

A study of use and satisfaction with digital marketing strategy of Max Hospital Dehradun



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INTRODUCTION



- **DIGITAL MARKETING** -Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and other digital medium.
- Earlier, the only way to reach people was print media (newspaper), radio or television but now a days digital marketing has partially overtaken these methods.

IMPORTANCE OF DIGITAL MARKETING



- Instant
- Targeted
- Track able
- Cost effective
- Easy approach

ROLE OF DIGITAL MARKETING IN BRANDING AND POSITIONING OF HOSPITALS



- Social media ' A major channel to focus upon
- Single goal for Channels
- Digital Platform for promoting services.
- Visuals are the new verbal.
- Taking good care of the customers.
- Lastly Emotions and memories matter

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 to content development

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 contacted to get the online feedback.
- **Study period:** Feb to May 2018
- **Methods of Data Collection:**
 - HIS 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.
 - Online collection of feedback data from the site .

Existing marketing strategies including digital marketing of Max Super Specialty Hospital, Dehradun



- There are different marketing methods which are using in Max Hospital Dehradun.

TRADITIONAL METHOD

- NEWSPAPER
- FLYERS
- BANNERS

DIGITAL METHOD

E MAIL
SMS
IN HOUSE, OUT HOUSE
DIGITAL DISPLAY
WATS APP, TWITTER, LINKED IN,
FaceBook



- **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.
- **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
- **c) In House digital display**
- **d) out house digital display**

IN HOUSE DIGITAL BRANDING



OUT HOUSE DIGITAL BRANDING



Studying the use of available platforms for availing hospital services.



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

Data of Services availed by the patients

CHANNEL	BOOKING	% OF INTERA- -CTION	NEW CUSTO- MER	% NEW CUSTOM- ER	RETURNING CUSTOMER	% RETURNING CUSTOMER
Digital						
website	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 call center	58	0.7%	26	44.8%	32	55.2%
doctor app	4	0	1	25%	3	75%
Total	743	8.34%	61	8.20%	682	91.7%
Non Digital						
clinic opd	8149	91.6%	1417	17.4%	6732	82.6%
summary	8899	-	1481	16.60%	7418	83.40%



- No of registrations- 8899
- No of registration via digital media-743 (8.34%). Out of 743, 61 were new patients and 682 were older one.
- No of registration via clinic opd- 8149 (91.57%)

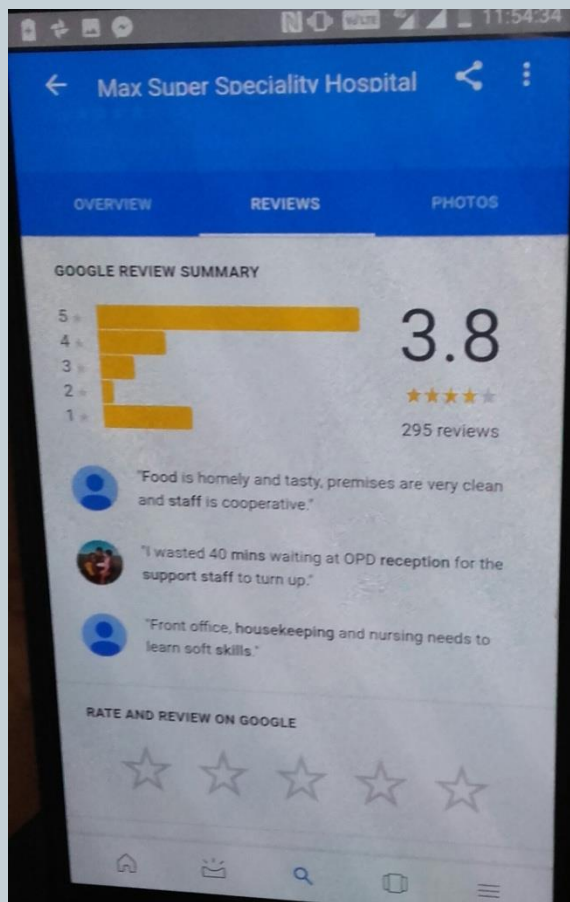
Assessing patient satisfaction towards Max Hospital using digital platform



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

MONTHS (2018 YEAR)	No of patients who gave online feedback(GOOGLE REVIEW)
FEBRUARY	20
MARCH	30
APRIL	50
MAY	22
TOTAL	122

- Online rating of hospital was 3.8 in the month of February (total review were 295) which got increased by 4.1 (total review are 417 as of now)



Analyzing the key words to 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.
- Services, hospital, doctor, staff etc
- Hospital uses these key words for content development.

Online feedback-



Gitanjali88 S



★★★★★ 10 hours ago

Good expertise services, well trained staff always present to give worldclass care. Very good and beautiful hospital. Nurses always present to give care, very polite. Take care of sanitization. Doctors are very nice.



Ashok Kumar



★★★★★ 2 minutes ago

It's been a good experience...We have tied up with max for annual medical check up of IPS officers...The experience has been excellent..





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



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

RESULTS



- After study of 8899 patients results are shown that out of 100% there is only 8.4% patients come through digital media. There is lot to do for improving digital media services. Dehradun is tier 3 city. In hills there are network issues it might be one of reason people are using less digital services.
- 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.

RECOMMENDATION



- 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.



THANK YOU