



TO ANALYSE THE USAGE OF WEB BASED PLATFORMS IN INDIAN HOSPITALS- AND THE WAY FORWARD



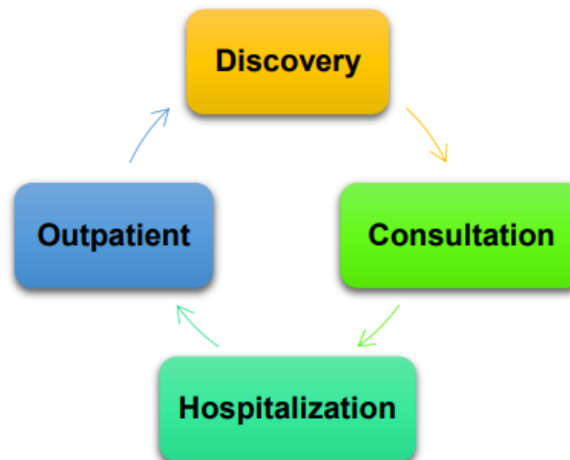
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INTRODUCTION

- India's healthcare industry is one of the fastest growing industries and social media is one of the most accessible, cost effective platform in marketing
- The latest trend is that the hospitals can leverage to understand the need of social media marketing.
- Patient Lifecycle



Review of Literature

S No.	Year of Publication	Title	Author	Summary	Journal/Publication
1.	2013	"Health care social media: expectations of users in a developing country"	Amrita, Biswas D.	Developed countries have already recognized social media in a number of domains as well as health care.	National Library of Medicine doi: 10.2196/me d20.2720
2	2019	"India's digital future: Mass of niches"	KPMG Report	Studied the predictable Indian digital billion by 2030, means to commerce and their policies 1. Not English speaking 2. Mobile phone handler 3. From an advanced rural area and non-metro urban location 4. Progressively eager to pay for content online	KPMG in India's Media and Entertainment report 2019

Study Objective



To assess and analyse the presence of Indian hospitals on various social media platforms and to study the scope of improvement on the usage of digitized medium

RESEARCH METHODOLOGY

Study Variables –

- Digital marketing tools
- Social media platforms
- Literature review and extensive research about diverse hospitals

RESEARCH METHODOLOGY

- Inclusion Criteria: Three main social media platforms considered for study, i.e. Facebook, Instagram and YouTube.
- Exclusion Criteria: The social media platforms apart from the above three (Example – Twitter, LinkedIn) are not considered for study.
- Outcome Variables – Creating an understanding of hospitals towards significance of social media marketing in today's environment.

- Data Source and the Collection Technique –
 - i. Sample Size: 266 hospitals from 10 selected cities.
 - ii. Sample Technique: Random Sampling
 - iii. Secondary Data: Data collected from sites of different hospitals, web-based media networks viz. YouTube channel, Facebook, Instagram and Google appraisals and surveys

LIMITATIONS

- Only secondary data is collected from websites and social media pages
- Exclusive of stakeholders point of view
- May have demographic related biases
- Limited time for study
- Study limited to India subcontinent only

RESULT AND FINDINGS

City	Sum of Facebook Page	Sum of Instagram	Sum of YouTube Channel
Ahmedabad	17	1	3
Bangalore	26	5	13
Chandigarh	20	5	10
Chennai	28	9	17
Guwahati	19	5	5
Hyderabad	29	7	13
Kolkata	23	4	13
Mumbai	27	12	19
New Delhi	28	11	16
Pune	27	8	11
Grand Total	244	67	120

Table No.1- Presence of hospitals over different Social Media Platforms

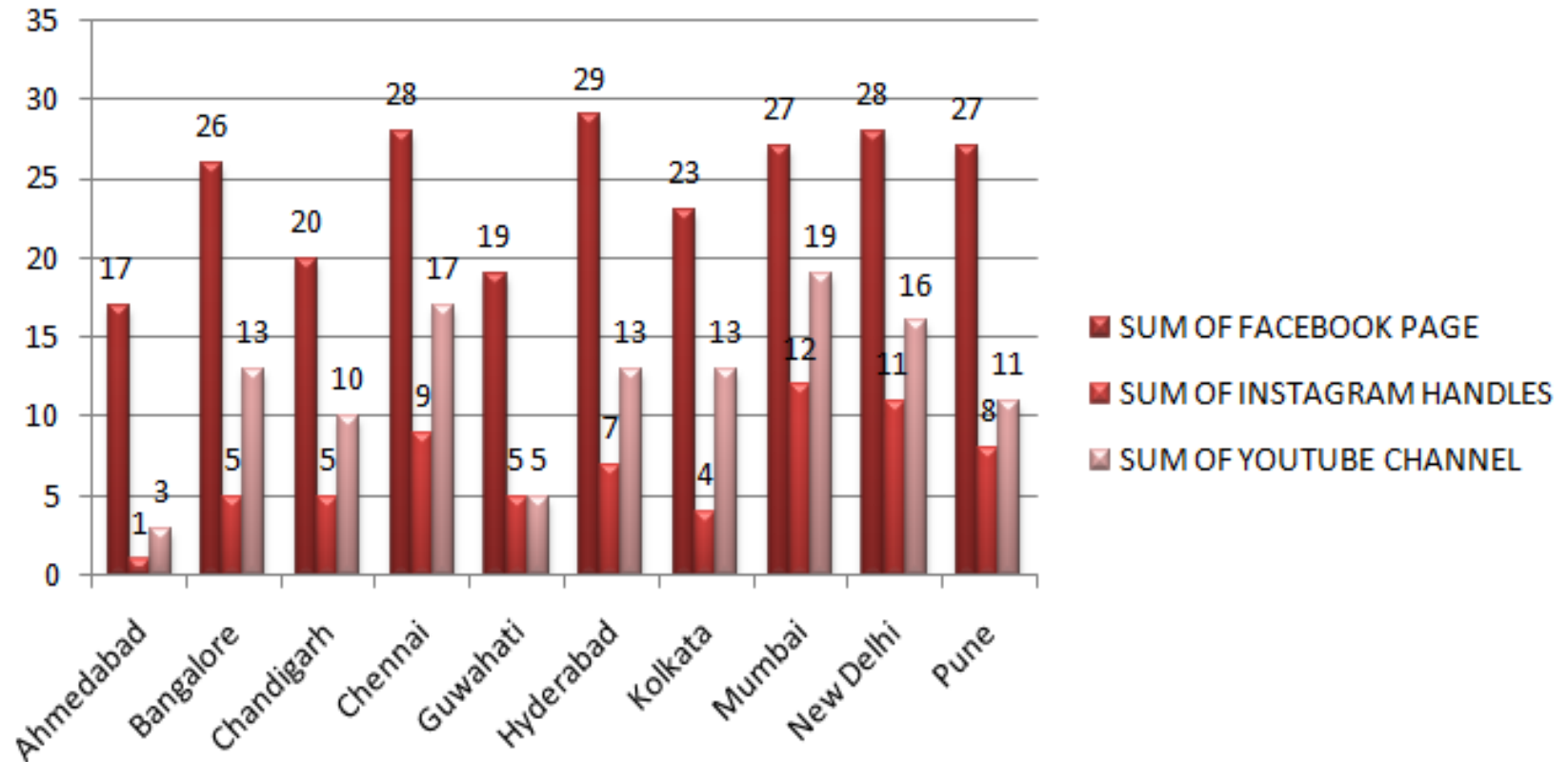


Figure No. 2 Presence of hospitals over different Social Media Platforms

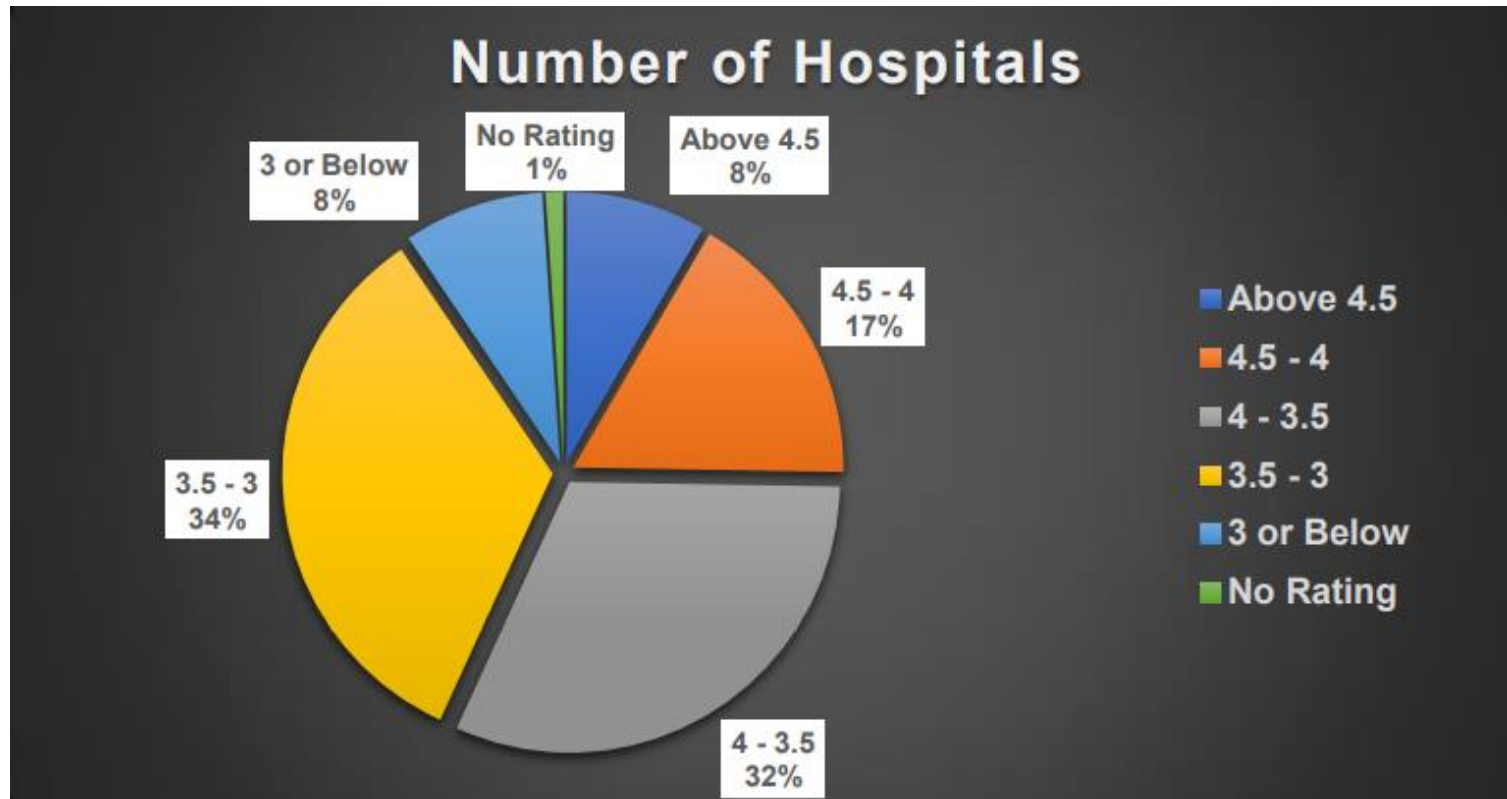


Figure No. 3 Classification of hospitals on the basis of ratings receive

- Communication with Consumers
- Aid to Hospitals (Healthcare Providers)
- Privacy Anxieties and Fears
- Consistent Surveying

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1. By intuitive studying how they can penetrate the minds of Indian public.
 2. Providing cost effective treatments, services, and medication.
 3. Providing bona fide information via social media and promoting IEC i.e. information, education, communication.

RECOMMENDATIONS

- Understanding and accepting new frameworks
- It's extremely significant for hospitals to reinforce a big visitor base on Facebook
- The use of memes, caricatures, posters to share a message
- Utilize digital media as a two-way network

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