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**COMMUNICATION MIX AND
PATIENT FOOTFALL: A STUDY OF
WOCKHARDT SUPERSPECIALITY
HOSPITAL, NAGPUR**

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INTRODUCTION

- 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 designing communication mix strategies, so they are able to successfully build up the trustworthiness and reliability of medical practices, clinics, and hospitals. 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.
- 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.



Figure 1 – Departments under Marketing in a Hospital

RATIONAL

To find out the rational retrospective data was taken and analyse to know the present scenario of footfall of patients in Wockhardt Superspeciality Hospital, Nagpur



Retrospective Analysis is done for knowing the present scenario of patient's footfall from core (Nagpur) and buffer areas (outskirts of Nagpur, outlying districts, other States.)



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)

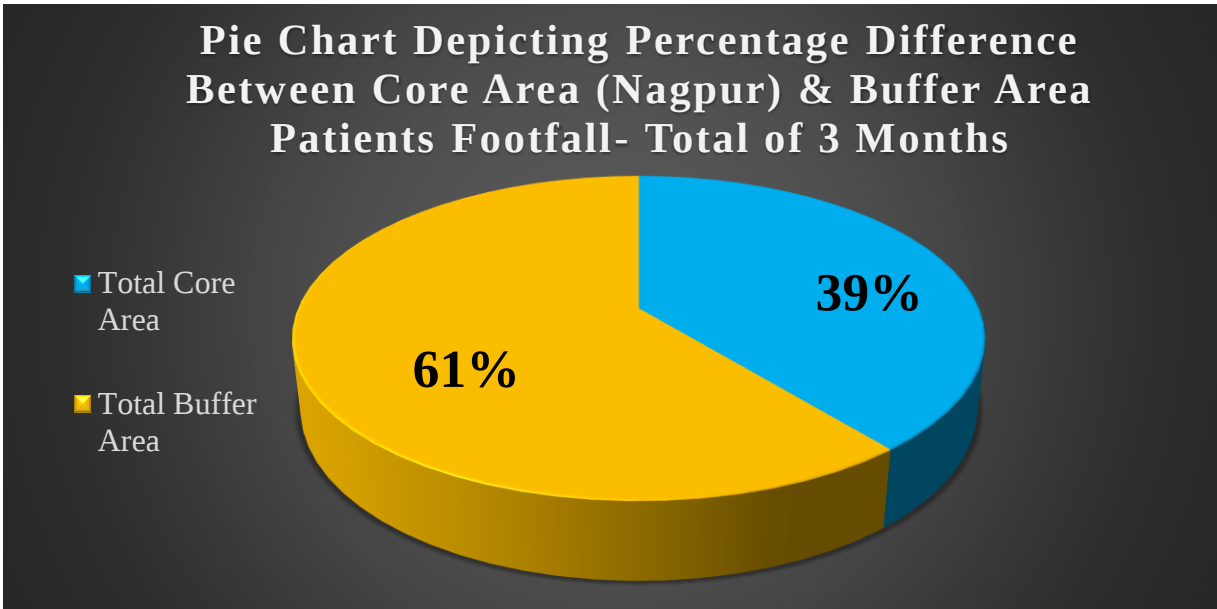
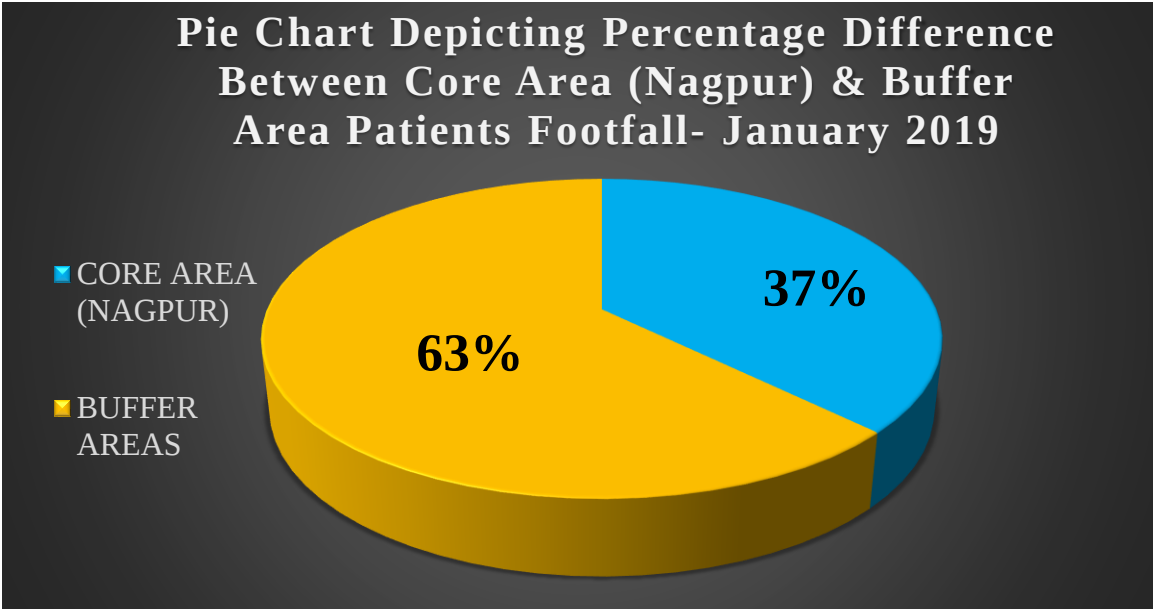
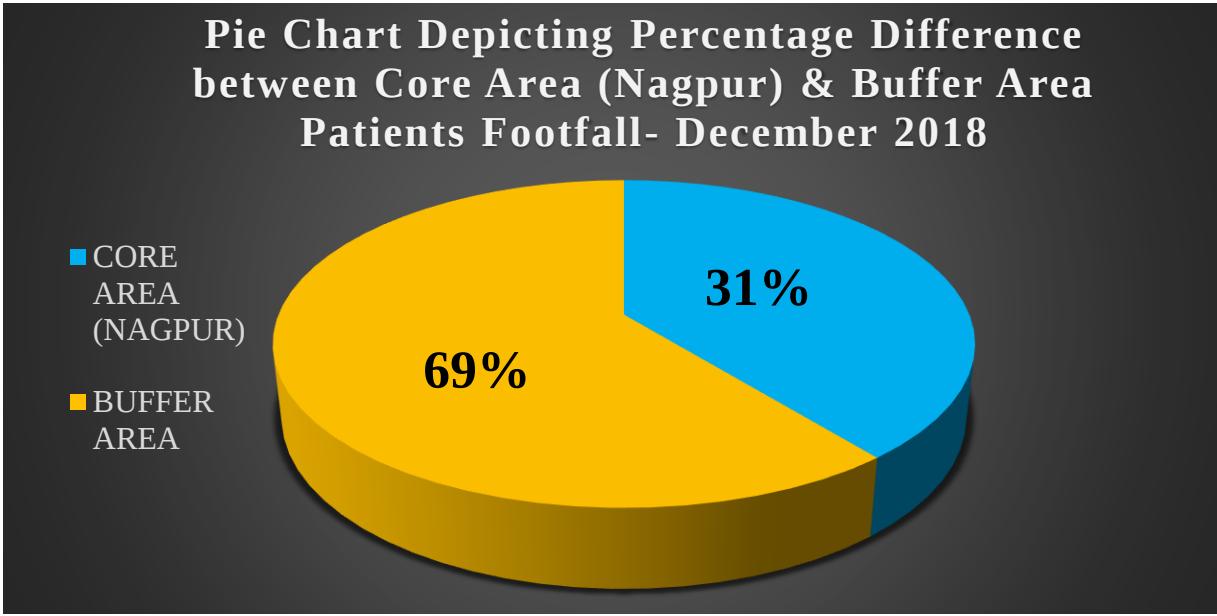
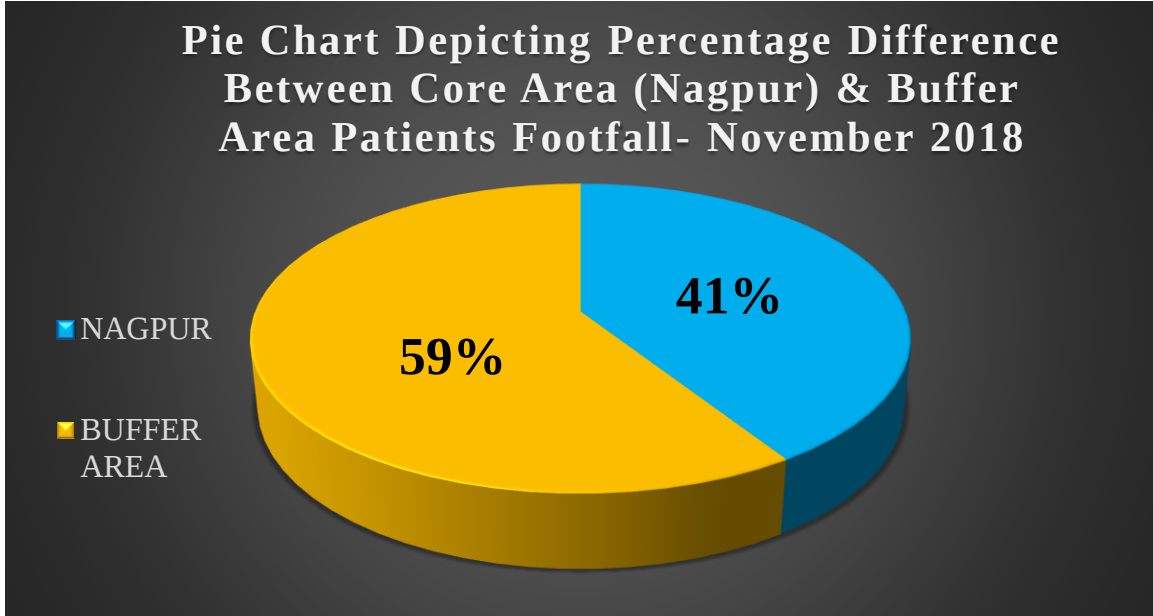


Figure 1 - Pie Charts depicting the percentage difference between Core (Nagpur) & Buffer area patients' footfall to the Hospital.

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.

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.
 1. 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.
 2. 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 -SWOT
 - Using Microsoft Excel, Pivot table

I. MARKET ANALYSIS

- External Market Analysis-This was done on the basis of using 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.

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.

RESULTS OF EXTERNAL MARKET ANALYSIS

1. PESTLE ANALYSIS

Political- 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.

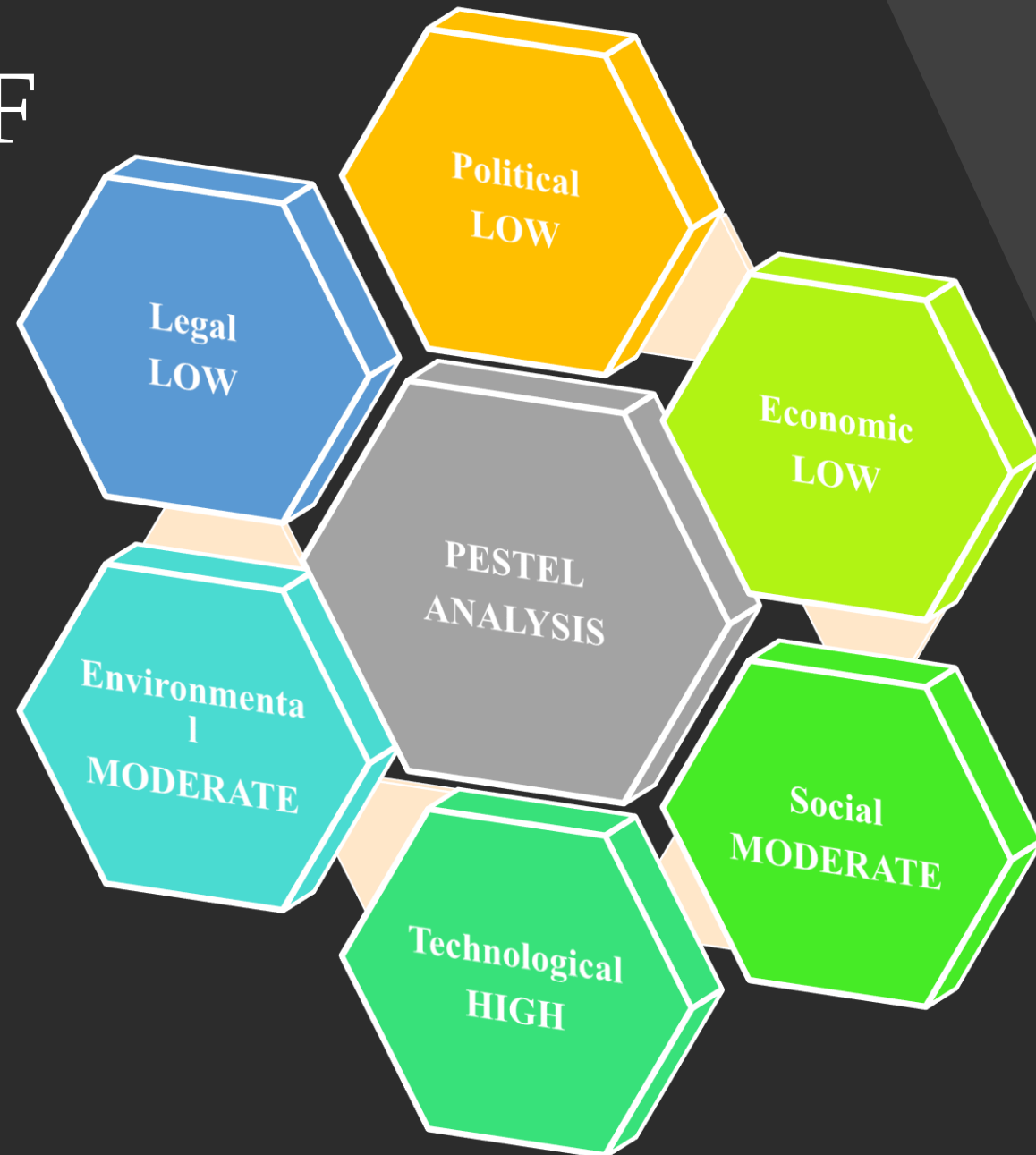
1. PESTLE ANALYSIS

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 management 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 Superspeciality Hospital. Wockhardt is certified with NABH accreditation which helps the patient to trust the services.

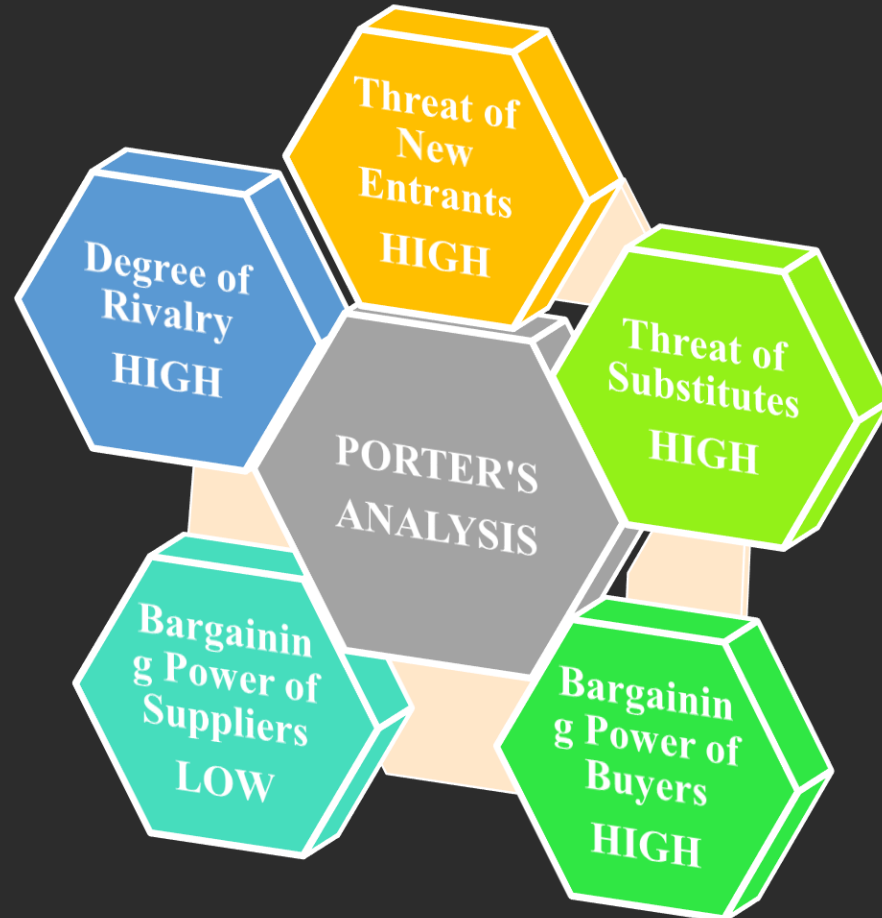
MAPPING OF EXTERNAL MARKET



3. PORTER'S ANALYSIS

- **Threat of New Entrants**-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 Superspeciality 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**-. 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 then 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-** 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-** 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.



OUTCOME OF EXTERNAL SCANNING-O/T (OPPORTUNITIES & THREATS)

OPPORTUNITIES

- As patients referral from doctors is very important to increase footfall, maintain good relationship with the doctors for future referrals.
- Providing transportation facility for buffer patients.
- Event Celebration with special health packages.
- Press Release

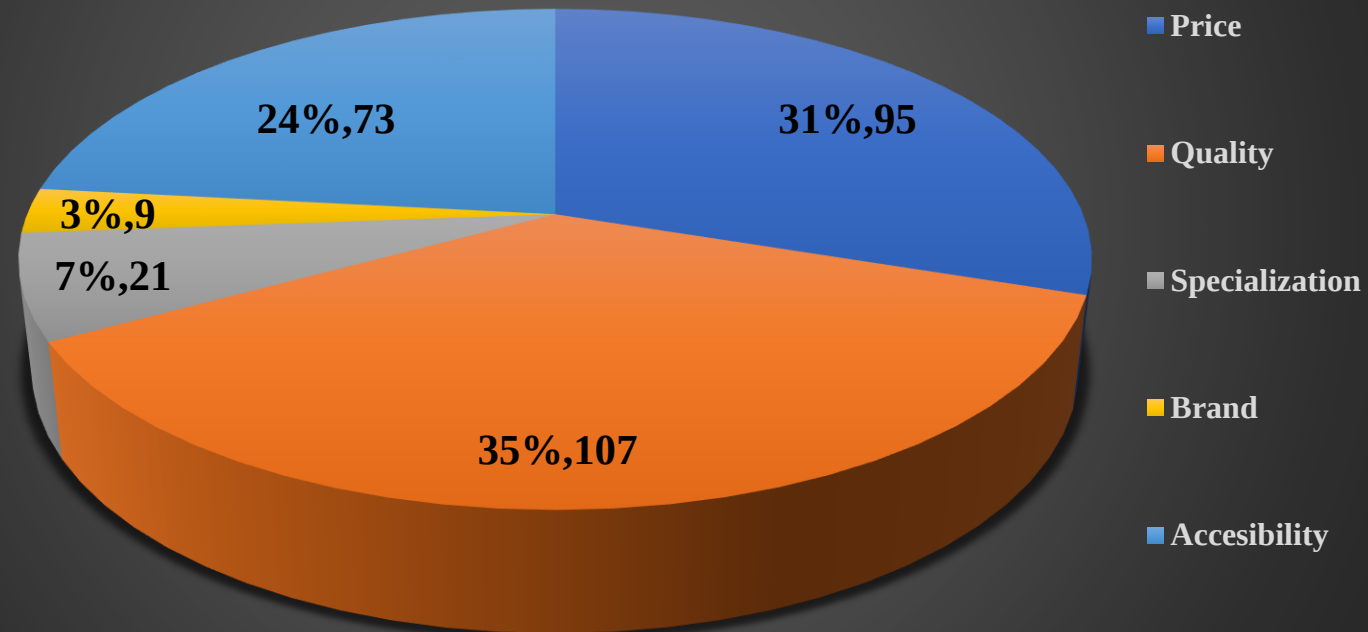
THREATS

- 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

PREFERENCE OF PATIENTS FOR CHOOSING A HOSPITAL

Pie Chart Depicting the Preference of patients for Choosing a Hospital
Total Data- 305



REFERRAL POINTS

- 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.

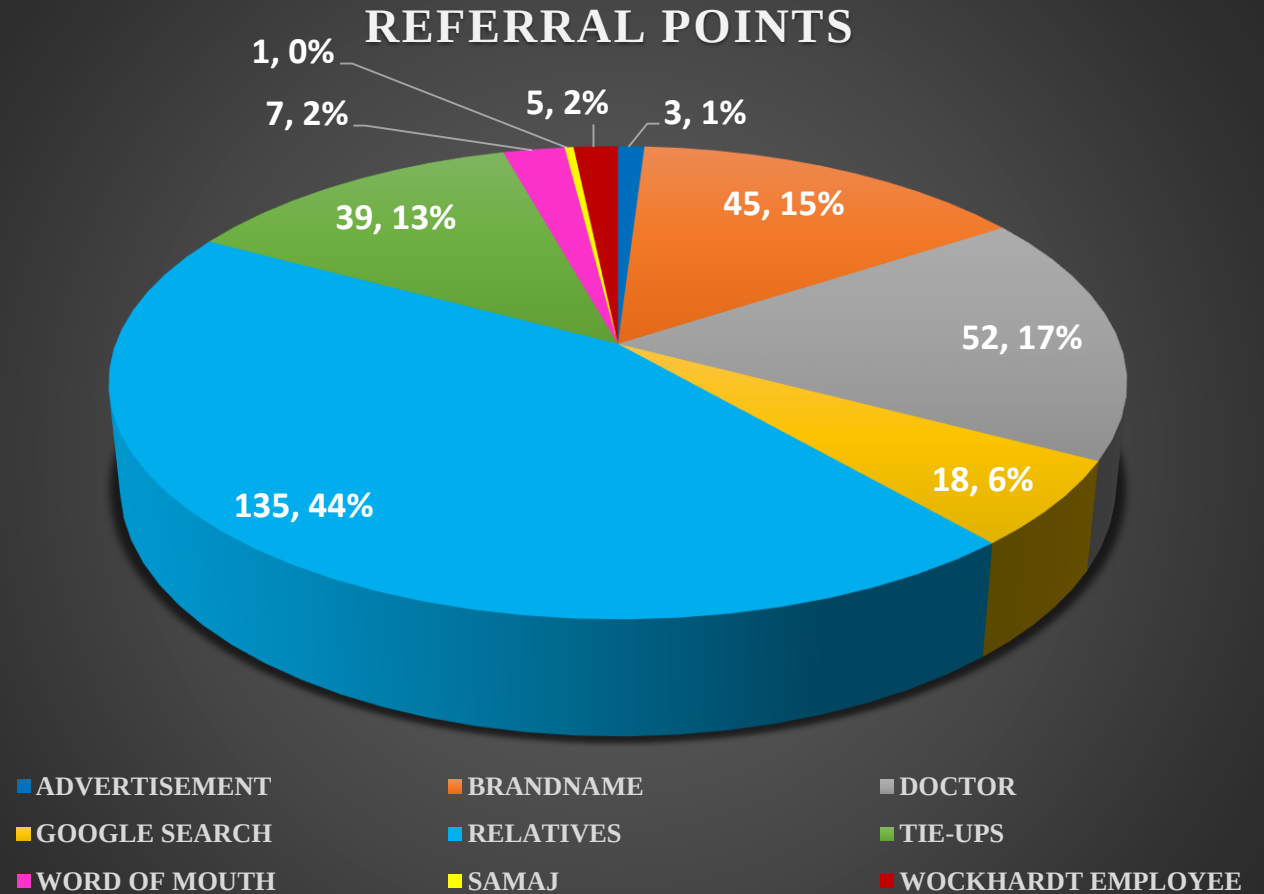


Figure: Pie chart depicting the referral points of patients came to Wockhardt Super Speciality Hospital, Nagpur from 21th Feb 2019 to 02nd March 2019

TRANSPORTATION MODE WITH TIMINGS

- 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.

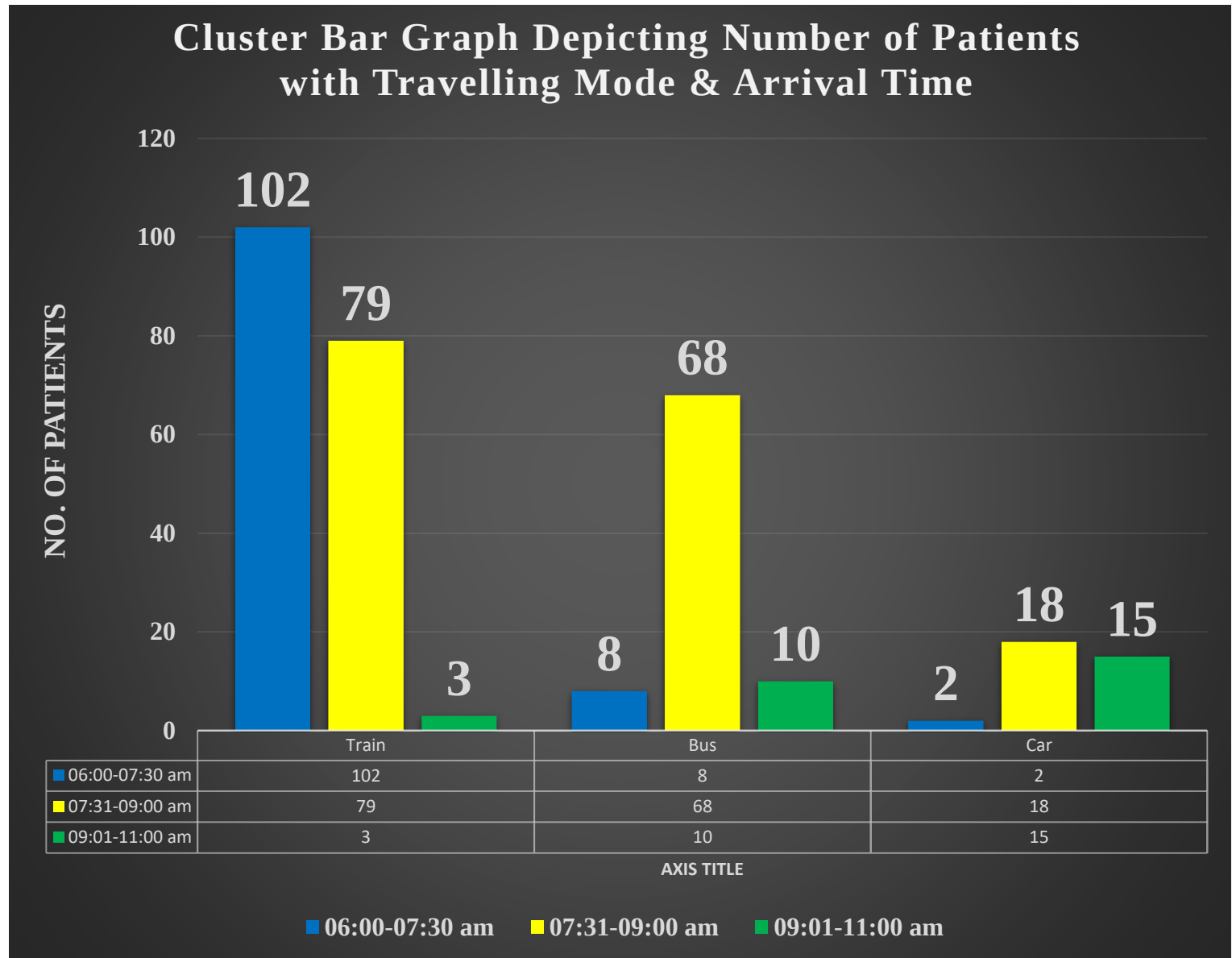


Figure: Cluster Bar Graph depicting the number of patients of Wockhardt Super Speciality Hospital, Nagpur from 25th Feb 2019 to 02nd March 2019 with travelling mode & arrival timings to Nagpur

OUTCOME OF INTERNAL SCANNING-S/W (STRENGTHS & 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

Based on the external and internal market analysis communication mix strategies were implemented/recommended.

COMMUNICATION MIX



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

Introduction

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

Brochure

- Now presenting the brochure highlighting the achievements of Wockhardt Hospital, Nagpur till now.
- Giving the list of full time team of consultant empanelled with us.

Gift Cards

- Privilege card- The doctor can gift this card to his any patient or relatives, the card holder when come to the hospital with this card will get discount on treatment (limited period).
- Health Check-up Card- This card is a gift to the doctor, he/she will get a free health check-up in our hospital when come with this card (limited Period).

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

- Appreciating with a thank you that he/she allowed us to have the conversation and listened to everything.
- Asking them for their Visiting Card/phone number and leave.

Communication Mix

Strategy Method 2- Detailing



Figure: Picture of front page of brochure distributed during combing

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

- 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:
 - By offering 5 State-of-the-art Modular OT.
 - A fully dedicated OT for transplant cases.
 - 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.



- Critical procedures successfully performed by our doctors (pointing out media clips):
 - 1st kidney transplant done in the region. Successfully performed 150+ KTPs.
 - World's smallest leadless pacemaker implanted in 82 years old patient. Again 1st ever done in the region.
 - Broken vertebra being successfully fixated by percutaneous spine surgery.
 - Successful removal of 20 cm long clotted blood thread, giving a normal life to the patient.

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

Out Comes of Communication Mix Method Implementation of Combing Process

Number of Doctors with Positive Response

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)	124

Communication Mix Strategy Method 3- Gift Cards

- Offered health check at Wockhardt Superspeciality Hospital to the doctor. This facility will be valid until 30th April 2019.
- Also offered a privilege card discount coupon for their patient/relative. It will valid for one time only to 30th April 2019.

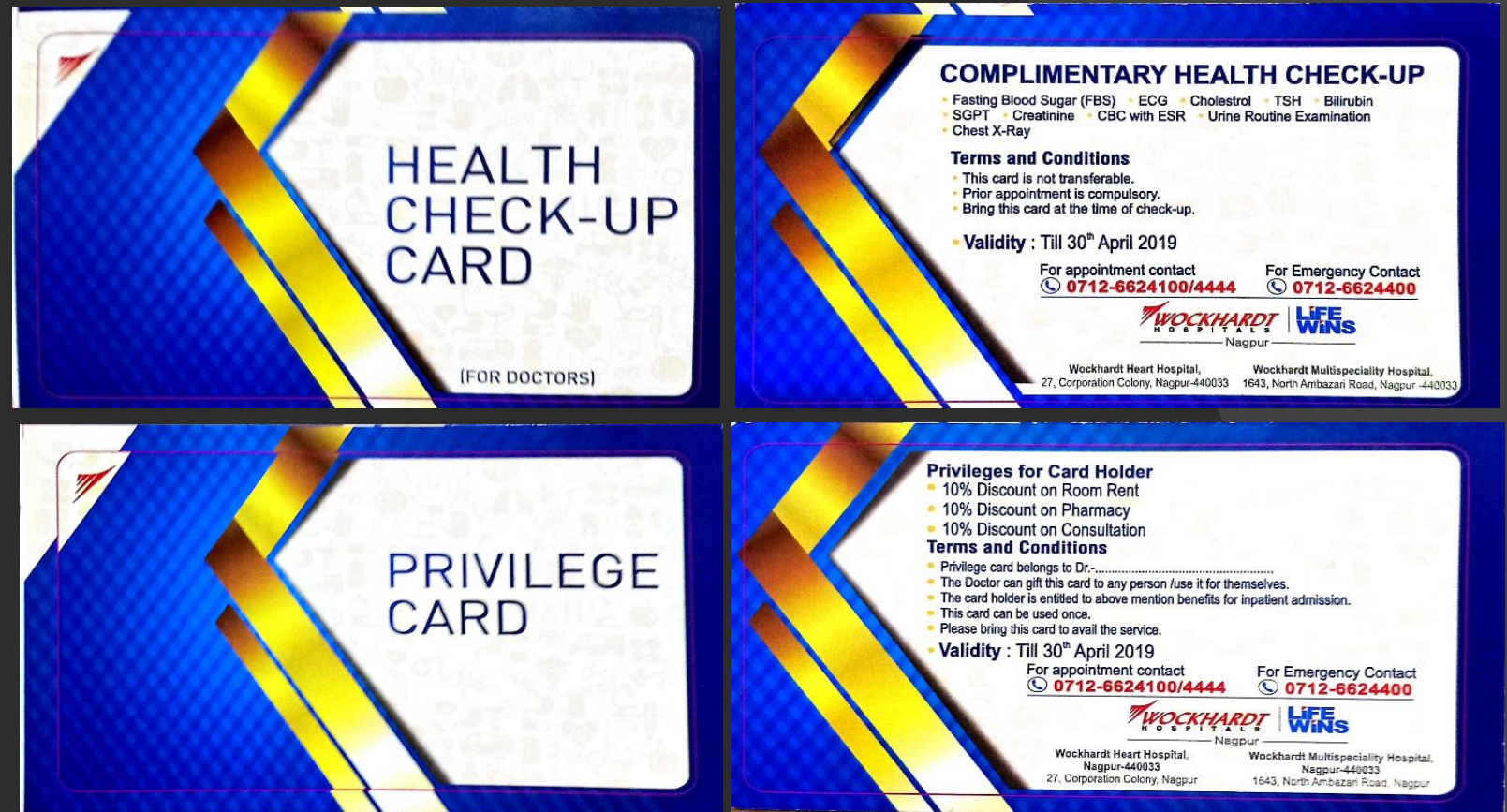


Figure: Pictures of Privilege Card & Health Check-up Card gifted to General Physicians during combing

Out Comes of Communication Mix Method Implementation of Combing Process

Total number of doctors & patients came with gift cards (for health check-up)

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)

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.

Pie Chart Depicting Number of Patients Came with Privilege Card

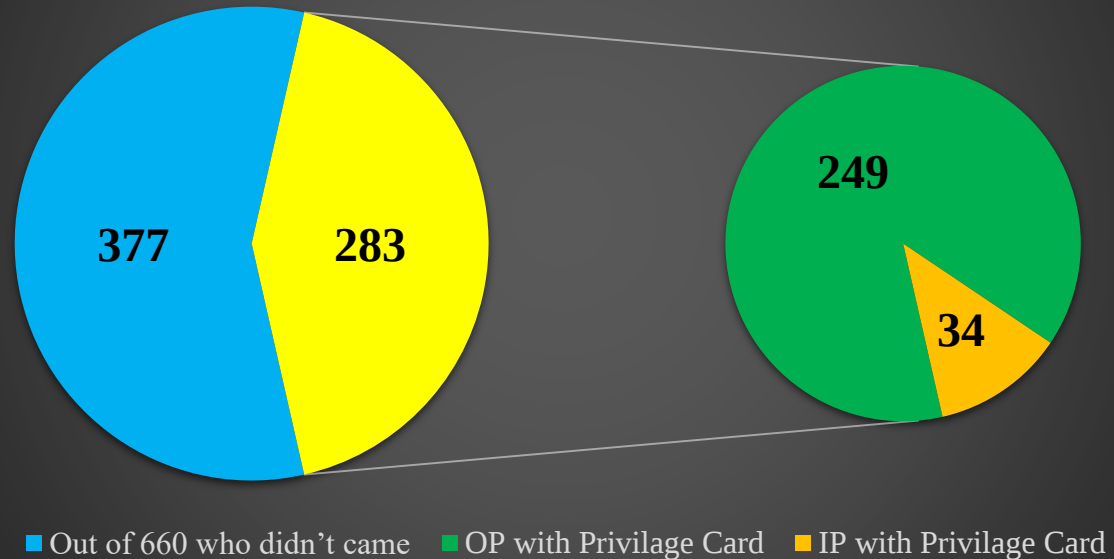


Figure: Pie Chart depicting the number of patients came with privilege card for treatment to Wockhardt Super Speciality Hospital, Nagpur

Communication Mix Strategy Method 4- Event Celebration

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

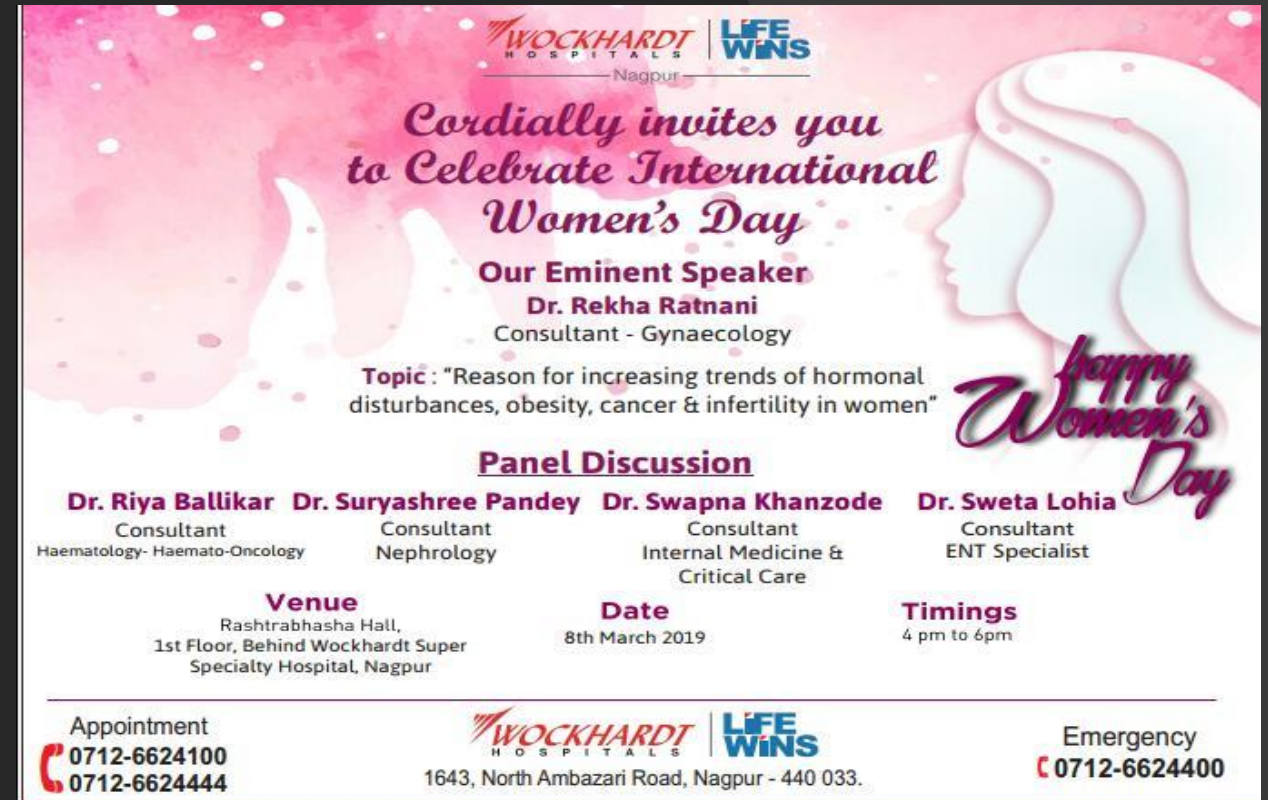


Figure: Picture of the Invitation Card for International Women's Day Celebration

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: Women 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 260

Stacked line depicting the number of patients done women's health package date wise

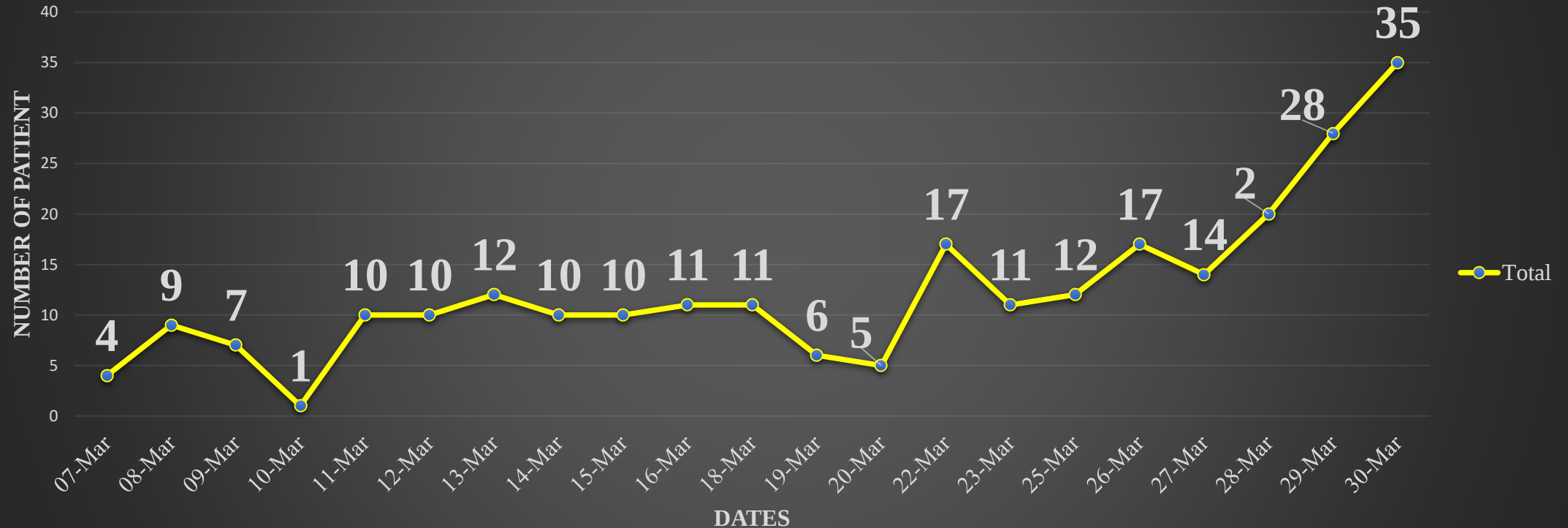


Figure: Stacked line depicting the numbers of patients done women's health package date wise.

- 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.
- 3 women of women's health care check-up diagnosed with some disease and admitted in hospital for further treatment and 50 diagnosed with minor complications which are further treated by our consultant without admitting them here.

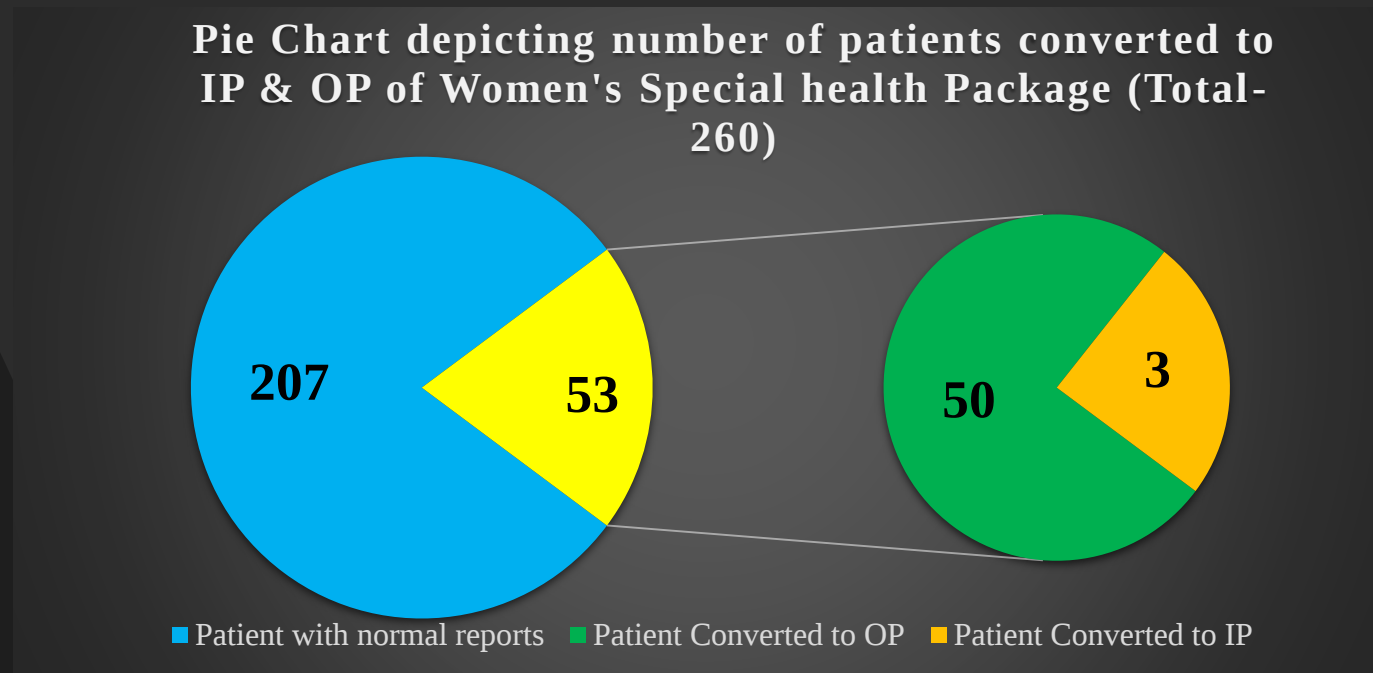


Figure: Pie Chart depicting number of patients converted from Women's Special Health Package.

Communication Mix Strategy Method 5- Press Release

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)

■ दिल की अदला-बदली का आलम तो खूब है, क्या अच्छा हो कि वो भी दिल से रखें ख्याल आपके दिल का। एक स्वस्थ जीवनशैली अपनाएं और अपने दिल का नियमित चेकअप कराएं।
-डॉ. दिलीप रत्नानी (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)

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

Figure: 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.

स्वास्थ्य के प्रति महिलाएं रहें सचेत

नागपुर | 8 मार्च 2019

महिला दिवस पर वॉकहार्ट के चिकित्सकों का आह्वान

नारी शक्तिशाली तेजस्वी है
■ महिलाएं जन्म से ही महिलाशक्ति व्यक्तित्व की होती हैं। नारी शक्तिशाली तेजस्वी है, क्योंकि वह अपनी कमजोरियों को अपनी ताकत बनाना बखूबी जानती है। इसलिए यह आवश्यक है कि महिलाएं अपने स्वास्थ्य एवं जीवन शैली का भी सक्रियता से ध्यान रखें।
-डॉ. सुजाता, केन्द्र 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 खानझोडे, - फिटिकल केन्द्र सलाहकार

महिलाएं अपनी मनपसंद बनें
■ आज की नारी 'वन मैन वर्मी' है। वह बेहतर बेटी, पत्नी, माँ 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 गिरवाएं। आप संवरेगी सभी समाज का भविष्य संवरेगा।
-डॉ. रेखा रत्नानी, स्त्री रोग सलाहकार

नारी सम्मान से ही कल्याण
■ नारी का सम्मान तथा उन्नती शिक्षा की 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 है तो कल है, किंतु मैं यह मानती हूँ कि नारी है, तो ही आज भी साक्ष्य है।
-डॉ. सूर्यश्री पाण्डेय, नेफोलॉजी बराबरी के अधिकार से प्रगति महिलाएं समाज की वास्तविक करतूतकार

महिलाएं संरक्षण, प्यार और पोषण करने के लिए पैदा हुई हैं, किंतु इसका तात्पर्य यह नहीं है कि महिलाओं को पैम एवं सम्मानकों की आवश्यकता नहीं है। महिलाओं को संशय बनाना, मानव समुदाय को संशय बनाना है। डॉ. रिया बाल्लिकर, हेमेट- हेमेटो-ऑन्कोलॉजी सलाहकार

नारी खुद में परिपूर्ण है
■ महिलाएं जीवन में चाहे जो करें, आज यह बहुत जरूरी है कि वे अपने जीवन के लिए परिपूर्ण रहें। महिलाएं जो घरों के मान मर्यादा की जीव होती हैं। नारी खुद में परिपूर्ण है। उनकी सुंदरता से संसार की योग्यता निर्मित है। वह अतुल्य है।
- डॉ. श्वेता लोहिया, - ईएलटी 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 नितनीय है। संकटग्रस्त रोड जूती युग्मवर्ती स्थित योगा एकेडमी की डॉ. काजल जैस्वाल (जैस) का कहना है कि यह एक ऐसी समस्या है जो अनियमित खान-पान, जंक फूड, फीसिक 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 अन्वाह बालों का आना, मोटापा बढ़ना, पीरियड्स में देरी या अत्याधिक खुरसाव होना, चेहरे पर मुँहासे, शक्कर, चिड़चिड़ापन, डरसाह की कमी तथा विवाहोपरांत इनफर्टिलिटी जैसी समस्याएं आती हैं। पीसीओपी से निजात पाने के लिए जीवनशैली में बदलाव जैसे अच्छी नींद, फीसिक आहार का सेवन जैसे हरी सब्जियाँ, फल एवं विटामिन युक्त आहार लेना चाहिए। इसके अलावा योगा, पैदल घूमना, व्यायाम करना चाहिए। मेरे अनुभव के अनुसार पीसीओपी में योगा से विशेष फायदा देखा गया है। प्राणायाम से भी तनाव दूर होता है।

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

Figure- 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 WHEEL FACILITY

Based on the patient referral point and transportation mode survey & analysis, it is recommended-

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.



RESULT

- Implementing some communication mix strategies, like designing promotional talk, gift cards, press release, event celebration a certain amount of patient footfall is increased.
- 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.

CONCLUSION

- 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. 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 survive but to survive in this tough competitive world, Wockhardt Super speciality Hospital must implement effective marketing strategies time to time to increase the patient footfall and to retain the old customers.