

Max Smart Super Speciality Hospital Saket



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Dissertation Title

- To Study the Marketing Strategy of Max Hospital, Saket.



Introduction

STP

Current Positioning Strategy of Max Hospital, Saket

As, COE (Centre of Excellence) for High-end Complex Surgeries and Round the clock Emergency Care

Segmentation is based on:

Demographics:

- Income: All middle class, upper middle class and elite class

Geographic:

- Majorly the BTL campaigns are targeted to the South Delhi and nearby areas.
- ATL campaigns are targeted to Agra, Lucknow and Ludhiana.

Our Ultimate Aim

To increase the ROI

To increase the OPD footfall(walk ins)

Our target

- * 60% Increase in revenue from Walk-in
- * 20% from TPA retail
- * 20% from OPD consultation

Our focus

Walk-in patients and TPA retail

Our approach

To reach the community through different channels like School teachers, Senior citizens, old patients of doctors to create Brand Recall

Strengths

Doctors

- Dr Subhash Gupta for Liver transplant
- In Orthopaedics, joint specific experts

Quality Services

- HO lead "Project of the year" in quality
- Ho Quality team audits JCI quality SOPs

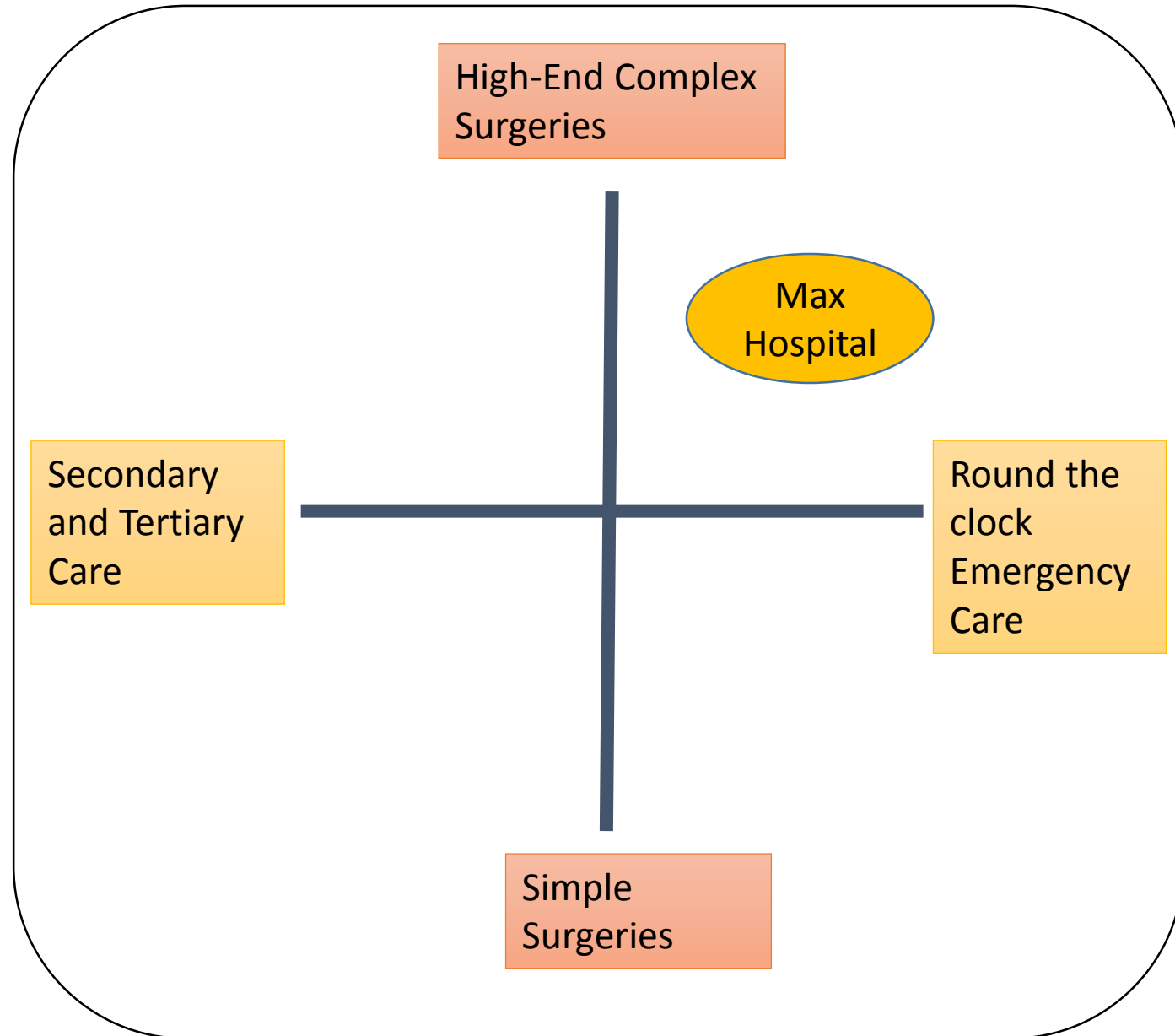
Mission

- Expansion to 2500 beds in coming 3-4 years and be the largest hospital in Delhi

Technology

- ECHMO, L-VAD, Bi-plane, Robotics kidney

CURRENT POSITIONING



Research Question

What is the response of the people to the marketing strategy implemented by Max Hospital, Saket ?

Objectives

- To identify the factors that people consider before going to any hospital for their Medical/Surgical treatment.
- To Study the consumers' responses to the marketing strategies implemented by the Max Hospital, Saket.



Methodology

Study Design: Descriptive Survey Approach

Study Setting: To the Target Audience – People belonging to South Delhi region including

- The Hospital Complex
- Attendants of the patients coming to the hospital
- All people participating in activities organized by Max Hospital in South Delhi; (including RWAs, Mall activations; Schools; Colleges; Corporate Houses etc.)

Study Duration: Three months duration during the months of February 2017 to May 2017

Study Population: all the people above the age group of 18 residing in the South Delhi region

Study Tool: Questionnaire

Sample Size: 280

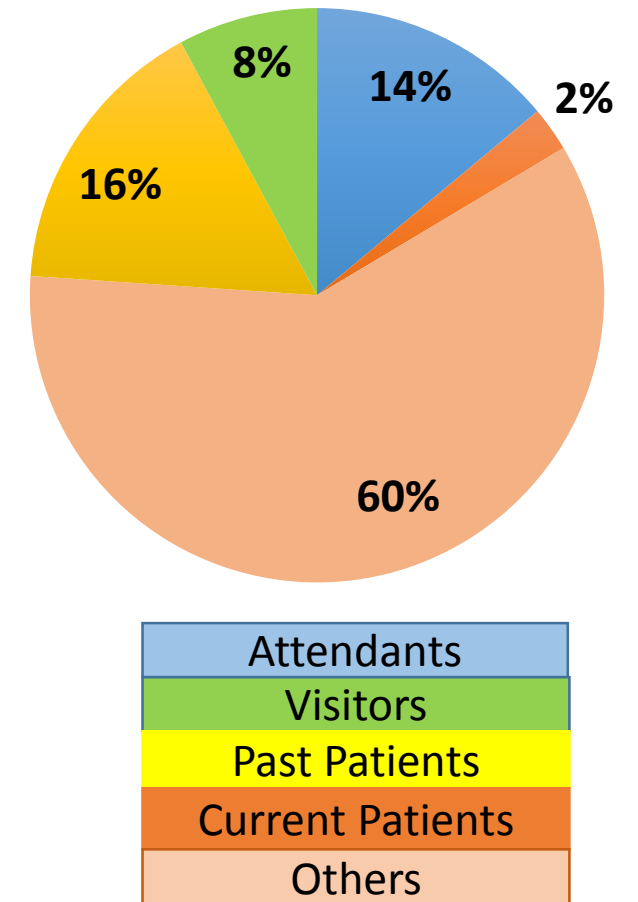
Sampling Technique: Purposive Sampling technique

Results

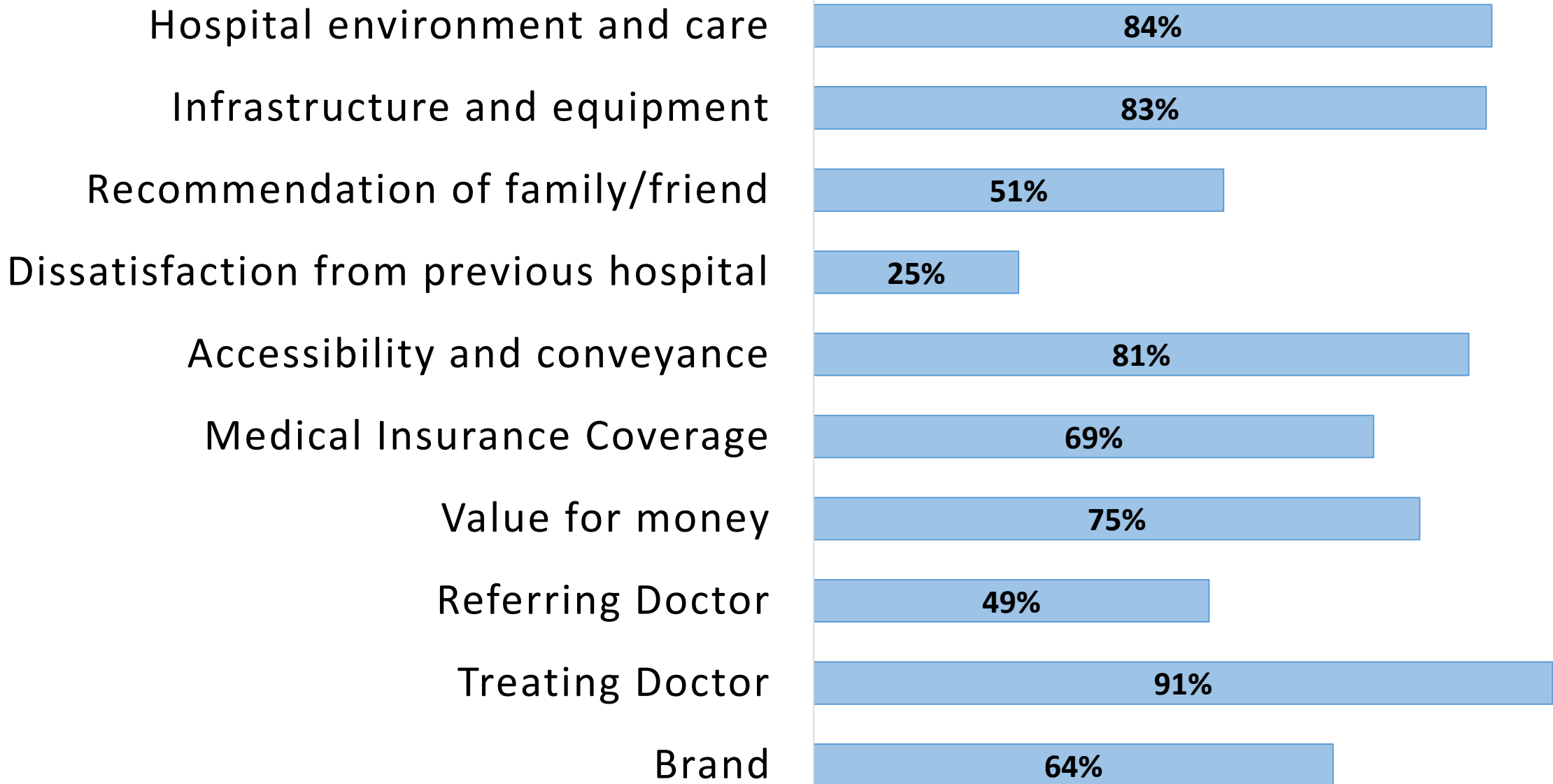
Study Population by Age and Sex

Age Group	Males	Females
15 to 24	17	30
25 to 44	69	73
45 to 64	44	22
65+	13	12
Total	143	137

Association with Max Hospital

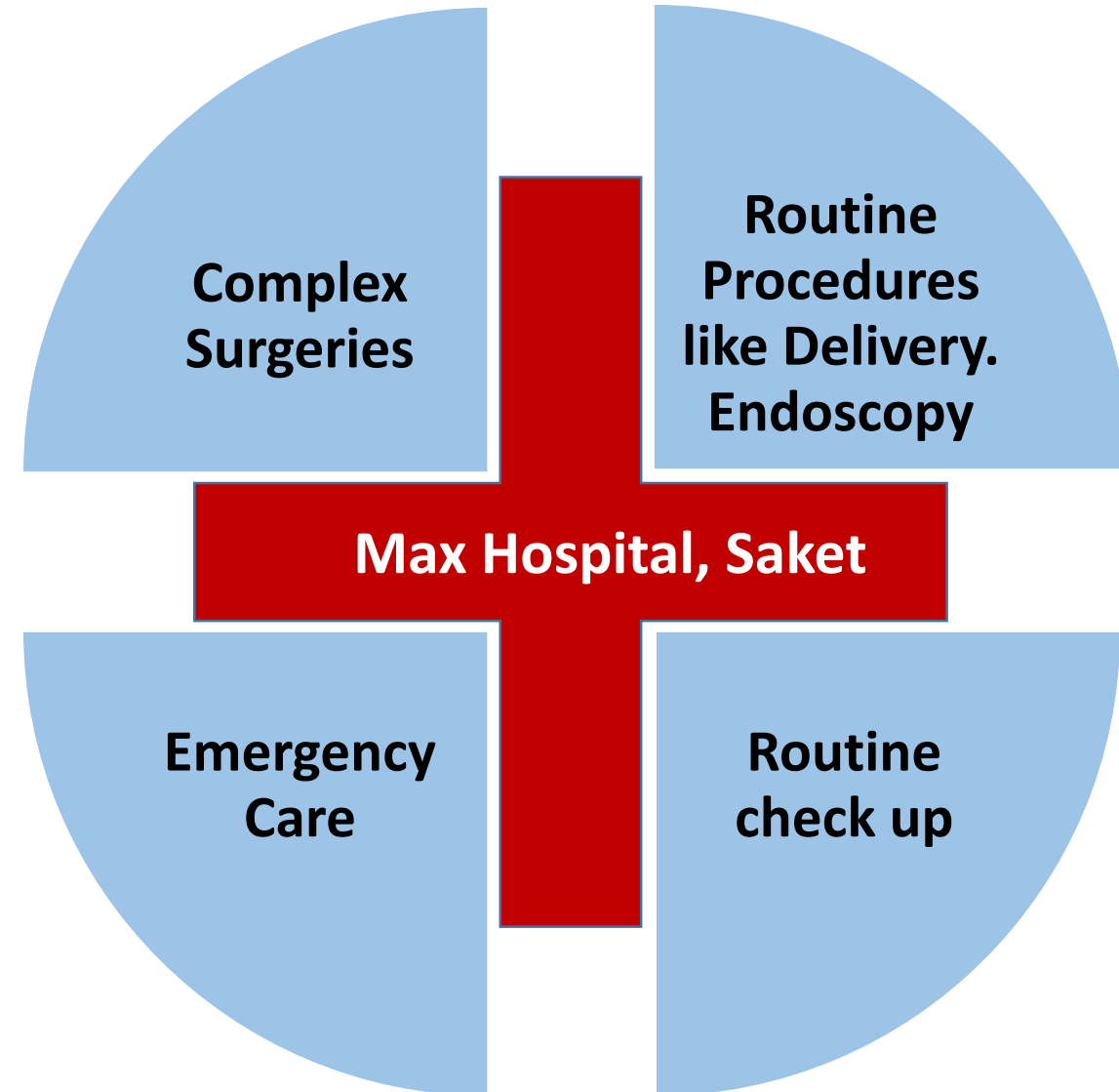
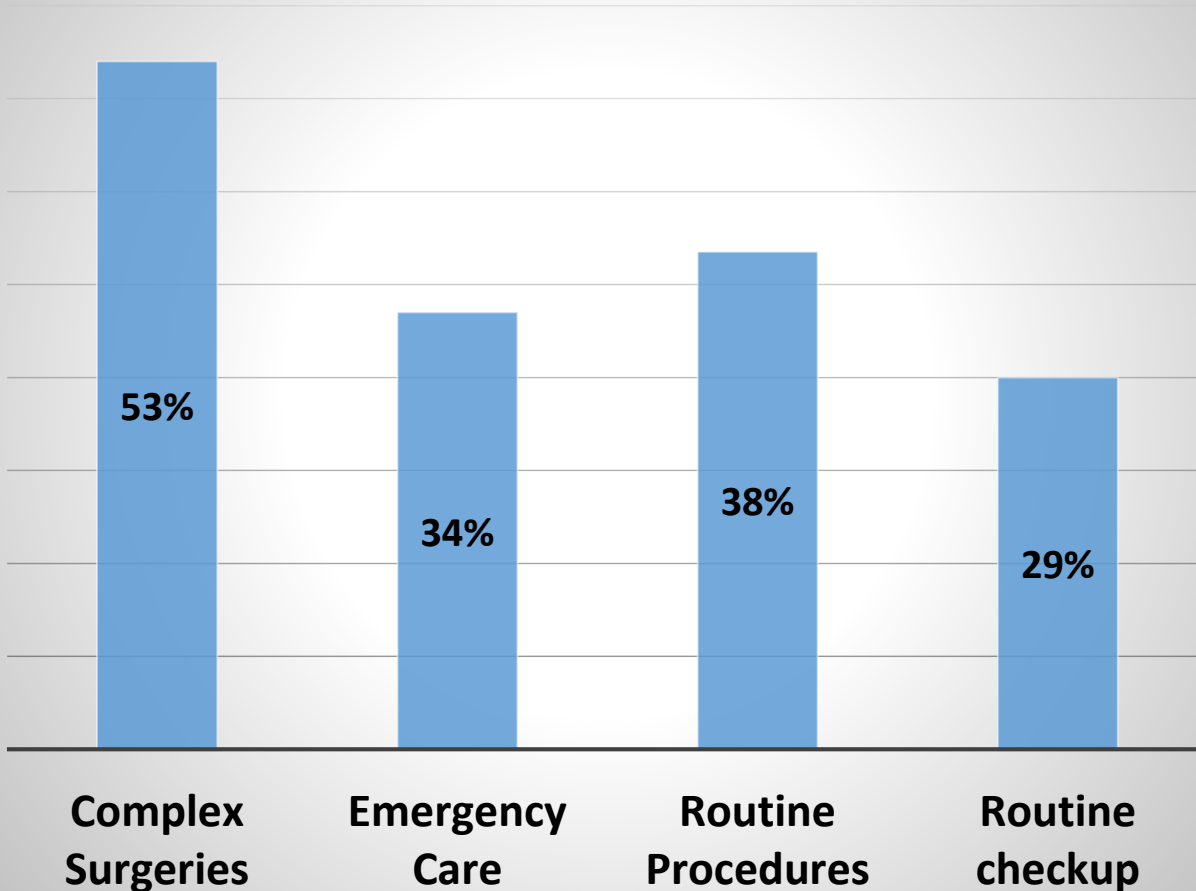


Factors which people consider before going to a hospital



Current Branding

Positioning Assessment



BRAND AWARENESS

Awareness about the new unit of Max Hospital opened in Saket, New Delhi

39% Were aware
61% were not aware

The Services maximum
availed

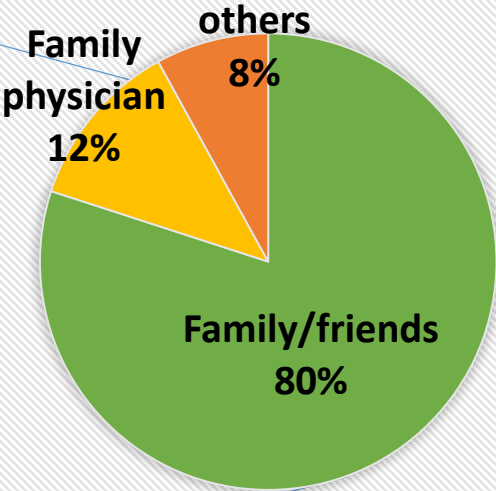
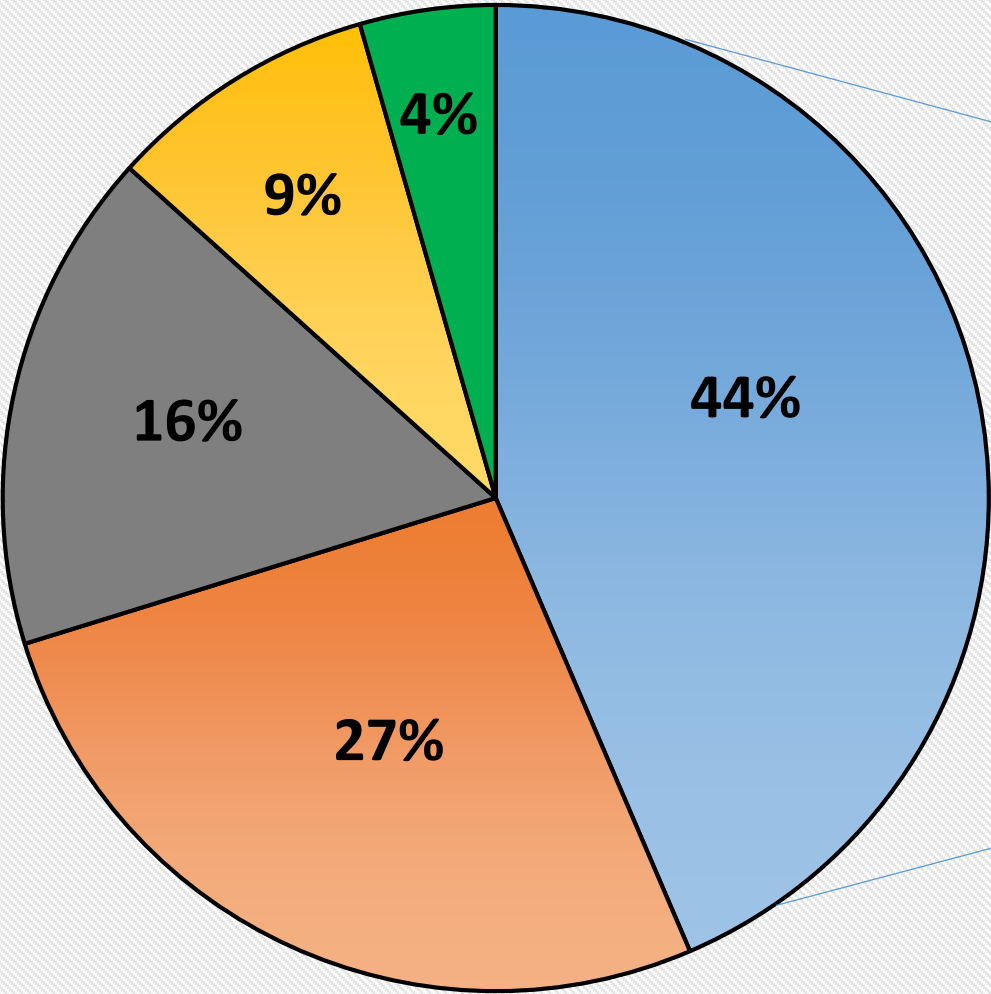
Out of all the services availed,
Orthopedics and Cardiology are the
maximum.

Reasons:

1. Demand by the people
2. Intensive Promotions
3. Heavy Discounts
4. Recognized Doctors

Sources of Information about Max Hospital, Saket

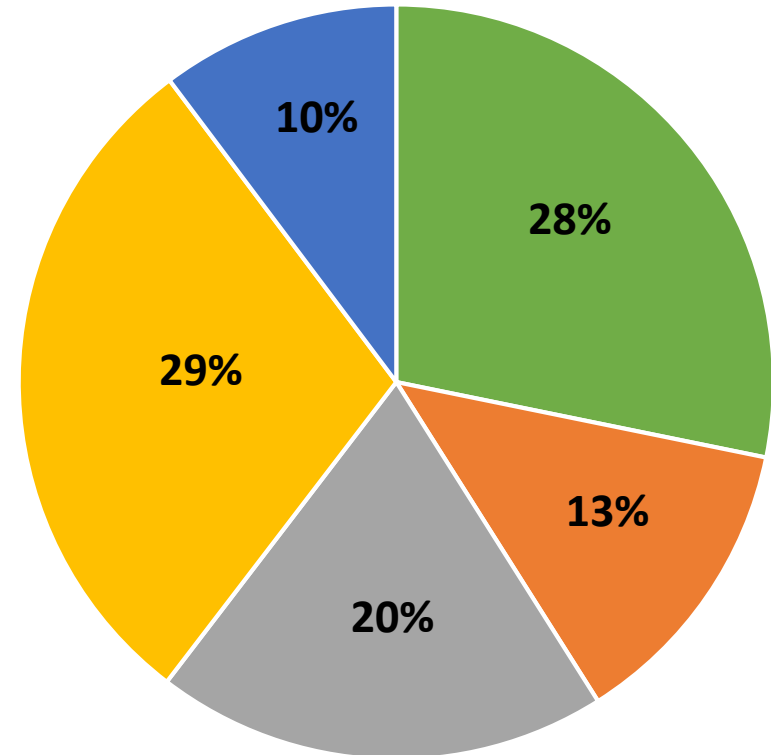
■ Referrals ■ Print media ■ Online medium ■ Advertisements ■ other



Recommendation of the Brand by Respondents to others

- 59% Respondents said that they would recommend the Hospital to others
- 35% Respondents were not sure whether they would recommend the hospital to others or not
- 6% said that they will not recommend the hospital to others

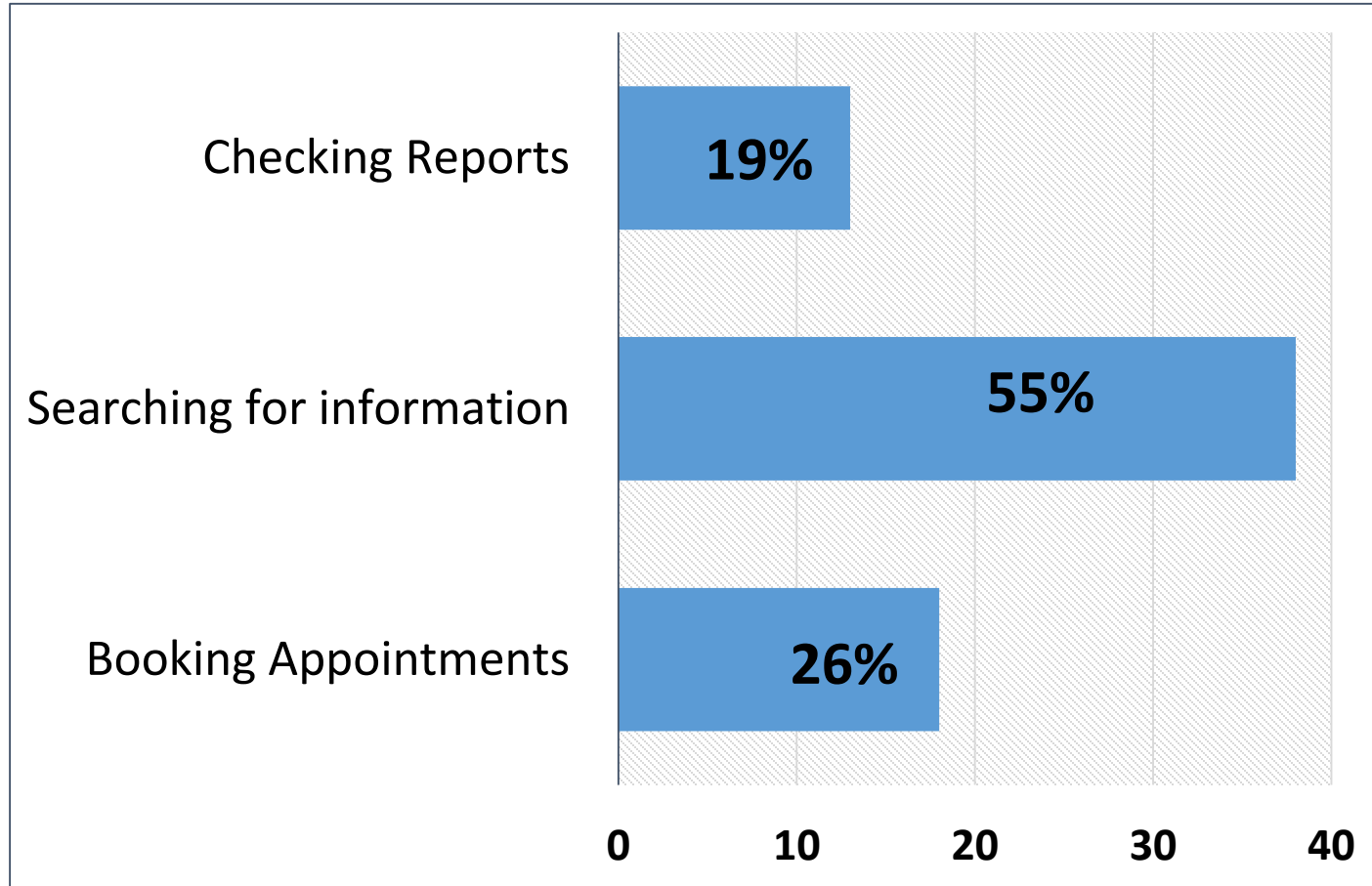
Reasons of Recommendation



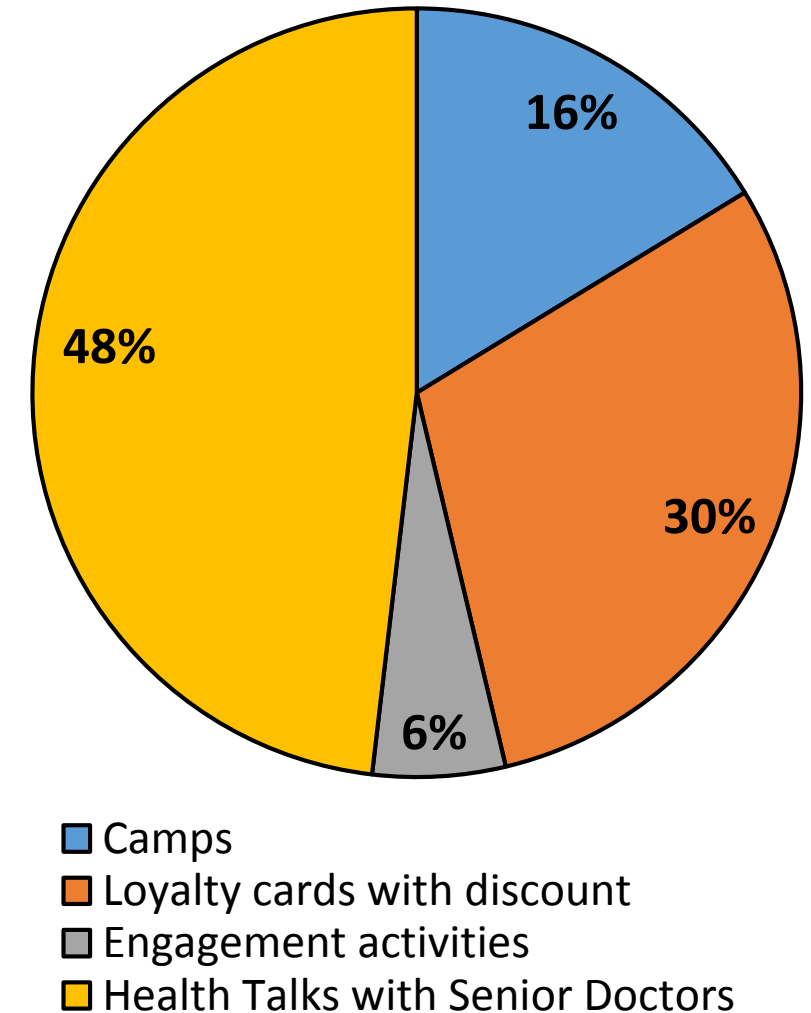
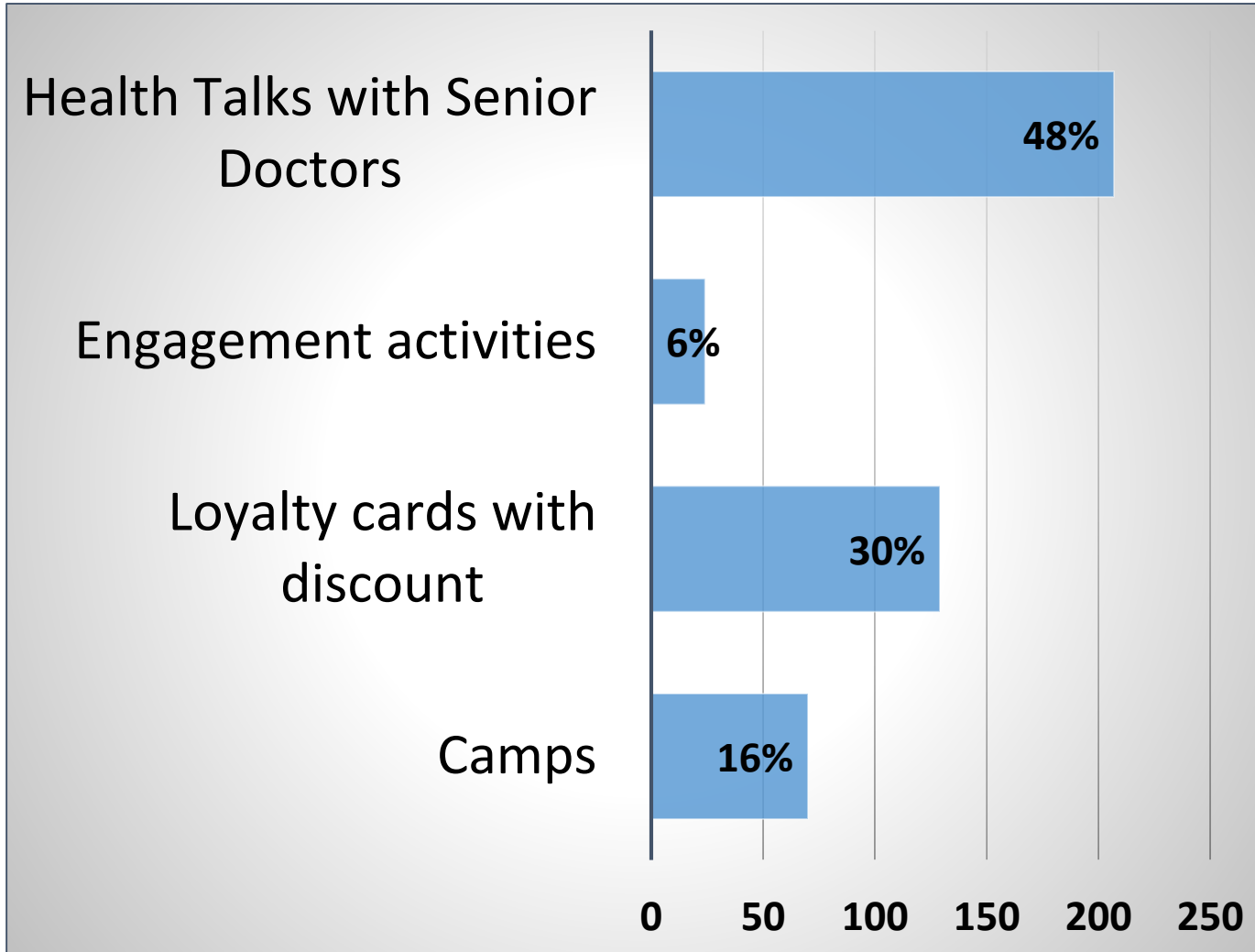
Awareness about the mobile application

23% Were aware
77% were not aware

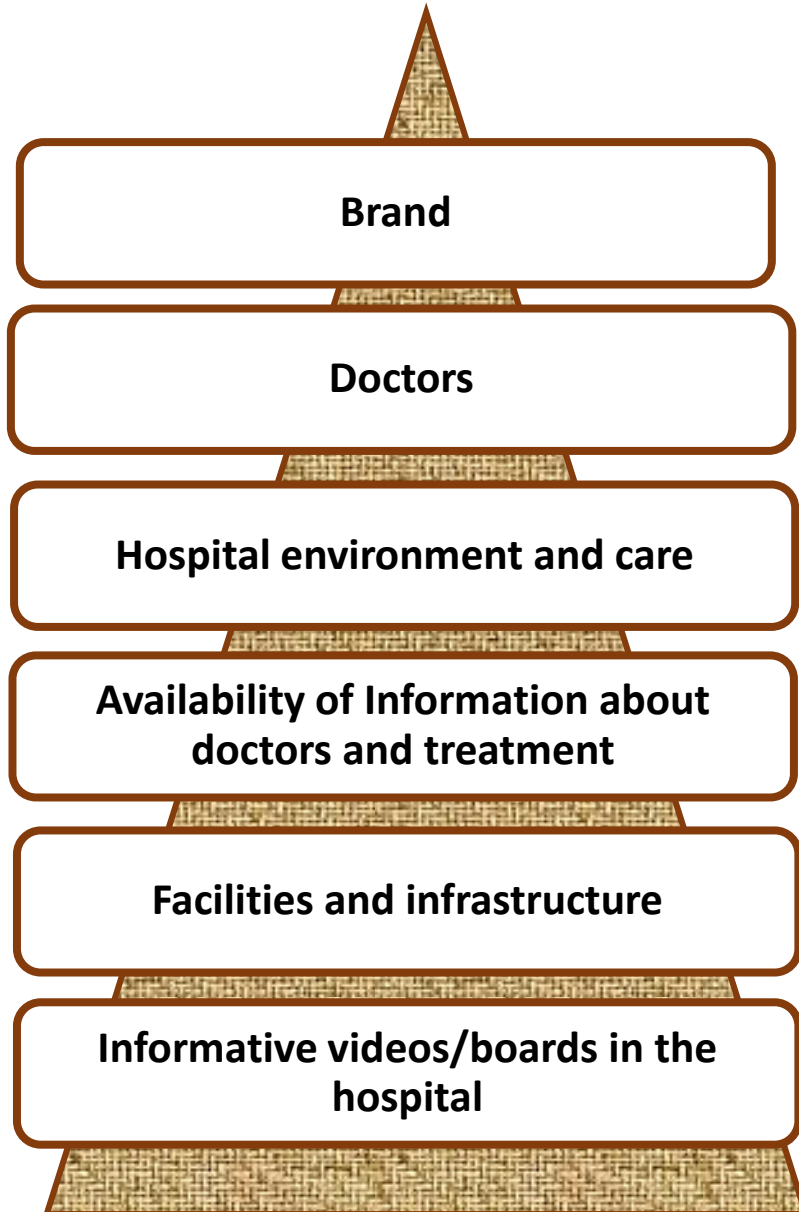
Purposes for which the mobile app was used by the Respondents



Expectations of the people from Max Hospital apart from exceptional treatment and quality care



Satisfaction rating for Max Hospital, Saket for different factors:



Respondents who rated the factors as "Good"

Informative videos/boards

42%

Facilities and Infrastructure

59%

Availability of the
Information about the...

46%

Hospital Environment and
care

62%

Doctors

74%

Brand

65%

Suggestions

There should be more ways to engage patients in the OPD waiting area

More of health talks with senior doctors

More activities should be organized for weaker sections of the society as a charitable work- EWS activities

Signage to be properly put, no proper road indication

More camps on first aid and emergencies in RWAs

More health awareness campaigns to be organized for gynecological & Dental services

Better communication of Health related updates

Technological lapses faced by the discount card holders by the system

Space in the admission and billing area to be increased

Better Communication of the health camps & workshops

Nursing staff attentiveness towards patient medication should be improved

Training for reception people and GDA and housekeeping staff to be improved for behavior towards the patient

Treatment and pricing to be improvised so that it is affordable

There should be basic facilities for the attendants like tea, coffee etc.

Post operative care and follow up should be improved

Lifts to be provided with adequate staff

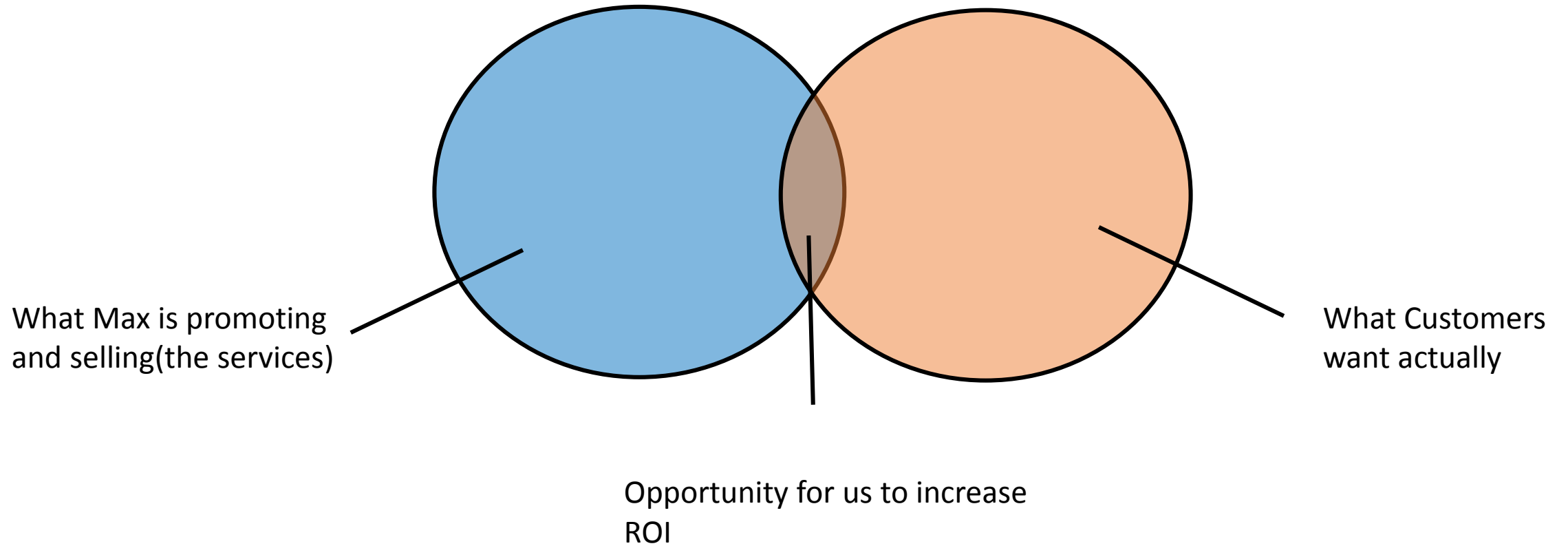
Need to increase the number of beds

Need to improve the admission and billing process

Patient and attendant briefing before a medical procedure should be improved

Need to reduce the OPD waiting time

THE SWEET SPOT



Conclusions from the Research

- According to majority of the Respondents, the factors while choosing a hospital for a medical/surgical treatment were Treating doctor, hospital environment and care, infrastructure and equipment, accessibility and convenience and value for money.
- However, others factors such as brand of the hospital, recommendation of a family/friend, medical insurance coverage were considered important by less number of people.
- Majority of the respondents preferred getting their complex surgeries done from Max Hospital. On the other hand, less number of people considered the hospital suitable for emergency care, routine procedures and routine checkup.
- A large number of people were not aware of the Max mobile app. Out of those who were aware of it, majority of them used it for searching for information rather than booking appointments or checking reports.
- Health talks with senior doctors were mostly demanded rather than camps and other activities.
- The Satisfaction rating for the doctors of Max Hospital was the highest followed by Brand.

Understanding & Recommendations

- To focus on Health talks and loyalty discount cards since nearly 50% of the people demanded this
- To make Doctors-the branding points
- To focus on Hospital Environment and care
- To position as a Health Centre with the most advanced infrastructure and technology
- To focus more on the Target Audiences: South Delhi People (since Accessibility & Convenience is a major concern)
- To focus more on promoting “Emergency Services”
- To strengthen our promotions for Routine Procedures like; Deliveries (as the respondents seem interested)
- To increase the Brand Awareness for Max Smart Hospital, Saket as well as for departments other than Cardiology and Orthopedics
- To focus on referrals (since we are getting maximum patients from referrals)
- To strengthen Advertisements and online portal for increasing patient footfalls
- Quality Services can be another branding point since maximum people who would recommend this hospital to others, said quality is their reason

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Thank You