

# **STRATEGY FORMULATION FOR DIGITAL MARKETING FOR MEDICITY: A STUDY ON KAZAKHSTAN**

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# ABOUT

- **Kazakhstan** is a country of Central Asia formed in 1991. It is bounded on the northwest and north by Russia, on the east by China, and on the south by Kyrgyzstan, Uzbekistan, Turkmenistan and the Aral Sea; the Caspian Sea bounds Kazakhstan to the southwest.
- It is the largest country in Central Asia and the ninth largest in the world.
- Total population: 18,556,698 (WHO data)



# **RATIONALE**

Lack of proper medical healthcare facilities inside the country and infrastructure.

# RESEARCH QUESTION

- To formulate the Digital Marketing Strategy for attracting medical tourism from Kazakhstan

# RESEARCH OBJECTIVES

- To find the Target Customer Group for Medanta services in Kazakhstan.
- To identify the most appropriate medical services to be advertised.
- To find the most appropriate Digital Marketing platform to reach target customer group.

# RESEARCH METHODOLOGY

- **Study area**– Digital Marketing Department of Medanta- The Medicity, Gurugram
- **Duration of Study**– The study was conducted for the duration of three months of February 2018 to May 2018.
- **Type of study**: Exploratory study.
- **Type of Data**- Secondary data.
- **Data collection**- Secondary data on Kazakhstan health profile from published reports and from the department dealing with the international patients in the hospital.

## Health status of people

| Indicator                | Status                               |
|--------------------------|--------------------------------------|
| Maternal Mortality Ratio | 12 deaths / 100,000 live births      |
| Infant Mortality Rate    | 19                                   |
| Life Expectancy at Birth | Male: 65.9 years<br>Female: 76 years |
| Total Fertility Rate     | 2.25 children born/woman             |

## Health infrastructure of people

| Hospital             | Number       | Comparison between public and private sector |
|----------------------|--------------|----------------------------------------------|
| Inpatient hospitals  | 840          | 80% public, 20% private                      |
| Outpatient hospitals | 2718         | 68% public, 32% private                      |
| Total hospital beds  | 87287        | 48.7% hospital beds per 10,000 (2016)        |
| Primary Care Doctors | 8.4 thousand | 4.7 doctors per 10000 (2016)                 |

# CONSTITUENTS OF DIGITAL MARKETING



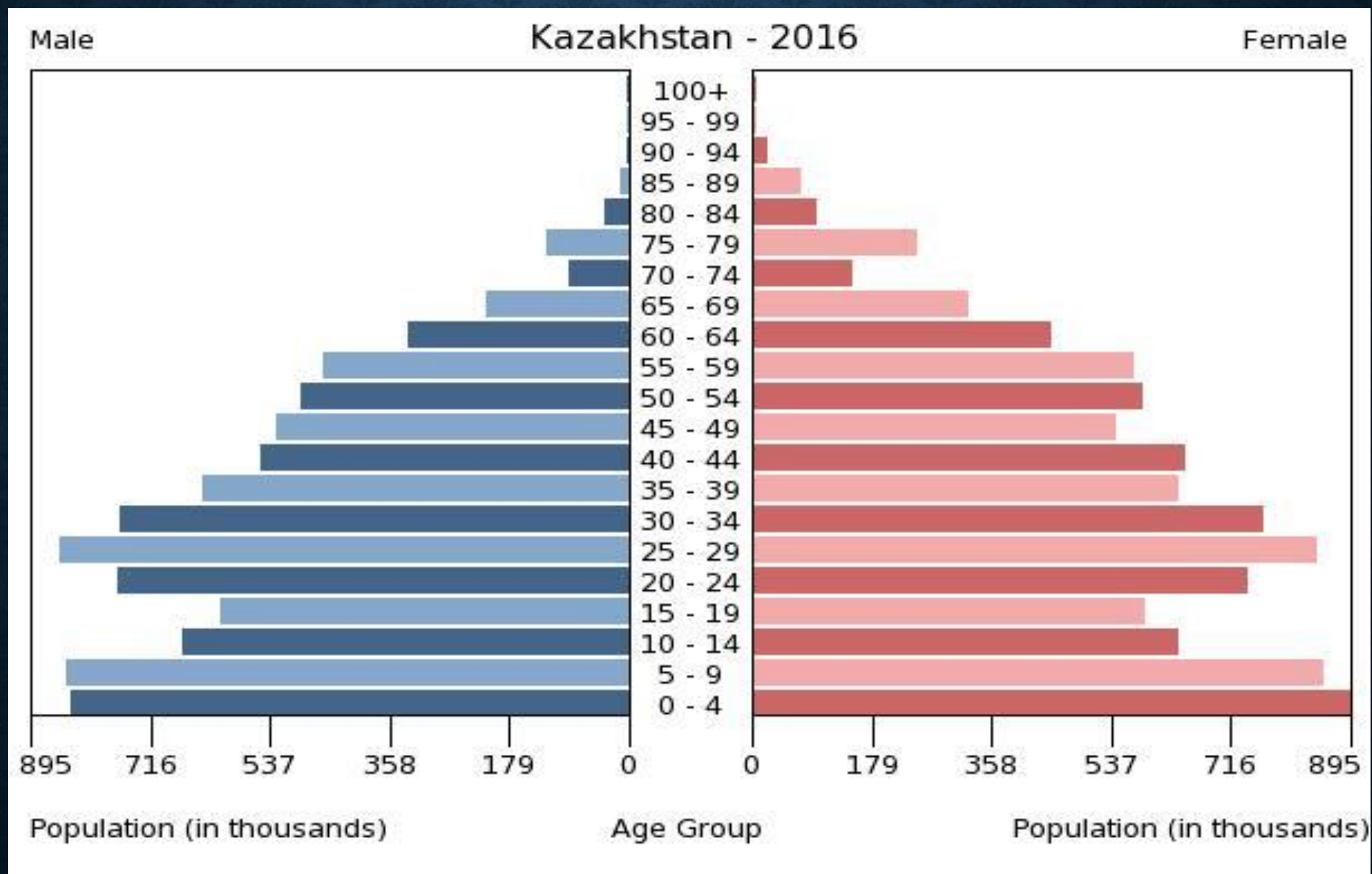
# DEMOGRAPHICS

# DEMOGRAPHIC PROFILE OF KAZAKHSTAN

| Indicator | Percentage |
|-----------|------------|
| Gender    |            |
| Male      | 48.3       |
| Female    | 51.5       |
| Age Group |            |
| 0-14      | 25.9       |
| 15-24     | 14.0       |
| 25-54     | 42.4       |
| 55-64     | 9.9        |
| 65+       | 7.6        |

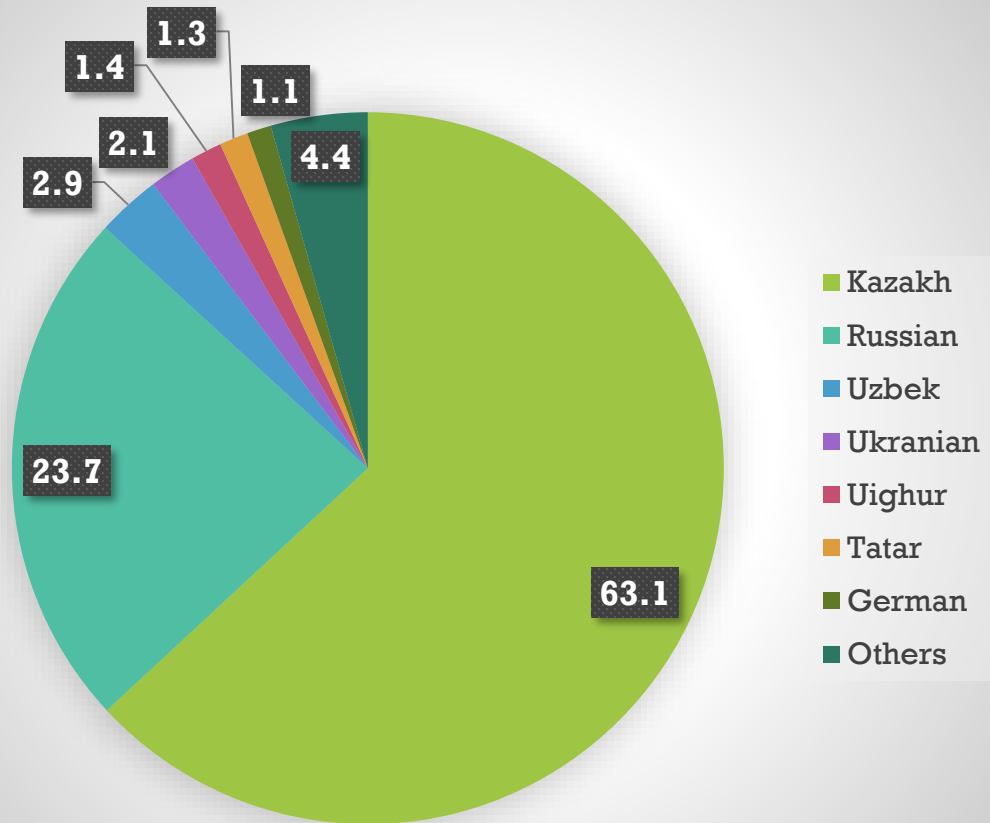
| Age group | Total population | Number of males | Number of females |
|-----------|------------------|-----------------|-------------------|
| 0-14      | 25.91%           | 2,374,427       | 2,434,212         |
| 15-24     | 14.05%           | 1,329,376       | 1,277,615         |
| 25-54     | 42.42%           | 3,847,282       | 4,024,052         |
| 55-64     | 9.97%            | 810,019         | 1,040,917         |
| 65+       | 7.65%            | 494,064         | 924,734           |

WHO Data, 2015

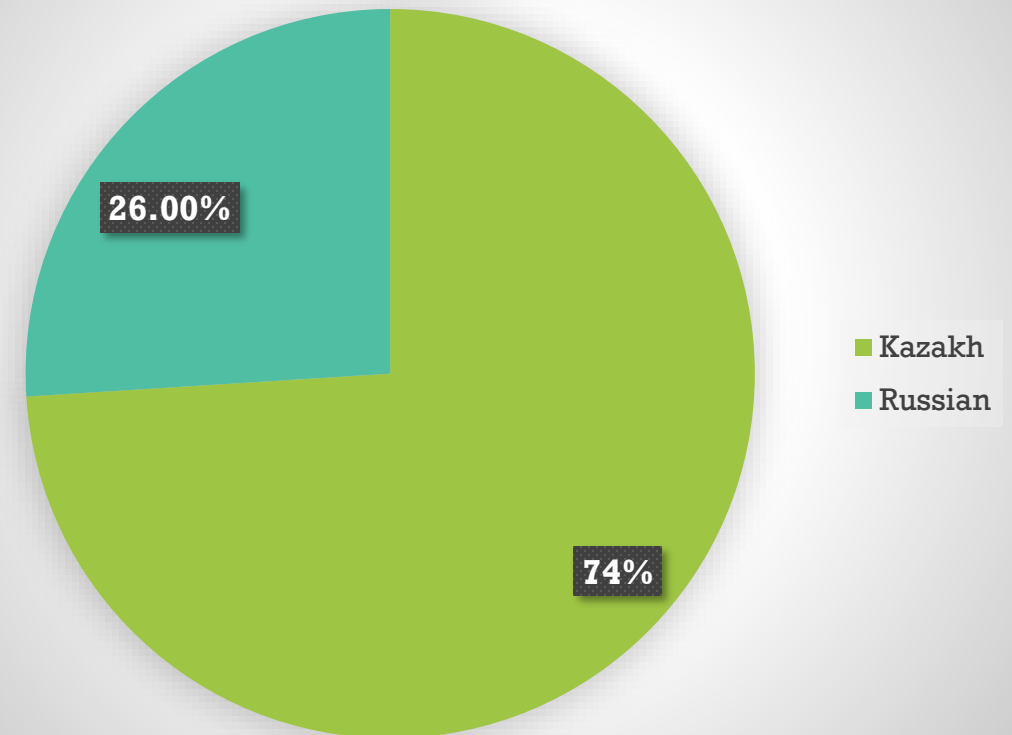


*Source: Central Intelligence Agency, 2016*

## Division of people

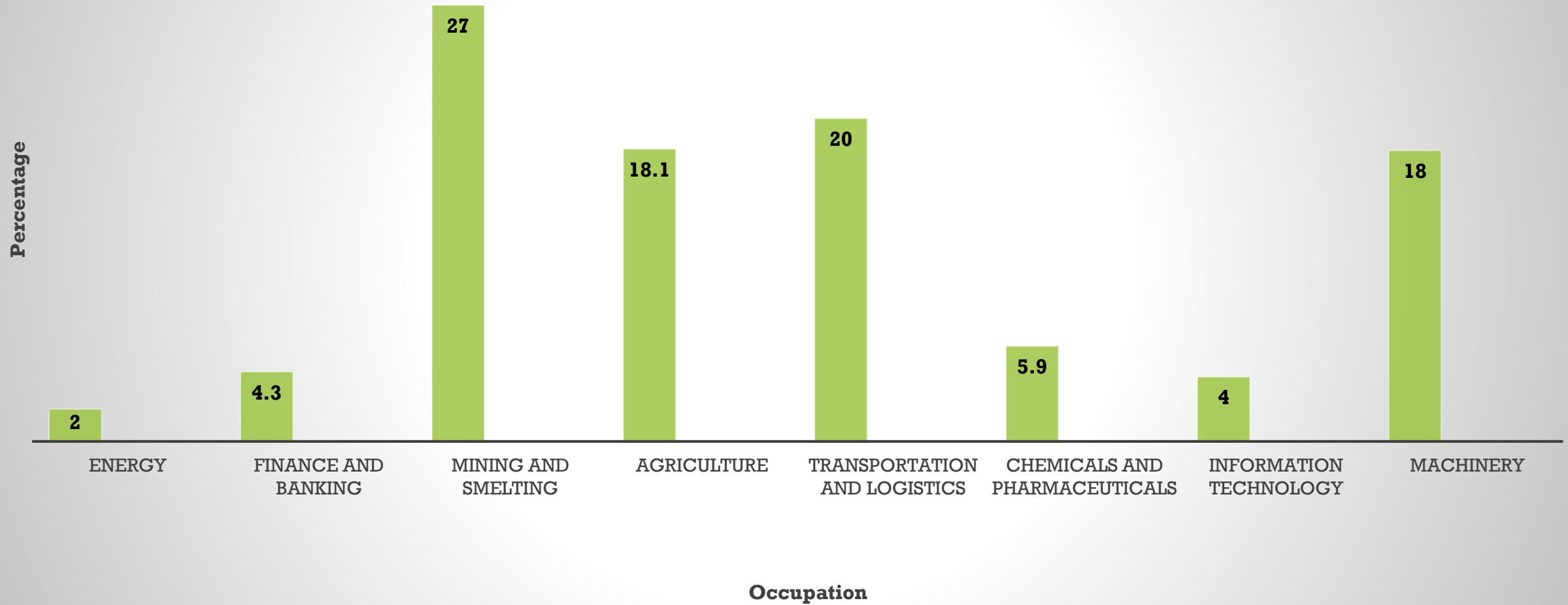


## Language



Source: WHO data, 2016

# Occupation



Source: WHO data, 2016

# DISEASE PROFILE

## TOP 15 CAUSES OF DEATH IN KAZAKHSTAN

| Sr. No. | Disease                 | Percentage |
|---------|-------------------------|------------|
| 1       | Coronary Heart Disease  | 21.79      |
| 2       | Lung Disease            | 13.23      |
| 3       | Stroke                  | 10.86      |
| 4       | Kidney Disease          | 4.18       |
| 5       | Diabetes Mellitus       | 3.93       |
| 6       | Suicide                 | 3.55       |
| 7       | Pneumonia and Influenza | 3.43       |
| 8       | Road Traffic Accidents  | 2.99       |
| 9       | Lung Cancers            | 2.84       |
| 10      | Alzheimers/ Dementia    | 2.46       |
| 11      | Stomach Cancer          | 2.07       |
| 12      | Pancreas Cancer         | 1.92       |
| 13      | Colon-Rectum Cancer     | 1.71       |
| 14      | Breast Cancer           | 1.65       |
| 15      | Other Injuries          | 1.44       |

Source:Global Burden of Disease, Institute of Health Metrics and Evaluation, 2016

# DISEASE BURDEN

Coronary Heart Diseases (21.79)

Lung Disease (13.23)

Stroke (10.86)

Cancer (Lung, Breast, Stomach, Pancreas,  
Colon-Rectum, Ovary, Cervical, Prostate-  
10.19)

# **ONLINE BEHAVIOR**

## TOP 12 WEBSITES IN KAZAKHSTAN

| website       | category                | daily time on site | daily page views per visitor |
|---------------|-------------------------|--------------------|------------------------------|
| Facebook.com  | Social media            | 11:13              | 4.33                         |
| Olx.kz        | Olx site                | 11:02              | 9.44                         |
| Vk.com        | Social media (Russian)  | 10:05              | 4.67                         |
| Youtube.com   | Social media            | 8:19               | 4.71                         |
| Google.com    | Search engine           | 7:24               | 7.9                          |
| Google.kz     | Search engine           | 6:27               | 8.52                         |
| Mail.ru       | Email service (Russian) | 6:21               | 4                            |
| Google.ru     | Search engine           | 5:37               | 8.79                         |
| Nur.kz        | News                    | 5:32               | 3.71                         |
| Instagram.com | Social media            | 5:32               | 3.18                         |
| Ok.ru         | Social media            | 4:43               | 2.1                          |
| Wikipedia.org | Infosite                | 4:13               | 3.28                         |
| Yandex.kz     | News                    | 3:26               | 2.37                         |
|               |                         |                    |                              |

Source: Alexa, 2016

## RESULT AND DISCUSSIONS

- The actual health status of the country is very poor due to the unavailability of proper healthcare facilities (Specialists,Hospitals.)
- The top diseases that are prevalent in the country are: Coronary heart disease (21.79), Lung diseases (13.23), Stroke (10.81), Cancer (Lung, Breast, Stomach, Pancreas, Colon-Rectum, Ovary, Cervical, Prostate- 10.19).
- The online behavior amongst the people of the country has also been observed. It is seen that the people use facebook.com, olx.kz, vk.com the most.

# DIGITAL MARKETING STRATEGY

On the basis of the study it was found that the strategies that can be implemented are:

The Target Customer Group for Medanta services in Kazakhstan-

- Age- People of age group 25-54 should be targeted since most of the Coronary Heart Disease, Lung Disease, Stroke, Cancer are prevalent amongst the people of this age group .
- Employment- People of the country are ready to spend on healthcare outside the country because of unavailability of same within the country.

Most appropriate medical services to be advertised.

- Due to lack of healthcare facilities in the country and prevalence of diseases like Coronary Heart Disease, Lung Disease, Stroke, Cancer should be focused upon.

## **Medanta's specialization**

- Coronary Heart Disease- Heart Institute, Electrophysiology and Pacing, Interventional Cardiology, Cardiac Surgery
- Lung Disease- Respiratory and Sleep Medicine
- Stroke- Institute of Neurosciences
- Cancer- Cancer Institute, Breast Services, Head and Neck Oncology, Medical and Haemato Oncology, Radiation Oncology, Gynae-Oncology.

Appropriate Digital Marketing platform to reach target customer group

- Language- Kazakh
- Websites- facebook.com, olx.kz, vk.com
- Medium- targeted ads in left side bar, sponsored post in news feed, paid post in groups and fan pages.

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thank you!