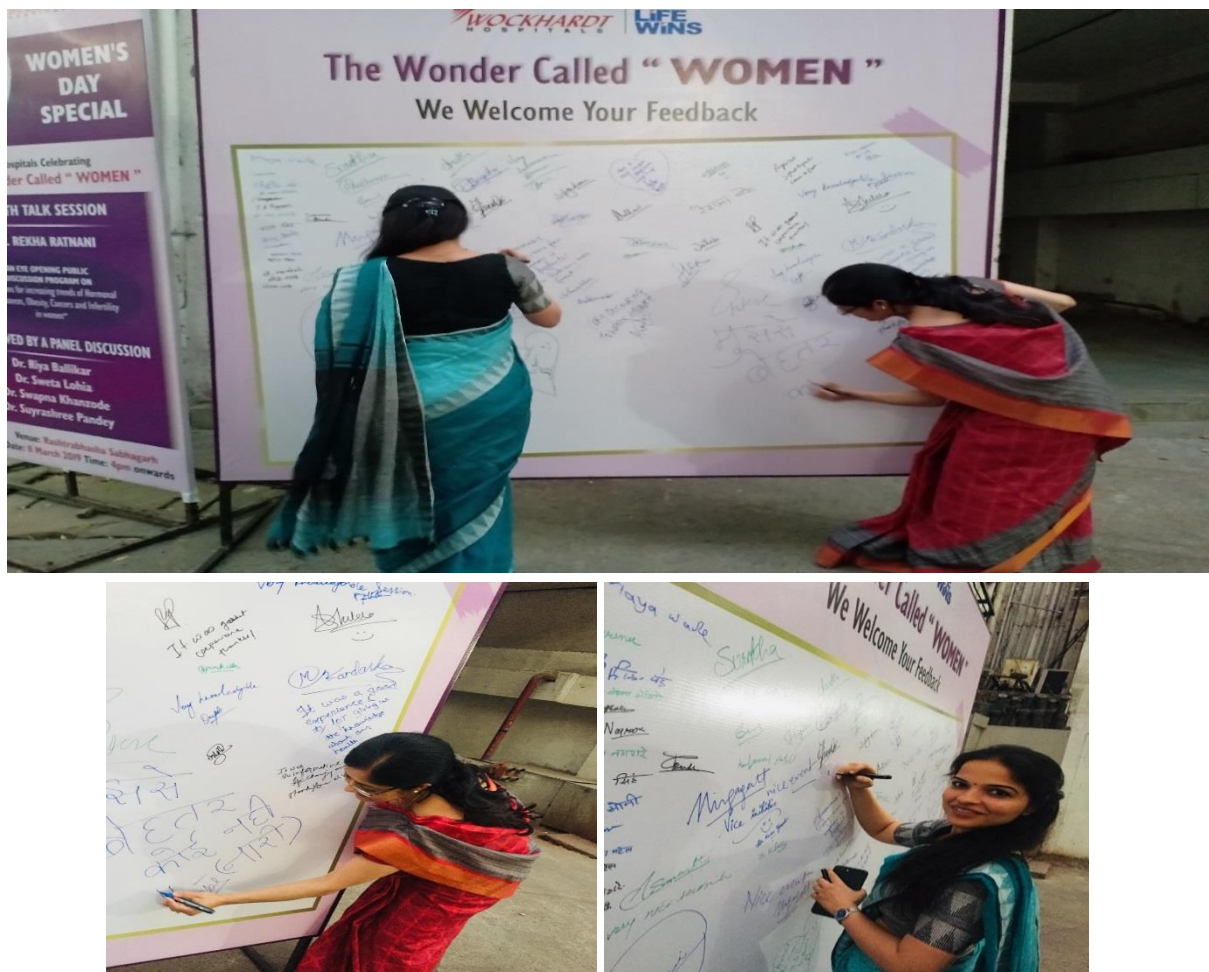


Figure 21: Ladies writing feedbacks about the program in our “FeedBack Board”

ii. Women's Health Package

Special women's health package was made for women. The package was valid from 1st March to 31st March 2019.

The package includes- Blood Pressure Test, random Blood Sugar, TST, ECG, Creatinine, CBG, Urine Examination, Pap Smear, USG (Abdomen).

With consultation of- Gynaecology, Haematology, Nephrology, Physiotherapy, Dietician.

WOCKHARDT HOSPITALS | LIFE WINS

Women's Special Health Package

₹799/-

- Blood Pressure ● Random Blood Sugar
- TSH ● ECG ● Creatinine ● CBC
- Urine Examination ● Pap Smear
- USG (Abdomen)

Consultation

- Gynaecology ● Haematology
- Nephrology ● Physiotherapy ● Dietician

Validity - 01st March to 31st March 2019
| Terms & Condition Apply | Sunday services not available

WOCKHARDT HOSPITALS | LIFE WINS
1643, North Ambazari Road, Nagpur - 440 033.
Appointment : 0712-6624100 Emergency : 0712-6624400

Figure 22: Women Health Package

This women health package card was attached with all invitation cards of International Women's day Celebration Program.

Also highlighted by hanging small dangles of women health package for both internal and as well as for external marketing.

For internal, we hanged dangles in all areas of the hospital OPD, and for external marketing dangles were hanged in nearby beauty parlours, cosmetic shops and malls. As these areas are frequently visited by females.



Figure 23: Dangles hanging all around the OPD area for marketing of Women's Health Package

Also, the women's health package card was attached to the files of patients so that everyone's attention goes to the special package. And one can attract to avail the women's health package.

Outcome of Communication Mix Strategy Method-5

Total number of women's done the women's health check-up throughout the month is 620.

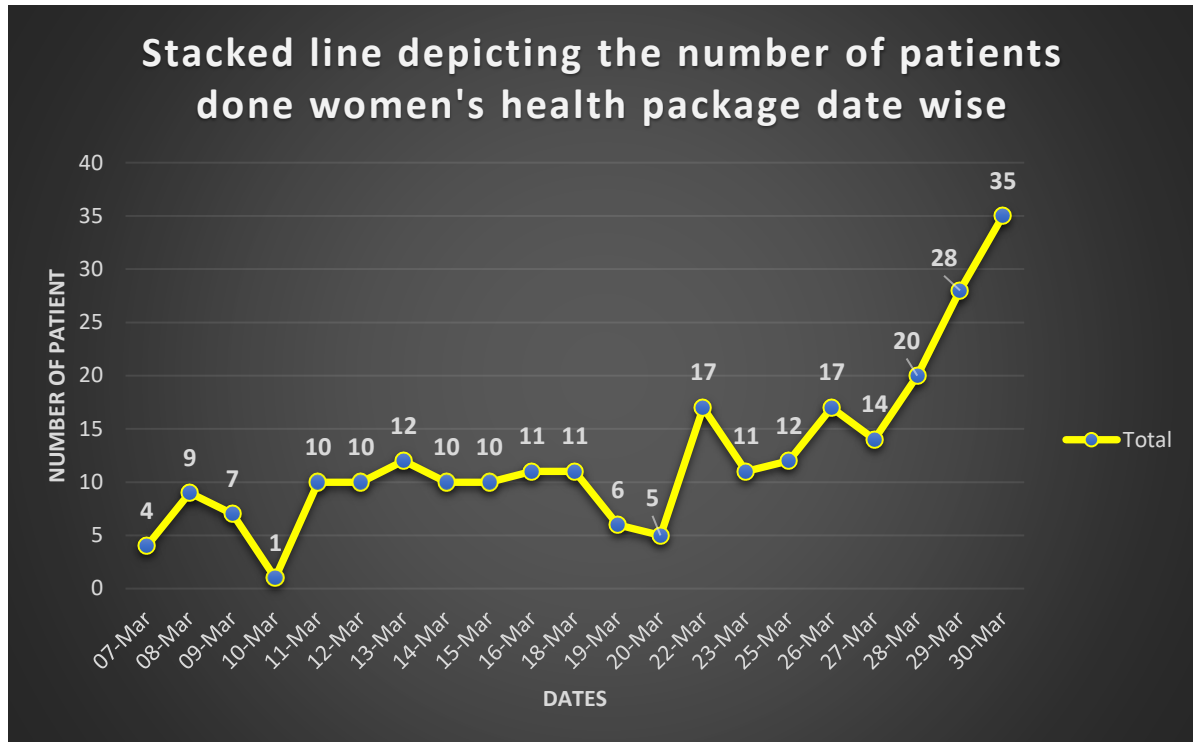


Figure 24: Stacked line depicting the numbers of patients done women's health package date wise.

Conversion rate of number of patients of women's health care package is 53 out of 260. Tracked through HIMS of the Wockhardt Superspeciality Hospital.

13 women of women's health care check-up diagnosed with some disease and admitted in hospital for further treatment and 43 diagnosed with minor complications which are further treated by our consultant without admitting them here.

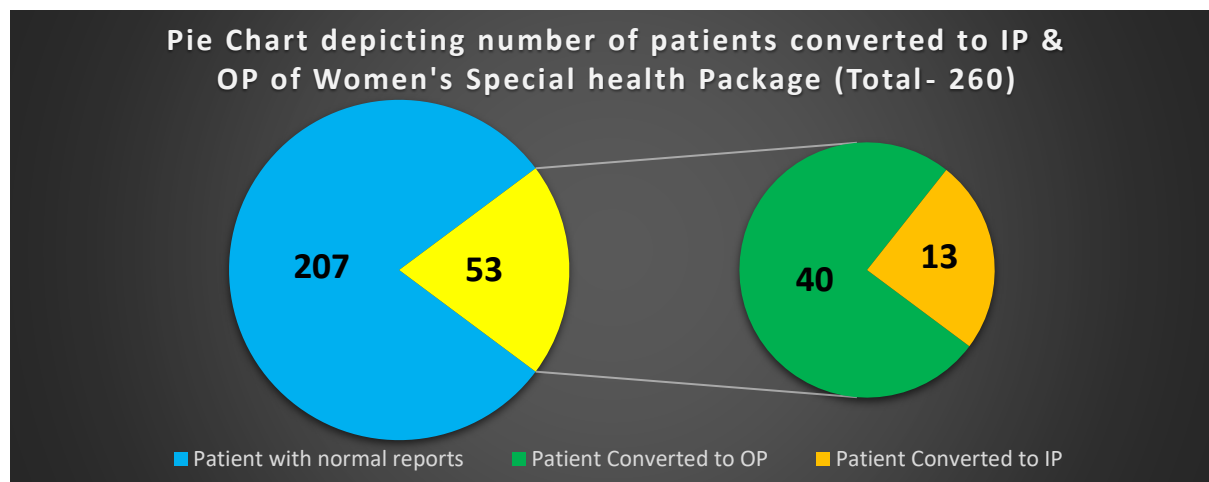


Figure 25: Pie Chart depicting number of patients converted from Women's Special Health Package.

5. Communication Mix Strategy Method 5- Press Release

Press release is one of the marketing tools used for communication between the hospital PR staff and the public through the help of media (Newspaper, Magazine). By advertising the products or some healthcare awareness messages by the consultants of the hospital the hospital can sell the product or brand name of the hospital.

a)

हृदय का रखें ख्याल, रहें सेहतमंद

नागपुर | आज की भागदौड़ भरी जिंदगी में हृदय की बीमारियों का खतरा काफी बढ़ गया है। ऐसे में जरूरी है कि शरीर का सबसे कोमल और संवेदनशील अंग हृदय का खास ख्याल रखा जाए। थोड़ी सी सावधानी और समय-समय पर हृदय की जांच आपको सेहतमंद रखने के साथ लंबी आयु प्रदान कर सकता है। हृदय के संबंध में कुछ चिकित्सकों ने लोगों को सेहतमंद रहने के सुझाव दिए हैं।

■ दिल के रिश्ते तो किस्मत से बनते हैं। अगर दिल की सेहत अच्छी हो तो ये रिश्ते उम्र भर चलते हैं। अपने दिल का ख्याल रखें और नियमित चेक अप कराएं।
-डॉ. नितिन तिवारी (हृदय रोग विशेषज्ञ, वॉकहार्ट हॉस्पिटल)

■ इस वैलेंटाइन-डे अपने दिल से जताएं प्यार। अपने दिल की जांच करने के लिए अपनी उम्र न देखें। दिल की बीमारी कम उम्र में भी हो सकती है। अपने दिल का ख्याल रखिए और हमेशा स्वस्थ रहें।
- डॉ. समीत पाठक हृदय रोग विशेषज्ञ, वॉकहार्ट हॉस्पिटल)

■ अपने हृदय को स्वस्थ रखने के लिए अपनी जीवनशैली में मामूली सुधार लाएं और अपना स्वास्थ्य ठीक रखें।
- डॉ. ज्ञानोबा होरे (हृदय रोग विशेषज्ञ, वॉकहार्ट हॉस्पिटल)

■ धूम्रपान बंद करें और तंबाकू से बने पदार्थों से दूर रहें। शराब का सेवन न करें और हर दिन कसरत करें।
-डॉ. अच्युत खांडेकर (हृदय रोग विशेषज्ञ, वॉकहार्ट हॉस्पिटल)

WOCKHARDT LIFE WINS
A Center for
Primary Radial Angioplasty
24x7 Emergency Contact
0712-6624400
0712-6655275

Figure 26: Picture of press release done by Wockhardt Super Speciality Hospital, Nagpur on 14th February 2019 celebrating Valentine's Day, talking about importance of Cardiac health in Dainik Bhaskar, Nagpur.

On 14th February 2019, one press release was done as the whole world celebrate it as Valentine's Day. We related the lover's day with taking care of heart that is in medical term the cardiac health. In this press release we highlighted the importance of cardiac health and how important it is to do regular cardiac check-ups of your heart to be safe from all cardiac diseases.

The all cardiac specialist consultant of Wockhardt Hospital- Dr Nitin Tiwari, Dr Dilip Ratnani, Dr Achyut Khandekar, Dr Sumit Pathak and Dr J. Hore wrote small messages about the importance of cardiac health. In the middle of the ad, highlighted about primary angioplasty.

b)

नागपुर 17

शुक्रवार, 8 मार्च 2019

दैनिक भास्कर

स्वास्थ्य के प्रति महिलाएं रहें सचेत

नारी शक्तिशाली तेजस्वी हैं

■ महिलाएं जन्म से ही गतिशील व्यक्तित्व की होती हैं। नारी शक्तिशाली तेजस्वी हैं, क्योंकि वह अपनी कमजोरियों को अपनी ताकत बनाना बखूबी जानती हैं। इसलिए यह आवश्यक है कि महिलाएं अपने स्वास्थ्य एवं जीवन शैली का भी सक्रियता से ध्यान रखें।

डॉ. सुजाता, केंद्र प्रमुख

स्वास्थ्य का ध्यान रखें

■ आत्मविश्वास ही औरत का सबसे बड़ा गहना है। खुद पर यकीन हो तो, हर औरत दुनिया जीत सकती है। इस आत्मविश्वास को कायम रखने के लिए जरूरी है, स्वस्थ तन एवं स्वस्थ मन। इसलिए अपने शारीरिक और मानसिक स्वास्थ्य का विशेष ध्यान रखें।

डॉ. स्वप्ना खान्जोडे, - फ्रिटिकल केयर सलाहकार

महिलाएं अपनी मनपसंद बनें

■ आज की नारी 'वन मैन आर्मी' है। वह बेहतर बेटी, पत्नी, मां और प्रबंधक तो बन गई है, लेकिन अब भी अपने आप को प्राथमिकता सूची में सबसे नीचे रखती हैं। महिलाएं अपनी मनपसंद बनें एवं अपने अस्तित्व को नियात्रें। आप संवरेगीं तभी समाज का भविष्य संवरेगा।

-डॉ. रेखा रत्नाजी, स्त्री रोग सलाहकार

नारी सम्मान से ही कल्याण

■ नारी का सम्मान तथा उनकी शिक्षा को प्राथमिकता देने से ही समाज का कल्याण संभव है। नारी के बिना जग अधूरा है। नारी है तो ही समाज की पूर्णता संभव है। हमने कई बार सुना है कि नारी हैं तो कल है, किंतु मैं यह मानती हूं कि नारी है, तो ही आज भी साक्ष्य है।

-डॉ. सुर्यश्री पाण्डेय, नेफ्रोलॉजी बराबरी के अधिकार से प्रगति महिलाएं समाज की वास्तविक वस्तुकार

महिला दिवस पर वोक्हार्ट के चिकित्सकों का आह्वान

हैं। महिलाएं संरक्षण, प्यार और पोषण करने के लिए पैदा हुई हैं, किंतु इसका तात्पर्य यह नहीं है कि महिलाओं को प्रेम एवं सद्भावनाओं की आवश्यकता नहीं है। महिलाओं को सशक्त बनाना, मानव समुदाय को सशक्त बनाना है।

डॉ. रिया बाल्लिकर, हेमट- हेमाटो-ऑन्कोलॉजी सलाहकार

नारी खुद में परिपूर्ण है

■ महिलाएं जीवन में चाहे जो करें, आज यह बहुत जरूरी है कि वे अपने पैरों पर खड़े होना सीखें व अपने सम्मान के लिए प्रतिबद्ध रहें। महिलाएं दो घरों के मान मर्यादा की बंधन होती हैं। नारी खुद में परिपूर्ण है। उनकी सुदृढ़ता से संसार की योग्यता निर्मित है। वह अतुल्य है।

डॉ. श्वेता लोहिया, - ईएनटी विशेषज्ञ सलाहकार

महिलाओं में बढ़ते रोगों का 'योगा' से निदान संभव

नागपुर | महिला दिवस पर आज महिलाओं में होने वाले रोगों पर बात करना अत्यावश्यक है। आजकल पीसीओपी मध्यम वर्ग की महिलाओं के साथ ही टीनेजर लड़कियों में भी देखी जा रही है, जो कि बहुत चिंतनीय है। सक्करदरा रोड जूनी शुक्रवारी स्थित योगा एकेडमी की डॉ. काजल जैस्वाल (जैस) का कहना है कि यह एक ऐसी समस्या है जो अनियमित खान-पान, जंक फूड, पोष्टिक आहार की कमी, तनाव, मोटापा, देर तक बैठे रहना या जागना आदि कारणों से होती है। इस रोग में एन्डोजेन की मात्रा बढ़ जाती है। शरीर में अनचाहे बालों का आना, मोटापा बढ़ना, पीरियड्स में देरी या अत्यधिक रक्तस्राव होना, चेहरे पर मुहांसे, थकान, चिड़चिड़ापन, उत्साह की कमी तथा बिबाहोपरांत इनफर्टिलिटी जैसी समस्याएं आती हैं। पीसीओडी से निजात पाने के लिए जीवनशैली में बदलाव जैसे अच्छी नींद, पोष्टिक आहार का सेवन जैसे हरी सब्जियां, फल एवं विटामिन युक्त आहार लेना चाहिए। इसके अलावा योगा, पैदल घूमना, व्यायाम करना चाहिए। मेरे अनुभव के अनुसार पीसीओडी में योगा से विशेष फायदा देखा गया है। प्राणायाम से भी तनाव दूर होता है।

Figure 27: Picture of press release done by Wockhardt Super Speciality Hospital, Nagpur on 8th March 2019, celebrating International Women's Day with the advertisement of Women's Special Health Package

On 8th March 2019, celebrating the occasion of International Women's Day, press release was done. In this release our women consultants- Dr Rekha Ratnani (Consultant- Gynaecology), Dr Riya Ballikar (Consultant- Haematology- haemato-Oncology), Dr Suryashree Pandey (Consultant- Nephrology), Dr Swapna Khanzode (Consultant- Internal Medicine & Critical Care), Dr Sweta Lohia (Consultant- ENT Specialist) and Mrs. K. Sujatha (Unit Head, Wockhardt Hospitals, Nagpur) wrote about womanhood and importance of taking care of women health by doing yearly health check-ups. In the end also took the space to do advertisement of Women's Special Health Package.

ON WHEEL FACILITY- Based on the survey and analysis of patient referral point and transportation mood. It is recommended that-

Recommendation-

- i. The 52 doctors we get from these data should be tracked and hospital marketing team should visit or call them to appreciate them for referring the patients to our hospital and to maintain good relationship for future referrals.
- ii. To retain the chunk of patients coming from buffer areas (outside Nagpur) through various travel mode (train & buses) the hospital should provide vehicles to pick them up directly from railway station and bus stops to Wockhardt Super speciality Hospital. As new hospital (Kingsway Hospital) is going to open near railway station so it is predictable that they will try to grab the patients from railway station as it is nearer to it.

So, to retain the buffer population, vehicle should be provided to the railway station and bus stop according to the maximum arrival timings, i.e., for railway station timing of vehicle should be 06:00- 08:30 am, for bus stop timing of vehicle should be 07:30- 09:30 am. As between these interval of time maximum people arrives to Nagpur.

RESULT

Implementing 5 communication mix strategies, like combining (1.Designing promotional talk, 2.Detailing, 3.Gift cards) , 4.Press release, 5.Event celebration a good amount of patient footfall is increased compare to data collected before communication mix methods implemented.

To retain the chunk of patients coming from buffer areas (outside Nagpur) through various travel mode (train & buses) the hospital should provide On-Wheel Vehicles facility to pick them up directly from railway station and bus stops to Wockhardt Super speciality Hospital.

Conclusion

Introduction-

In Nagpur, as it is the hub for many things as it is the one of the big cities in Maharashtra with rapid development and it is also near to the states Madhya Pradesh, Chhattisgarh. People prefer to come to Nagpur to avail their needs in day to day life cycle. In terms of healthcare, Nagpur is a hub of more than 100 Hospitals. With already established and introduction of new tertiary care hospitals, fierce competition is there in the market. So, it is not only important to give quality services but to survive in this tough competitive world, Wockhardt Super speciality Hospital must implement new marketing strategies time to time to increase the patient footfall and to retain the old customers.

Methodology-

The topic was selected to identify the reasons why there is less percentage of footfall of core population and how to increase it; and to retain the buffer population by implementing/recommending communication mix strategies in Wockhardt Super Speciality Hospital, Nagpur.

This study was carried out of 3 months (February 2019- April 2019). First market analysis was done. Based on that different effective marketing strategies were implemented and recommended.

- 1. Communication Mix Strategy Method 1- Designing of Promotional Talk for Combing**
- 2. Communication Mix Strategy Method 2- Detailing of Achievements of Wockhardt**
- 3. Communication Mix Strategy Method 3- Gift Cards**
- 4. Communication Mix Strategy Method 4- Event Celebration-**
 - i. Awareness Program**
 - ii. Special Health Package**
- 5. Communication Mix Strategy Method 5- Press Release**
- 6. Recommendation- based on the survey of patient referral points and transportation mode.**

Findings and Recommendation-

After doing the market analysis, it was clear that there is tough competition in the market, Wockhardt Super Specialty Hospital somewhat lacks in infrastructure and updated technologies. So, to increase the footfall of core pullulation we must apply new marketing strategies-

- i) **Combing-** By doing the combing activity for general physicians/doctors in Nagpur, out of 660 the number of positive doctors 124 who are ready to refer their patients to Wockhardt hospital. So, it is recommended that marketing team should maintain the relationship with these doctors in future. The gift cards we provided during the activity has resulted in 283 (249 outpatient & 39 Inpatient) footfall of new patients.
- ii) **Branding** of the hospital- Awareness health programme for women was organised in 8th March (International Women's Day). It is recommended to do more this kind of health awareness programs as it gives positive impact to increase patient footfall.

Women's Special Health Package was made for the Month of March. It was advertised in many areas by hanging danglers in both internal(hospital) and external environment (nearby beauty parlours, malls). Also attached in invitation cards for Women's Day Celebration Program, advertised in newspapers. Total 260 women availed this package out of which 53 are converted as patients, 13 as inpatient and 40 as outpatient (consultation, treatment and follow-ups). More number of special packages like this should be made for patients is recommended. Press releases was done on 14th February 2019 (Valentine's day) on the topic of importance of cardiac health. Other was done on 8th March 2018 (International Women's Day) on the topic of importance of women health and importance of yearly health check-ups.

- Survey and analysis were done on patient's referral points and transportation mode. Finding- 44% of patients get to know about Wockhardt hospital from their relatives, 17% from doctors, 15% for brand name, 13% came because of corporate tie-ups, rest are from advertisement, samaj, google search, word of mouth, Wockhardt employees. In transportation, 124 patients came by train with maximum arrival time during 06:00 am to 08:30 am. 86 by bus with maximum arrival time during 07:30 am to 09:30 am. And 35 by car (own vehicles) with maximum arrival time during 08:00 am to 11:00 am.

Recommendation-

- The 52 doctors we get from these data should be tracked and hospital marketing team should visit or call them to appreciate them for referring the patients to our hospital and to maintain good relationship for future referrals.
- To retain the chunk of patients coming from buffer areas (outside Nagpur) through various travel mode (train & buses) the hospital should provide vehicles to pick them up directly from railway station and bus stops to Wockhardt Super speciality Hospital. As new hospital (Kingsway Hospital) is going to open near railway station so it is predictable that they will try to grab the patients from railway station as it is nearer to it.

- So, to retain the buffer population, vehicle should be provided to the railway station and bus stop according to the maximum arrival timings, i.e., for railway station timing of vehicle should be 06:00- 08:30 am, for bus stop timing of vehicle should be 07:30- 09:30 am. As between these interval of time maximum people arrives to Nagpur.

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