

Study on Use and Satisfaction with Digital Marketing Strategy of Max Hospital Dehradun

By

Hivani Sharma

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2016-2018



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Dr. Hivani Sharma** student of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone internship training at **Max Super Specialty Hospital , Dehradun** from **15th- Feb -2018 to 11th-May-2018**.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Dr (Col) Ashok Kaushik

Dean, Academics and Student Affairs

The IIHMR University, Jaipur



Dr. Neetu Purohit

Associate Professor

The IIHMR University, Jaipur

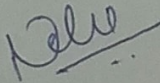
11 May 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Dr. Hivani Sharma** student of MBA (Hospital & Health Management) "IIHMR", Jaipur has done her dissertation under observation in Sales & Marketing Max Super Speciality Hospital, Dehradun from **February 15, 2018 to May 11, 2018.**

We wish her all the best for future endeavors.

For Max Healthcare Institute Ltd

A handwritten signature in blue ink, appearing to read "Neha", with a horizontal line underneath.

Neha Shrivastav
DGM & Unit Head
Human Resources

The certificate is awarded to

Dr. Hivani Sharma

in recognition of having successfully completed her
internship in the department of

Sales & Marketing

and has successfully completed her Project on

Positioning & Branding of Hospital Services Using Digital Marketing

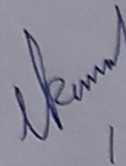
From 15th February to 12th May, 2018

At

Max Super Specialty Hospital, Dehradun

She comes across as a committed, sincere & diligent person who
has a strong drive and zeal for learning

We wish her all the best for future endeavors.

A handwritten signature in black ink, appearing to read "Ronald Kiran May", followed by the date "11th May 2018".

RONALD KIRAN MAY

Deputy General Manager & Unit Head

(Sales and Marketing)

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation **A STUDY OF USE AND SATISFACTION WITH DIGITAL MARKETING STRATEGY OF MAX HOSPITAL, DEHRADUN**, submitted by **DR. HIVANI SHARMA** Enrollment No- **IIHMR-U/01/2016-18/0420** under the supervision of **DR. NEETU PUROHIT** for award of MBA in Hospital and Health of the University carried out during the period from **15TH FEBRUARY 2018** to **11th MAY 2018** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

SELF DECLARATION

I hereby declare that the project report entitled “Positioning and branding of hospital services using digital media” submitted by me to Max Hospital Dehradun is an original piece of research work carried out by me under the guidance and supervision of Mr. Ronald Kiran May, HOD Marketing Department. The information collected from genuine and authentic sources.

ACKNOWLEDGEMENT

Dissertation is a golden opportunity for learning and self development. I consider myself very lucky and honored to have so many wonderful people lead me through in completion of this project.

I wish to express my deep gratitude and special thanks to Mr. Ronald Kiran May, HOD, Marketing Department, Max Hospital , Dehradun who in spite of being busy with his duties , took time out to hear, guide and keep me on the correct path and allowing me to carry out dissertation work at the hospital; and extended all help during this period.

A humble “Thank you” sir.

I would like to extend a word of gratitude towards-

Dr Neetu Purohit, my guide at IIHMR University, Jaipur, for her guidance. She supported me by giving intellectual freedom in my work, supported me in getting engaged in new ideas and demanding high quality of work in all my endeavors.

A humble “Thank you” Ma’am.

ABSTRACT:

A study of use and satisfaction with digital marketing strategy of Max Hospital Dehradun – Dr Hivani Sharma

Background- Hospitals are also inclining towards digital marketing to promote their services, create awareness, increase patient flow, build customer loyalty and retain their customers. According to research searching for health information is the 3rd most popular online activity. Marketing of any health care organization is one of the major driving force to take the organization to the next level by promoting in digital platform. One of the major concern is how we promote the health-care services, how do we market and choose a correct medium to market the services. Through digital media marketing, communication become faster, more versatile, practical and streamlines the services offered.

Good reputation of the hospital is necessary because without trust and confidence of the patient a hospital cannot survive. Good Reputation is one of the major factor which differentiates the services in a tremendously competitive market. Digital marketing takes the organization to go beyond the boundaries. It is an inexpensive strategy compared to traditional marketing.

Objectives:

- **To know digital marketing strategies of Max Super Specialty Hospital, Dehradun**
- **To study the use of available platforms for availing hospital services**
- **To assess patient satisfaction towards hospital services using digital platform**
- **To analyze the key words for content development**

Material and methods: A descriptive study was conducted of 200 bedded hospital, in the dehradun city from February to May, 2018. For objective 2 the respondents are those who have access to the digital forum created by the hospital. For objective 3- 122 patients were pitched to get the online feedback . Data analysis is done with the help of MS-Excel to observe how many people have come through online, walk-in, doctor app etc.

Results: Total numbers of registration were 8899. Numbers of registration via digital media were 743m(8.34%) out of that 61 were new patients and 682 were older one. Number of registrations via clinic opd were 8149.(91.57%). There are less percentage(8.34%) of patients who used digital media.

In the month of march total google review were 295 rating was 3.8. now in the month of May there is increase from 3.8 to 4.1 and reviews are 410. There is increase in the ratings of the Hospital.

Supportive staff, ambience, infrastructure ease, responsiveness of staff etc.Hospital could use these key words for content development

These key words are helpful for further use for content writing and development and in SEO. Hospital can increase its online visibility by using this.

Conclusions: There has been major shift in perception and internet utilization by the masses, this calls for improved techniques of marketing to live up to the need. Marketing communication has more effective ways of sending messages out to its target audience. Trust of people is getting shifted towards digital platform and people are making health decision based on digital feedbacks. Patient information has been shared to digital platform and access to healthcare facilities and expertise are just a click away.

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**A STUDY OF USE AND SATISFACTION OF DIGITAL MARKETING
STRATEGY OF MAX HOSPITAL DEHRADUN**

1.1 INTRODUCTION:

DIGITAL MARKETING- Digital marketing is the marketing of product and services using digital media (watsapp, twitter, linked in, email, sms etc). It is also including mobile phones, display advertising and other digital medium.

1.2 IMPORTANCE OF DIGITAL MARKETING-

Earlier, the only way to reach people was print media (newspaper), radio or television etc- because use of internet was yet to be developed into its present form. These marketing channels could be used strategically; targeting specific demographics such as those most likely to listen to a particular radio station or read a particular magazine or newspaper.

However digital marketing has overtaken these methods. There are some reasons why digital marketing is important now a day.

1. Instant – Digital media can work continuously 24 hours a day. Health care company which could only work within USA now has a global marketplace, and these companies can get their product and services in front of billions of people at one click. Digital media platform provides instant communication without delay. There is no waiting for direct mail to be posted, or for the newspaper to be publish your advert.
2. Targeted – Traditional approach of marketing has their own limitations, but digitally marketers have a range of much more powerful tool at their disposal. Digital marketing allows precise targeting of specific audiences to digital marketing activity accurately.
3. Track able – Digital marketing activities can be tracked easily. Offline marketing was quantifiable to a point, but the range of tracking tools for digital marketers means that all online marketing can be tracked. There are some digital tools which monitor engagement on social media channels like Face book, Twitter etc that allows marketers to create campaigns using facts and figures rather than guess work.
4. Cost effective – Digital marketing is less expensive than traditional marketing. Foe eg. Pay per click allow you to monitor the amount which spent on advertising and marketing and adjust budget accordingly. Digital marketing is more flexible with your budget it decreases wasted spent in one area and shifted focus to another more profitable area. Email marketing is one of the examples in cost effective method.
5. Easy approach - There are lots of powerful tools which have been developed specifically to simplify the digital marketing process and make it easier for marketers to

work effectively. Social media marketing in particular is now in incredibly potent aspect of digital marketing.

1.3 IMPORTANCE OF DIGITAL MARKETING IN HOSPITALS –

Hospitals are also inclining towards digital marketing to promote their services, create awareness, increase patient flow, build customer loyalty and retain their customers. According to research searching for health information is the 3rd most popular online activity. Marketing of any health care organization is one of the major driving forces to take the organization to the next level by promoting in digital platform. One of the major concern is how we promote the health-care services, how do we market and choose a correct medium to market the services. Through digital media marketing, communication become faster, more versatile, practical and streamlines the services offered.

Good reputation of the hospital is necessary because without trust and confidence of the patient a hospital cannot survive. Good Reputation is one of the major factor which differentiates the services in a tremendously competitive market. Digital marketing takes the organization to go beyond the boundaries. It is an inexpensive strategy compared to traditional marketing.

Social media plays an important role in providing the health information and is also becoming a platform for convening social networks and creating health information. According to survey from Fox (2006) and crossing (2008) about 60-80 percent of Americans have used the Internet to find health information. In 2013 a new study showed that for adult internet users, social media still a primary source of health information. It also can be an educational tool, such as when surgeons provides real – time updates from the operating room and takes questions as a form of patient education. Face book and Twitter are great resources to reach the general public and spread information.

ROI as the measure of effectiveness of a marketing strategy, represented as a percentage of positive or negative growth. In traditional marketing model, ROI would be measured by a formula subtracting the amount of marketing expenses from the gross amount of a company's profit and then divides it by the marketing expenses. However the case of social media is different. ROI from social media can be tracked by recording data from leads, new patients, sales, revenues and change in brand image. In medical practice social media platform is first and foremost about branding.

1.4 ROLE OF DIGITAL MARKETING IN POSITIONING AND BRANDING OF HOSPITAL –

Digital marketing has helped the health-care industry evolve. By using search engines as a tool, creating targeted outreach with great content, engaging patients on social media, and taking advantage of reporting data, patient engagement and loyalty are improved. As digital marketing continues to grow and evolve, the health-care marketing industry will surely follow.

The success of hospital services comes down to how quickly potential patients find your service information through digital media and how willingly they are to interact with your online information. When patients seek out the best doctor in their area, they turn to search engines, social media, or other familiar online forums.

Engagement of customers through digital marketing and allowing them to interact with the brand is one of the major role. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Face book, You Tube Forums and Email etc. Through communications it creates a Muti-communication channel where information can be quickly exchanged around the world by anyone. Social segregation plays no part through social mediums due to lack of face to face communications and information being wide spread instead to a selective audience. This interactive nature allows consumers create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of marketing may not offer.

2.1 LITERATURE REVIEW

According to the American Marketing Association, “Many hospitals create and update community websites to give access to health information, podcasts, videos, and photos (Broom, 2009). Now, all the hospital information that was once internal has now become external, as it exists on the Internet. Since websites are updated frequently, bloggers can post positive or negative comments, feedback and experiences on the community blog page. Blog pages, a word of mouth technique, can affect readers’ perception of hospitals and services to develop and deliver products that offer real value to the customer (www.ama.com).

Millions now use the Internet as a source of health information. Since the emergence of the Internet and web sites, the media has not only been able to cover health care, but also can cover the news much faster and in more detail (Broom, 2009). Not only are patients able to post on hospital websites, but also communicators can report on breaking news stories, look for story ideas or other information on websites (Broom, 2009). Health-care organizations are easily able

to post news stories to a worldwide audience with a click of a button (Broom, 2009). Although health-care organizations post information on the web, the mass media still play an important role in health-care. Mass media, whether it be paid advertising, community relations, publications and videos, play an important role in shaping the reputation of hospitals, explaining health care procedures and agendas (Broom, 2009). Hospitals are often targets of increased litigation and a critical media. Due to the rise in both social media and online marketing, health-care organizations need a communicator to be on-call 24 hours a day to give prompt responses (Broom, 2009).

Health-care organizations are under the Health Insurance Portability and Accountability Act of 1996 (HIPPA). According to Broom “HIPPA rules may prevent hospitals from responding to allegations made by disgruntled patients who take their complaints to the media or post them on the Internet.” HIPPA helps eliminate media coverage because before a story can be sent out, the media must have a patient’s first and last name (Broom, 2009). “Without question, social marketing has proven to be a highly useful framework for health communicators to use in tackling critical problems in public health,” (Huhman, 2010).

Consumers use the Internet as the primary tool to find information about potential healthcare providers and the quality of each facility (Revere, 2010).

Although people tend to use the Internet as a primary tool for information when choosing a health care facility, consumers allow a variety of tools to influence their decision. The Internet can also be used to help promote an organization’s products and services to allow consumers to compare hospital facilities and services. According to Taylor, "Quality perceptions are believed to positively influence patient satisfaction, which in turn positively influences the patient's decision to choose a specific healthcare provider." Not only do consumers use the Internet as a search engine, but the use of online marketing is an essential component of healthcare marketing strategies and tactics. It will allow information on customer satisfaction, services offered and goodwill created with the provider to be viewed (Revere, 2010). When healthcare marketers increase consumer perception via the Internet, it is easy to provide quality strategy, performance and outcome information, from current consumers to potential consumers (Revere, 2010). Therefore, consumers using the Internet to find information on the health care provider will help determine the quality of the organization.

Digital marketing has become more prevalent and sophisticated in healthcare. Although the healthcare segment of marketing has not been as deeply studied regarding their use of digital marketing strategies and techniques in the past, this is changing. The results from this survey represent an effort to better understand the relationship between healthcare and digital marketing. To that end, in 2015 Greystone, Net and Klein & Partners developed and administered a new survey to assess the current state of digital marketing in the healthcare space. The results of that survey were reported in 2017.

Hospitals are increasingly implementing the advertising and marketing plans for survival. Advertising seems to be an integral part of the dynamic growth of hospital marketing. Hospitals can get benefit or lose by how the advertising function is implemented and managed.

3.1 RATIONALE:

In Today's world, Traditional marketing is replacing Digital Marketing. People are more connected through digital space than anything else. This creates a need for improved presence of a Hospital brand/ services on the digital platform which is more feasible and well reaches the masses in a better way.

4.1 OBJECTIVES:

The study objectives are as follows:

- To know digital marketing strategies of Max Super Specialty Hospital, Dehradun
- To study the use of available platforms for availing hospital services
- To assess patient satisfaction towards hospital services using digital platform
- To analyze the key words for content development

5.1 METHODOLOGY:

Study Design: Study design is descriptive type.

Study Area: Max Hospital, Dehradun

Study Respondents: For objective 2 the respondents are those who have access to the digital forum created by the hospital.

For objective 3- 122 patients were pitched to get the online feedback .

Study period: Feb to May 2018

Methods of Data Collection:

HMIS of max hospital dehradun . Data analysis is done with the help of MS-Excel to observe how many people have come through online, walk-in, doctor app etc.

Ethics issues:.. Confidentiality of records are maintained as the data access is limited to the digital marketing team only and password protected.

6.0 RESULTS:

6.1.Digital marketing strategies of Max Super Specialty Hospital, Dehradun

MARKETING STRATEGIES-

Marketing strategy is a long term, forward looking approach to achieve brand position of the hospital. Communication and branding of hospital is done by traditional as well as digital method.

Traditional method

- News paper
- Banners
- Flyers
- Word of mouth

Digital method

E mail
sms
in house out house digital standee
wats app, twitter, linked in, face book

a)E mail- Marketing team use corporate email data base for promoting hospital services and packages. We have walk in team, TPA, corporate, etc which are having large data base of customers. Whenever the hospital is promoting any new services or healthcare packages, are sent through email data base. Health tips, physio tips are also sent on daily basis.

For eg. Launch of Endocrinology department of Max hospitals' coverage report was sent through email to maximum number of individuals.

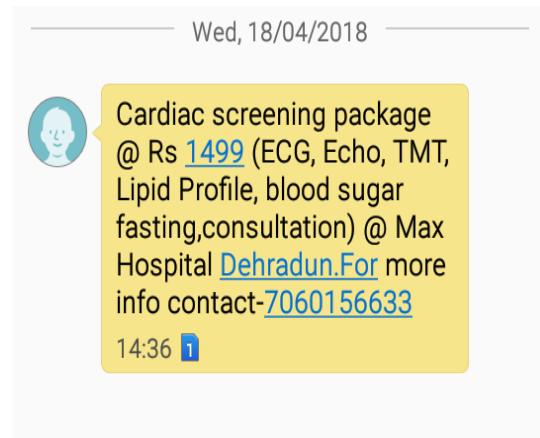
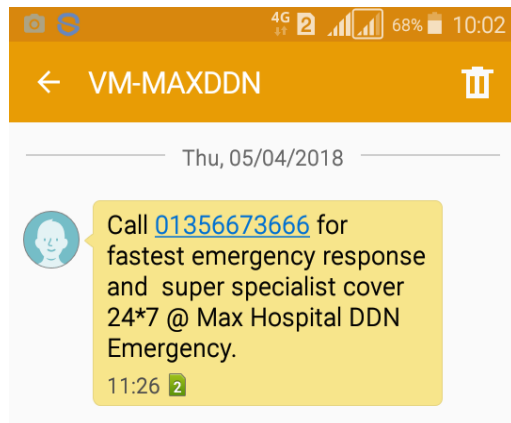
Marketing team get our IT team to maintain a subscriber email list and share helpful informative emails based on the patient illness. It tells patients that we care for them even after they leave our hospital. Maintaining communication with useful, helpful and high value information is key to building a good hospital brand

b) Sms- different sms are sent to the target area to avail the hospital services of different department. For eg.-

Emergency sms- call 01356673666 for fastest emergency response and super specialist cover 24*7 @ max hospital DDN Emergency

Stroke sms- identify the symptoms of brain stroke before it does major damage to your brain contact max hospital stroke helpline for immediate action at 8050506699.

Cardiac sms- cardiac screening package @ Rs 1499 (echo, ecg, tmt, lipid profile, blood sugar fasting, consultation) at Max Hospital Dehradun. For more info contact 7060156633.



c) In House digital display-

d) Out house digital display- customer journey begins with awareness and digital media plays an important role in increasing awareness of Max hospital. Malls, restaurants, movie halls are the areas where we can reach maximum people and aware them about the services and brand of the hospital. (Fig 7.1,7.2, 7.3)

6.2 Studying the use of available platforms for availing hospital services

Under this objective, study of buying pattern of hospital services through various channels (walk-in, online appointment, widget, doctor app etc) was recorded. During 3 months data was collected from the HMIS system. There were total 8899 booking. The data was segregated as below.

CHANNEL	BOOKING	% OF INTERACTIONS	NEW CUSTOMER	%NEW CUSTOMER	RETURNING CUSTOMERS	%RETURNING CUSTOMERS
DIGITAL						
WEBSITE WIDGET	551	6.2	0	0	551	100
PRACTO	1	0	1	0	0	0
CLIENT WEBSITE	129	1.4	33	25.60%	96	74.4
CLINIC CALLCENTER	58	0.7	26	44.8	32	55.2
DOCTOR APP(ANDROID/NOS)	4	0	1	25	3	75
NON DIGITAL						
CLINIC OPD	8149	91.6	1417	17.4	6732	82.6
SUMMARY	8899	-	1481	16.60%	7418	83.40%

- Total numbers of registration were 8899. Numbers of registration via digital media were 743m(8.34%) out of that 61 were new patients and 682 were older one. Number of registrations via clinic opd were 8149.(91.57%). There are less percentage(8.34%) of patients who used digital media.

SMS – Different specialties' sms are floated to different locations and with the help of HMIS, collected the number of footfalls

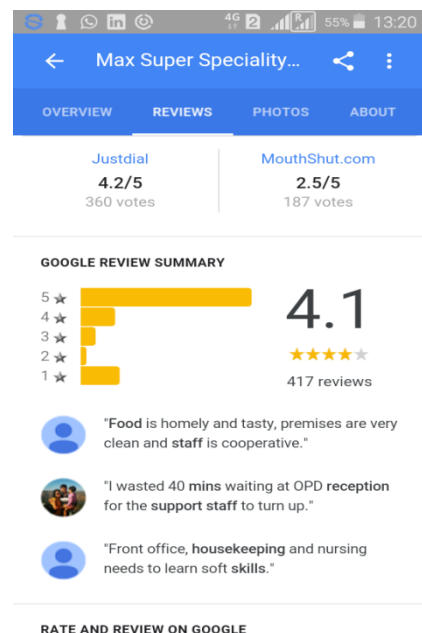
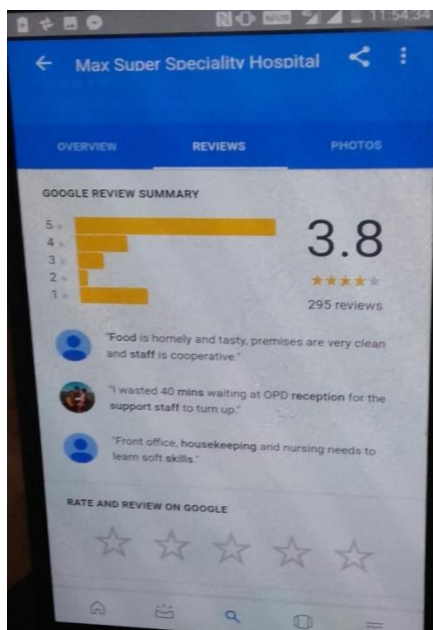
Sr No	City	Sms Count	specialty	Foot falls
1	DDN (Uttarakhand)	4-5Lac	cardiac	49
2	Haridwar (Uttarakhand)	1.5-2Lac	ortho	10
3	Saharanpur (Western UP)	60-70K	cardiac	2
4	Rishikesh (Uttarakhand)	1-1.5Lac	cardiac	1
5	Roorkee (Western UP)	50-60K	cardiac	1
6	Ponta Sahib (Himachal Pradesh)	15-20K	emergency	-
7	Kotdwar (Uttarakhand)	40-45K	emergency	-
8	Najibabad (Western UP)	35-40K	emergency	-
9	Muzaffarnagar (Western UP)	70-80K	emergency	-
10	Moradabad (Western UP)	55K	emergency	-
11	Srinagar (Uttarakhand)	35K	emergency	-
12	Nainital (kumaon)	1-1.5Lac	Cardiac	2
13	Merut (Western UP)	1.5-2Lac	ortho	5
14	Bijnor (Western UP)	50-60K	emergency	-
15	Shamli (Western UP)	30-35K	emergency	-
16	Tehri (Uttarakhand)	20-25K	emergency	-
17	Haldwani (Uttarakhand)	1-1.20Lac	cardiac	5
18	Mussoorie (Uttarakhand)	40-50K	emergency	-
19	Pauri (Uttarakhand)	25-30K	emergency	-

6.3 Assessing patient satisfaction towards hospital services using digital platform

Patient satisfaction with the services of the Max super- speciality -hospital-is done by online feedback.

MONTHS (2018 YEAR)	DATA (GOOGLE REVIEW)
FEBRUARY	20
MARCH	30
APRIL	50
MAY	22
TOTAL	122

Hospital get the online feedback from patient. As patient post their comments online automatically team get it on the system and screenshot their feedback and save it as data on excel sheet. In the month of march total google review were 295 rating was 3.8. now in the month of May there is increase from 3.8 to 4.1 and reviews are 410. There is increase in the ratings of the Hospital.



6.4 Analyzing the key words for content development

Key words are very important for business website as they drive targeted web traffic to hospital business for free, using the right key words can increase hospital business to sales success online. There are some key words as below from the online feedback data: Supportive staff, ambience, infrastructure ease, responsiveness of staff etc. Hospital could use these key words for content development

Some examples of online feedback data :

These key words are helpful for further use for content writing and development and in SEO. Hospital can increase its online visibility by using this.



Tanvi Rawat

1 review

★★★★★ 22 hours ago

Very Friendly and amicable doctors and staff. Great support and services offered at the hospital which will certainly make your tough times a bit less worrisome!



Like



Yashika Bhardwaj

1 review

★★★★★ 3 days ago

My mother was admitted in the hospital for an angioplasty and had two stents placed. Dr Preeti Sharma, Dr Sadana and their team epitomised efficiency and good doctor-patient relations. Compassion and professionalism go hand in hand in this hospital at every level - the patient is not treated as a commercial entity but as a human being who needs care and loving concern. Of special mention are the efficient and courteous support staff at all levels.

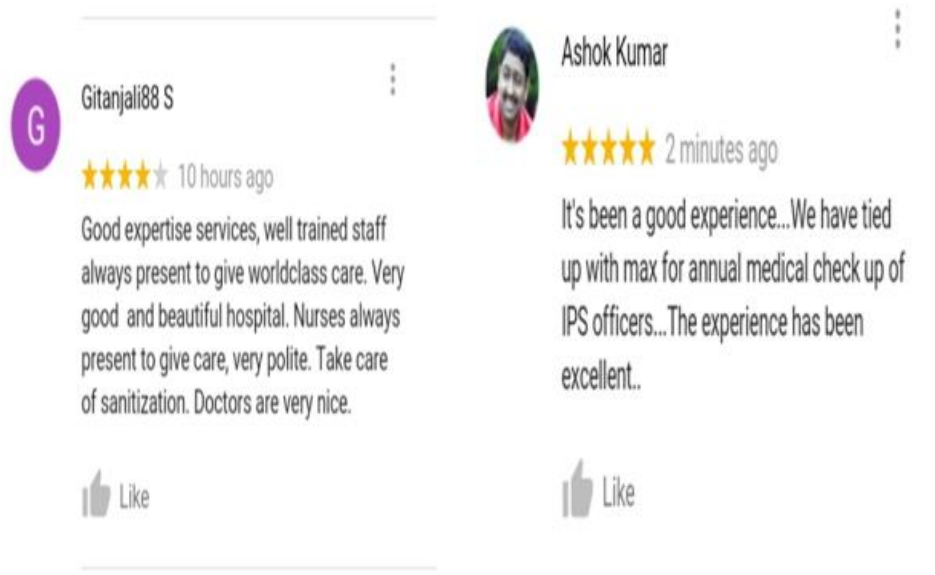
Yashika Bhardwaj

Principal

Apeejay International School



Like



7.1 LIMITATION:

Clinical outcome, patient data is all dependant on certain application which is run by software program and which are in turn dependant on certain factors like power and performance of the digital modality which can somewhat malfunction and create problems later on.

8.1 RECOMMENDATIONS:

- According to the study (Nielson) there are 35 million online medical searches everyday, hospital can take advantage of all those searches with rich blog content that provides information on health condition, answer to question , quick tips & advices they can get without going to doctor. by this hospital can get increased the footfall through digital media.
- Start online feedback with offline feedback form. Patients must asked to give feedback through online as well. By this visibility of hospital On digital forum will improve.

9.1 CONCLUSION:

Marketing communication has more effective ways of sending messages out to its target audience. Trust of people is getting shifted towards digital platform and people are making health decision based on digital feedbacks. Patient information has been shared to digital platform and access to healthcare facilities and expertise are just a click away.

After study of 8899 patients results are shown that out of 100% there is only 8.4% patients comes through digital media which is less. Dehradun is tier 3 city which might be one of reason for not using of digital media..

Patient feedback on website has increased from 3.8 ratings to 4.1 rating out of 5 rating. Online visibility of Max Hospital has improved. But there is more no of patients to be pitched for more feedbacks so that rating will be increased.

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ANNEXURE -1

- 1) In house digital standees for branding of hospital. (fig1, 2)

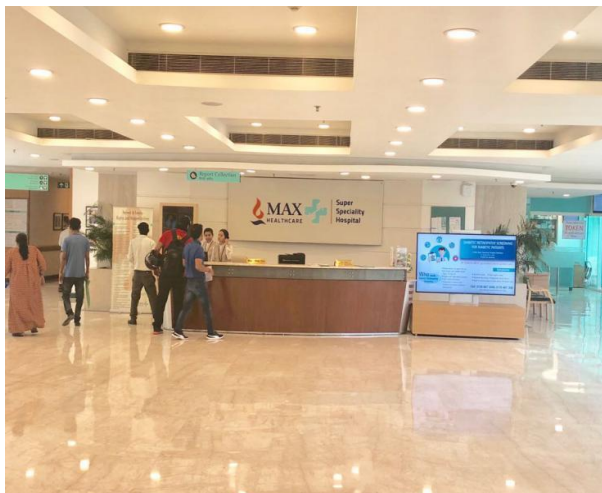


Figure 1



Figure 2

- 2) Coverage report and health tips creatives for promoting hospital services through whatsapp, email etc (Figure 3, 4, 5)

आगाज एंडोक्राइन सिस्टम से संबंधित बीमारियों का होगा इलाज

मैक्स अस्पताल ने देहरादून में लॉन्च किया 'एंडोक्राइनोलॉजी डिपार्टमेंट'

देहरादून, 20 मार्च (इंडीयन एक्सप्रेस) : मैक्स सुपर स्पेशलिटी अस्पताल देहरादून ने एंडोक्राइनोलॉजी डिपार्टमेंट का उद्घाटन किया, जो एंडोक्राइन सिस्टम से संबंधित बीमारियों के मरीजों को आधुनिक इलाज मुहैया कराएगा। अस्पताल पर पाई जाने वाली एंडोक्राइन बीमारियों में शर्शरीय (मधुमेह) और थायरॉइड से जुड़ी समस्याएं शामिल हैं। हालांकि इससे जुड़ी कई अन्य समस्याएं भी हैं जैसे ऑस्टियोपोरोसिस, मीनोपाज, ओवैरियरी मोटार, पी.सी.ओ.एस., कैंसर न गंधन, उच्च रक्तचाप और कोलेस्ट्रॉल। एंडोक्राइन बीमारियां अब होती हैं जब शरीर में हार्मोनों की मात्रा सामान्य से कम या अधिक हो जाती है या शरीर इन हार्मोनों के लिए उचित

'एंडोक्राइनोलॉजी डिपार्टमेंट' के बारे में जानकारी देते मैक्स हॉस्पिटल के विशेषज्ञ चिकित्सक।

प्रतिक्रिया नहीं करता। यह सुधार रोड सिविल एक होटल में आयोजित प्रेस वार्ड में 'एंडोक्राइनोलॉजी डिपार्टमेंट' के बारे में जानकारी देते मैक्स अस्पताल के विशेषज्ञ चिकित्सकों ने बताया कि द

इण्डियन इन्स्टीट्यूट ऑफ परिसर हैल्थ द्वारा जारी आंकड़ों के अनुसार भारत में मधुमेह के मरीजों की संख्या 70 मिलियन है जो अगले 20 सालों में बढ़कर 120 मिलियन तक

पहुंचने की संभावना है। भारत में सम्मिलित होने वाली 55 पेशेदारी में से का करण मधुमेह हो है। मधुमेह में पीठ में मरीजों की संख्या की दृष्टि से भारत दुनिया में दूसरे स्थान पर है।

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Figure 3

MAX HEALTHCARE
Care for life

PHYSIO TIP # 1

"Remember your pelvic floor... an important part of your core!"

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Figure 4

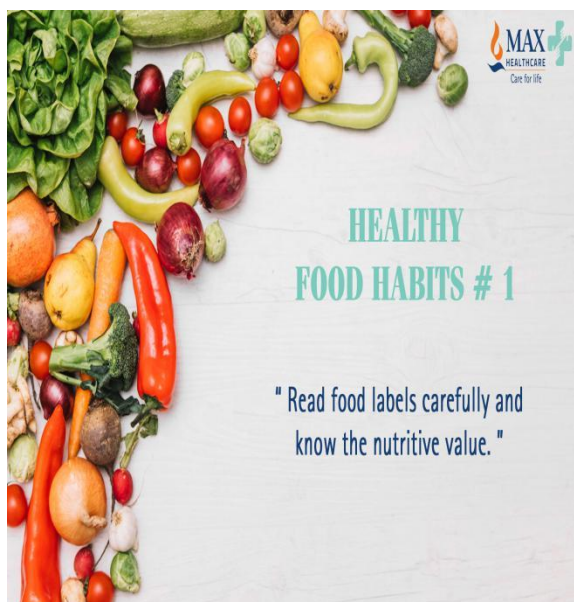


Figure 5



Figure 6

3) Out house digital displays for promoting hospital services



Figure 7.1- out house digital display of hospital services



Figure 7.2



Figure 7.3