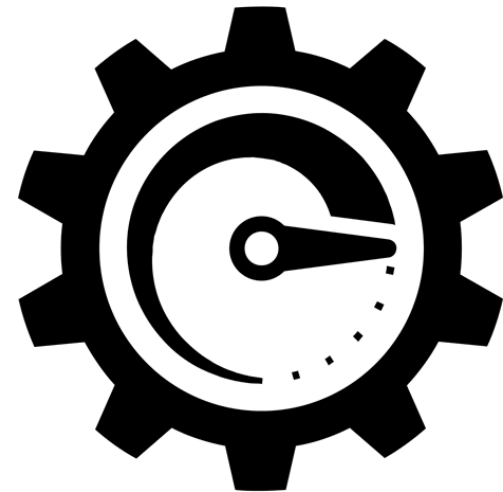


AN ASSESSMENT OF PRIVILEGE PROGRAM INITIATIVES: A STUDY OF COLUMBIA ASIA HOSPITALS

Presented By: Abhinav Maurya
MBA HM 20



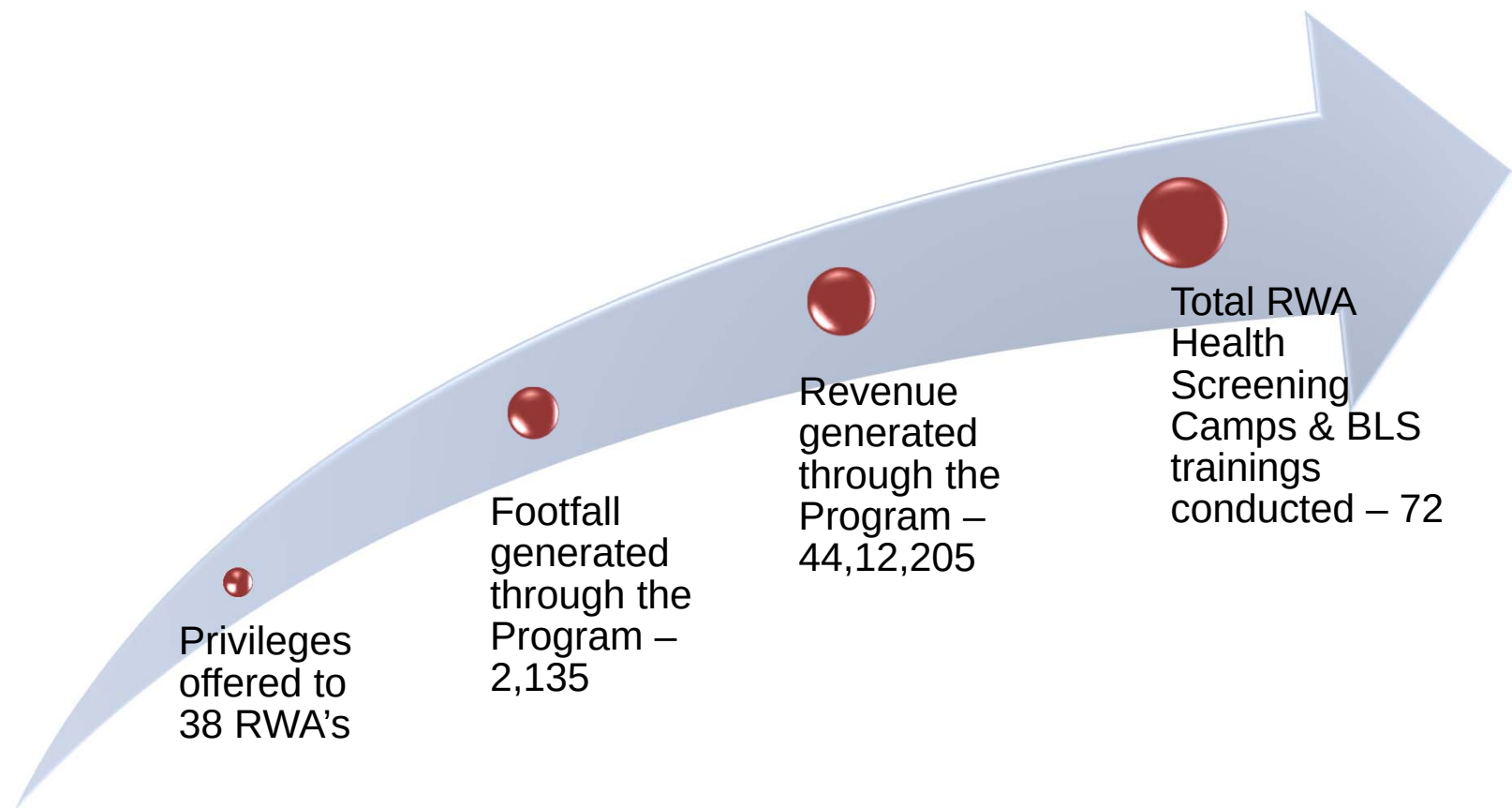
Introduction

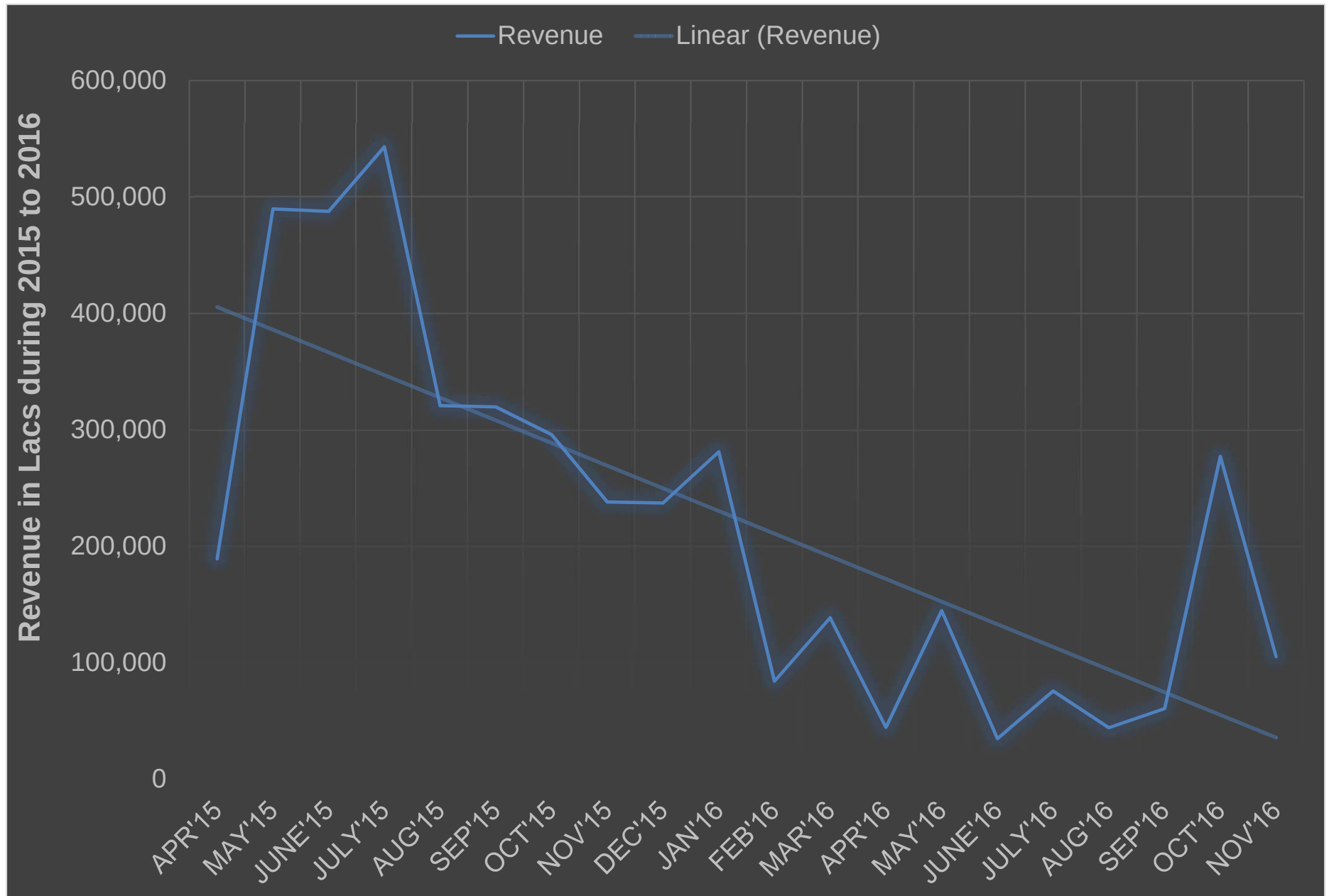
- The Privilege Card Program offers discounts to RWA residents on OP consultations, Pharmacy, investigations and health checks. This program was launched for the RWAs in April 2015.

Objectives

- ✓ To enroll the residents in the RWA Privilege Card Program.
- ✓ To create awareness about the services of the hospital to the residents of the apartments.
- ✓ To promote specialized in-house clinics running all through the year.

The Journey So far- Snapshot (April'15-Nov.'16)





Source: Columbia Asia

❑ **Dissertation Title**

An Assessment of Privilege Program Initiatives: A Study of Columbia Asia Hospitals, Bangalore

❑ **Research Question**

What are the ways of enhancing the Privilege Card Program implemented by Columbia Asia Hospitals, Bangalore?

❑ **Research objectives**

- To identify the gaps in the Privilege Card Program.
- To develop a marketing plan addressing the issues identified for re-launch of the Program

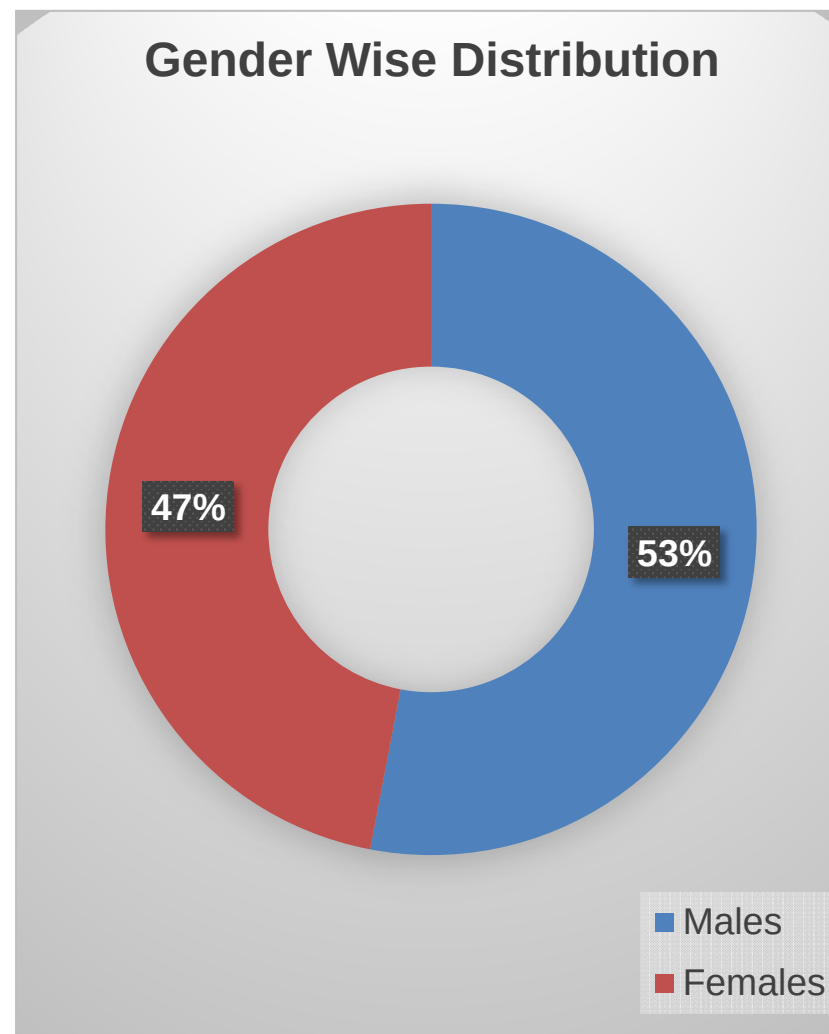
Methodology

- **Study Design:** Descriptive cross-sectional Approach
- **Study Setting:** Resident Welfare Apartments around Whitefield region. The participants in the program included were the Privilege Card Holders of RWA residents.
- **Study Duration:** The study was conducted for two months duration during the months of March 2017 to May 2017.
- **Study Population:** The study population comprised of Resident Welfare Association residents of all age groups above 18 years
- **Study Sample:** All the Privilege Card Holders of RWA residents were included. The responses of 362 respondents were valid research questionnaires.
- **Study Tool:** Structured Questionnaire
- **Sample Size:** 362
- **Sampling Technique:** Purposive Sampling technique

Results and Findings

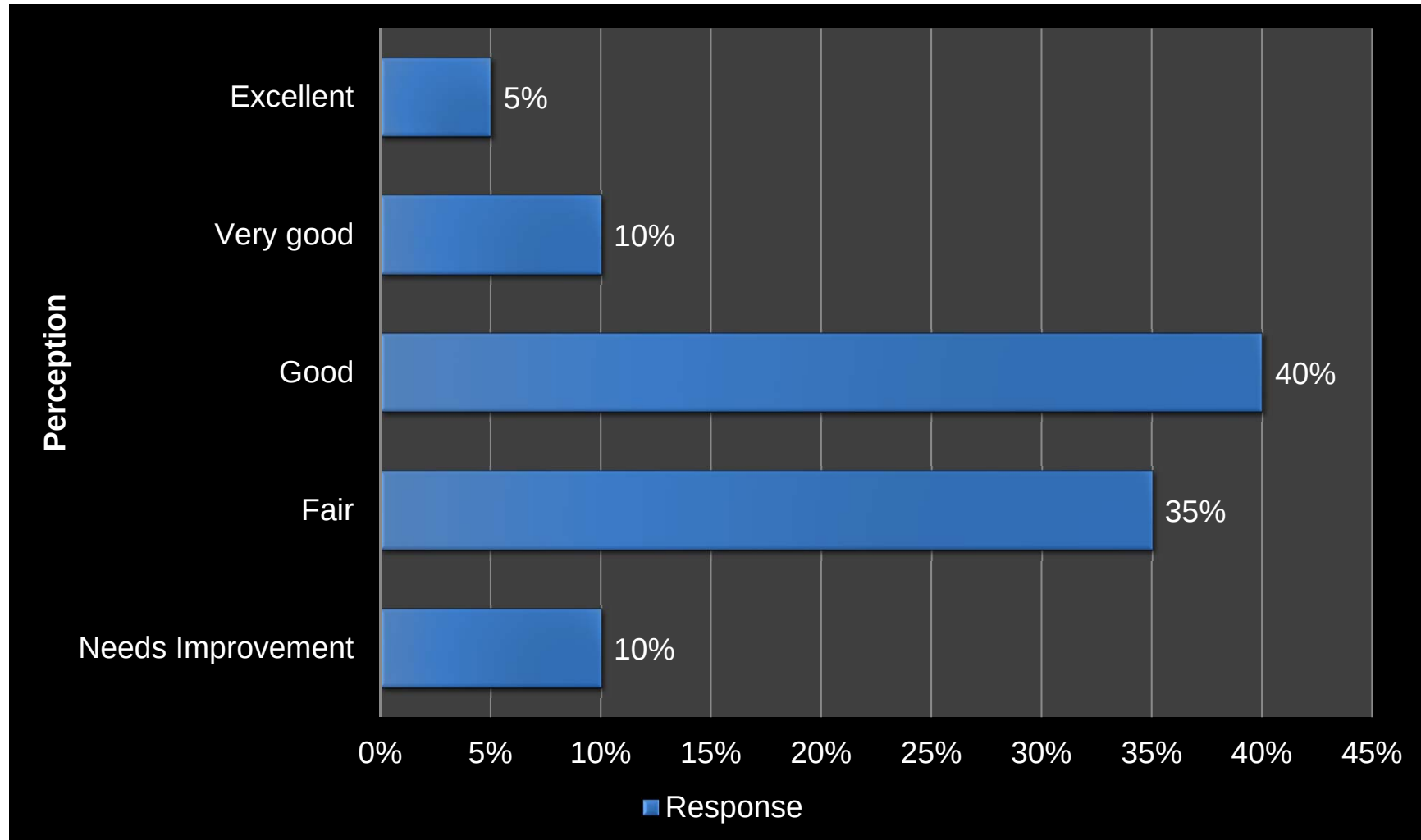
Demographic profile of the respondents (N=362)

DEMOGRAPHIC VARIABLES		
Age Groups	Frequency	Percentage
18-24	68	18.78
25-44	188	51.93
45-64	90	24.86
65+	16	4.41
Gender		
MALE	190	52.50
FEMALE	172	47.50
Grand Total	362	100



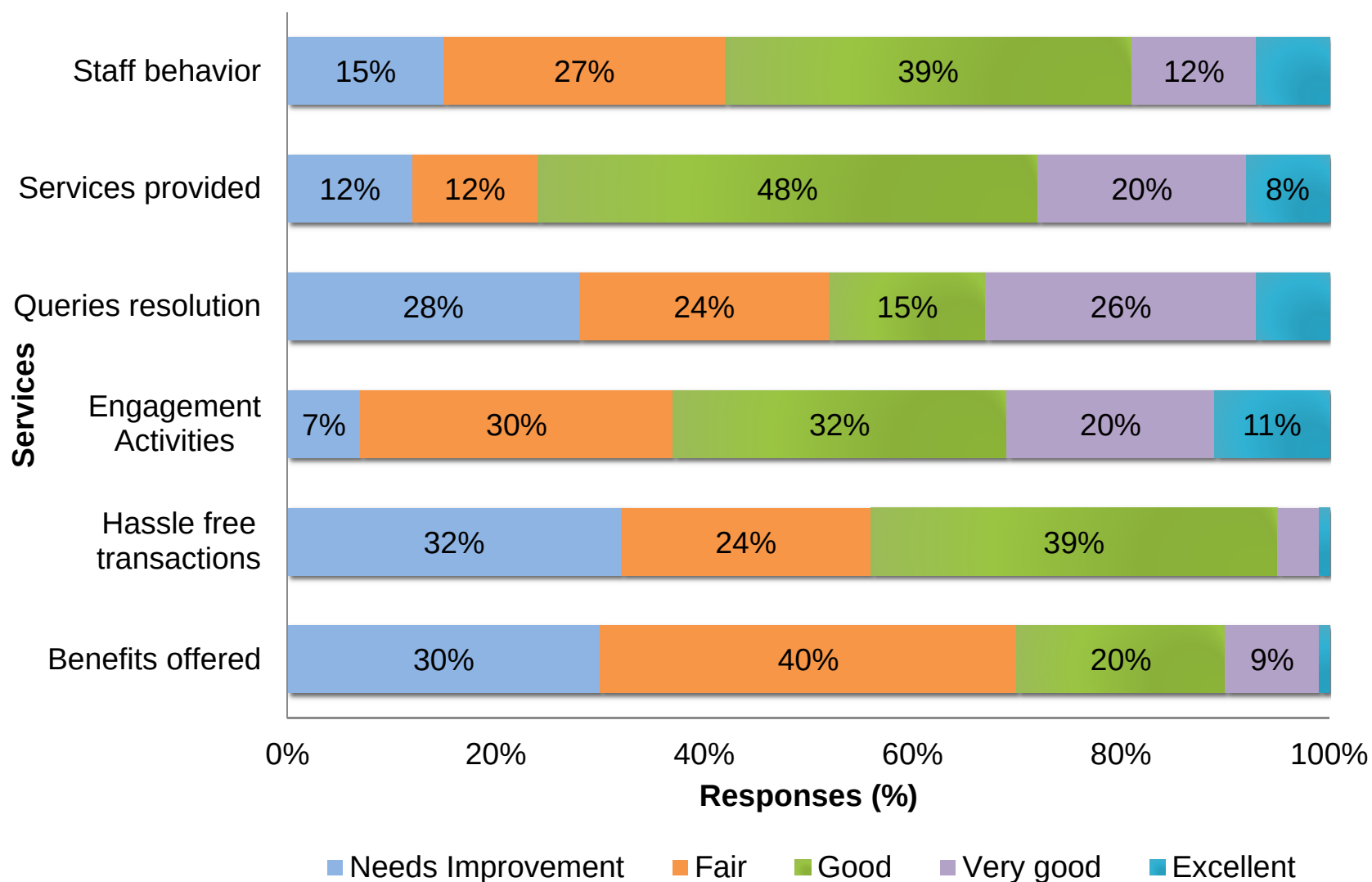
Overall perception

Perception of consumers about benefits of the Privilege Card Program

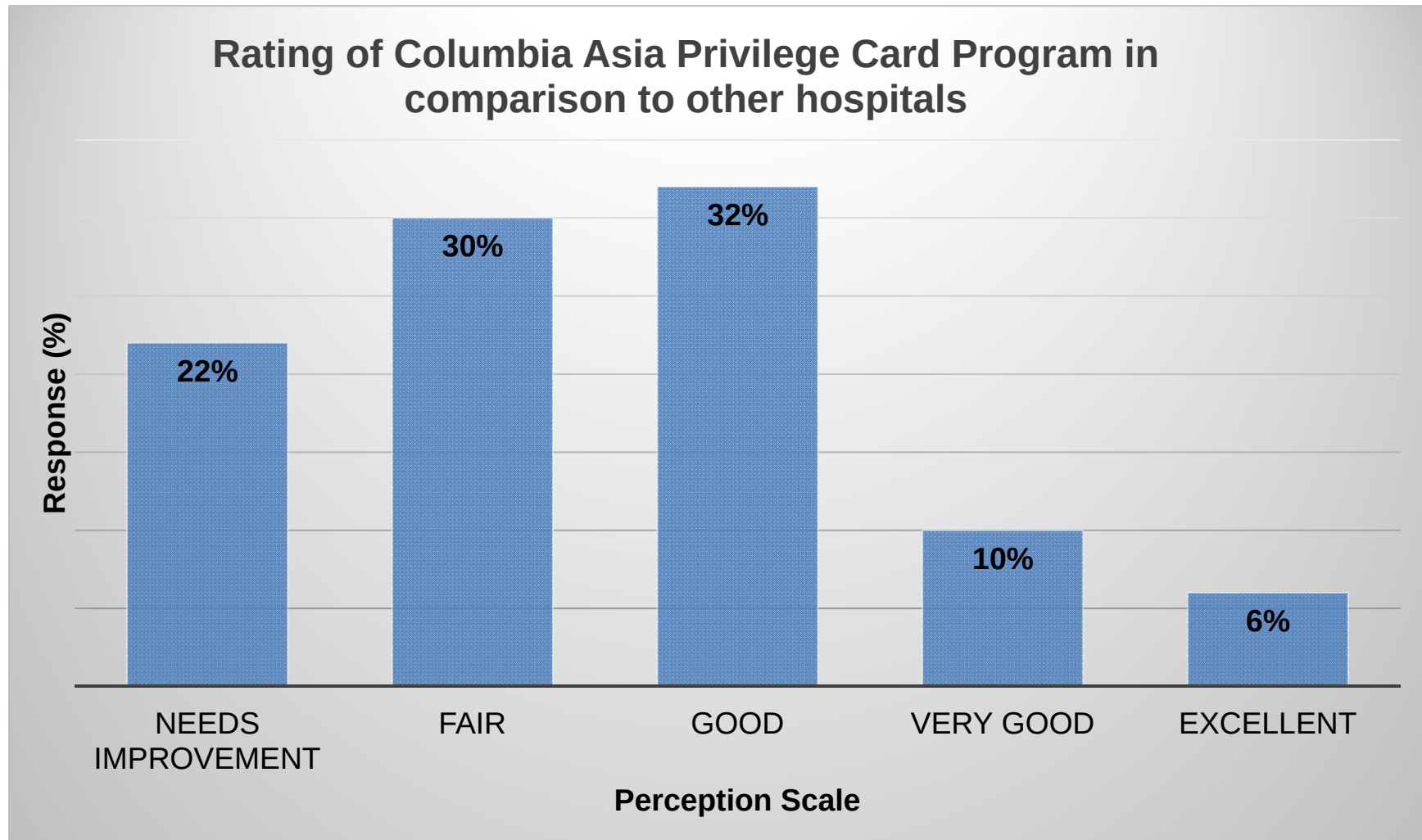


Service Rating of Privilege Card Program

Ratings

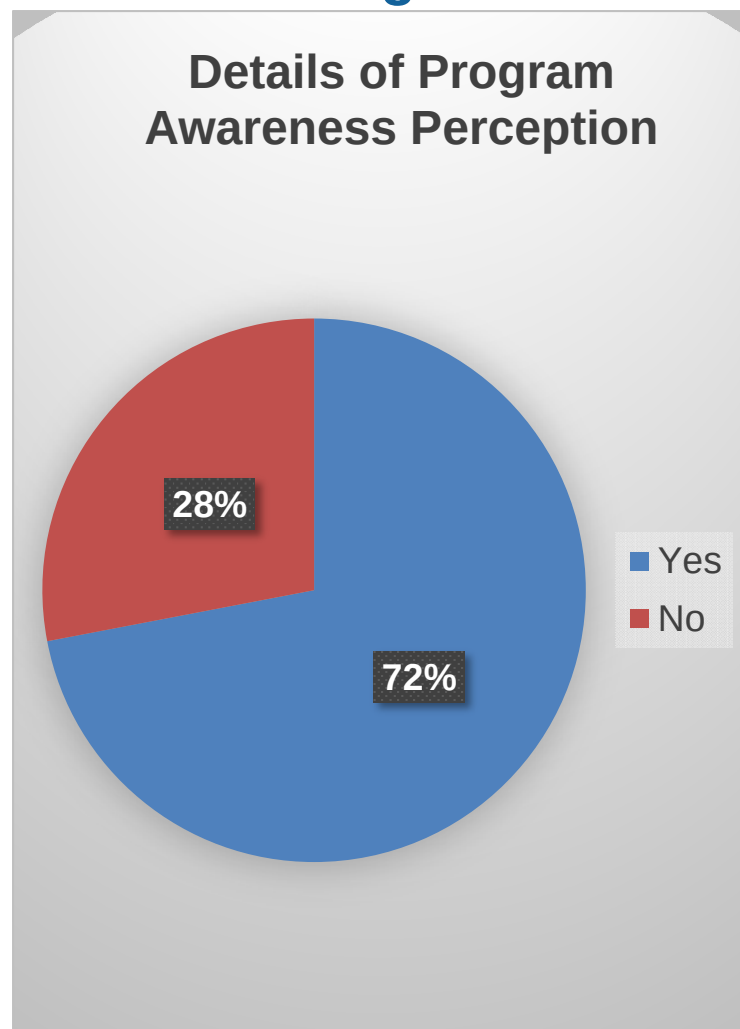


Competitive Rating of the Privilege Card Program

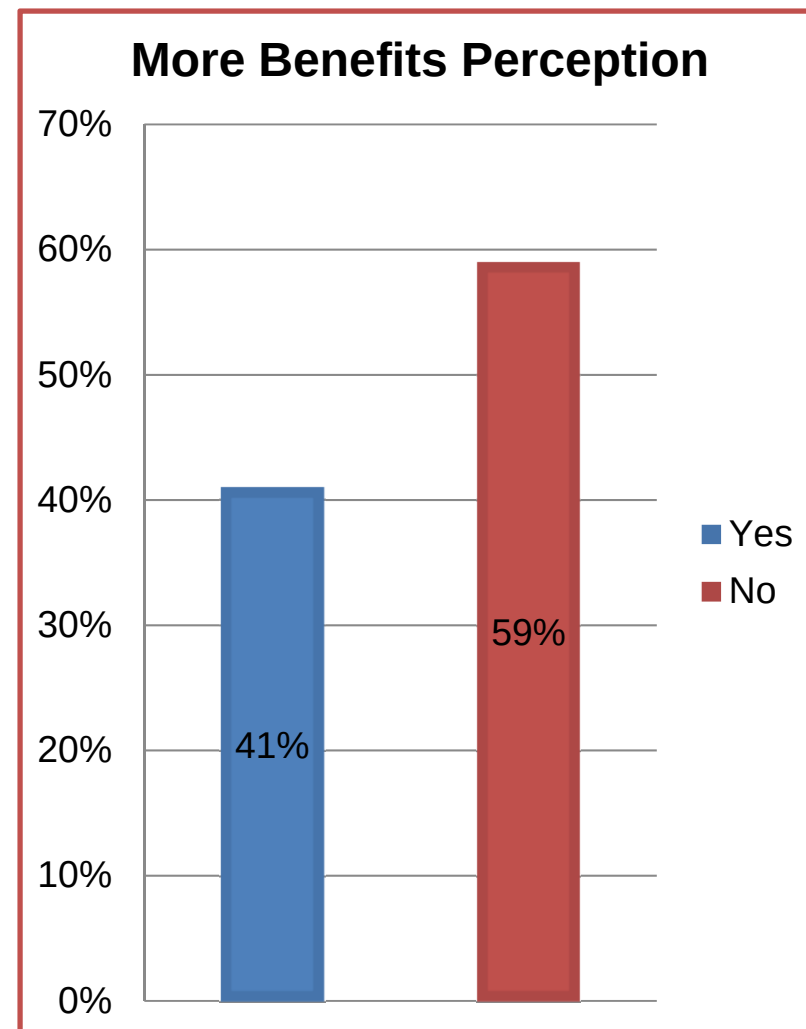


Knowledge and Awareness perception

Awareness of the Benefits of the Privilege Card Program

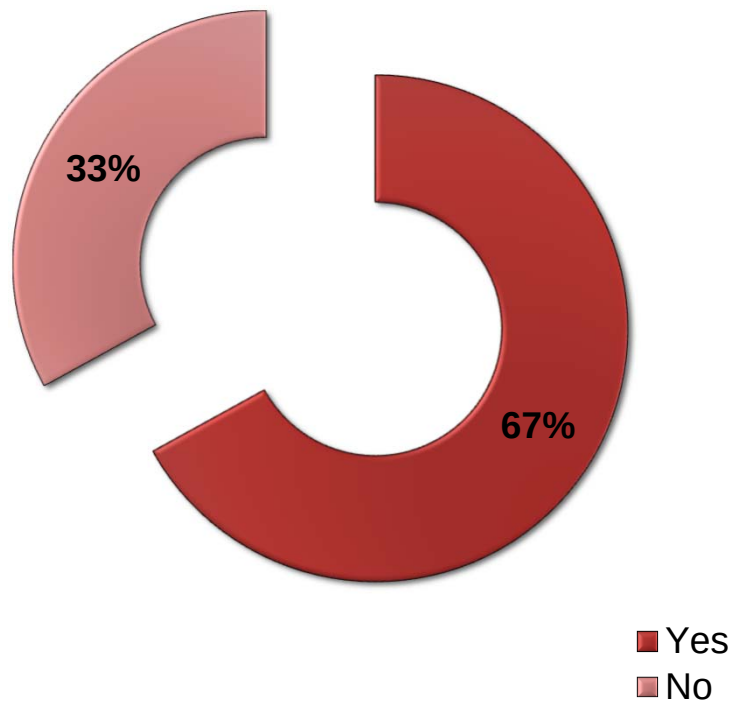


Benefits Offered Comparative perception



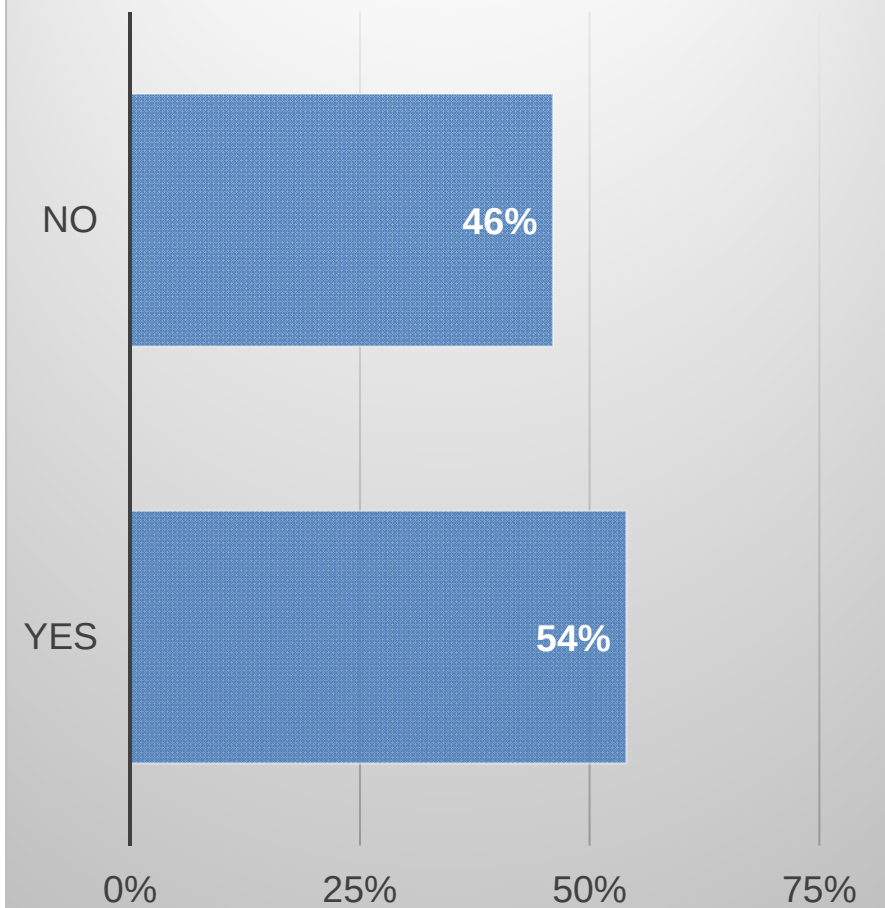
Promotional Message perception

Receiving Promotional Messages



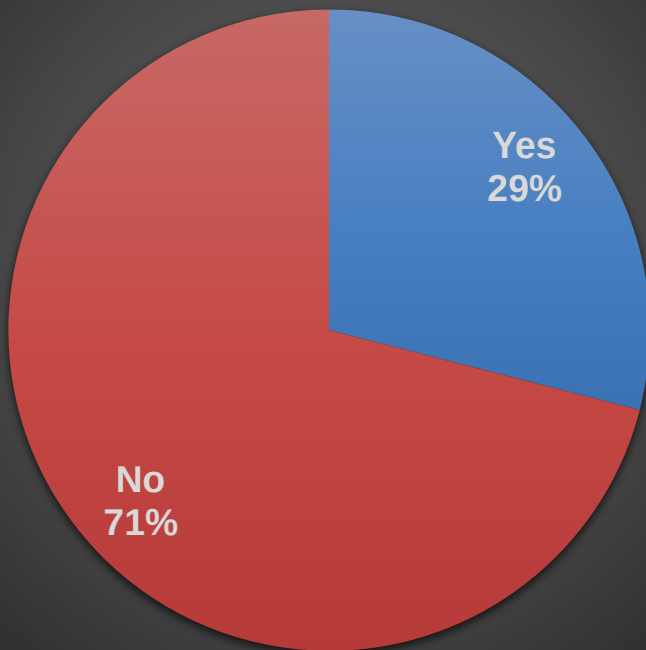
Queries resolution on time perception

Resolution of Queries Done



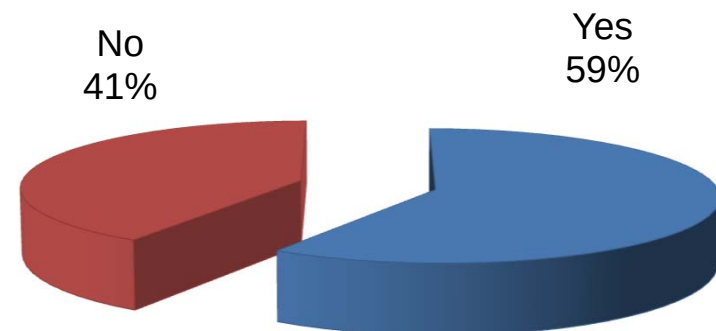
Contact Person Information

Aware of the Contact Person

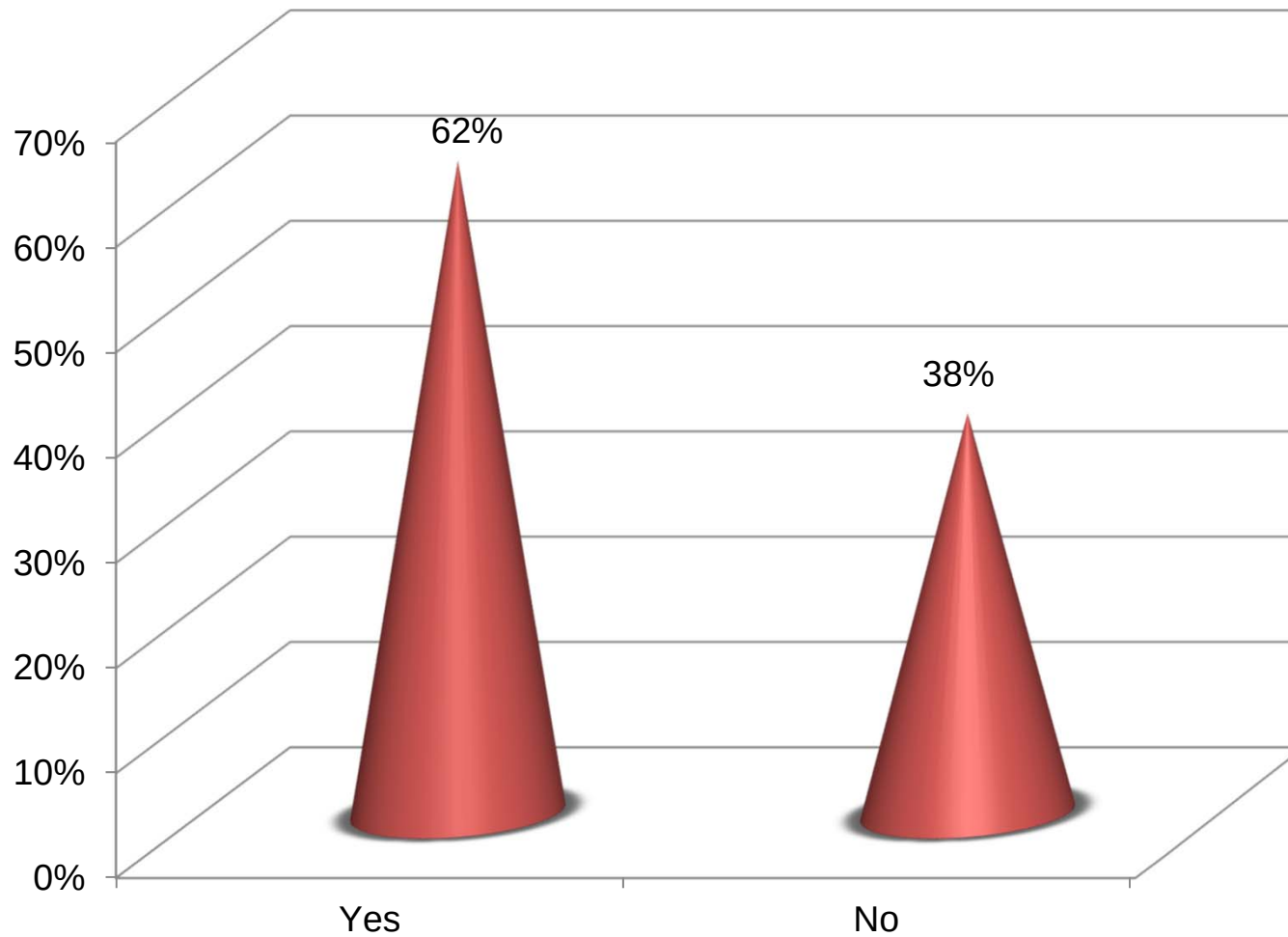


Trust perception

Trust in Columbia Asia



Recommendation to Others



Conclusion

- The major finding of this study was
- Competitors have offered better discounted services to out target Consumers owing to issues at the following attributes:
 - Lacunae at the service delivery level
 - No single point of contact
 - Low value discounts
- There is a need to improve the communication system- Regular follow up to take care of the changing requirements of the consumers.

A Comprehensive Marketing Plan for the Revamp Model

The New Model

Moving from Mass Market Relationships to a Personalized Approach-

Objectives-

1. increasing the number of members/enrollees
2. generating a satisfactory return on program investment
3. receiving valuable market research data

Touch Points-

1. Operational Aspect
2. Technological Aspect
3. Promotional Aspect

Operational Aspect

- Tagging each patient with the respective RWA privilege code at the first point of contact without fail.
- Creating a Single Point of Contact for any kind of queries with a dedicated helpline number.
- Training and updating staff directly interacting with patients about the new program and their role in it.
- Integration- Streamlining all departments for smooth processing of the reward/ discount offered.
- Monthly updates on the Revenue linked to the cards.

Technological Aspect

- Developing an e-card system wherein the customers' can avail the discounted services without physically presenting the card.
- Monthly profiling of the members availing the facilities at the hospital- age bracket, gender, services availed.
- To develop an end to end streamlined Privilege Card Offerings System through IT enabled process.
- To Develop Data mining capability to enable the data to be used for
 - ✓ promotional,
 - ✓ marketing research, and
 - ✓ Segmentation purposes.

Promotional Aspect

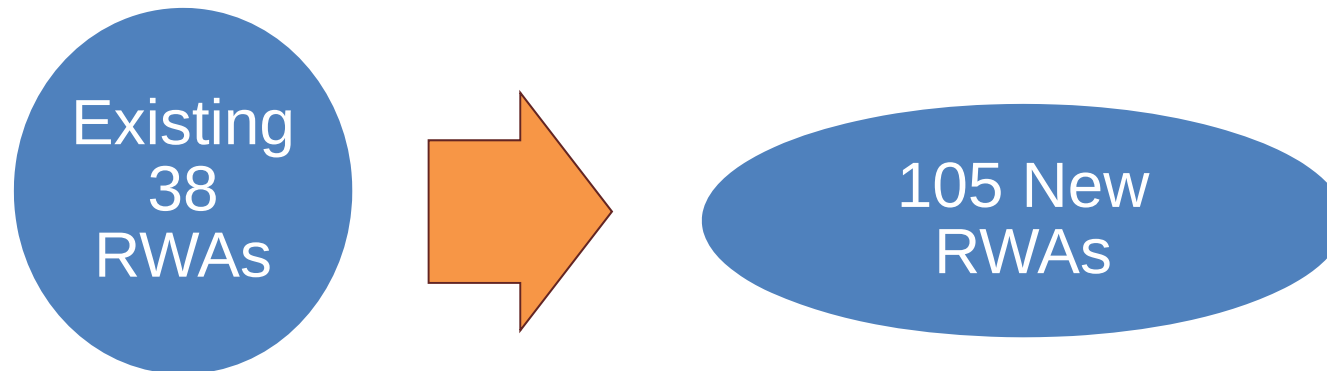
Internal marketing:

- Each one in the hospital should be aware of progress of the marketing initiatives. A special bulletin along with inside facility branding can be developed.

External Marketing:

- An outreach and effective communication system should be in place- Regular mails and SMS blasters on any health talk, camp, workshop, or recreational activity conducted.
- To reach the community through different channels like School teachers, Senior citizens, old patients of doctors so as to create Brand Recall.
- An interaction session can be organized for the RWA presidents every quarter, discussing their requirements for future health activities for the privilege card holders.

- Target Audience-



- Catchment Areas-

Whitefield	Brookefield
Kadugodi	Seegahalli
Kundanahalli	Marathalli
Ramagondanahalli	Vathur
Gunjur	Hoodi

STP

Positioning

A Complimentary Privilege e-card Program offering special discounts on world class healthcare services.

Targeting

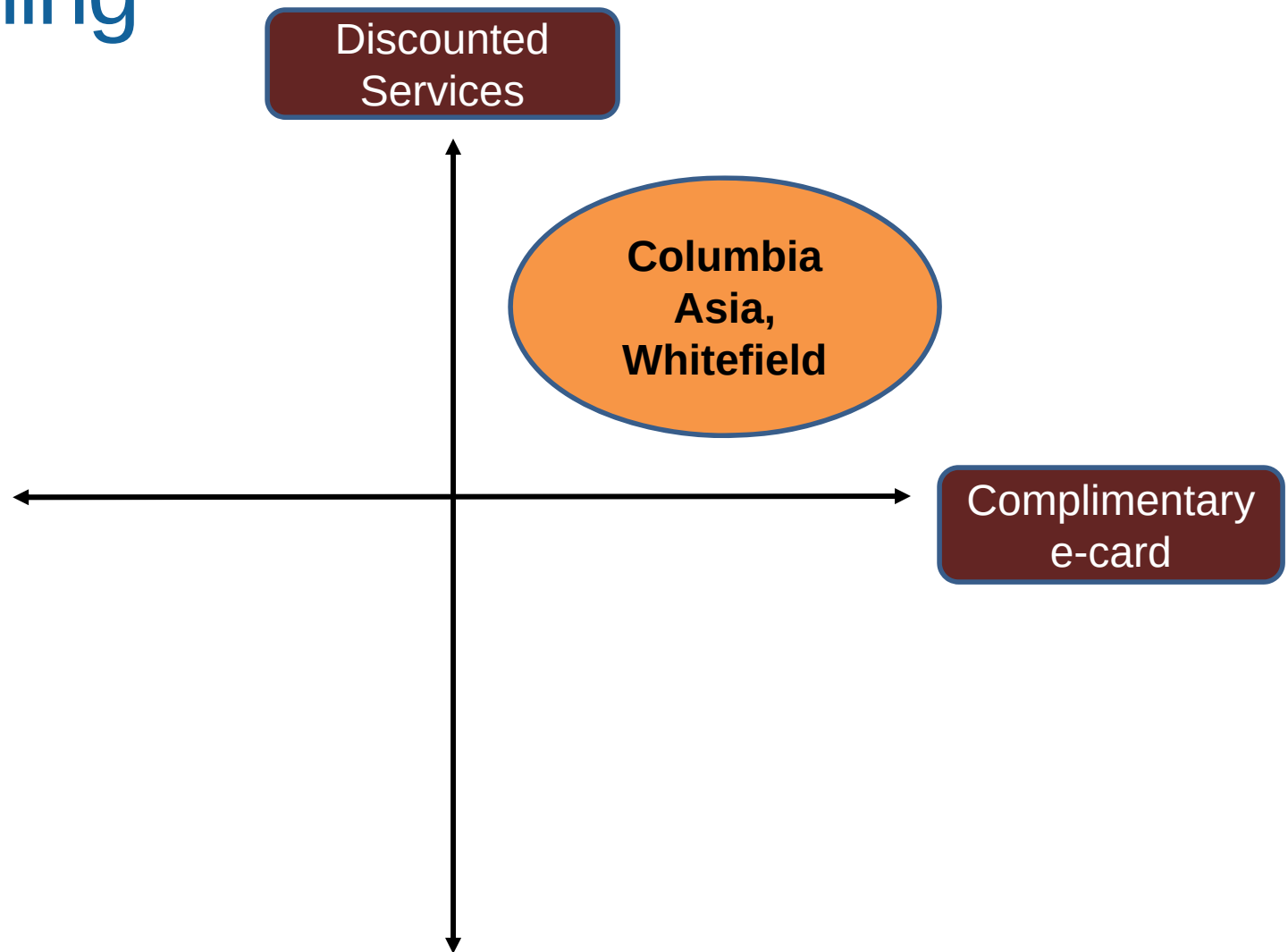
Existing 38 RWAs + 105 New RWAs

Segmentation

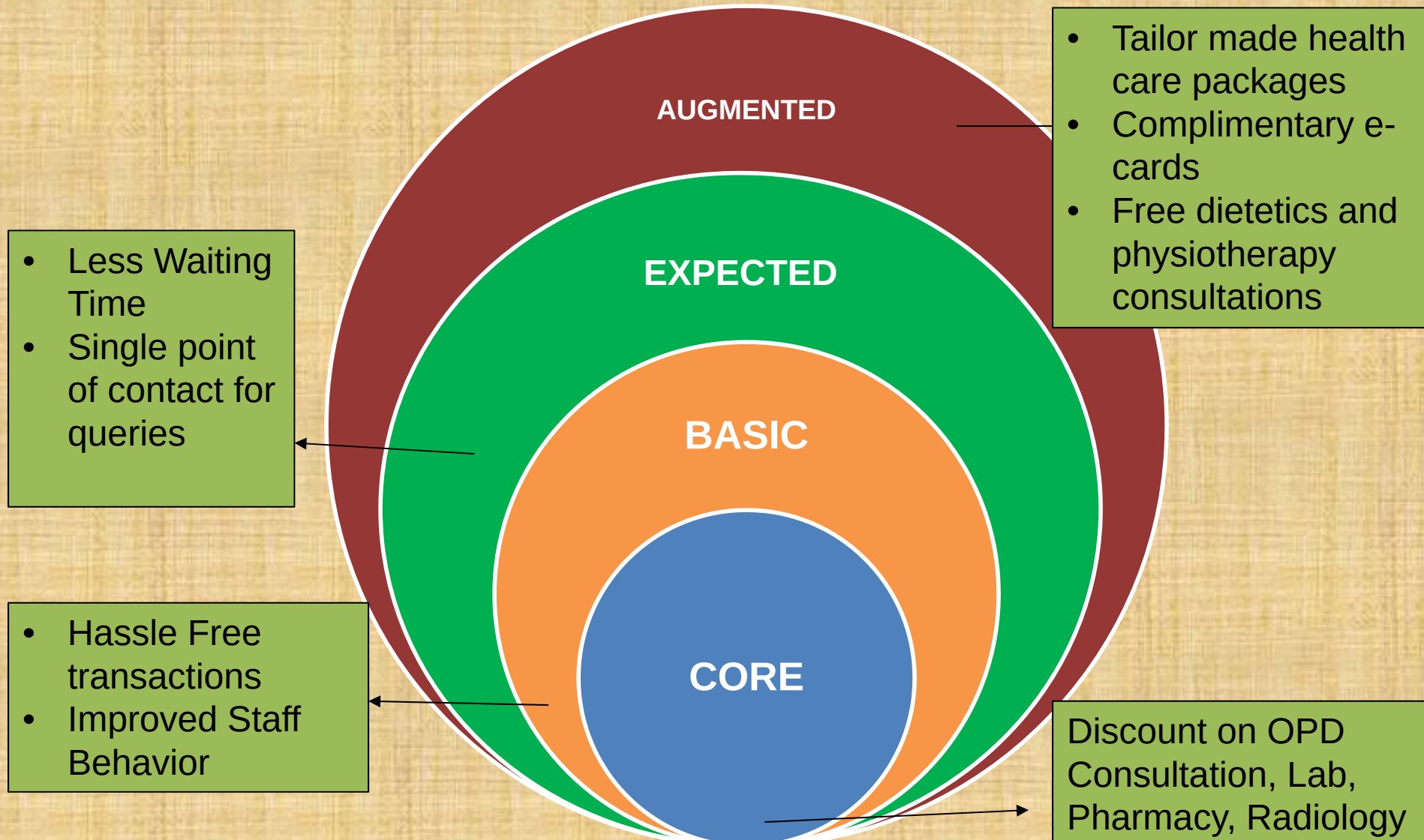
Based on 2 factors:

1. Demography: Income- All middle class and above category
2. Geography: All RWAs in and around the radius of 10 km

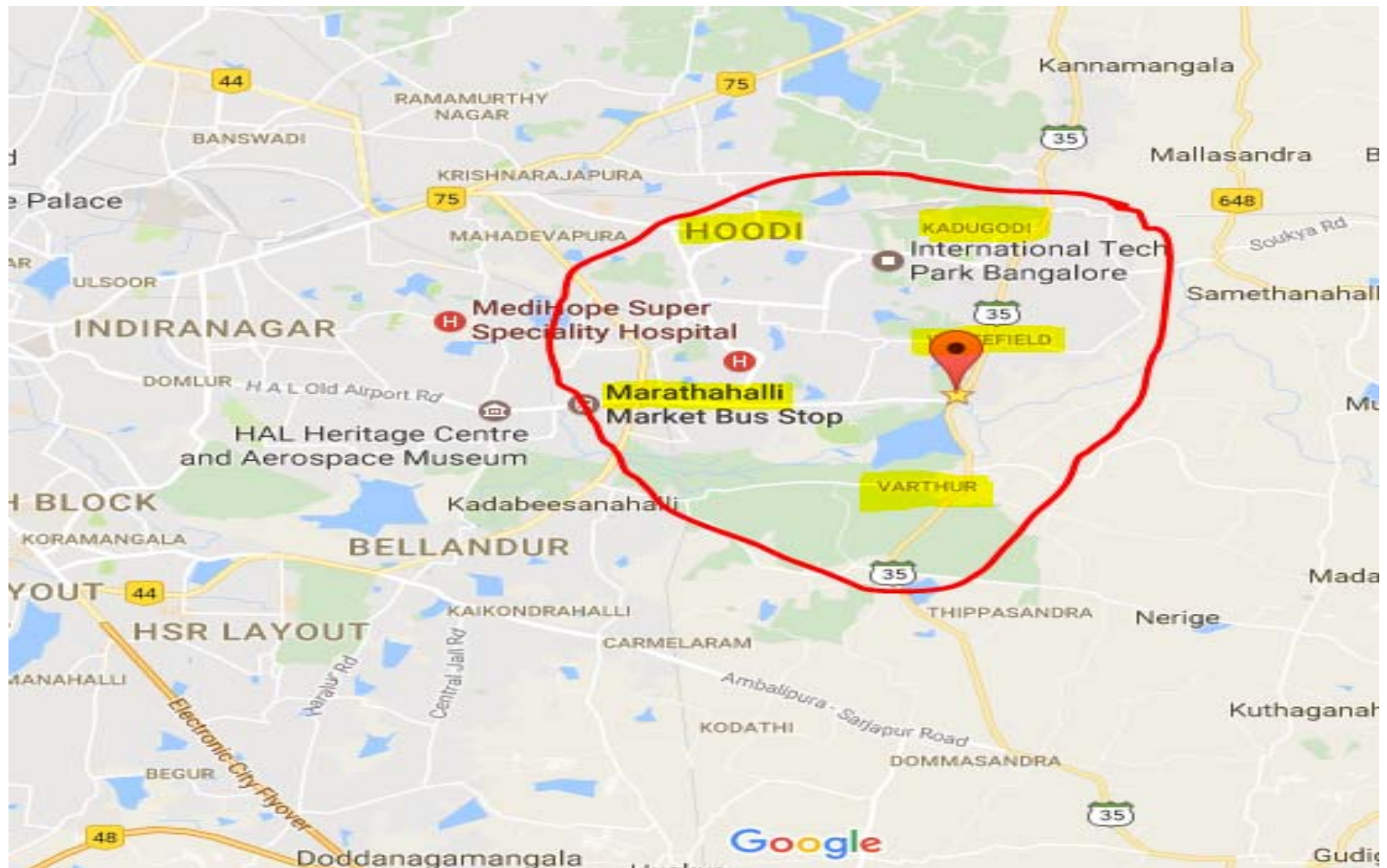
Positioning



Service Offering- “Value Addition” to the customers



Focus Areas



The Long Term Aim

Type 1 Discount:

Members receive additional discount at register

- Each member receives the same discount.

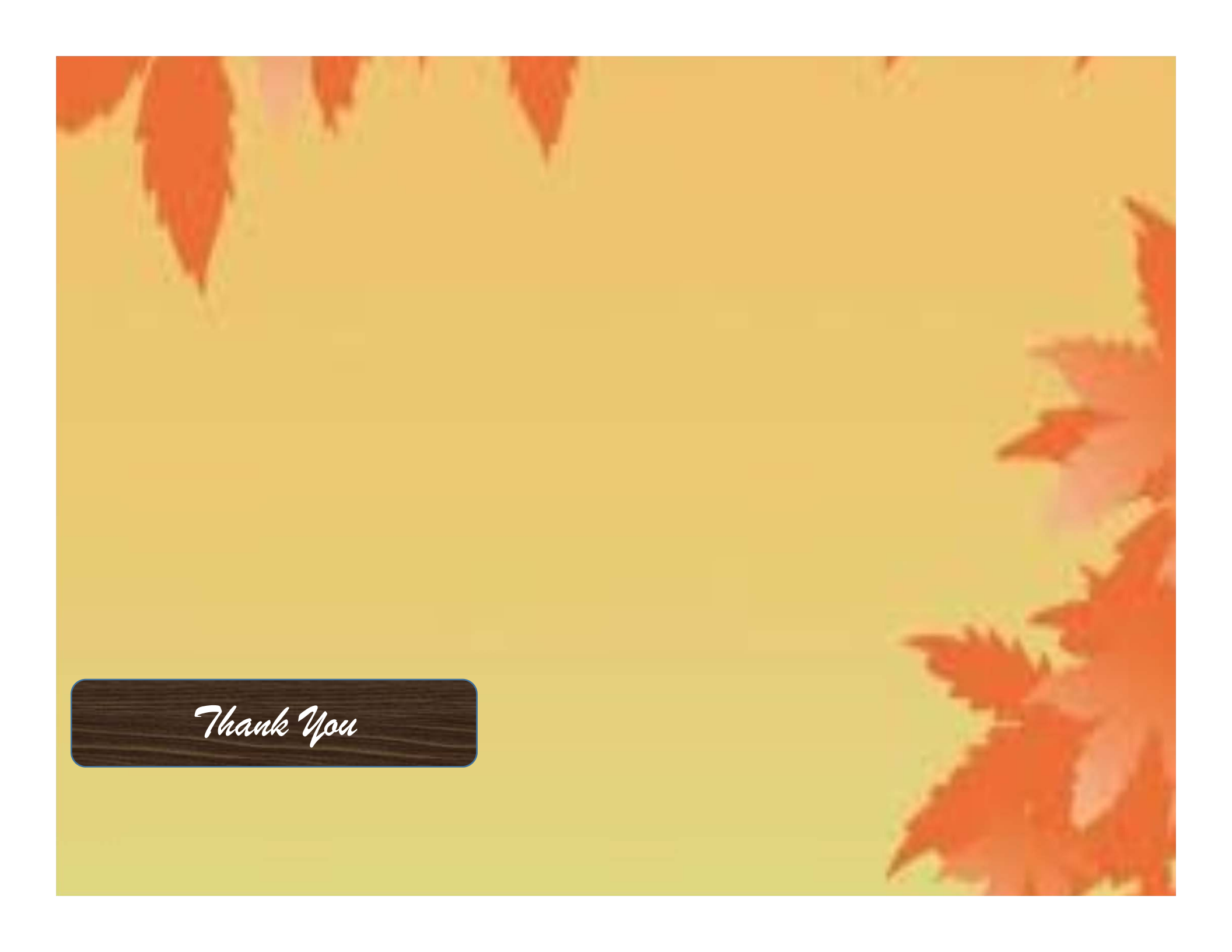


Type 4 Discount:

Members receive targeted offers and mailings

- Members are divided into segments based on demographics and buying behavior. (For hospitals, based on the need)

★ Create a database through which we can analyze data as per age, as per the gender, as per the need enabling us to provide a tailor made offer.

The background of the slide features a soft, out-of-focus image of autumn leaves in shades of orange, red, and yellow. In the lower-left corner, there is a dark, rectangular box with a wood-grain texture and rounded corners.

Thank You