

**ROLE OF PUBLIC RELATIONS IN MARKETING STRATEGIES OF RUKMANI
BIRLA HOSPITAL, JAIPUR**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

By

Mrunal Mohan Palsikar

Under the Supervision and Guidance of

Dr. Sandesh Kumar Sharma

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled **Role of Public Relations in Marketing Strategies of Rukmani Birla Hospital, Jaipur** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Mrunal Mohan Palsikar

Date

CERTIFICATE

This is to certify that Mrunal Mohan Palsikar in partial fulfillment of the requirements for the award of the degree of MBA Hospital and Health Management from the IIHMR University, Jaipur has successfully completed his internship at C. K. Birla Hospitals, RBH, Jaipur during March 22, 2021 to June 19, 2021.

Place: Jaipur

Preceptor/Head of the Organization

Date: 19th June 2021

C. K. Birla Hospitals, RBH, Jaipur

CERTIFICATE

This is to certify that dissertation titled **Role of Public Relations in Marketing Strategies of Rukmani Birla Hospital, Jaipur** is a record of the research work undertaken by Mrunal Mohan Palsikar in partial fulfillment of the requirements for the award of the degree of MBA Hospital and Health Management from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

Dr. Sandesh Kumar Sharma

Faculty Guide

IIHMR University, Jaipur

Date

School Dean

IIHMR University, Jaipur

Date

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My sincere thanks to my mentor Dr. Sandesh Sharma for his support throughout the project. I perceive this opportunity as a big milestone in my professional development. I will strive to use the gained skills and knowledge on the best possible way, and will continue to work on their improvement to attain the desired career objectives. I would also like to thank my parents for their constant support throughout the journey.

Sincerely,

Mrunal Palsikar.

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1. Introduction:

The constantly changing digital world had made public relations more important than ever. Public relation which is also known as PR is not only linked to advertisements, and creating jingles, it has more to it.

According to the Public Relations Society of America (PRSA), a comprehensive source of knowledge regarding public relations, PR is defined as the strategic communication process that is built between the organization and the publics. Kotler et.al define public relation as building good relation with the company public by obtaining publicity and building corporate brand.

Many authors have defined public relations as a management tool which conducts research about organization and public to establish a mutually benefitting relationship. Fundamentally public relations are persuading, involving, and fabricating a relationship with key stakeholders across varied media platforms in order to shape the public assessment about an organization.

Public relations are the most vital tool to ensure the organizations aura and particular product's image. In the 21st century, which is an era of globalization, majority of the organizations are making concrete efforts to maintain proper relations with their customers and analyze their attitudes towards the organization and their products.

In any organization PR is controlled internally which means that the release of information is controlled by the organization. Advertisement is a tool of public relations which is a paid medium and press release is also a tool for public relations but it is an earned medium.

2. Role of PR:

In recent years the emphasis of PR has been shifted to relationship management from communication which links to ethics, collaboration, concurrence, culture, community. PR has also evolved from communication technician role focused on producing and distributing information to

communication manager role focusing on building and maintaining relationship with key stakeholders.

To establish a good image of organization in public PR needs to function in number of factors. Among these first factor is product publicity. Product publicity is used to organizations to promote their products into the market and gather customer attention. Second is corporate communications. In corporate communications the PR department is responsible to continuously provide information through internal and external communications. Third is press relation. Any organization uses media to provide information to customers so the company needs to maintain a good relation with the media.

3. Importance of PR:

PR helps to deliver the right message at right time to the right audience which helps to create a stronger brand. Along with this PR is also essential because of various factors. First is to increase the brand credibility. Trust plays an important role for a consumer while selecting any organization. PR helps to nurture this trust by increasing credibility of brand by network strategies, influencer connections, and other means.

PR and marketing goes hand in hand. It helps to further increase the brand reputation through innovative practices. Once the reputation goes up potential customers find more number of ways to connect with the organization. After customers interact with brand, organization profit increases. Thus PR plays a crucial role to increase the organization's profit by increased sales, leads, or new potential customers. To connect with customer's PR officers has various options like publishing case stories, business stories, and press release.

In the current times, the public opinion is very important. The public share about their experiences in regards with the organization. This can be positive or negative. Any organization can get a positive reputation or a negative reputation because of these customer's experiences. The

most effective way to streamline this to conduct a good PR campaign. Such campaigns create awareness, symbolizes a positive and consumer resonant image. Campaigns coming from an objective source also increases the consumers trust on the organization. Thus PR helps to shape consumer's understanding regarding the organization.

The digital boom has given almost all organizations to create an online presence. Each day millions of customers like, share, or comment about any organization irrespective of it being a positive or negative reputation. This is the reason every organization requires a strong online presence to reach the target audience. To make such strong presence PR agencies involve online marketing tools and identify the channels which have a maximum and effective reach. Also these involves tools to protect organization success and to overcome challenges. Thus PR is important for an organization to build an effective online presence.

4. Models of PR:

According to Grunig and Hunt (1984), there are basically four models in public relations. These models are press agency/publicity, public information, asymmetrical and symmetrical models. Models developed by Grunig and Hunt help the PR practitioners to develop strategies, campaigns and tactics.

The **first model** is press agency or also called as publicity. In this model the communication officers use persuasion to mold the consumer's thoughts and opinion of customers regarding an organization. Press agency model does not guarantee accuracy or feedback from consumers. Also to send the communication audience analysis is not performed. Since this model does not have a feedback system it is considered as a one-way communication.

The **second model** is public information model. This model moves away from persuasive communication used in press agency model to communicating accurate information. This model is also a one-way communication as there is no feedback system from the audiences. As discussed

in previous model there is no scope of audience analysis in public information communication. Some of the examples in this model can be a press release or newsletter.

The **third model** is asymmetrical model. This is also known as two-way asymmetrical model. In this model scientific persuasion is used. To do scientific communication a research is conducted to study the consumer's attitude and behavior towards a particular topic. Based on this research a message strategy and content is created which is further communicated. This model is considered to imbalanced as with benefits more to the organization than the publics. Some examples of this model can be advertisements, consumer marketing which helps to increase the profits.

The fourth and **final model** is symmetrical model. This model is also called as the two-way symmetrical model. In this model the public relation officer acts as a liaison between the organization and public. The relation officer negotiates and communicates in such a way which proves to be beneficial for all thus it is called as symmetrical. This model is considered most ethical and according to Gruing and Hunt the PR professionals must follow this communication model to prepare messages and strategies.

5. Functions of PR:

The first function of PR is community relations. Every organization is responsible for its community it operates in. So to maintain this relation the organization conducts educational or health related programs in the community which helps to build trust and brand image. **The second function** is employee relations. Employees are considered to an asset to any organization. It is important to maintain good relation with the employees to create goodwill and loyalty. Loyal employees are more productive and are interested towards the wellbeing of the organization.

The third function is customer relations. Customers are an important component of public. Public relations inform the consumes about introduction of new products or improvements in

existing products. This activity is done to attract potential customers and spread awareness regarding the offerings and its differentiation from competitors.

Fourth function is financial relations. This is an important function to share about the financial position of the organization. Information like company's finances, expansion plans, plans to raise share capital is communicated to creditors, shareholders, business analysts. Such communication is necessary to maintain organizations image and stock prices. Fifth function is political and governmental relations. This is also an important function to communicate about the organization's compliance towards governmental regulations to ensure smooth functioning.

The **fifth function** is crisis communications. Communicating during crisis is of significant importance. It is the responsibility of the public relations officer to deliver authentic and accurate information also communicating the responsive measures undertaken during crisis like accidents, pandemics, natural disasters, etc.

6. Development of Publics:

Literature from the early period by author James Gruing (1978) suggest that the publics develop in five stages depending on their levels of problem identification, constraints identification, and their involvement in addressing the issue. These stages are non-publics, latent publics, apathetic publics, aware publics, and active publics.

The **first stage** is non-public. These category involves those public who do not have any issues with the organization. The **second stage** is latent public which involves the population who are facing the issue but do not recognize the same. The **third stage** is apathetic public which are those who face the issue but do not address it. **Fourth stage** is aware public who face the issue but are not organized to mobilize towards it. The public who face the issue and are organized to respond towards the same are considered in the final category of active public.

7. PR in hospitals:

Public relations in the healthcare sector is new and is experiencing a rapid growth. The presence of public relations officer and programs also provides a hint that PR is now being considered as a crucial and permanent set up for hospitals and healthcare organizations.

The role of PR is highly appreciated in hospital set-ups when we consider the glitches like the high cost of medicines and medical care, frequent criticism from consumers, providing high quality services at affordable prices, need for efficient and professional management, increased involvement of governmental agencies and consumer protection bodies.

Considering these factors, the publics, employees, communities, develop an opinion about the hospital which is based on the source of information. Such opinions can be influenced by good public relations strategies.

A good PR strategy is very essential for both internal and external communication. Internal communication is done to the employees who provide the services to the consumers and external communication is done to the community, patients, etc. informing about policies and development of hospital's management.

Healthcare is constantly changing and upgrading and so does the role of public relations in the hospital. There has been an upsurge in technology which has definitely revolutionized the practice of public relations in terms of acceptance and sophistication.

8. Role of PR in Hospitals:

Health is constantly evolving and so does the role of PR. Various health organizations who wish to stay ahead of their competition are investing in public relations. In hospital PR plays four major roles like communication, brand building, company advisor, and business growth.

The **first role** is communication. Organizations like hospitals have multiple audiences. For multiple audience it needs to send multiple messages in different tones in various languages. One of the example we can consider here is communication of certain products. When connecting with patients the tone or message would be focusing on its health benefits to patients, but when connecting with doctors or physicians the focus would be on explaining its ease of use, patient compliance, possible issues, etc.

The **second role** would be brand building. Organization are available in different shapes and sizes and it also applies in healthcare and hospitals. Hospital PR work towards making their business stand out from their competitors. To achieve this PR officers uses tools like networking, events, exhibitions, press release. These events help create a brand image in the minds of consumers.

The **third role** would be as company advisor. Given the constant upgradation in healthcare, and its regulations there is a risk of crisis. To evade such situation, the hospitals are provided with recommendations. Such recommendations help to a more effective communication.

The **fourth role** would be business growth. All the activities carried out under PR helps to communicate with existing customers and attract new customers thereby increasing the revenue. Such strategies if implemented and executed properly would help gain trust and build strong brand, and generate more revenues. Such process can be time consuming but it is worth the efforts.

9. Research Objectives

- To understand the effectiveness of press release on patients coming to the OPD of Rukmani Birla Hospital.
- To identify the most common sources of information while choosing Rukmani Birla Hospital's OPD services.

- To study the effectiveness of press release in marketing strategies of Rukmani Birla Hospital, Jaipur.

10. Review of Literature:

Serial No.	Study Title	Author (Year)	Study Location	Sample Size	Technique Used	Objective	Conclusion	Journal/Book/Website
1	The market for health care services: Is there a non-traditional consumer?	Berowitz and Flexner et.al (1981)				To identify the factors which affect the consumers choice while decision making	This study identified four factors that affect the hospital choice decisions of consumers, namely the quality of health services, cleanliness of the physical facilities, the attitudes and behaviours of hospital staff, and the reputation and image of the hospital	Journal of Health Care Marketing
2	The Role of the Public Health Official in Communicating Public Health Information	Regidor et.al (2007)	Spain	NA	Draft on the role of public health officials in communicating information	To study the role of PRD in communicating information related to health	This study concluded that for health information to be properly disseminated, there is a need to identify the audience and take advantage of all communication channels to ensure that the information is not merely disseminated, but also communicated and marketed to the target population	American Journal of Public Health
3	The Role of Public Relations Activities in Hospital Choice	Tengilimolu (2007)	Turkey	971	Questionnaire was provided to patients in public, private, and university hospitals	To examine the effect of public relation activities on consumer buying behaviour	The study concluded that the hospitals reputation and image plays an important role while choosing a healthcare facility and therefore needs to be carefully considered by hospitals	Journal of Healthcare Marketing

4	Public Relations as a Tool For Effective Healthcare Management	Kehinde, O.J. et.al (2016)	Nigeria	NA	Self-administered questionnaires were given to purposeful samples of both patients at Hetta, and Hetta staff	The aim of discovering the relationships between good public relations and indices of Hetta's Management performance	The study recommends that private hospitals should practice good public relations, train and retrain both medical and non-medical staff in professional patient care, and invest in state-of-the-art medical equipment, among others.	Innovative Journal of Business and Management
5	Communication Attributes and Public Relations: An Analysis in Hospitals of Bhopal City	Rathore Vijay Singh et.al (2019)	India	300	Sample was collected through convince sampling and an interview was conducted in 10 hospitals in Bhopal city	To study the perception of consumers towards attributes of effective communication and impact of these attributes on satisfaction and loyalty of customers	PR messages related to staff behaviour need to be conveyed concisely. There is positive impact of attributes on customer loyalty and satisfaction.	International Journal of Multidisciplinary Research
6	PR in the ER: Managing internal organization–public relationships in a hospital emergency department	Trent Seltzer et.al (2012)	United States of America	NA	The case study includes interviews with members of the emergency department's (ED) dominant coalition and focus groups with ED staff, as well as field observations in the ED itself	This case study investigates the antecedents and outcomes of internal organization–public relationships as well as the cultivation strategies used to manage internal organization–public	Findings illustrate that structural and policy antecedents acted as barriers to relationship maintenance, that a reliance on asymmetrical cultivation strategies culminated in poor internal OPRs, and that these poor relationships fostered negative attitudes, non-compliant behaviour, and an arguably toxic organizational culture.	Public Relations Review

						relationships		
7	Marketing Public Relations Program (MPR) for Creating the Brand Image of PELNI Jakarta Hospital	Tri Puspito Sari et.al (2021)	Indonesia	NA	Research data were collected through direct observations and in-depth interviews with the Marketing Public Relations division of PELNI Jakarta Hospital	The study aims to determine the Marketing Public Relations program of PELNI Jakarta Hospital for creating the brand image of the hospital.	The results showed that the program carried for creating the brand image was divided into events, social media campaign, evaluation, customer relations, making visits to providers, providing contact information, sponsorship or filling out health talk shows and providing free health checks, promotions, and advertising.	Advances in Economics, Business and Management Research
8	Role of Public Relations in Crisis Management with the Coronavirus Crisis as an Example: A Case Study on the UAE	Amed Kamil (2020)	UAE	NA	Open - Access article	The research aims to shed light on the procedures followed by the UAE to manage the coronavirus crisis, which other governments can benefit from to manage the crisis in their countries.	The public relations department in the Ministry of Health in the UAE has played an active role in spreading awareness and accurate news about preparing for infections from the coronavirus. In addition, the department publishes all indicative and awareness data on social media and through the mainstream media in the country.	Global Media Journal

9	Assessment of public relations strategies in management of federal medical centre and benue state university teaching hospital	Jonnie Ngoba (2019)	Nigeria	294	The study used three sampling techniques; proportionate stratified random, simple random and purposive sampling techniques	To assess the public relations strategies adopted in the management of the hospitals using the holistic rubric assessment rating scales	The study found that lack of funds; managements' poor attitude towards public relations and its recognition as part of hospital's top management team pose as challenges of adopting public relations in the management. Therefore it concludes that public relations strategies are essential in the management of hospitals	Benue State University Institutional Repository
10	Public relations roles and perceived power in US hospitals	Christina Bosilkovski et.al (2013)	United States of America	208	Online survey was administered to 208 professionals working in hospital public relations departments	The purpose of this study was to identify the roles and functions that public relations practitioners serve in American hospitals	Public relations practitioners' work in US hospitals is mostly in media and community relations. Discovering what roles practitioners serve, what training practitioners have, as well as their perceptions of practice and power can help illuminate the current status of public relations in hospitals.	Journal of Communication Management

11. Methodology:

Patients visiting the OPD of Rukmini Birla Hospital, Jaipur, would be considered as the sample population. Patient responses would be collected using a questionnaire and analysed to understand the primary source of information while choosing the outpatient services. A descriptive analysis would be performed on the database to understand the role of press release in maintaining good PR of Rukmani Birla Hospital. OPD footfall would be evaluated as the dependent variable and various PR tools used by the hospital will be considered as the independent variables. Assuming that the other factors remain constant during the research period, we would identify associations

between the independent and dependent variables to understand which PR is the most effective among the OPD patients.

12. Analysis of Press Release:

12.1 Brand Promotion:

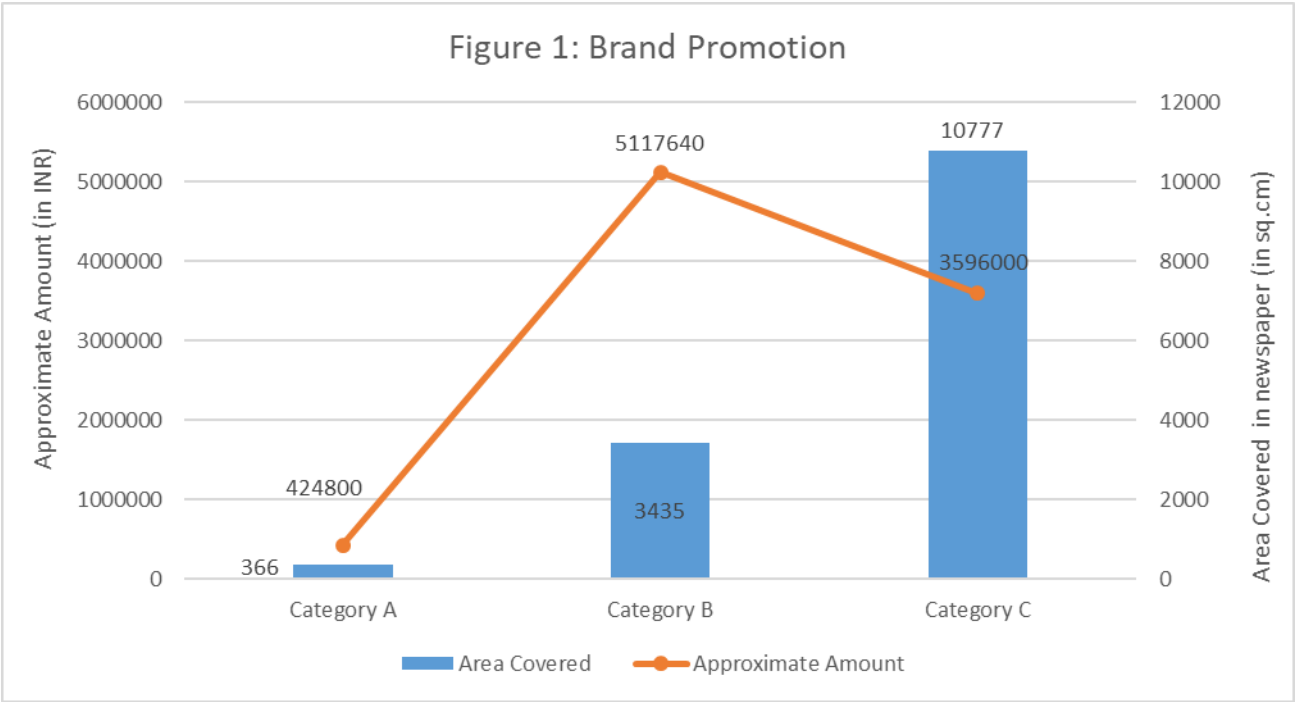


Figure 1 represents the utilization of all three categories of press releases for brand promotion. To promote the brand, the team publishes articles related to the various campaigns being launched like the Pink Heart Campaign, Journey, etc. which have been set in motion by the hospital. Highest area was covered via the category C of press releases. Category C consist of news mediums like Hindustan Express, Seema Sandesh, Dainik Lokmat, Udai Today, Rajasthan Darpan, etc. Category A news mediums are not used for brand promotion because of the cost associated and the interest of public subscribed to category A medium. Brand promotion is done for two reasons one for maintaining brand visibility and gaining trust of patients on the brand, these are continuous process so the hospital is constantly required to publish articles in relation to brand promotion and thus all three categories of press releases are utilized for brand promotion on a larger scale if compared to other activities like clinical excellence, events, etc.

Example of press release for Brand Promotion by RBH:

Pic 1: News Article for Brand Promotion

जनजागरूकता प्रदर्शना का अवलोकन कर ट्रैनस का कहा कि काराना का खिलाफ जग म मान्यता आर सराहना म

बिरला हॉस्पिटल का पिंग फॉर हॉर्ट जागरूकता कार्यक्रम

महिलाओं के लिए निःशुल्क हार्ट चेकअप सुविधा

जयपुर, समाचार जगत न्यूज। शहरी जनसंख्या में महिलाओं की मौत चार में से एक हार्ट की बीमारी की वजह से होती है जोकि ब्रेस्ट कैंसर, लंग कैंसर और सीओपीडी को मिलाकर होने वाली मौतों से भी ज्यादा है। वैश्विक स्तर पर महिलाओं में कार्डियोवैस्कुलर डिजीज की वजह से मृत्यु नंबर 1 पर है, जबकि 80 प्रतिशत महिलाओं को समय पर इलाज द्वारा बचाया जा सकता है। रुकमणी बिरला हॉस्पिटल, जयपुर में महिलाओं के हृदय की देखभाल हेतु विशेष जागरूकता अभियान चलाया जा रहा है।

जागरूकता कार्यक्रम की शुरुआत आर्टिफिशियल हॉर्ट एग्जीबिशन का अनावरण कर किया गया। कार्यक्रम के पोस्टर का विमोचन डॉ. आलोक माथुर, डायरेक्टर, कार्डियक सर्जरी विभाग, डॉ. रूद्रदेव पांडे, डॉ. सुनील बेनीवाल, वरिष्ठ कार्डियोलॉजिस्ट, डॉ. अक्षय शर्मा, कार्डियक सर्जरी विशेषज्ञ, डॉ. हरीश खन्ना, डायरेक्टर, कार्डियक एनेस्थीसिया, यूनिट हेड आशीष पति व चिकित्सा अधीक्षक डॉ. अशोक चौधरी द्वारा किया गया।

हॉस्पिटल के यूनिट हेड आशीष पति ने कहा कि इस अभियान के तहत महिलाओं के लिए निःशुल्क हृदय की जांच व परामर्श की सुविधा रहेगी। निःशुल्क जांच में कंपलीट ब्लड काउंट (सीबीसी), चेस्ट एक्स-रे, ईसीजी, रैंडम ब्लड शुगर, हार्ट रेट, बीपी, बीएमआई जांच आदि की सुविधा होगी तथा निःशुल्क कार्डियक परामर्श उपलब्ध होगा।



Pic 1 represents the use of press release for brand promotion. The above example is of Samachar Jagat newspaper which covered the launch of Pink Heart campaign by RBH, Jaipur. Pink Heart campaign was aimed to increase the awareness about heart diseases related to women. Similar kind of press releases was done on news channels like Zee TV, Jan TV which are under category A. Newspapers like Samachar Jagat, Moring News were also used to promote the brand and the campaign which are category B and category C press releases.

12.2 Advancement in technology:

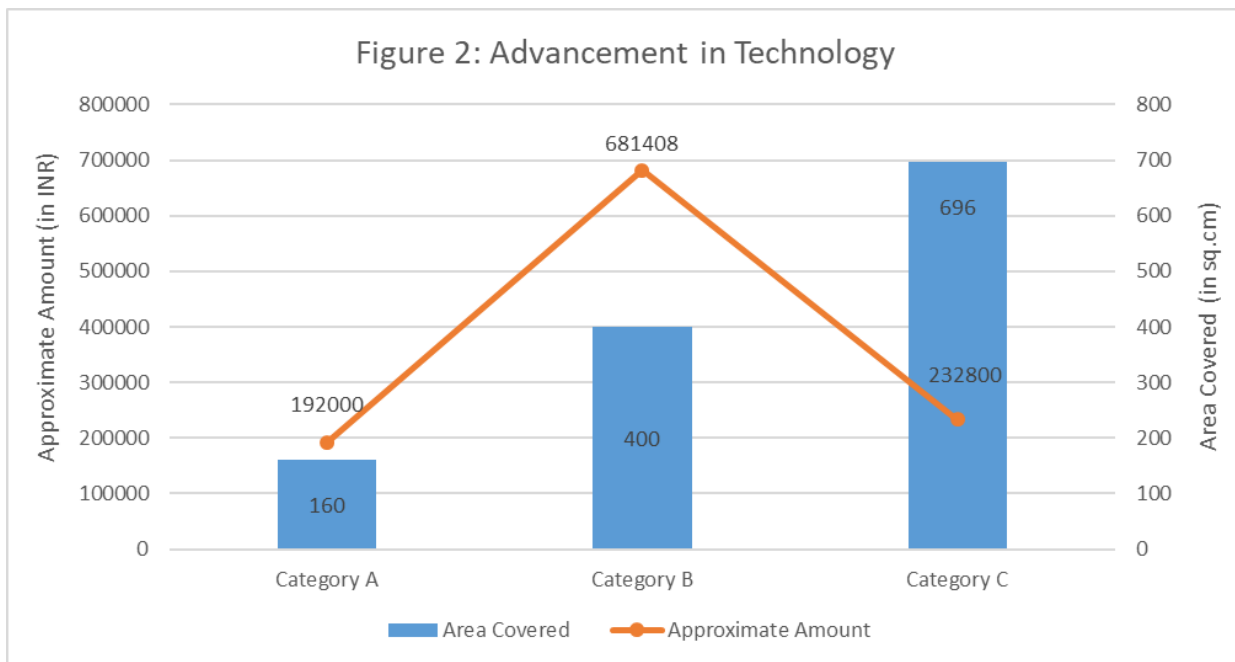


Figure 2 represents the use of press release for promoting the advancement in technology available at RBH, Jaipur. The topics covered in this category are informing public about the pain management techniques in non-cardiac chest pain, the treatment for coccydynia, etc. To increase the awareness about the advancement the PR department includes publishing the articles in newspapers like Dainik Bhaskar (category A), Dainik Navjyoti (category B), Hindustan Express (category C), etc. As we can infer from the figure, in a period of ten months a total of 696 sq.cm was covered by category C press releases, and 400 sq. cm and 160 sq. cm was covered in category B and category A press releases respectively. As seen for brand promotion, in advancement of technology too category C press releases are preferred medium because of its high number of reader base.

Example of press release for Advancement of Technology by RBH:

Pic 2: News Article for Advancement of Technology



Pic 2 represents an example of press release used for sharing information about the advancements of technology available at RBH, Jaipur. The above mentioned press release on coccydynia was published in Dainik Lokmat which is a category C press release which covered an area of 128 sq. cm. and the article on non-cardiac chest pain was published in Dainik Bhaskar which is a category A press release which covered an area of 40 sq. cm.

12.3 Events:

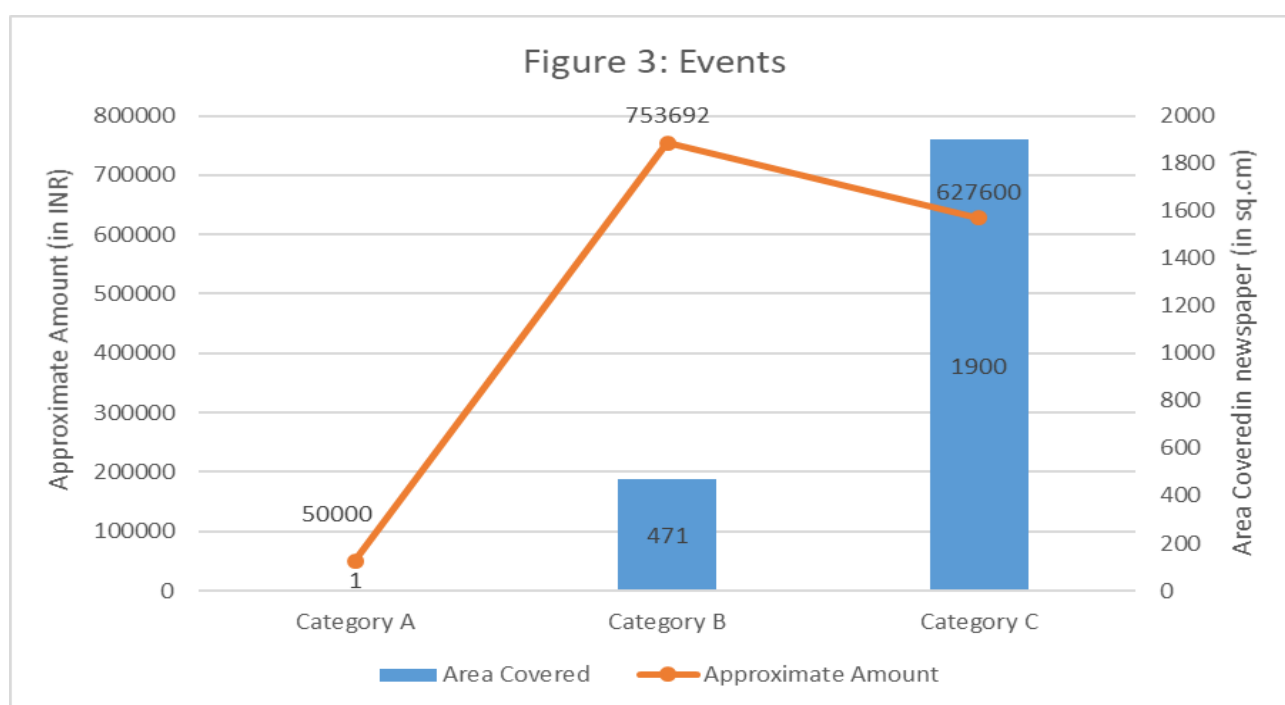


Figure 3 represents the use of press release for promoting the events held at RBH, Jaipur. Examples of events which are covered in the press releases are the webinars conducted in association of various samaj present in Jaipur and other region of Rajasthan like Teachers Associations, Khandelwal Samaj, etc. These webinars revolve around the topics like nephrology, cardiology, orthopedics, internal medicine, etc. These press release play the role to maintain brand building and visibility among the masses. Because of this reason press release for events are focused on category C. As shown in the figure, 1900 sq. cm was covered only through category C press releases, and only one medium was used by category A press releases which was Zee TV news channel. Approximately 471 sq. cm was covered by category B press releases.

Example of press release for Events by RBH:

Pic 3: News Article for Events



Pic 3 represents the article published to inform about the events happening in RBH, Jaipur.

This article mentions about the webinar organized in association with Physical Teachers Association in Dainik Navjyoti which is a category B newspaper. This article covered an area of 128 sq. cm in the paper. In this webinar the doctor of RBH, discussed about the diseases associated with bone and joints.

12.4 Clinical Excellence:

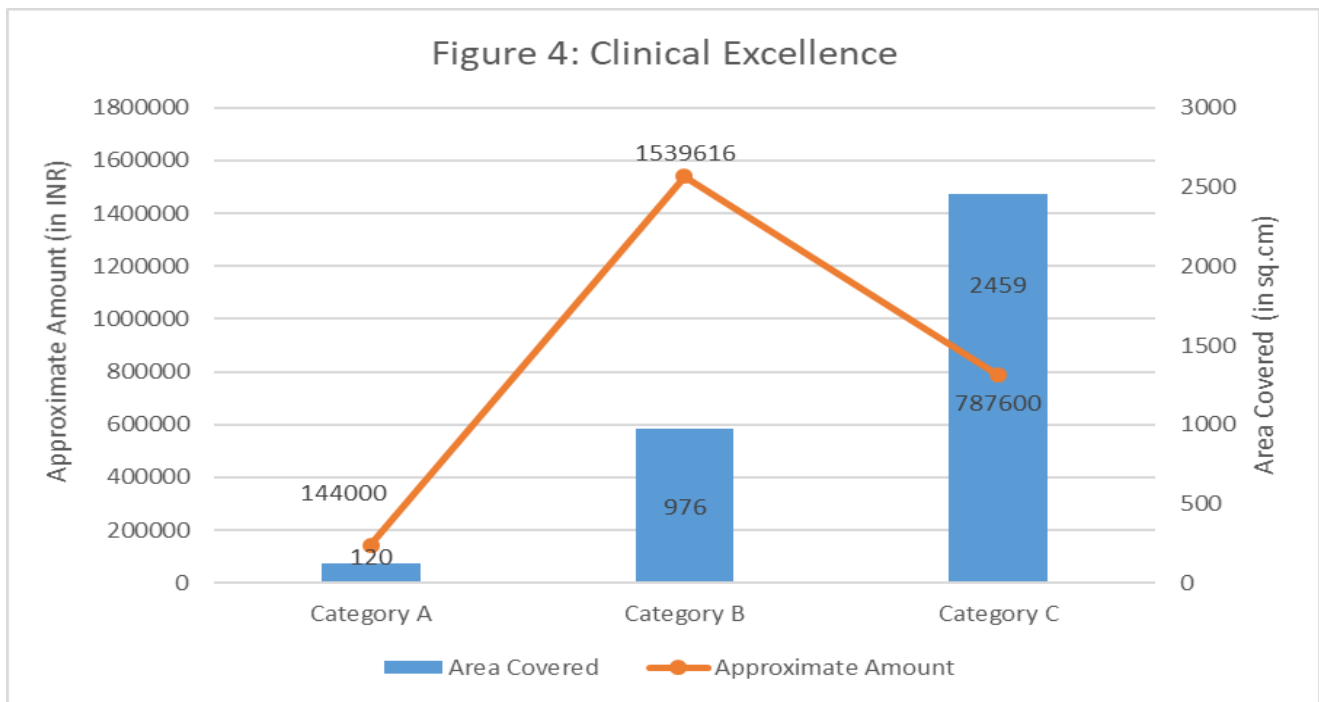


Figure 4 represents the use of press release to communicate about the clinical excellence done at RBH, Jaipur. In this section, the hospital communicates to the public about the treatments related to branches like cardiology, the results new research, and the success of RBH Connect program, and which has been implemented in 17 districts of Rajasthan. To communicate this message, category C newspapers like Seema Sandesh, Hindustan Express, etc. are used. Under category B newspapers like Samachar Jagat, Dainik Navjyoti are used. And for category A Zee TV, Jan TV are used to inform the public. A total of 3555 sq. cm area is covered by all three categories to communicate about the clinical excellence of RBH, Jaipur.

Example of press release for Clinical Excellence by RBH:

Pic 4: News Article on Clinical Excellence

गीता हॉस्पिटल में आरएचबी कनेक्ट कार्यक्रम शुरू

न्यूज सर्विस / नवज्योति, दौसा। रुक्मणी बिरला हॉस्पिटल जयपुर के तत्वावधान में सोमवार को गीता हॉस्पिटल में आरएचबी कनेक्ट कार्यक्रम की शुरुआत हुई। अब आरएचबी कनेक्ट द्वारा रुक्मणी बिरला हॉस्पिटल की सुविधाओं के बारे में सम्पूर्ण जानकारी मिलेगी। किसी भी मरीज को यहां के रुक्मणी बिरला हॉस्पिटल जयपुर में इलाज व भर्ती करवाने के बारे में जानकारी मिल पाएगी, जिससे उनके परिजनों को बार-बार जयपुर नहीं जाना पड़ेगा। कार्यक्रम का मुख्य अतिथि राजस्थान सरकारी सेवारत चिकित्सक महासंघ के अध्यक्ष डा. दीपक शर्मा, वरिष्ठ अधिवक्ता सुधीर जैन, गीता हॉस्पिटल के निदेशक डा. दिनेश पारीक एवं रुक्मणी बिरला हॉस्पिटल जयपुर के यूनिट हेड आशीष पती ने फीता काटकर शुभारंभ किया। गीता हॉस्पिटल दौसा के निदेशक डॉ. दिनेश पारीक ने बताया कि किसी भी मरीज को सुपर स्पेशलिटी सेवाओं की आवश्यकता होने पर दौसा से ही रुक्मणी बिरला हॉस्पिटल में आरएचबी कनेक्ट, गीता हॉस्पिटल दौसा से बैड बुक करा सकेगा। आशीष पती ने कहा की हमें हर्ष है की दौसा के रोगियों को दौसा में ही हमारे अस्पताल की सुपर स्पेशलिटी सेवाओं की सम्पूर्ण जानकारी उपलब्ध होगी।



Pic 4 represents an example of press release used for clinical excellence. This release was published in Dainik Navjyoti which is considered under category B of press releases. RBH, Jaipur, has implemented a hub and spoke model to extend their healthcare delivery to the interiors of Rajasthan by launching the connect centers in various districts. This initiative is named as RBH Connect. The above press release mentioned the launch of RBH Connect in Dausa and since Dainik Navjyoti has high readership in Dausa district it was selected as the preferred medium to promote the brand.

12.5 Patient Testimonial:

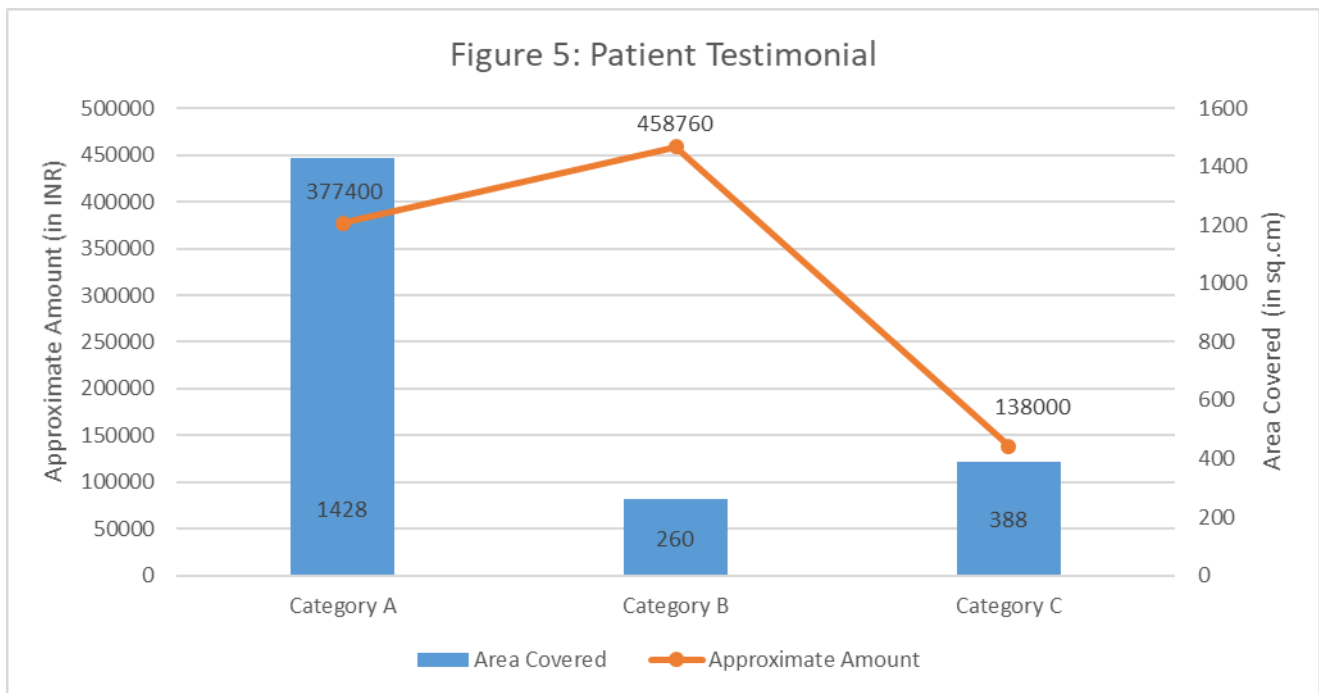


Figure 5 represents the use of press release for communicating the patient stories, and case studies in the form of patient testimonials. Patient testimonials play an important role in every aspect like brand building and visibility, gaining trust of patients, and informing the public about the abilities of staff working at RBH, Jaipur. Because of these reasons and as compared to other division like clinical excellence, brand promotion, only patient testimonials utilize the maximum of category A press releases. As per the figure 5, category A has covered a total area of 1428 sq. cm which includes articles published in Dainik Bhaskar, and episodes aired on news channels like Zee TV. The PR team ensures to collect the patient's consent before publishing the article. Hindi is the preferred language of communication for press releases because, the readership, and the reach of hindi newspapers in Rajasthan is much higher than any other language newspapers.

Example of press release for Patient Testimonial by RBH:

Pic 5: News Article on Patient Testimonial

जागरूकता की कमी लकवे का कारण बनी, रूकमणी बिरला हॉस्पिटल, जयपुर में सफलतापूर्वक ऑपरेशन

हिन्दुस्तान एक्सप्रेस

जयपुर। चुरू जिले की निवासी 44 वर्षीय महिला को बाल्टी उठाने से कमर के ऊपरी हिस्से में दर्द हुआ, जिसके लिए उन्होंने काफी डॉक्टरों को दिखाए के साथ ही मालिश वाले को दिखाया। मालिश करवाते वक्त महिला के पूरी ताकत से रीढ़ की हड्डी को हिलाया जिससे उसके दोनों पैरों में लकवा हो गया व मरीज चलने फिरने से मजबूर हो गयी। महिला एवं उसके परिजनों के लिए चिंता का विषय था व महिला को रूकमणी बिरला हॉस्पिटल, जयपुर में डॉ. अंजनी कुमार शर्मा, डायरेक्टर, न्यूरोसाइंसेज विभाग को दिखाया। डॉ. अंजनी ने महिला की रिपोर्ट एवं जांच देखकर सर्जरी के लिए डॉ. कृष्ण हरि शर्मा के पास भेजा। रूकमणी बिरला हॉस्पिटल के न्यूरो सर्जरी विभाग के डायरेक्टर डॉ. कृष्ण हरि शर्मा ने बताया कि 'महिला की एमआरआई जांच से पता चला कि डी2-डी3 (छत्ती के पीछे की रीढ़ की हड्डी) में डिस्क बाहर निकल कर नस पर दबाव डाल रही थी, जिससे उसके लकवा हो गया था। उन्होंने बताया कि डी2-डी3 लेवल पर ऑपरेशन के दौरान मरीज को पूर्ण लकवा भी हो सकता है। दूरबीन द्वारा लेटरल अप्रोच से बहुत सावधानी से बिना मेरूदण्ड पर दबाव डाले महिला का सफलतापूर्वक ऑपरेशन किया।

रोगी चन्द्रकला ने कहा कि मुझे बहुत ज्यादा दर्द हो रहा था और मैं अपने दोनों पैरों पर खड़े होने में सक्षम नहीं नहीं थी। अस्पताल में भर्ती के दौरान जो डॉक्टर एवं नर्सिंग की टीम ने देखभाल की उसके लिए धन्यवाद करने के लिए मेरे पास कोई शब्द नहीं है। डॉ. कृष्ण हरि शर्मा ने बताया कि गर्दन दर्द, कमर दर्द, सियाटिका, हाथ-पैरों में कमजोरी के साथ होने पर मरीज को संबंधित चिकित्सक को दिखाकर एवं जांच करवाकर ही उपचार करवाना चाहिए।

रीढ़ की हड्डी चाहे गर्दन या कमर की हो, कभी भी ताकत से मालिश अथवा जोड़-तोड़ नहीं करवानी चाहिए, क्योंकि इससे मरीज के हाथ-पैरों में लकवा हो सकता है, मल एवं पेशाब में रूकावट आ सकती है। जो कि कई बार ऑपरेशन के बाद भी ठीक नहीं हो पाती। सर्जरी में एनेस्थीसिया विभाग के हैड डॉ. अतुल पुरोहित एवं ओटी स्टाफ शायर चौधरी का विशेष सहयोग रहा।

Pic 5 represents an example of article published in Hindustan Express about patient testimonial.

This article covers the neurosurgery department and explains about the patient's clinical condition, diagnosis and treatment offered by the doctor present at RBH, Jaipur. By publishing such patient testimonials, helps the hospital to spread information about the clinical capabilities and expertise of doctors and to gain trust among the population. The above press release covered a total area of 160 sq.cm in the newspaper. Such publications cover other department also like cardiology, CTVS, internal medicine, etc. Patient testimonials cannot be written completely by using medical terminologies, because the majority of the readers would not be able to understand the same, so it should have a balance of both.

12.6 Public Awareness:

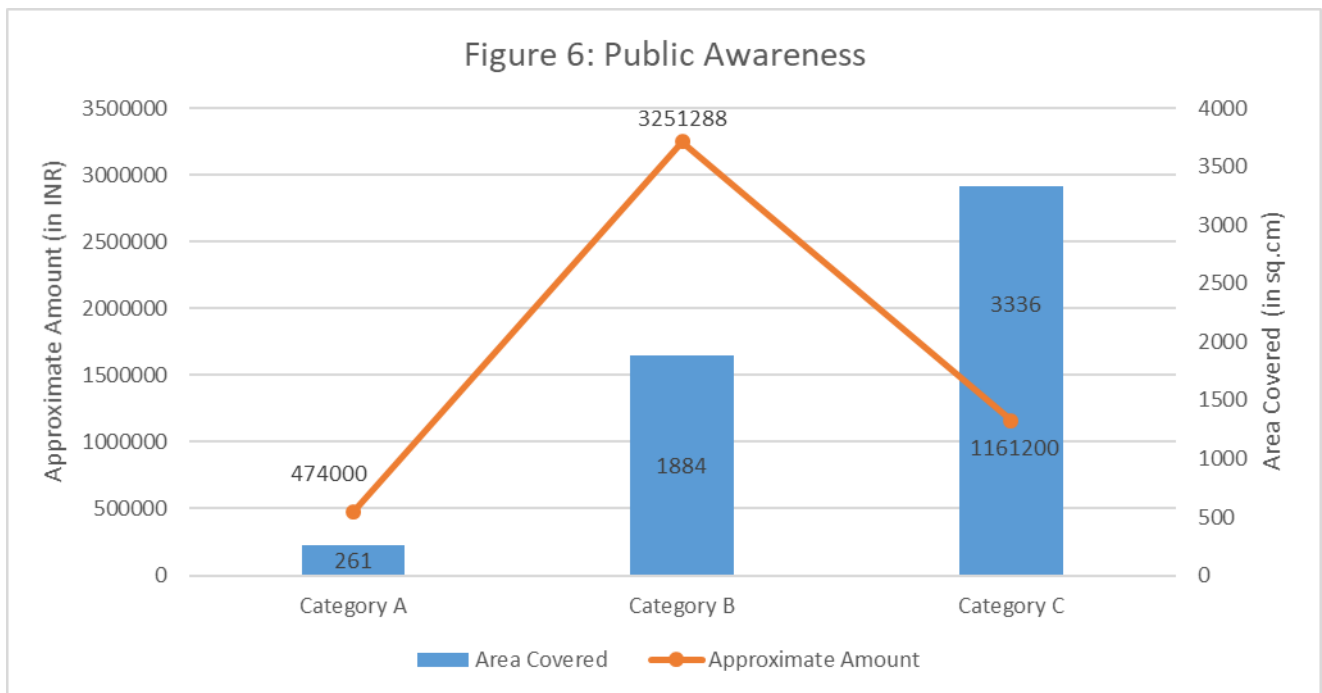


Figure 6 represents the use of press release for public awareness. This is done by sharing information related to the measures taken by RBH, Jaipur on occasions like World Asthma Day, International Nurse Day, Covid Vaccination Program, etc. According to the above figure, category A covered a total area of 261 sq.cm, category B covered an area of 1884 sq. cm. and category C covered the maximum area of 3336 sq. cm. Press releases on public awareness helps achieve two goals which are maintaining the brand visibility and sharing information on recent activities in the hospital.

Example of press release for Public Awareness by RBH:

Pic 6: News Article on Public Awareness

डॉक्टरों, नर्स सहित अस्पताल के कर्मचारियों ने किया ब्लड डोनेट

महानगर संवाददाता

जयपुर। वर्ल्ड ब्लड डोनेर्स डे के उपलक्ष्य में रुक्मणि बिरला हॉस्पिटल में 8 से 13 जून तक स्वैच्छिक रक्तदान सप्ताह मनाया गया। ब्लड बैंक इंचार्ज डॉ. मीनाक्षी सिंह ने बताया कि रक्तदान के प्रति जुड़ी भांतियों को कम करने के उद्देश्य से सप्ताह का आयोजन किया गया, ताकि स्वैच्छिक रक्तदान को बढ़ावा मिले। हॉस्पिटल के चिकित्सा अधीक्षक डॉ. अशोक चौधरी ने कहा कि वर्तमान महामारी की स्थिति के चलते जरूरतमंद रोगियों को ब्लड की आपूर्ति को लेकर काफी परेशानी हो रही थी। इस पर हॉस्पिटल के डॉक्टरों, नर्सिंग एवं अन्य कर्मचारियों ने 60 यूनिट ब्लड डोनेट किया।



Pic 6 represents an example of press release done to promote an event which took place in the hospital. The hospital carried out a blood donation camp for its staff on the occasion of World Blood Donors Day. This article was published in Mahanagar Times newspaper which falls under category B. The reason behind this release is to keep the brand visible among the masses by informing them about the event like blood donation.

13. Analysis of patient responses:

13.1 Demographic Analysis:

The total sample size for this study was 300. Out of these, 31% belong to the age group of above 50 years. 28% of the respondents were between the age group of 31 – 40 years. 21 – 30 years group and 41 – 50 years group had 20% and 18% respondents respectively.

Among these sample 58% stated their educational qualification as under graduation, whereas 17% stated less than 12th educational qualification and about 21% have completed their post-graduation.

Out of a population size of 300, 34% were working in private organization, and 18% were working with government organizations. The population also constituted students, doctors, PhD holders, retired staff and home makers.

Geographically, the population covered a variety of regions, but the highest among those belonged to Jaipur. Apart from Jaipur, the patients which came for treatment at Rukmani Birla Hospital, Jaipur were from areas like Ajmer, Behrour, Bhilwara, Bikaner, Churu, Kotputli, Dausa, Jhunjhunu, Sawai Madhopur, Ganganagar, Tonk, etc.

13.2 Analysis on Source of Information:

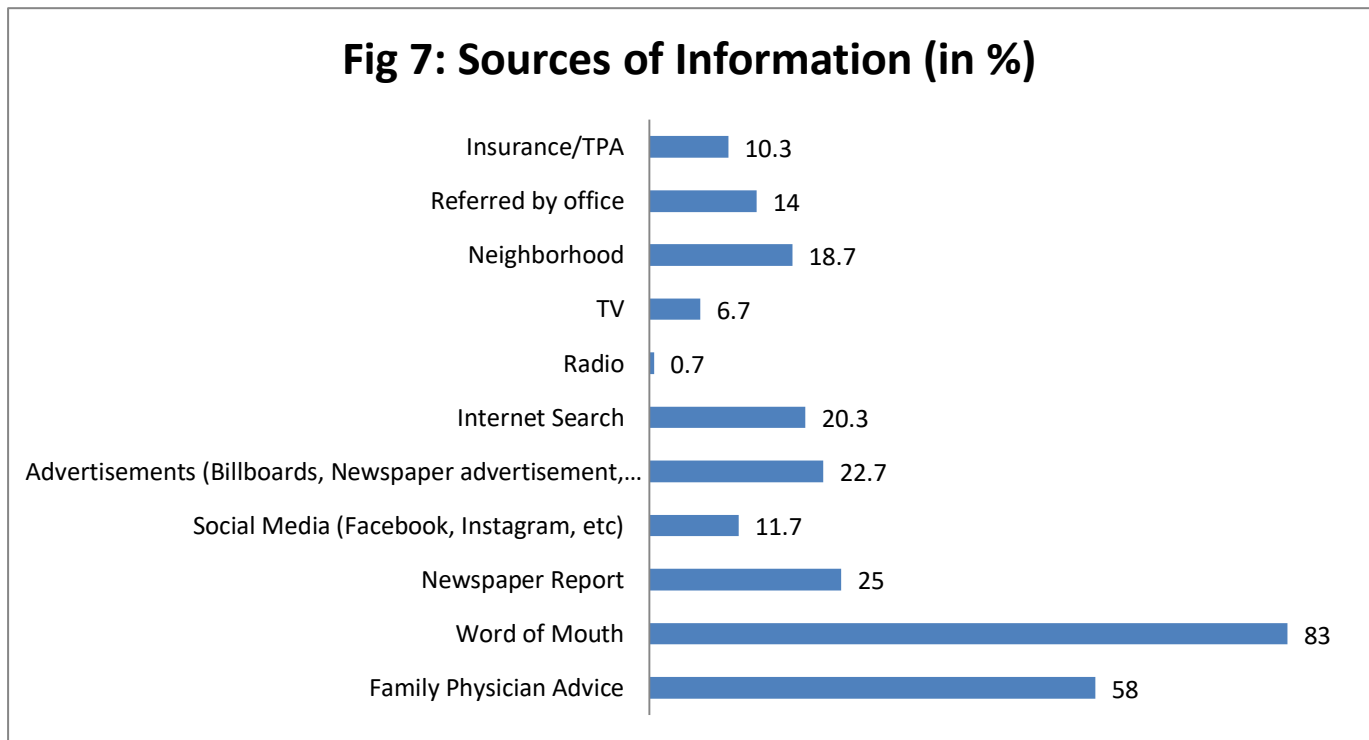


Figure 7 depicts the sources of information for the patients coming to Rukmani Birla Hospital Jaipur. Approximately 58% of the respondents choose RBH because of their family physician advice and 83% choose because of word of mouth. Family physician advice and word of mouth plays an important in the decision making for patients while choosing their healthcare facility. 25% had selected newspaper reports as their source of information. 11.7% and 20.3% of the respondents selected social media and internet search as their source of information which means that the patients visiting the hospital are taking their time to learn more about the hospital through digital mediums. Approximately 22.7% have chosen advertisements as a source of information; these advertisements appear in newspapers, billboards, etc. informing about outreach OPDs, CME, etc.

Fig 8: Categorization based on first, second, third source of information (in %)

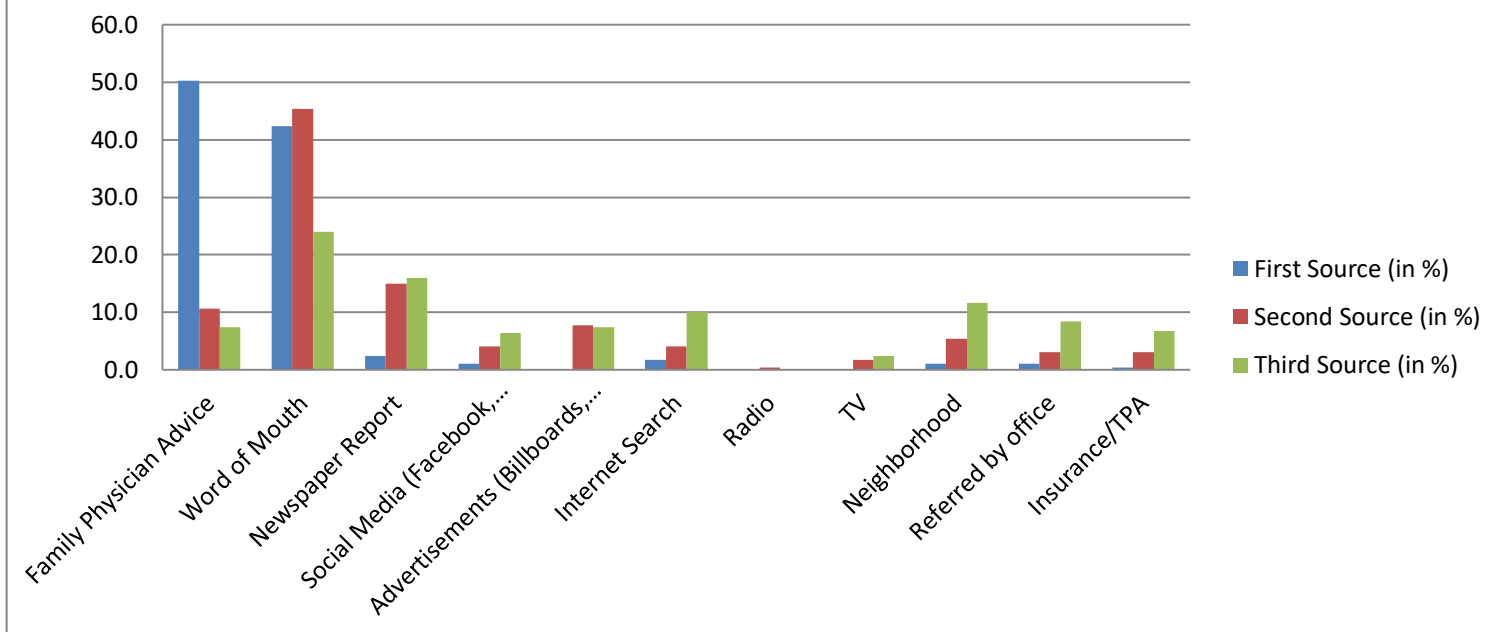


Figure 8 shows the categorization on sources of information into first source, second source, and third source. Majority of the respondents identified family physician advice to be the first source of information before choosing RBH. For 42% and 45% of the population word of mouth was there first and second source of information respectively. Only 2.3% respondents considered newspaper report to be the first source, whereas 15% and 16% considered it as a second and third source of information. Approximately 7% respondents considered advertisements to be their second and third source of information. Reference from office employees was considered to be the first source of information for 0.3% respondents and 3% and 6.7% considered it to be a second and third source of information respectively.

14. Results:

- A total of 14,548 sq. cm. in press release was used only for brand promotion of which 2.5% was with category A, 23.6% with category B, and 74% with category C.
- The lowest area in press release was consumed for advancement in technology which was 1256 sq. cm in which category C press release summed for 55%.
- Less than 1% area was used by category A to promote events through press release.
- Patient testimonials saw the highest utilization of category A press release which was approximately 70% of 2076 sq. cm.
- 25% of the respondents came to know about the hospital through newspaper reports.
- 83% patients considered word of mouth opinion before choosing RBH, Jaipur and 58% seek family physician advice before selecting our hospital.
- More than 50% respondents selected family physician advice to be the first source of information and more than 40% respondents selected word of mouth to be the first source of information.

15. Conclusion:

Press releases are a vital tool for the marketing team of any hospital. It helps to cover larger areas, and to gain trust which is very important in this domain. Press releases does not involve the paid advertisements done in the newspapers, it only represents the news articles published in the paper. The categorization of newspaper is done based on the circulation of

Family physician advice and word of mouth has been the most prominent source of information among the patients visiting the hospital for healthcare services. The major reason behind these two factors is the higher capabilities and community relations of the doctors working at RBH. Patients are also gaining knowledge about the hospital through internet searches and following the social media accounts of the hospital.

From this study we can infer that tools like social media, internet presence, advertisements, and newspaper articles provide a strong support for word of mouth publicity and reference from physicians. If these tools do not provide enough support it has a negative impact and thus reduces the effectiveness of word of mouth publicity, and decreases references from physicians.

16. Recommendations:

The area covered in category A newspapers for clinical excellence can be increased by at least three percent which might help to gain public attention. Area covered through releasing patient testimonials can be increased by at least 10% since success stories of patients help other potential patients to gain trust and select our hospital. Focus should be on covering more area in category A newspapers for brand promotion as this will help to gain brand visibility.

Press released in the newspaper can also be shared on various social media platforms like facebook, instagram, and youtube which would result in increased visibility of the press release. With frequent update of hospital website with press releases can help increase visibility of the hospital on digital platform and thus creating an additional platform to read the press release by those potential patients who consider searching about the hospital on internet search engines.

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