

Social Media Marketing in Hospital Industry

By

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MBA Hospital and Health Management*

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TO WHOMSOEVER MAY CONCERN

This is to certify that **Aastha Mishra** student of MBA Hospital and Health Management(MBA-HM) from The IIHMR University, Jaipur has undergone internship training at **P.D.Hinduja National Hospital and Medical Research Centre, Mumbai** from **8th February 2016 to 8th May 2016**.

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

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Aastha Mishra a student of MBA in Hospital and Health Management from Indian Institute of Health Management Research (IIHMR), Jaipur, did her internship in our Hospital from 8th February 2016 to 8th May 2016. During this period her assignment was as follows:

- Social Media Marketing In Hospital Industry

I wish her all the success in future endeavors.

Joy Chakraborty
Chief Operating Officer

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled “**Social Media Marketing In Hospital Industry**” and submitted by **Aastha Mishra** Enrollment No. **IIHMR-U/01/2014-2016/0122** under the supervision of **Dr.S.D.Gupta** (President,IIHMR University) for award of MBA Hospital and Management of the University carried out during the period from **8th February 2016-8th May 2016** 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.

Aastha

Signature

Acknowledgement

First and foremost, I would like to thank my parents and my brother for their unconditional love for me, their continual support to all my decisions, for understanding my objectives in life and allowing me to express myself freely.

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Executive summary:

The purpose of the study is to assess the perception, attitudes and behavior of the key doctors regarding social media marketing in hospital industry in particular Hinduja Hospital.

Today, we all are witnessing the opportunities to share information within the communities and groups with effective use of social media like 'Twitter', 'YouTube', 'Facebook', 'Linked-in', blogs, online portals, website etc. are increasing by manifold, every passing day, with amazing speed. A very significant number of internet users across the world, are now quite actively taking part through social media in various areas of their interest.

With 80% of the internet users currently searching for medical, health and product related information through cyber media, the importance of these powerful channels to engage interested stakeholders and groups in a meaningful dialogue on relevant products, services and issues, has increased by manifold. The hospital industry can no longer afford to ignore or even remain indifferent to this emerging trend.

Many global hospitals have realized the future potential of cyber connectivity, have already started experimenting with social media, which are indeed outstanding byproducts of a disruptive innovation of the millennium, called “internet”. In not too distant future, the hospital players are also expected to make the best use of social media not only to promote their products and services, but also to fulfill their obligation towards corporate social responsibilities.

This study aims to collect valuable evidence and data regarding the awareness, perception, attitudes, responses and expectations of the patients, towards this emerging and potentially resourceful strategy of social media marketing. Although there has been a lot of research in developed western countries on this topic, but data from a rapidly developing economy like India is lacking in the existing literature. This study intends to fill in this gap.

The report consist of two part, the first part made up of secondary research which include introduction and literature survey & the second part consist of Primary survey which includes research methodology and data analysis followed by conclusive remarks and recommendations.

The primary survey consists of patients survey where 250 responses were collected from P.D.Hinduja hospital. Some of these responses were personal interview. A questionnaire containing close as well as open ended questions was designed for the study. Data gathered from questionnaire was analyzed using MS-Excel and SPSS 19.0.

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The conclusion and recommendations are given that suggests high awareness and acceptance of social media marketing. Health and disease better compliance of doctors to medicines, continuous updating with recent advances make social media acceptable for hospital marketing. Better networking, healthcare improvement, etc. are future expectations from social media for hospital marketing.

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CHAPTER 1

INTRODUCTION

1. Introduction:

1.1 What is social media?

Social media is any online technology or practice that lets us share (content, opinions, insights, experiences, and media) and have a conversation about the ideas we care about.

The numbers:

- Active blogs on the Internet: 25-40 million
- Social networks: 2,900. 57% of Americans have joined a social network
- Active Facebook members: 200 million
- Corporations with social media campaigns: 300+
- Photos on Flickr: 3 billion
- Daily Twitter messages: 6 million
- YouTube = 10% of all Internet traffic

Social media is a change in expectations. Now we can get things we need one another instead of just from traditional institutions, like business, media or government. These things include:

- Advice and recommendations
- News and new ideas
- Products and services
- Tools and software
- Support and resources

Of the top 20 most visited sites in America, eight are social networks and all use social tools:

- | | |
|--------------|----------------|
| 1. Google | 11. Craigslist |
| 2. Facebook | 12. Twitter |
| 3. Yahoo | 13. MSN |
| 4. YouTube | 14. AOL |
| 5. Wikipedia | 15. Go |
| 6. Myspace | 16. Bing |
| 7. Blogger | 17. LinkedIn |
| 8. Live | 18. CNN |
| 9. Amazon | 19. Wordpress |
| 10. eBay | 20. Flickr |

SOCIAL MEDIA CONTEXT

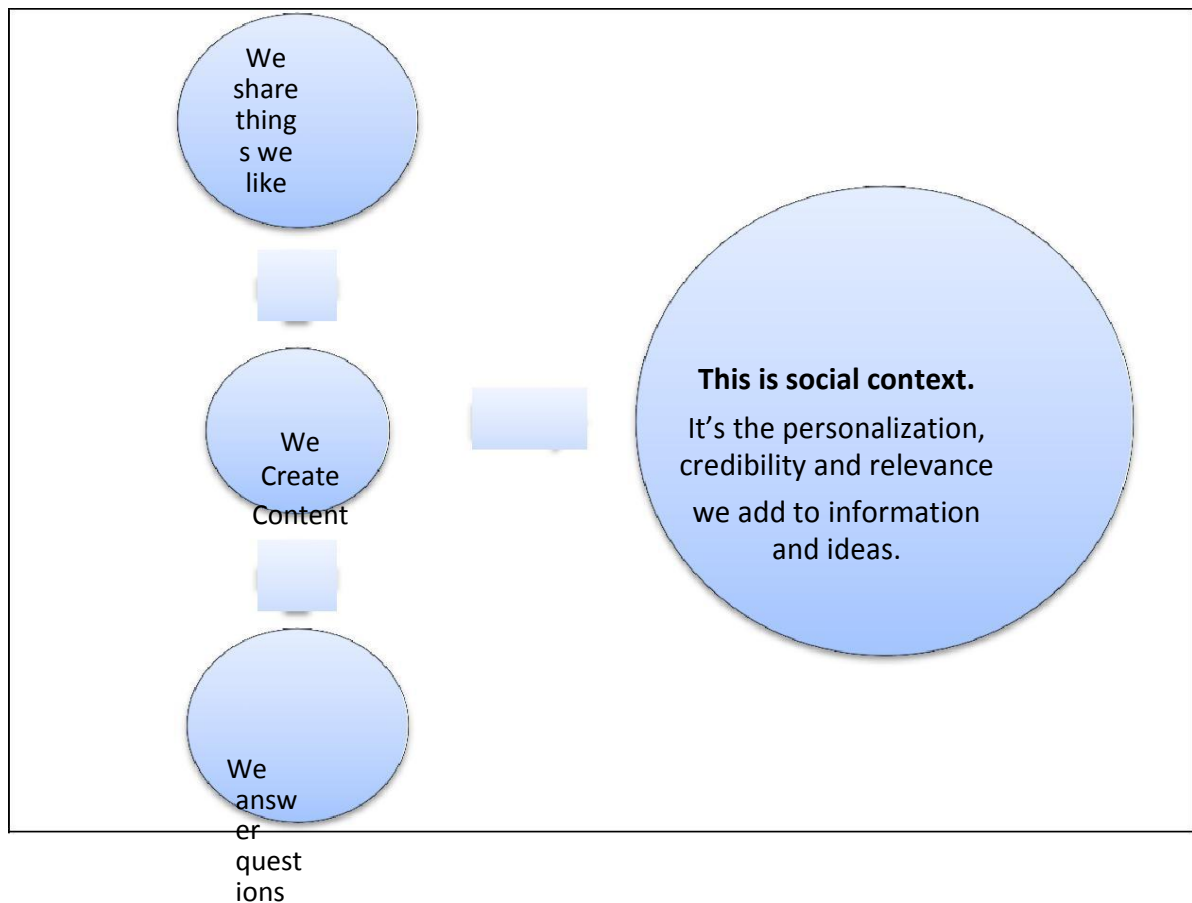


Figure 1 Social media context

[Source: Social Technographics Report, Forrester Research, 2010]

1.2 Social media marketing (the new-age marketing tool):

To get the marketing communications across, to important target audiences, many hospitals have started experimenting, quite seriously, with the digital world. Effective networking media like

‘Facebook’, ‘YouTube’, ‘MySpace’ and ‘Twitter’ are showing promises to become powerful online hospital marketing tools.

Hospitals have already started *‘testing the water’*:

Example hospitals giants, who have already started using this new age media for hospital

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marketing, in varying scale, are as follows:

1. YouTube channel

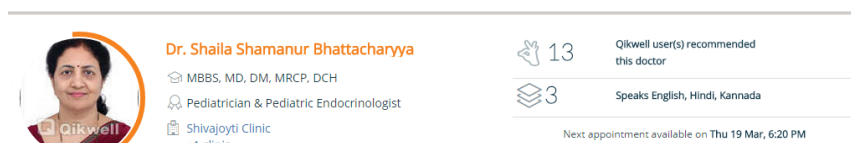
- Manipal hospitals** for eg Spine Treatment | Dr. Vidyadhara | Best Spine Surgeon | Manipal Hospitals <https://www.youtube.com/watch?v=werW4FHe7JI>
- Sakra hospital** for eg Telraj | Patient testimonial | Neuro Excellence at Sakra World Hospital <https://www.youtube.com/watch?v=DuuGCxqfmUU>
- Apollo hospitals** for eg Apollo Hospital Doctor's Opinion and Health Tips on Jaundice icterus in Hindi Pelia Disease <https://www.youtube.com/watch?v=TcggyP2A2BY>
- Fortis hospitals** for eg Hear from the doctor on the services and expertise available at Fortis Hospitals for the treatment of Urology related procedures, which includes simple and complex case treatments for Kidney stones, Kidney transplants, pediatric urology, bladder reconstruction, prostate procedures and other urology related problems. https://www.youtube.com/watch?v=z_QPCF3-xxg

2. Twitter channel.

- Manipal hospitals** for eg number of tweets 34484, following 124, followers 895, favorites 263
- Sakra hospital** for eg number of tweets 1450, following 148, followers 1791, favorites 12
- Apollo hospitals** for eg number of tweets 2.3K, following 49, followers 69.3k, favorites 44
- Fortis hospitals** for eg number of tweets 4897, following 189, followers 8499, favorites 526

3. Qikwell

- Different hospitals are using this channels to promote their doctors for online appointment <http://www.qikwell.com/doctors/list?query=manipal+hospital&location=>



4. Facebook channel

- a) **Manipal hospitals**- Number of likes 249733 contents followed by people as egManipal Hospitals shows its magic again. Melon-sized ovarian cyst removed from a month-old baby <http://bit.ly/1r0JIUG>
- b) **Sakra hospital**-Number of likes 3217 contents followed by people as egSulforaphane in cauliflower has been found to significantly improve blood pressure and kidney function. Follow us for more health tips atwww.twitter.com/SakraHospital
- c) **Apollo hospitals**-Number of likes 2043293 contents followed by people as egIf you have been stuck in consecutive meetings and haven't been able to book a doctor's appointment, we hear you. You can now do it online anytime, anywhere with Apollo edoc. Log into www.apolloedoc.in
- d) Fortis hospitals Number of likes 182193 contents followed by people as egWhen taking up a new exercise regime, always ensure that you start with small, achievable goals
<https://www.facebook.com/fortishealth>

1.3 The social media landscape in hospital and healthcare:

Social media is a broad categorical name for the latest Web2.0 interactive websites & services. The key differentiator of social media vs. the previous generation of sites is that people are now much more involved in generating their own content. User generated content is content that site visitors build or post themselves, usually on sites they do not own. It's now **collaborative participation** that's key to social media growth. Modern data compression technologies have yielded massive drops in the prices of data storage. This drop has created an entire new universe of Web 2.0 business models. Models that allow the site users' to contribute to the sites they frequent.

Major hospitals can now engage their audiences directly& listen intently by combining new methods & strategies in order to get a leg up on the competition. Right now, social media for hospitals are in kind of a "land grab" or more accurately, "strategy grab," phase. The companies that can lever the power of these tools correctly will rapidly gain market share as they discover how valuable the information can be.

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Social media presents a new opportunity for hospitals. Aside from service recognition and disease state awareness, social media can provide real time market research regarding attributes such as service adoption, patient acceptability as well as physician attitudes in real time. This type of data typically is gleaned from expensive third party retrospective market research and analyses that often include second and third hand testimonials and patients that may or may not be the targeted or desired audience. In the current age of “viral marketing” it appears the value of social media cannot or should not be ignored.

Today’s patient population is completely different from those of years past. They are involved, well educated, and not afraid to question the advice of their physicians.

Social media encompasses a wide range of web forums including blogs, discussion boards, video logs, video sharing sites, and virtual life websites. As per a 2009 Nielsen survey of Social Media (SM), two thirds of the world's internet population visits online communities and spends at least 10 minutes on them every day. In addition, the time spent on these websites has increased three times the rate of overall internet growth. India has 52 million active internet users in 2009, with 20 million people using internet daily.

Social media holds a particular appeal for 18-to-34 year old health searchers, while overall; men appear more likely than women to use online social media to research health and wellness issues. Two-thirds of online adults have used general search engines (e.g. Google, Yahoo!, MSN and Ask) to find health-related information, making them the default gateway for this as well as many other topics; usage of health-specific search engines – such as Healia, Medstory, Fealth, Kosmix and Healthline – is minimal by comparison.

Thus, to summarize, consumers, with their new-found empowerment of making their own healthcare purchase decisions, are increasingly turning online for healthcare answers. The result is more transparency, a trend that health plans and hospitals must prepare for. The newer avenues, in terms of effective marketing, provided by the social media have a tremendous potential. However, there is a pressing need to understand and research about a few issues related to social media marketing. We need to gain a better understanding of how social media can be of benefit to the hospital industry, which is critical to ensuring we stay at the forefront in terms of digital media communication. We need to recognize the benefits and be aware of the limitations, particularly in the hospital sector, which will ensure that PR and marketing communicators maximize the opportunities provided by the web in both an ethical and mutually beneficial manner. It is incumbent upon us, as managers, to use our

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collective efforts to bring some regulation and standardization of procedures into the field, being guided by evidence.

Thus, this study aims to collect valuable evidence and data regarding the awareness, perception, attitudes, responses and expectations of the patients, who are the key targets of hospital marketing strategies, towards this emerging and potentially resourceful strategy of social media marketing. Although there has been a lot of research in developed western countries on this topic, but data from a rapidly developing economy like India is lacking in the existing literature. This study intends to fill in this gap. A better understanding of the consumer psyche and behavior will in turn help the hospital industry to formulate an effective strategy to explore the social media for a dynamic marketing plan in the setting of a developing country like India.

CHAPTER 2

LITERATURE REVIEW

2. Literature review:

Social media marketing in hospital:

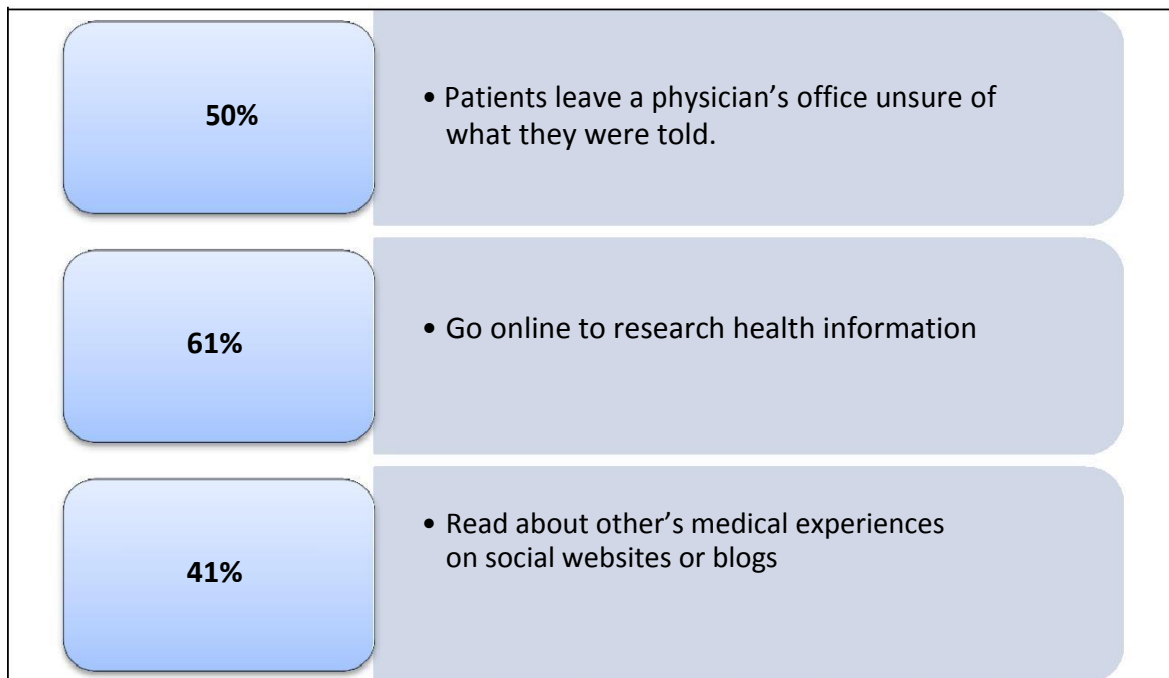


Figure 2.1 Use of social media by consumers

According to a report released by the **Pew Research Center's Internet & American Life Project** and the California HealthCare Foundation, 61% of adults look online for health information. Of those, 59% have done at least one of the following activities:

- Read someone else's commentary or experience about health or medical issues on an online news group, website, or blog
- Consulted rankings or reviews online of doctors or other providers
- Consulted rankings or reviews online of hospitals or other medical facilities
- Signed up to receive updates about health or medical issues
- Listened to a podcast about health or medical issues

In addition, 20% of internet users who have looked online for health information, or “e-patients,” have actively contributed comments, reviews, and updates. E-patients in this group have, for example:

- Tagged or categorized online content about health or medical issues
- Posted comments, queries, or information about health or medical matters in an online discussion, listserv, or other online group forum
- Posted comments about health on a blog
- Posted a review online of a doctor
- Posted a review online of a hospital
- Shared photos, videos or audio files online about health or medical issues

Social media marketing by Hospitals:

The picture of social media use that appears from the data paints a nearly universal awareness that social media in general is a useful conduit. But of the dozens of SM platforms, there are four that top the list.

“Of the total 3,371 US hospitals identified, the adoption of social media websites varied across platforms, with:

- 3,351 (99.41%) having a Facebook account
- 3,351 (99.41%) having a Foursquare account
- 3,342 (99.14%) having a Yelp account
- 1,713 (50.82%) having a Twitter account

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“Overall, 1,699 (50.40%) hospitals had accounts on all four platforms. Few hospitals (42/3371, 1.25%) used just one or two types of social media platform. Large, urban, private nonprofit, and teaching hospitals were more likely to have higher utilization of these accounts.

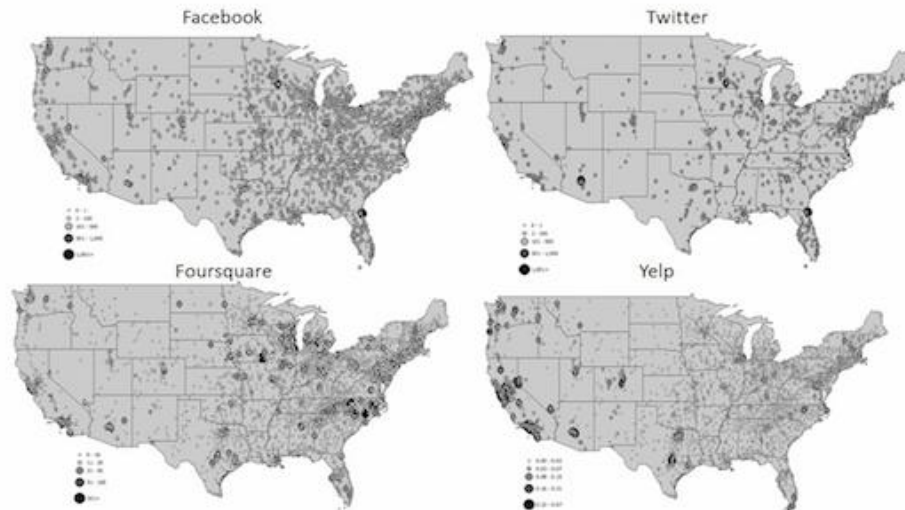


Figure 2.2 Presence of social media in hospitals

[<http://www.healthcaresuccess.com/blog/hospital-marketing/nearly-us-hospitals-use-social-media-now.html>]

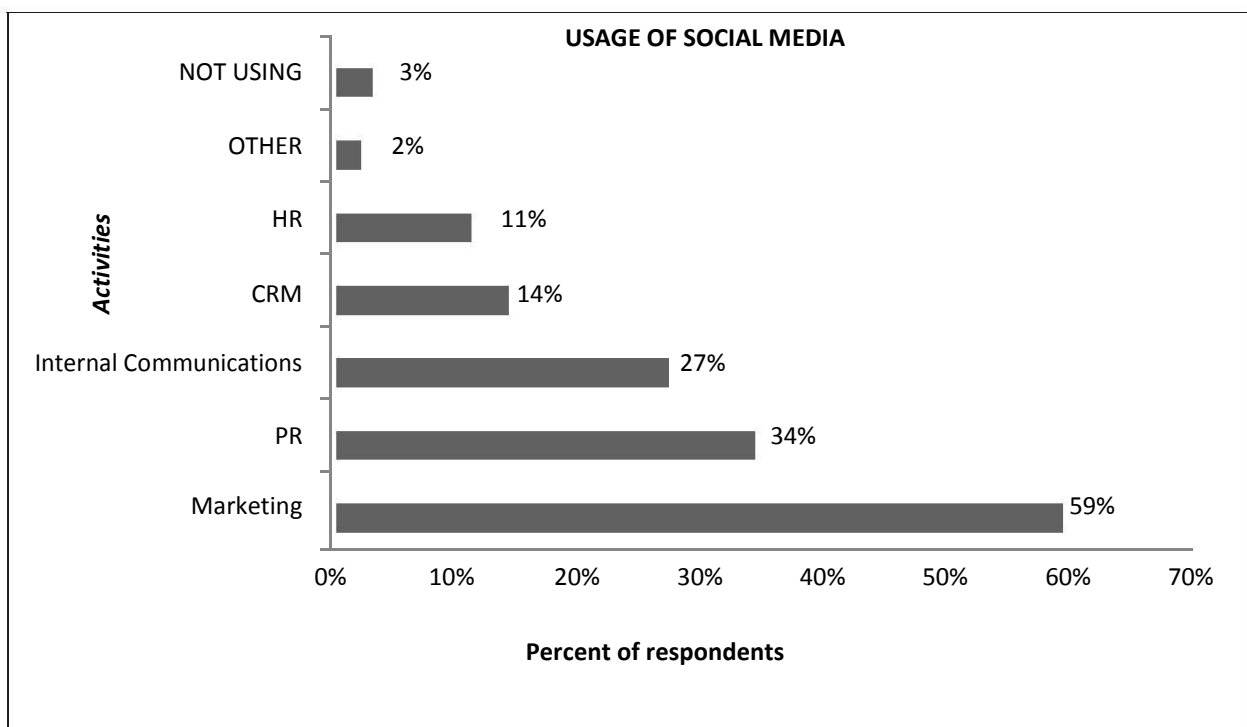


Figure 2.3 Usage of social media by purposes

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[<http://www.healthcaresuccess.com/blog/hospital-marketing/nearly-us-hospitals-use-social-media-now.html>]

While social media use at respondent companies is high, the percentage of companies' sales/marketing budget devoted to social media is small.

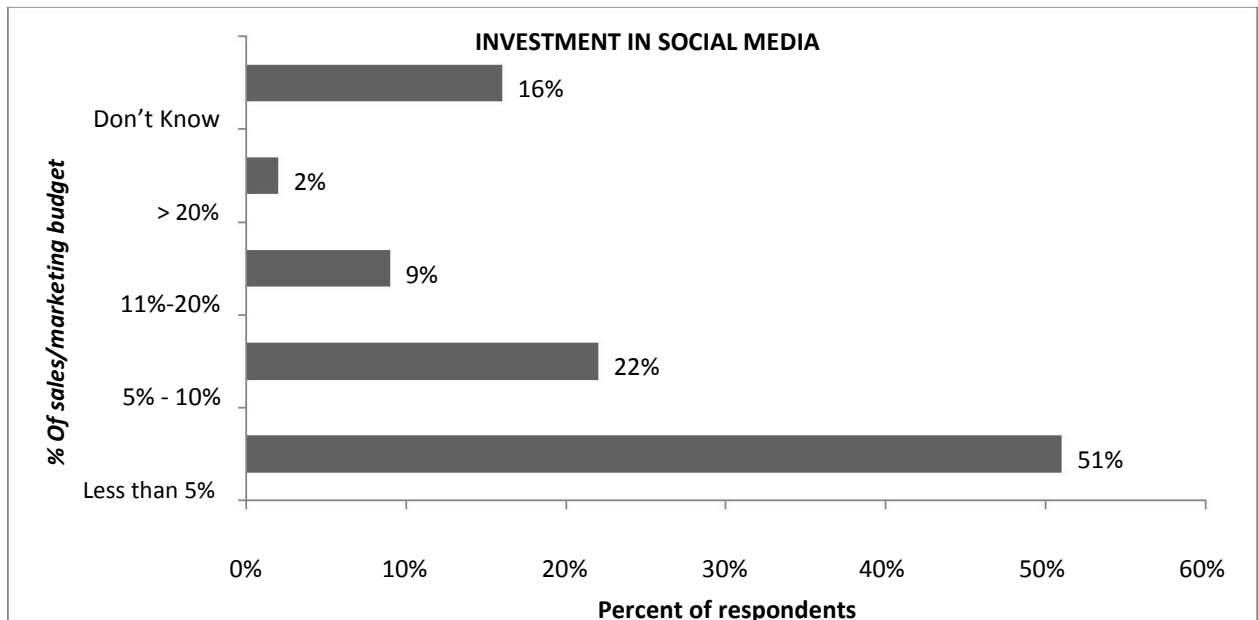


Figure 2.4 Investment in social media

[<http://www.healthcaresuccess.com/blog/hospital-marketing/nearly-us-hospitals-use-social-media-now.ht>]

Use of social media by physicians:

About 65% of physicians use some form of social media for professional purposes. Definition of “social media” includes not only social networking sites like Facebook and LinkedIn, but also professional and patient networking communities specific to the medical field, blogs and sites such as YouTube.

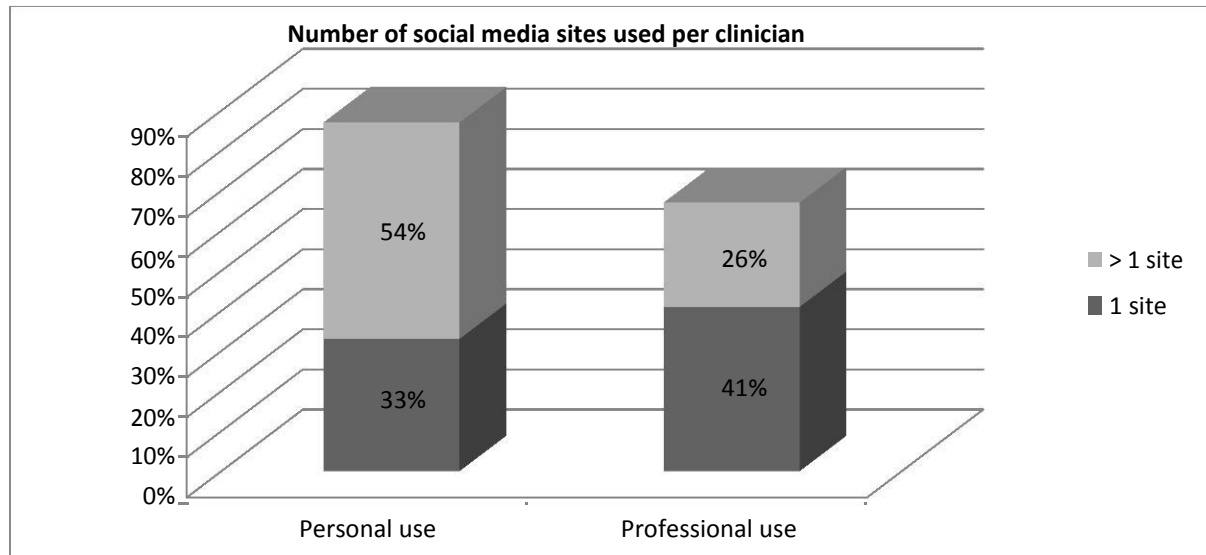


Figure 2.5 Social media sites visits

{Source: QuantiaResearchwww.quantiamd.com[n=4032]}

Physician use of Facebook has attracted a lot of attention recently. The vast majority of physicians are already using social media; Facebook tops the list for personal use, while online physician communities are driving professional use. Online physician communities are driving clinicians’ professional use of social media. Some 28% of physicians already use professional physician communities, with the highest enthusiasm around using them to learn from experts and peers. Physicians familiar with online patient communities believe they positively impact patient health; however, awareness of these sites is low. Physicians are using these sites for a range of professional purposes, but educational objectives dominate at present. Facebook commands the field for personal use at over 60%. There are opportunities for constituents across the health care system to use social media as a tool for improving patient care.

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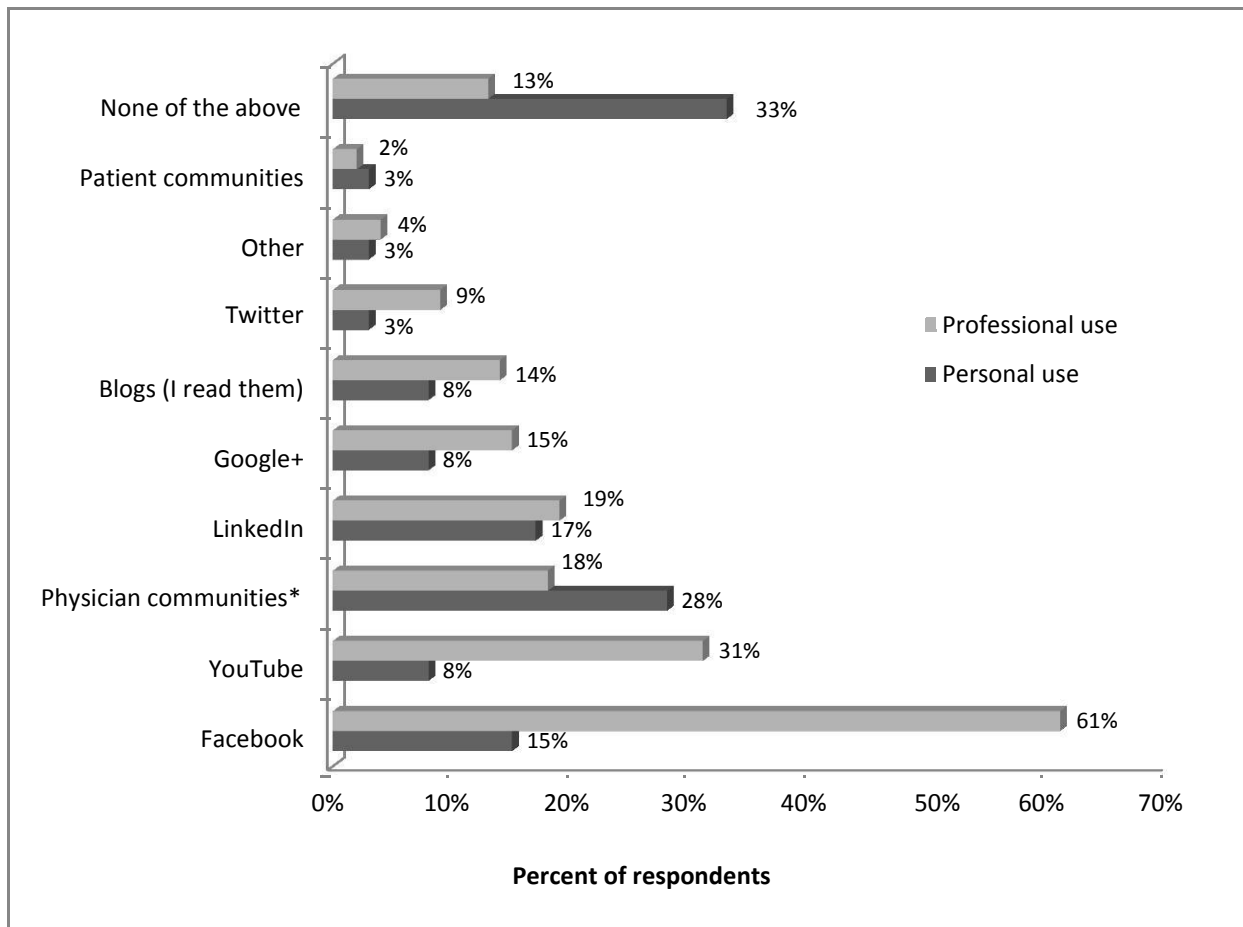


Figure 2.6 Usage of various social media sites

{Source: QuantiaResearch www.quantiamd.com (N=4032 for all responses except physician communities, which only includes respondents with no prior QuantiaMD connection (N=854))}

Social media marketing in Indian hospital

Being one of the fastest growing markets amongst the emerging ones, all eyes are on India. There could not be a more opportune time for the Indian hospital industry than now.

The market

Market dynamics are changing rapidly. With a vibrant population of 1,200 million, more than 50% of which is young, the domestic Indian market is set to grow rapidly too. Newer, modern healthcare facilities are being set up to meet the growing need. Moving towards being a hub for medical tourism, India has evolved over the past decade and organized pharmacy chains and

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wellness chains are now being created. Increasing urbanization, growing middle class, rising literacy rates and a strong economy are all positive drivers for the Indian hospital industry.

The technology

The government has also encouraged technology for the past two decades, and the result is greater use of IT, improved internet usage (though still a long way to go), and particularly the depth of mobile penetration. It always amazes every outsider visiting India to see the usage of mobile by the masses. Currently India boasts of around 850 million mobile users and has an amazing rural penetration.

Social media

On the other hand, the Internet users too are increasingly on the rise and there are around 100million of them currently. Out of these, the social media sector is growing very fast and expected to cross 45 million users by next year. Startlingly, recent statistics show that 45,000 users are added everyday to this rapidly growing network. The BUPA Health Pulse Survey published last week showed that 90% of Indian internet users searched for online health information and 60% searched for specific medicine information. This poses a big opportunity for hospital and healthcare marketers.

“It always amazes every outsider visiting India to see the usage of mobile by the masses.”

Though the advent of social media in India started late compared with global standards, the growth has been very rapid in the recent past. Traditionally and culturally, Indians nurture relationships both on professional and personal fronts and have close bonds socially and with the family. This is one major reason for early adoption. Though Orkut took India by storm 4 years back, since then Facebook has caused a major shift in this and now boasts of over 30 million users. LinkedIn is used for professional networking by around 10 million users today and the numbers are increasing daily. Twitter user statistics are also sharply on the rise and India features amongst the top 10 countries actively using this micro-blogging platform.

The consumer statistics in India can be leveraged by the hospital industry, through digital and social media. But currently, the industry is too unsure of what can be done.

Unlike the western world, India does not have strong patient communities since the focus had always been on the “treatment” areas and acute conditions. But now as India shifts to the “preventive” healthcare and chronic conditions there will be more focus in this area. Patients and their relatives are increasingly talking about both “illness” and “wellness” issues online. The rapid growth in the lifestyle disease over the last decade has further fuelled the need for “patient community groups”.

With this in view, there is no reason why the industry cannot take advantage of this emerging media and embrace it.

In India though the social media are currently growing at around 35% annually, their overall utilization as an important marketing tool has remained rather limited, thus far, with practically no significant usage by the Indian hospital industry. It is about time that the important hospital players in the country start creating their own network of loyalists and engage them with this important communication tool to meaningful dialogues, involving their respective brands and/or services and related issues.

CHAPTER 3

RESEARCH METHODOLOGY

3. Research methodology:

3.1 Research Questions:

What is the perception, attitudes and behavior of the patients regarding social media marketing in hospital industry?

3.2 Aim and Objectives of the study:

3.2.1 Aim:

Aim of this study is to analyze the hospital industry's social media outcomes and to know patients insight on the social media marketing by hospitals, so that hospital can improvise and modify that in a best manner.

3.2.2 Objectives:

The objectives of the study are as follows:

1. To assess the social media marketing platforms of Hinduja hospital.
2. To analyze social media outcomes across different platforms amongst the hospitals globally.
3. To study perception, attitude, behavior and awareness regarding social media amongst the patients.
4. To study and suggest untapped avenues of social media that hospitals in India can indulge into.

3.3 Research design:

A study design provides the framework to be used as a guide in collecting and analyzing data. In this study, to meet the above stated objectives, the study design most appropriate in the present situation seems to be **descriptive and quantitative** in nature which will be conducted in

P.D.Hinduja Hospital, Mumbai.

3.4 Primary research:

The primary research was done by questionnaire method. The open as well as close ended questionnaire was designed for consumers in a manner so as to gain maximum relevant information from respondent taking minimum of their time.

3.4.1 Study Population

The study Population includes all the patients visiting the OPD section of the hospital for the time span of 1 month (10th March -10th April) .

3.4.2 Sample Size

The sample size for the study was 250 which corresponds to 30% of their montly OPD visting patients , for which 423 people were questioned, 173 people could not be a part of the study as per the inclusion criteria of the study.

3.4.3 Sampling

Simple Random sampling was applied on the patients present in the OPD department of the hospital.

3.4.4 Survey:

The survey was carried out through personal interview. The method has advantage that questions can be explained to respondents.

3.5 Inclusion and exclusion criteria

Inclusion Criteria:

- 1) Patients who were visiting the OPD department of hinduja hospital
- 2) Patients who are willing to participate for the study

Exclusion Criteria:

- 1) Patients outside from the hospital.
- 2) Patients who were not active on social media.

3.6 Analysis and interpretation:

The data is collected through questionnaire and is subsequently classified and tabulated in the Microsoft Excel and SPSS datasheet. Then, the data is analyzed and interpreted using SPSS statistical tools such as Chi-square test.

The complete population is categorized on basis of different demographic variables. The categorization is done on basis of gender (male and female), age (<30 years, 30-60 years and >60 years), and educational qualification (undergraduate, graduate and post graduate). This will help in finding the difference in opinion between the different respondent groups regarding awareness and acceptance of social media marketing.

3.7 Limitations of the study:

The study for patients was conducted in P.D.Hinduja hospital only, the views can be differing depending on the regions the results can be somewhat biased because of the marketing campaign going on the particular time span.

3.8 Ethical Considerations

- 1) Permission will be taken from the appropriate hospital authority for conducting the study and access to information.
- 2) Data Confidentiality will be maintained and the information will not be shared with any other person, will be used for the study purpose only.
- 3) The results will be shared with the appropriate authorities in the hospital.

CHAPTER 4

RESULTS

Social Media Marketing In Hospital Industry

4. Results:

The table below shows the statistics of the social media outcomes across different platforms amongst the hospitals globally.

Social Media Marketing Statistics															
Name Of The Hospital	Domain Age	Page Rank	Links	Blogs	Facebook		LinkedIn	Google+	Youtube		Twitter		PinInterst		Instagram
					Likes	Average posts			Video	Subscribers	Tweets	Followers	Pins	Followers	Posts
Apollo	18	5	62000	No	2 Million	42	28260	42000	356	1277	27600	70	4	1	284
Max	10	6	9738	Yes	195991	7	8124	69	170	211	NA	NA	190	75	347
Fortis	13	5	5108	No	228516	21	18070	216	752	3525	6324	40900	NA	NA	147
Manipal	7	NA	854	Yes	236225	10	1798	84	452	3487	5766	3394	113	38	323
Medanta	7	NA	1371	No	14514	1	6745	27	154	254	2088	4074	138	34	17
NH	2	NA	2309	Yes	289788	7	6664	28	197	197	70	470	NA	NA	NA
Wockhardt	14	4	1428	No	62460	14	2812	12	152	82	5853	2176	NA	NA	12
Aditya Birla	13	4	9996	Yes	11700	14	2160	6	9	15	NA	NA	NA	NA	NA
Global	5	4	356	No	29615	11	249	176	211	170	1366	1133	76	1	43
Hinduja	19	6	1117	No	19577	3	4162	6	118	202	8859	2120	2	16	NA
Sahaydri	15	2	135	No	1269	6	1902	15	9	0	8	25	NA	NA	NA
Kokilaben	6	5	NA	Yes	275008	24	3075	38	28	378	6029	20400	1403	2025	45

Table 4.1 Social Media outcomes across the hospitals in India.

Social Media Marketing In Hospital Industry

Social Media Marketing Statistics												
Name Of The Hospital	Facebook		LinkedIn	Google+	Youtube		Twitter		PinInterst		Instagram	
	Likes	Average posts	Followers	Followers	Video	Subscribers	Tweets	Followers	Pins	Followers	Posts	Followers
Mayo Clinic	808052	40	78849	544327		36469	28055	1257164	1037	20597	96	8715
Rush University Medical Center	55208	4	22534	284	901	709	5521	7675	293	311	NA	NA
Massachusetts General Hospital	3448	7	469	726	192	1532	7478	31828	247	783	NA	NA
Scott & White Healthcare	35768	12	11210	4	245	264	252	277	1388	3666	344	1225
Nebraska Medicine	36539	24	4695	25	732	1981	6265	18546	939	663	253	NA
UCSF	61819	7	2231	74	318	500	2109	10812	NA	NA	536	NA
Texas Health Resources	9737	21	26921	805	3475	778	5705	9706	709	722	365	NA
Geisinger Health System	33874	10	12873	15366	185	183	1092	1250	196	71	139	900
Henry Ford Health System	27016	7	20151	NA	1642	787	5721	9043	632	495	441	1849
Scripps	1186	3	148	9	NA	NA	NA	NA	NA	NA	38	NA
Children's Hospital Boston	170630	14	33082	686	1382	NA	6374	39866	239	154	346	10500
Sarasota Memorial Hospital	13002	8	4533	1227	521	298	11587	8509	817	616	181	618
Greater Baltimore Medical Center	41948	35	4421	296	294	280	2252	1632	1532	542	NA	NA
Inova Health	2848	14	17103	584	706	691	11774	6702	NA	NA	NA	NA
Children's Medical Center	255338	35	2172	551	486	6376	8060	18834	NA	NA	NA	NA
University at Buffalo School of Medicine	739	7	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
St. Luke's Cedar Rapids	11547	14	7603	504	620	1490	6963	7702	5298	1032	NA	NA
Southcoast Hospital	3452	8	3896	158	222	135	4625	3726	NA	NA	25	NA
Barnes-Jewish Hospital	68258	6	14016	243	412	694	3953	7009	143	294	NA	NA

Table 4.2 Social Media outcomes across the hospitals globally.

4.1 RESPONDNETS' PROFILE:

The respondents were categorized on basis of different demographic variables. The categorization was done on basis of gender (male and female), age (<30 years, 30-60 years and >60 years), and educational qualification (undergraduate, graduate and post graduate). The frequency and percentage of respondents in each respective category are shown below. This will help in finding the difference in opinion between the different respondent groups regarding awareness, acceptance of social media marketing.

Social Media Marketing In Hospital Industry

Table 4.1.1 Percent distribution of Respondents by their Age and Sex

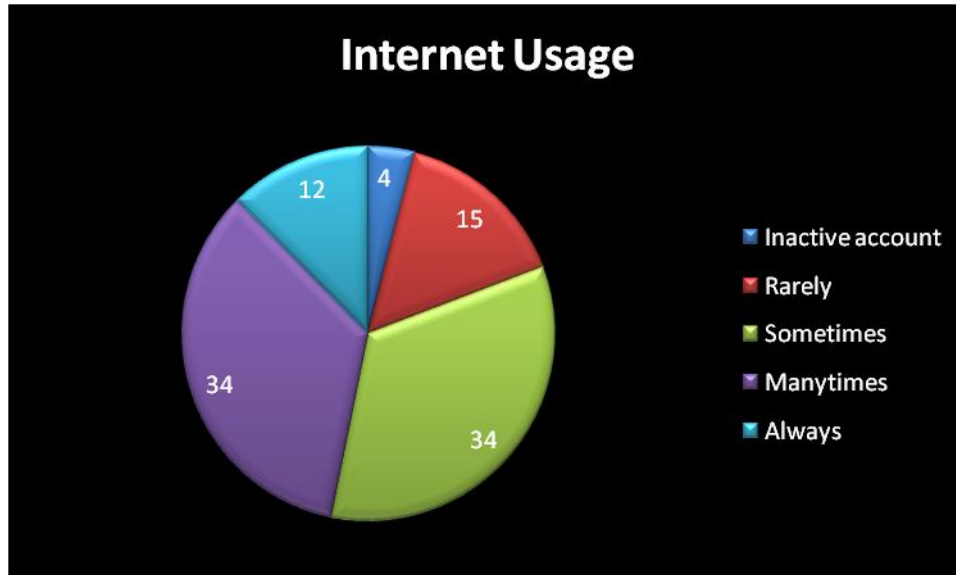
AGE	FREQUENCY	PERCENTAGE
<30 YEARS	60	24%
30-60 YEARS	164	65.6%
>60 YEARS	26	10.4%
TOTAL	250	100%
GENDER	FREQUENCY	PERCENTAGE
MALE	118	47.2%
FEMALE	132	52.8%
TOTAL	250	100.00%

Table 4.1.3 Percent distribution of respondents by their Qualification

QUALIFICATION	FREQUENCY	PERCENTAGE
UNDER GRADUATE	66	26.4%
GRADUATE	111	44.4%
POST GRADUATE	73	29.2%
GRAND TOTAL	250	100.00%

4.2 Daily use of internet by patients:

Figure 4.1 Percentage distributions of respondents for Internet Usage



Majority of the patients were active users of social media with the percentage of the users using social media sometimes and many times being the highest followed by rarely..

4.3 Awareness of social media marketing:

Chi square test was performed to assess difference in the behavior of patients they deal with their health via the information found through social media

Null Hypothesis (H0) –There is no significant difference in awareness about social media marketing among different age groups of patients.

Alternate Hypothesis (H1) –There is significant difference in awareness about social media marketing among different age groups of patients.

AGE * AWARENESS Cross tabulation					
			AWARENESS		Total
			Yes	No	
AGE	<30 YEARS	Count	45	15	60
		Expected Count	32.4	27.6	60.0
	30-60 YEARS	Count	81	83	164
		Expected Count	88.6	75.4	164
	>60 YEARS	Count	9	17	26
		Expected Count	9	4.5	26.0
Total		Count	135	115	250
		Expected Count	75.0	45.0	250

Table 4.3 AGE * AWARENESS Cross tabulation

Chi-Square Test			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.998 ^a	2	.000

Table 6 Chi-Square test for awareness

Interpretation:

From the above table we can see that p value is less than 0.05 so alternative hypothesis is accepted which interprets that there is significant difference amongst patients with different age-group in the way they deal with their health via information found through social media.

4.4 Use of social media:

Table 4.4 Percentage Distribution of respondents by use of social media and its purposes.

PURPOSES	FREQUENCY	PERCENTAGE
Leisure	87	34.8%
Education	42	16.8%
Latest Information	64	25.6%
Networking	57	22.8%
Total	250	100.00%

Interpretation

Majority of patients , who use social media, use it for leisure purpose followed by knowing the latest information which includes healthcare information.

4.6 Acceptance of social media as good marketing tool by patients:

Chi square test was performed to check difference in the acceptance of Social media to choose for a particular doctor, hospital or medical facility patients would consult based on their educational qualification.

Null Hypothesis (H0) –There is no significant difference in the acceptance of Social media to choose for a particular doctor, hospital or medical facility patients would consult.

Alternate Hypothesis (H1) –There is significant difference in the acceptance of Social media to choose for a particular doctor, hospital or medical facility patients would consult.

QUALIFICATION *ACCEPTANCE Cross tabulation					
			ACCEPTANCE		Total
			Yes	No	
QUALIFICATION	Under-Graduate	Count	12	54	66
		Expected Count	39.6	26.4	66.0
		Count	89	22	111
		Expected Count	66.6	44.4	111.0
	Post-graduate	Count	49	24	73
		Expected Count	43.8	29.2	73.0
Total		Count	150	100	250
		Expected Count	150	100	250

Table 4.5 QUALIFICATION * ACCEPTANCE Cross tabulation

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.469 ^a	2	.000

Table 14 Chi-Square Test

Interpretation:

From the above table we can see that p value is less than 0.05 so alternative hypothesis is accepted which interprets that there is significant difference in acceptance of social media to choose for a particular doctor, hospital or medical facility patients would consult with their varying qualification.

4.7 Information patients would like to receive via Hinduja Hospital's Social Media account

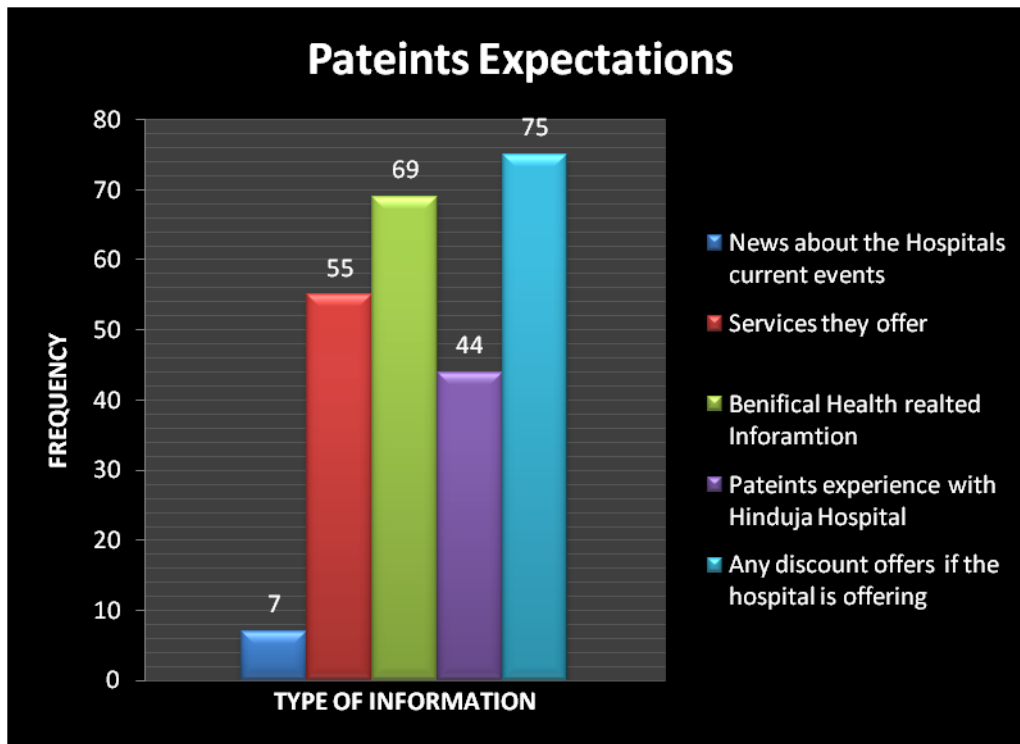


Figure 4.2 – Information patients would like to receive via Hinduja Hospital's Social Media account

As per the graph shown above maximum number of patients want to know about any discount offers if the hospital is offering , followed by beneficial health related information.

4.8 Recommend Hinduja Hospital via Social Media

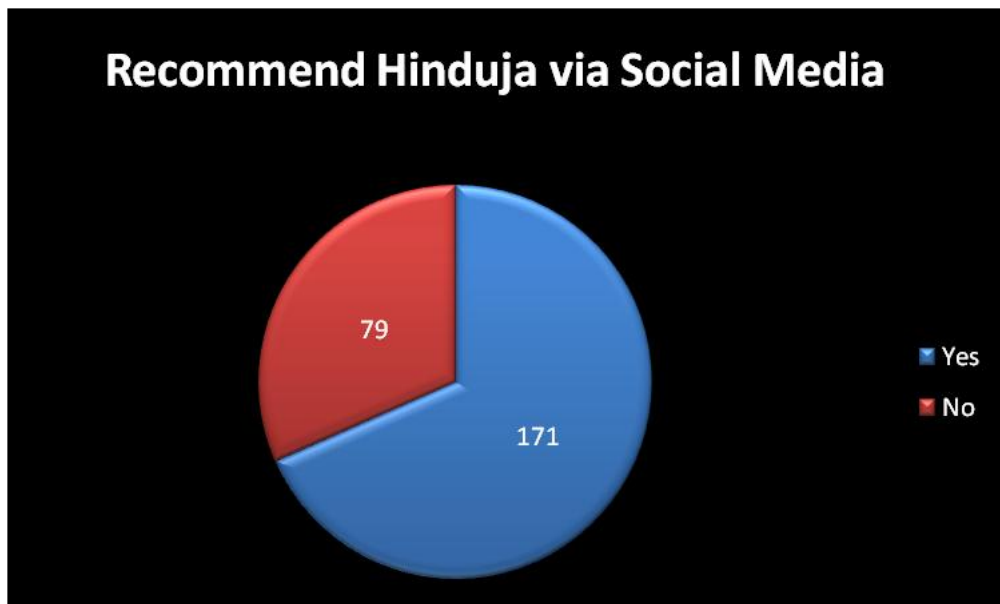
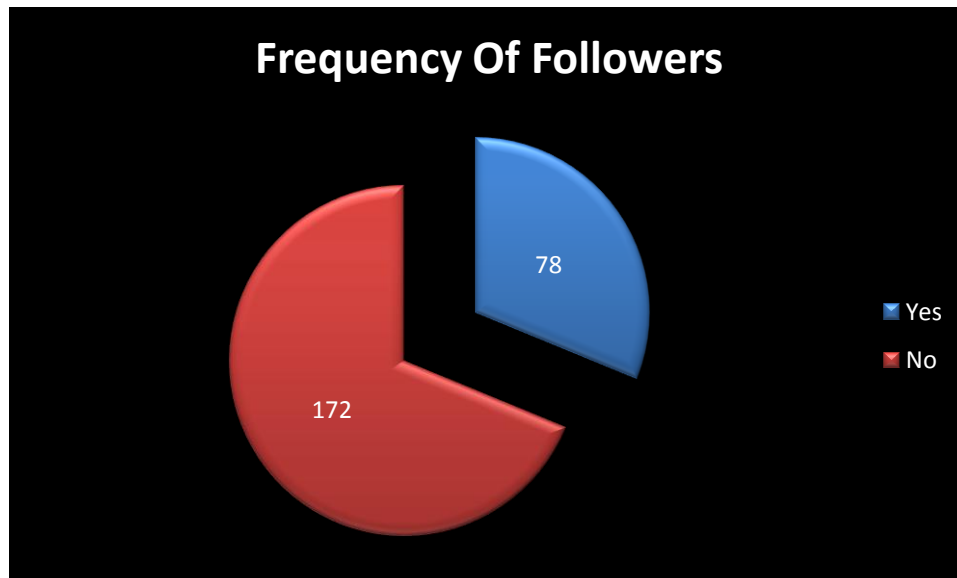


Figure 4.3 – Recommend Hinduja via social media

171 people were in the favour of recommending hinduja hospital via social media others while 79 people dint agree to this.

4.9 Patients who are followers of Hinduja hospital



172 people were followers of hinduja hospital in any of the channels on social media whereas 78 people were not followers of hinduja hospital.

CHAPTER 5

FINDINGS

&

RECOMMENDATIONS

5. Findings and recommendations:

- Apollo hospital in India was identified as the most active hospital in India on all the social media platforms.
- Mayo clinic was identified as the most active hospital globally on all the social media platforms.
- The type of content shared by the hospitals was very different in nature, hospitals internationally shared content that was related to the health benefits of the patients., whereas hospitals in india including hinduja hospital were involved in marketing about their services.
- More than 50% of patients use internet manytimes and sometimes.
- A majority (63%) of patients were aware of the concept of social media marketing and 54% of them were in favor of social media as a hospital marketing tool. Awareness of social
- Media marketing amongst patients was significantly associated with different age group.
- Acceptance of social media marketing amongst patients was significantly associated with experience and qualification.
- Majority of patients use social media for leisure followed by healthcare information or education.
- Maximum number of patients want to know about any discount offers if the hospital is offering , followed by beneficial health related information.
- Majority of people (171) were in the favor of recommending hinduja hospital to their relatives via social media others while 79 people dint agree to this.
- Efforts should be made to increase awareness of social media as a tool to gather healthcare education among elder patients.
- Hospitals should use social media marketing in order to improve health of patients; making them aware about disease condition and available therapies to treat these diseases and preventing them from irrational use of medicines.
- Hospitals should take effective measures to provide accurate and unbiased information using social media in order to gain trust of patients.

CHAPTER 6

CONCLUSION

6. Conclusion:

The increasing positive response of the people especially in the young age group, makes social media a powerful marketing tool, which can be explored by the hospital industry.

For the optimum use of this new, exciting medium, it is pertinent that the medical professionals be taken into confidence and their insecurities answered. Strict regulation of the content of such sites is mandatory to ensure maximal benefit to patients and doctors.

Considering the reach of the so-called **social media supermarket**, one cannot ignore its potential to create awareness and influence consumer and the key to attract them is by promoting doctors at social media.

It can also be used effectively where patient education plays an important role like health and nutrition, chronic diseases like diabetes, hypertension etc. However, one has to look into this trend a little more discerningly; weighing the consequences before taking this step.

CHAPTER 7

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ANNEXURE

Annexure:

QUESTIONNAIRE

Dear Respondents,

I seek your help in my research to analyze perception, attitude and behavior trends in social media marketing by hospital industry. I kindly request you to help me by filling this questionnaire.

Name :

Age :

Sex : Male Female

Qualification: Undergraduate Graduate Postgraduate

1. Are you a member on any social media websites?

1. Yes 2. No

2. If yes in which all do you have an account ? (answer can be more than 1)

1. Facebook
2. Youtube
3. LinkedIn
4. Twitter
5. Instagram
6. Google+
7. Pinterest

3. Since how long are you a member of any of these social media accounts?

1. Just joined
2. 1 year
3. 5 years
4. More than 10 years

4. How often do you login in your social media account?

1. Inactive account
2. Rarely
3. Sometimes
4. Manytimes
5. Always

5. What is your motive to be on social media?

Social Media Marketing In Hospital Industry

1. Lesuire
 2. Education
 3. Latest Information
 4. Networking
6. **Does the information found via social media affects the way you deal with your health?**
1. Yes
 2. No
7. **Would you trust general medical information shared by others on their social media networks?**
1. Yes
 2. No
8. **Do you have at least one health app on your phone?**
1. Yes
 2. No
9. **Would you agree with the statement that Social Media is a good platform to know about the hospital and its services.**
1. Yes
 2. No
10. **Would social media affect your choice of a specific doctor, hospital, or medical facility?**
1. Yes
 - 2.No
11. **How often do you share information about your health on social media sites?**
1. Rarely
 2. Sometimes
 3. Manytimes
 4. Always
12. **The most accessed online resources for health related information out of all of the social media sites**
-
-
13. **Are you aware or a follower of Hinduja hospital's social media account ?**
- a)Yes
 - b)No
14. **What Information you would like to receive via Hinduja Hospital's Social Media account?**
1. News about the hospitals current events.
 2. Services that they offer
 3. Beneficial health related information
 4. Patient's experience with Hinduja hospital

Social Media Marketing In Hospital Industry

5. Any discount offers if the hospital is offering.

15. Would you recommend Hinduja Hospital to any of your relatives using social media

a) Yes

b) No

THANK YOU VERY MUCH

THANK YOU