

Social Media Marketing In Hospital Industry

PRESENTATION BY-

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**THE WORLD IN WHICH
WE LIVE HAS CHANGED**

HOW WE CONSUME MEDIA HAS CHANGED TOO



40 YEARS AGO WE WERE PRETTY RESTRICTED TO THE MEDIA WE COULD CONSUME

TV, Radio, Newspapers, Magazines, Record player



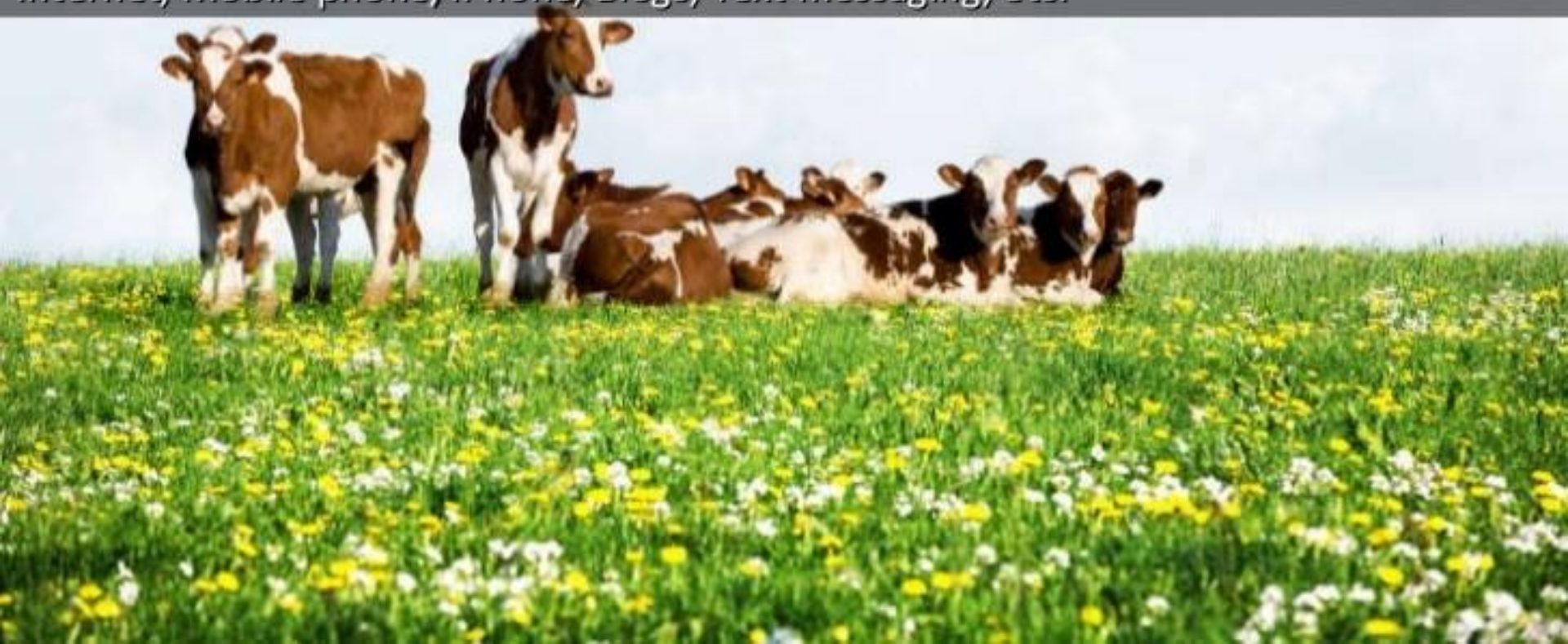
A close-up photograph of a video game controller, focusing on the joystick and buttons. The joystick has a blue ball top and is mounted on a yellow circular base. Several buttons in blue, yellow, white, and red are visible in the foreground and background.

20 YEARS AGO NEW TECHNOLOGIES GAVE US NEW MEDIA TO CONSUME

VCR, Walkman, PC, Video games, Satellite TV

PRESENT DAY AND THE MEDIA WE HAVE AT OUR DISPOSAL IS ALMOST UBIQUITOUS

Internet, Mobile phone, iPhone, Blogs, Text messaging, etc.



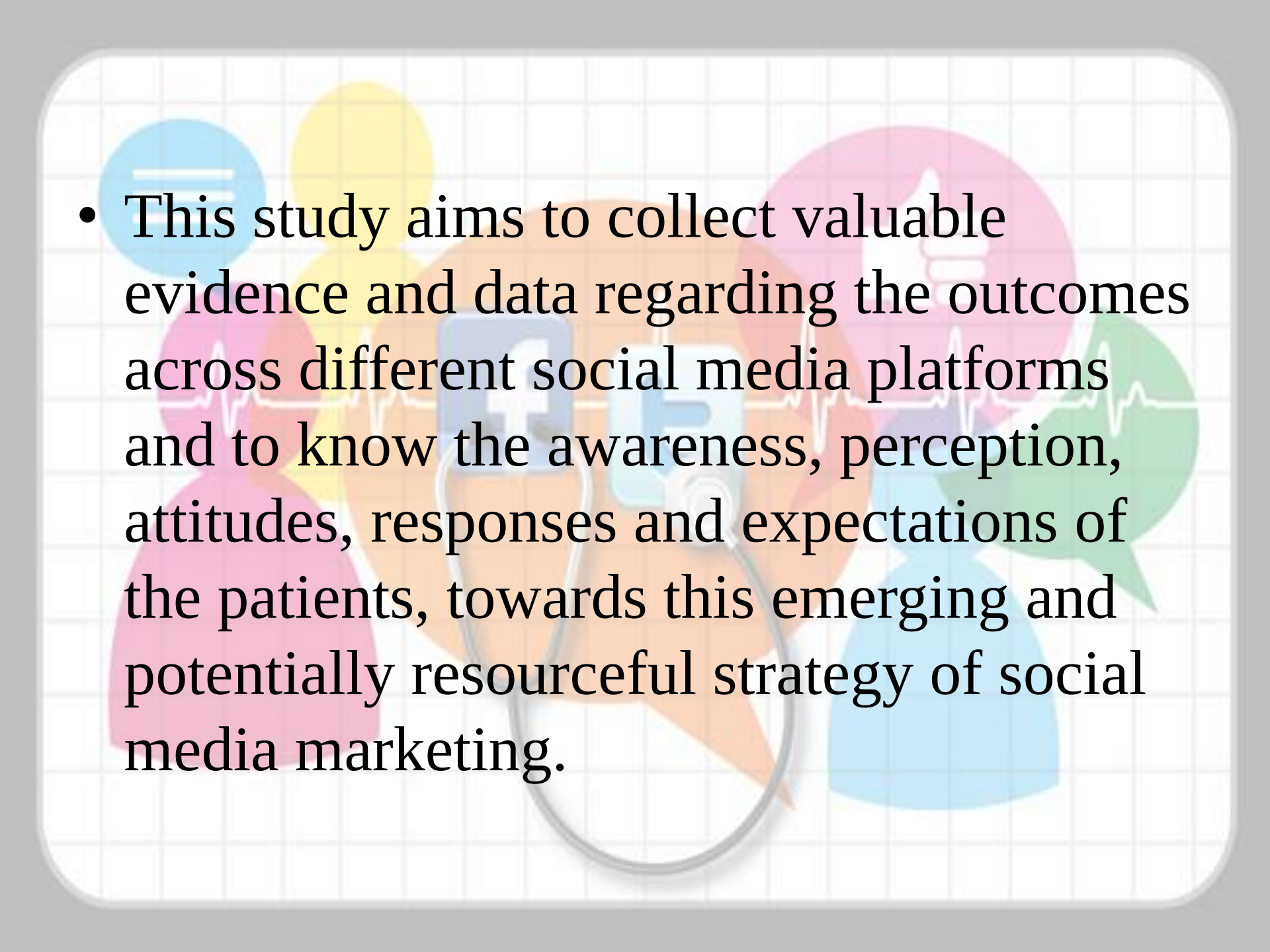
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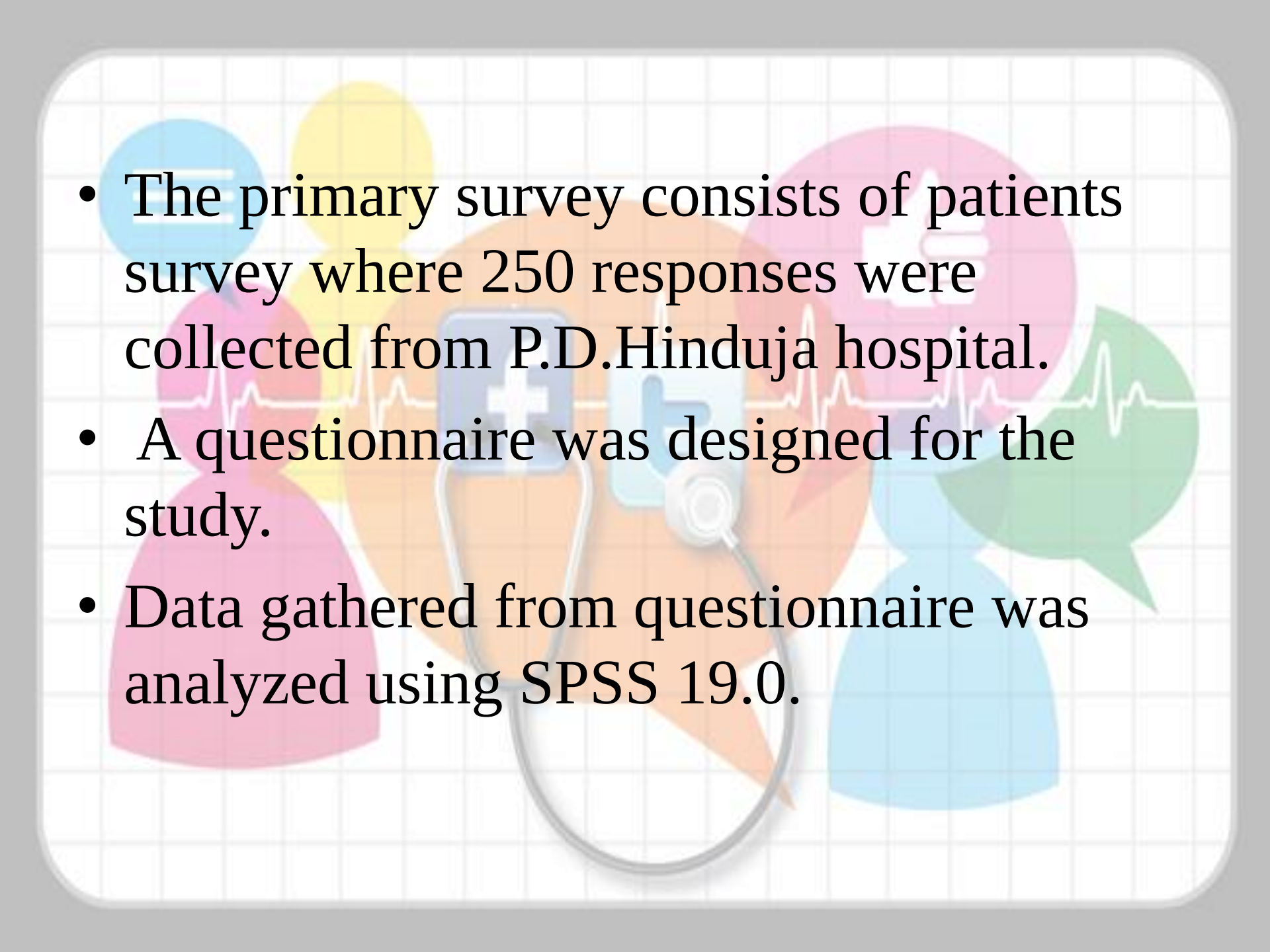
- Executive Summary
- Introduction
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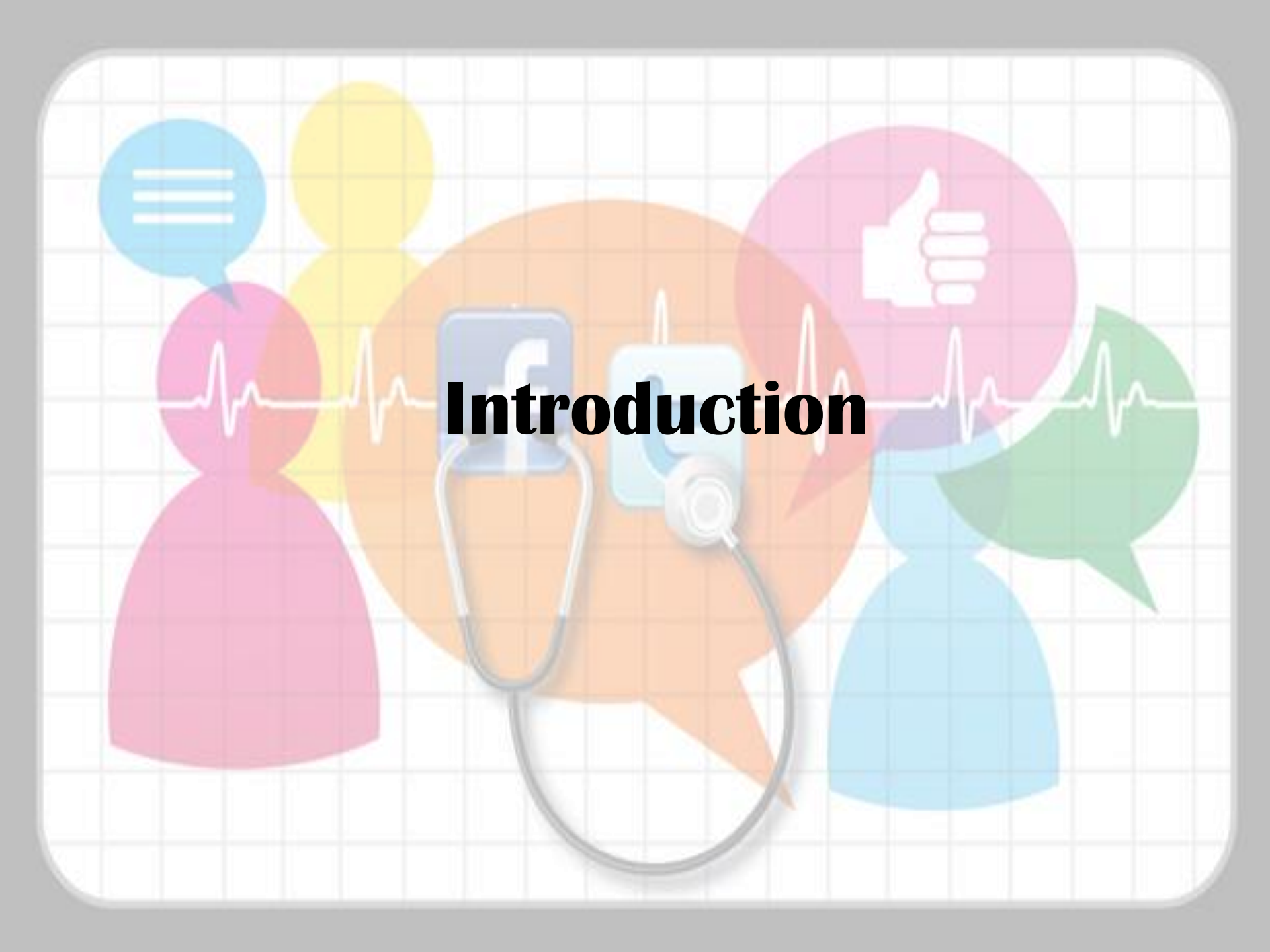




Executive Summary

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- This study aims to collect valuable evidence and data regarding the outcomes across different social media platforms and to know the awareness, perception, attitudes, responses and expectations of the patients, towards this emerging and potentially resourceful strategy of social media marketing.

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- The background of the slide features a light gray grid pattern. Overlaid on this grid are several semi-transparent, colorful shapes and icons. These include a blue circle with a white equals sign, a yellow circle, a pink circle with a white heart, a blue circle with a white plus sign, a blue circle with a white speech bubble, a green circle with a white speech bubble, and a blue circle with a white speech bubble. A white stethoscope is also visible, draped across the center of the slide. A white heartbeat line runs horizontally across the middle of the slide.
- The primary survey consists of patients survey where 250 responses were collected from P.D.Hinduja hospital.
 - A questionnaire was designed for the study.
 - Data gathered from questionnaire was analyzed using SPSS 19.0.



Introduction

- **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% people have joined a social network
- ✓ Active Facebook members: 250 million
- ✓ Corporations with social media campaigns: 375+
- ✓ Photos on Flickr: 4 billion
- ✓ Daily Twitter messages: 6 million
- ✓ YouTube = 10% of all Internet traffic

A graphic illustration on a white grid background with rounded corners. It features several overlapping elements: a large orange speech bubble in the center, a pink speech bubble with a thumbs-up icon to the right, a blue speech bubble with a menu icon to the left, and a green speech bubble to the right. A white heartbeat line runs horizontally across the middle. A stethoscope is positioned over the orange speech bubble, with its chest piece resting on the heartbeat line. Social media icons for Facebook and Twitter are also visible within the orange speech bubble. The text "Literature Review" is written in a bold, black, sans-serif font across the center of the image.

Literature Review

- According to a report released by the **Pew Research Center's Internet & American Life Project** and the California HealthCare Foundation

50%

- Patients leave a physician's office unsure of what they were told.

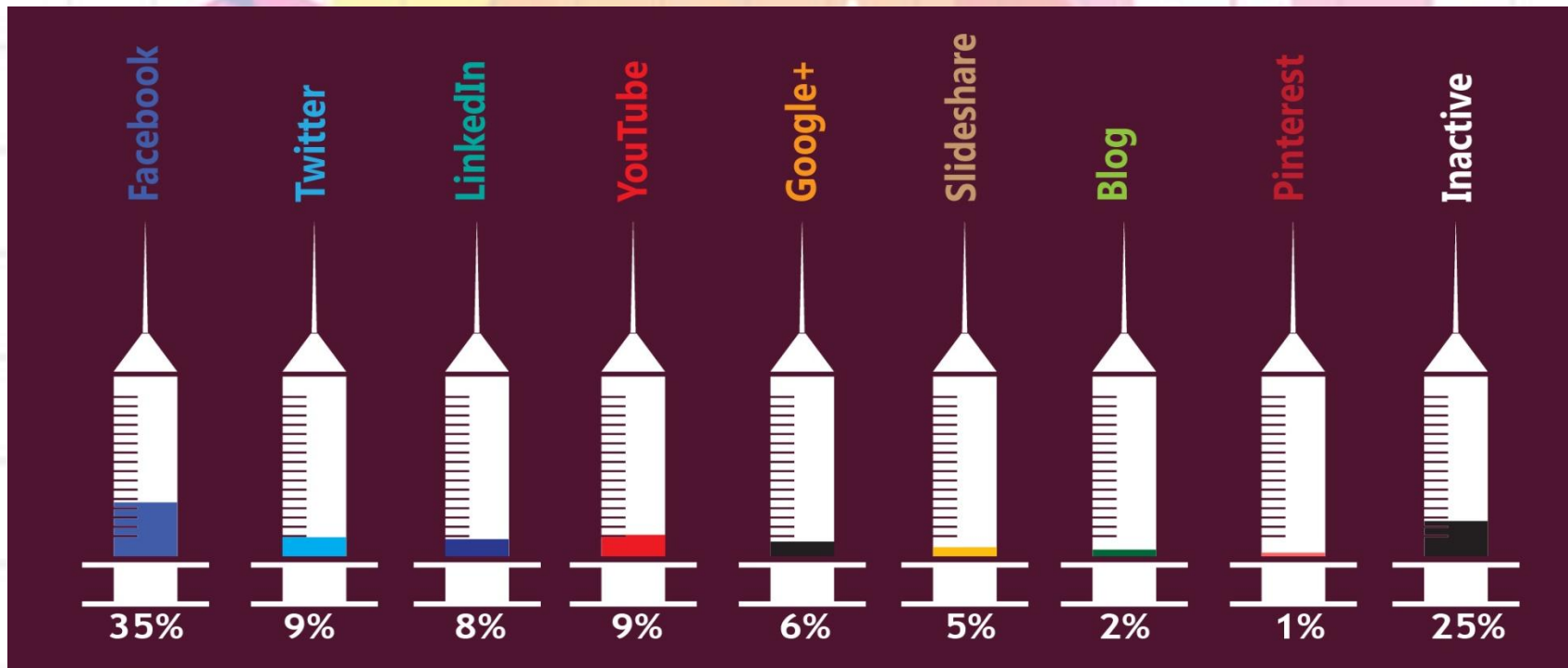
61%

- Go online to research health information

41%

- Read about other's medical experiences on social websites or blogs.

Hospitals active on social media Platforms



Source-Social Media in Indian Healthcare Industry- A 2013 Report October 3,2013,SoravJain

A graphic illustration on a light gray grid background. It features several overlapping speech bubbles in blue, yellow, pink, and green. A white heartbeat line runs horizontally across the center. In the center, there is a blue Facebook 'f' logo and a light blue Twitter bird logo. A silver stethoscope is draped over the bottom half of the image, with its chest piece resting on the Twitter logo. The text 'Research Methodology' is written in a bold, black, sans-serif font across the middle of the image.

Research Methodology

- **Research Question:**

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

- **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

- **Objectives:**

The objectives of the study are as follows:

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

- **Research Design:**

The study design most appropriate in the present situation seems to be **Descriptive and Quantitative** in nature

- **Primary Research:**

The primary research was done by questionnaire method.

- **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) .

- **Sample Size**

The sample size for the study was 250, for which 423 people were questioned, 173 people could not be a part of the study as per the inclusion criteria of the study.

- **Sampling**

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

- **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.

- **Analysis and Interpretation:**

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



RESULTS

Statistics of Hospitals(national) across different Social Media platforms

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

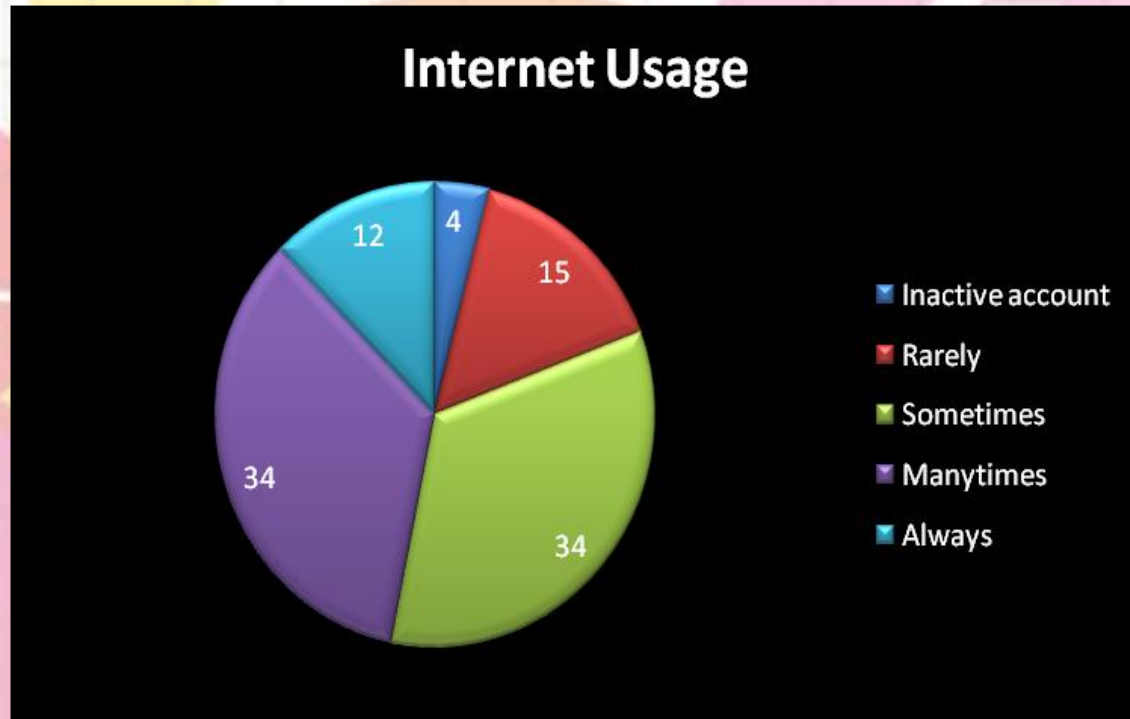
Statistics of Hospitals(global) across different Social Media platforms

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

Respondents Profile

AGE	FREQUENCY	PERCENTAGE
<30 YEARS	60	24%
30-60 YEARS	164	65.6%
>60 YEARS	26	10.4%
TOTAL	250	100%
QUALIFICATION	FREQUENCY	PERCENTAGE
UNDER GRADUATE	66	26.4%
GRADUATE	111	44.4%
POST GRADUATE	73	29.2%
SEX	FREQUENCY	PERCENTAGE
Male	118	47.2%
Female	132	52.8%

Daily use of internet by patients



Interpretation:

Majority of the patients were active users of social media with the percentage of the users using social media **Manytimes** and **Sometimes** being the highest followed by rarely.

Awareness of Social Media Marketing:

			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 5 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- p value is less than the 0.05 so Alternative hypothesis is accepted.

Use of social media

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.

Acceptance of social media as good marketing tool by patients

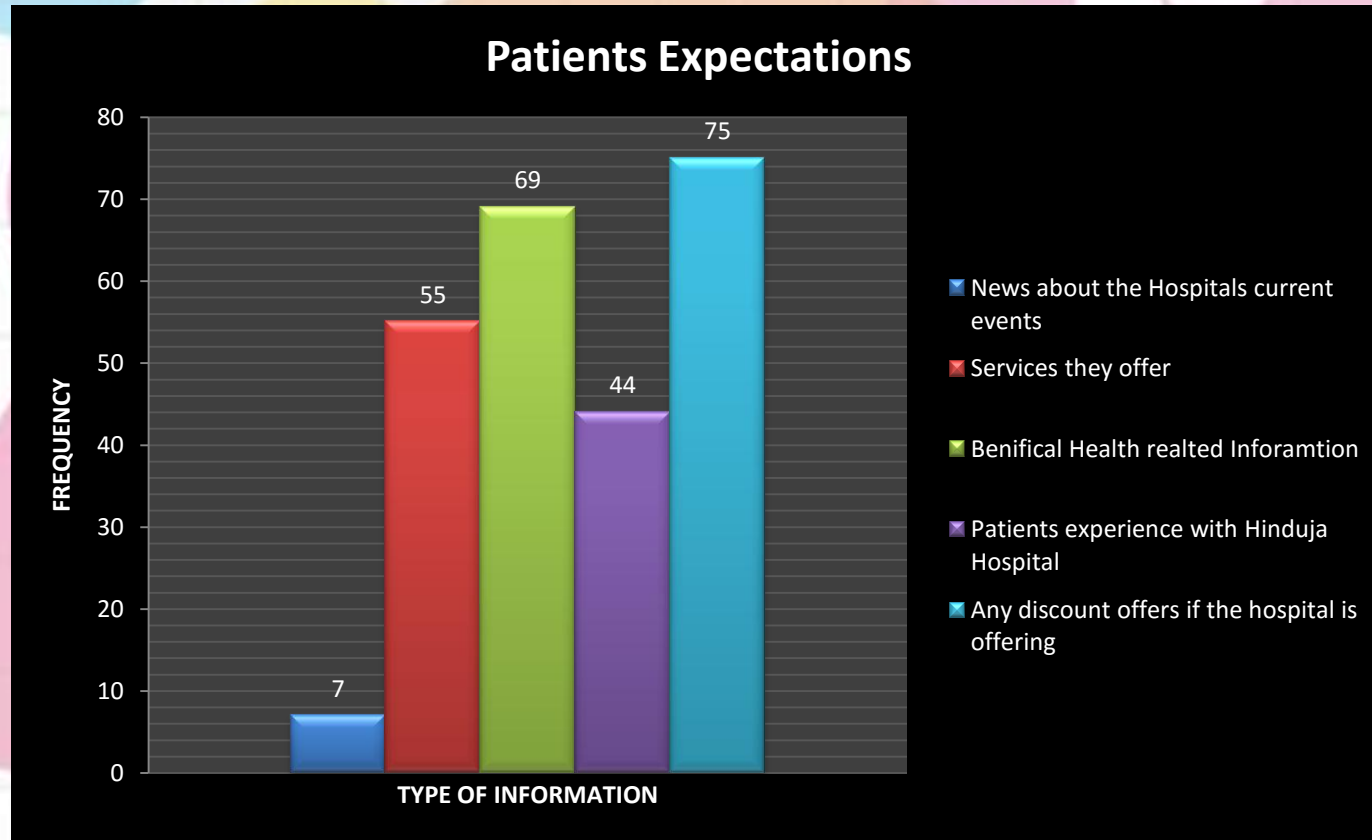
			ACCEPTANCE		Total
			Yes	No	
QUALIFICATION	Under-Graduate	Count	12	54	66
		Expected Count	39.6	26.4	66.0
	Graduate	Count	89	22	111
		Expected Count	66.6	44.4	111.0
	Post-graduate	Count	49	24	73
		Expected Count	43.8	29.2	73.0
Total	Count		150	100	250
	Expected Count		150	100	250

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.469 ^a	2	0.001

Interpretation-p value is less than 0.05 so Alternative hypothesis is accepted

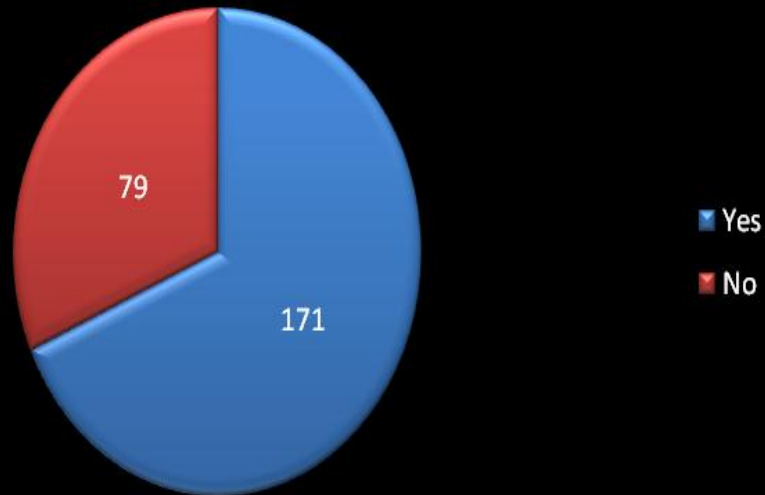
Information patients would like to receive via Hinduja Hospital's Social Media account



Interpretation- Maximum number of patients want to know about any discount offers if the hospital is offering , followed by beneficial health related information

Recommend Hinduja Hospital via Social Media

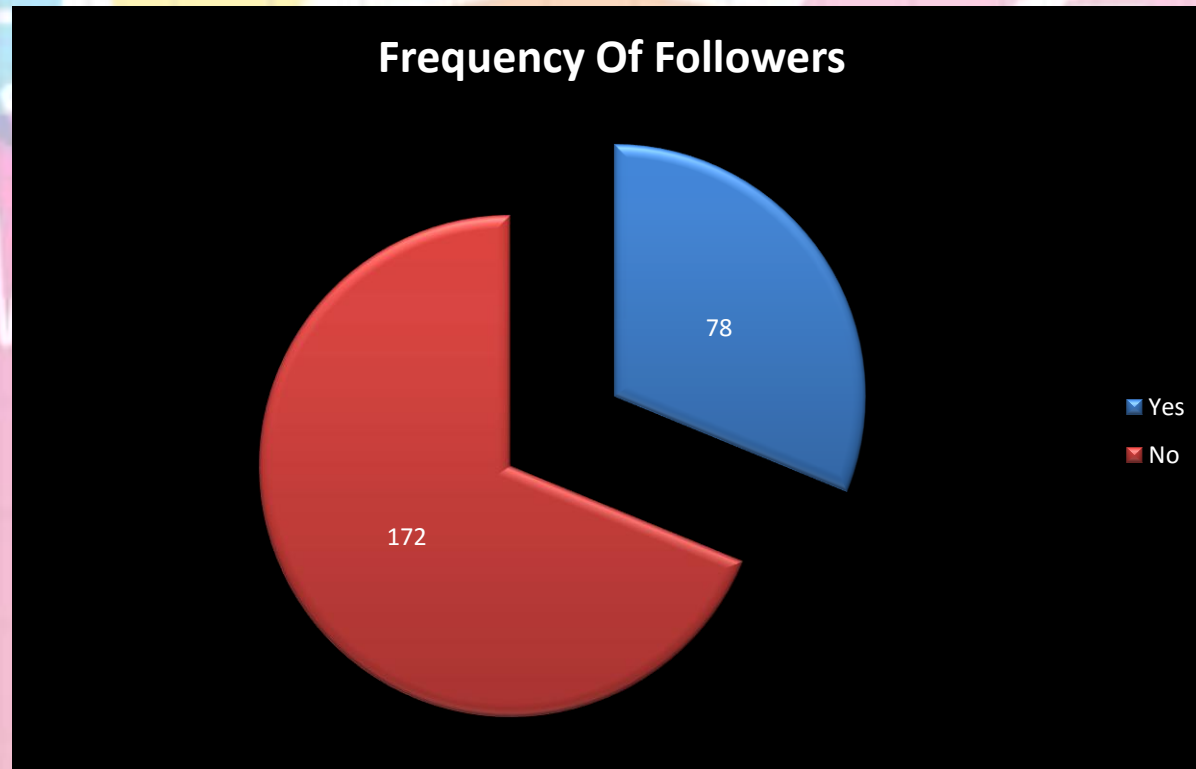
Recommend Hinduja via Social Media



Interpretation-

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

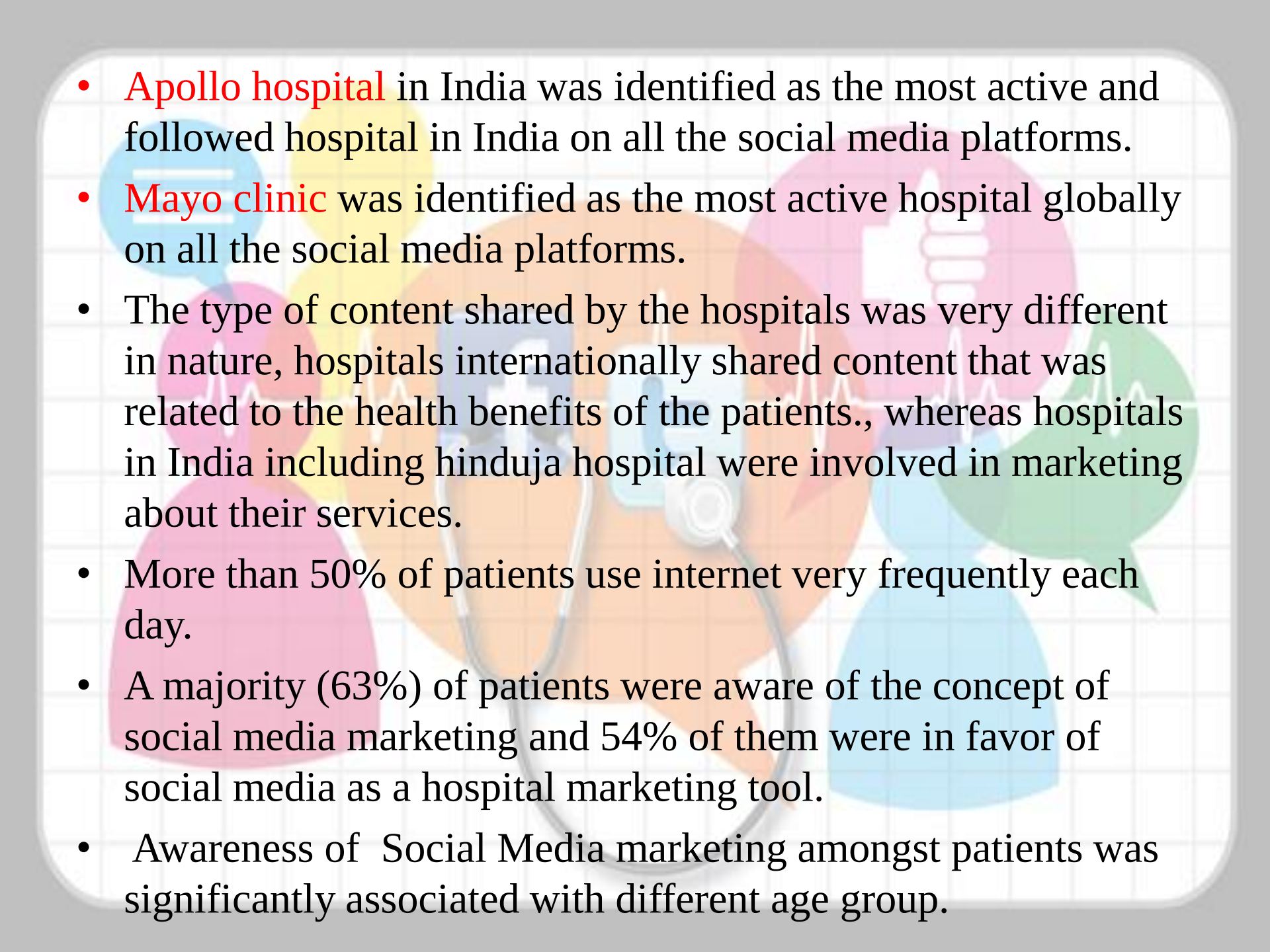
Patients who are followers of Hinduja Hospital

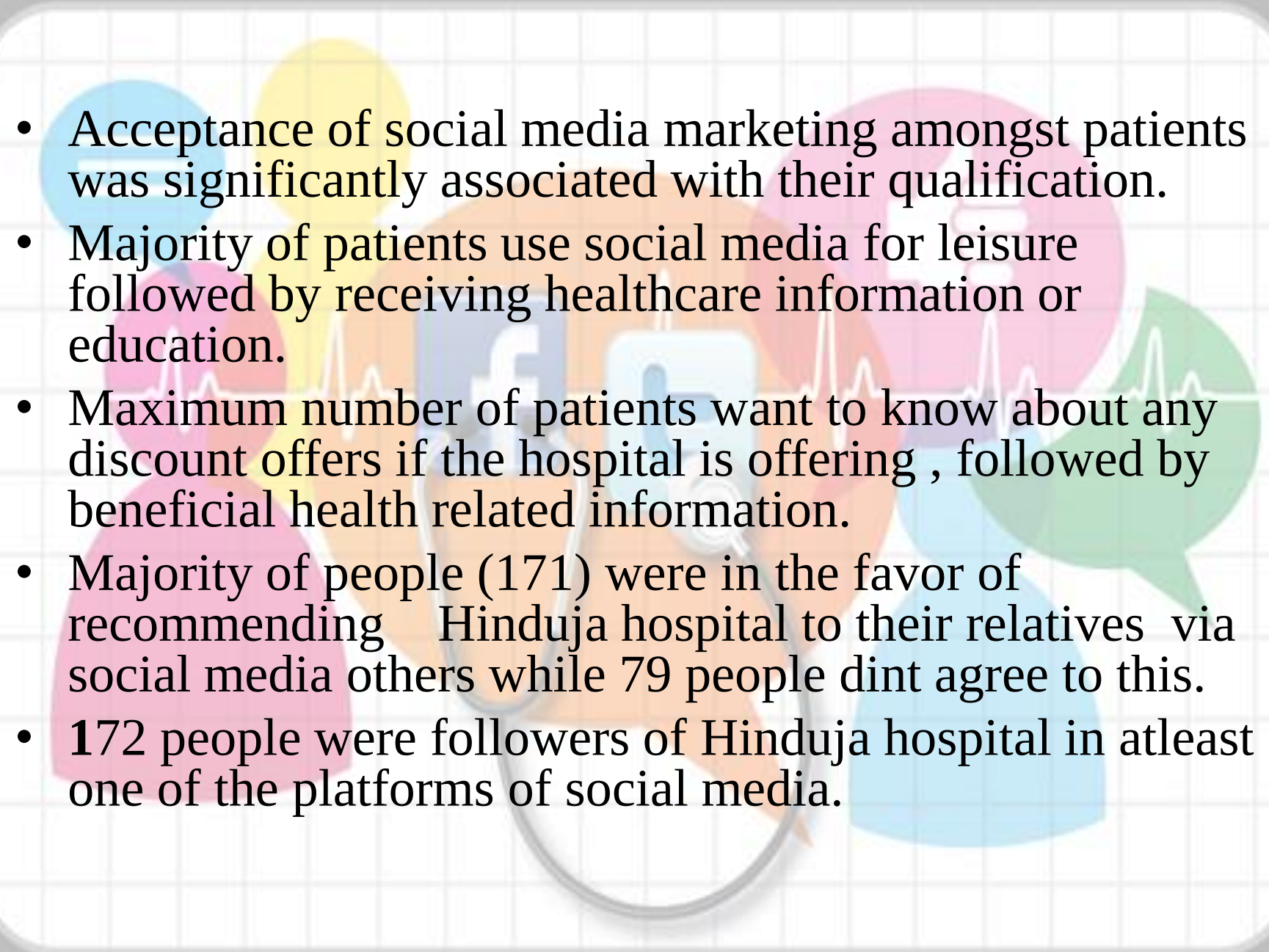


Interpretation-172 people were followers of Hinduja hospital in of the channels on social media whereas 78 people were not followers of Hinduja hospital.



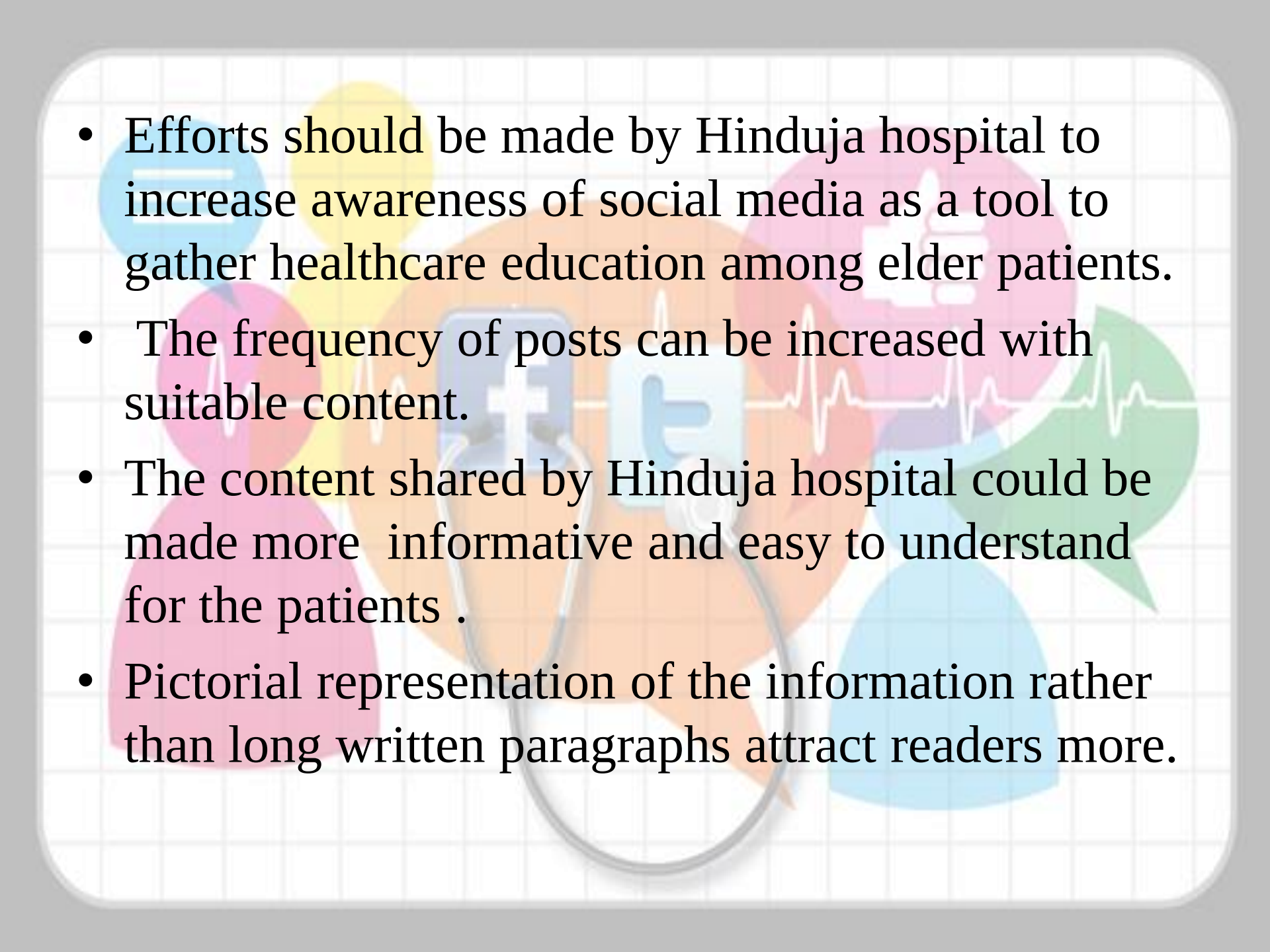
Findings and Recommendations:

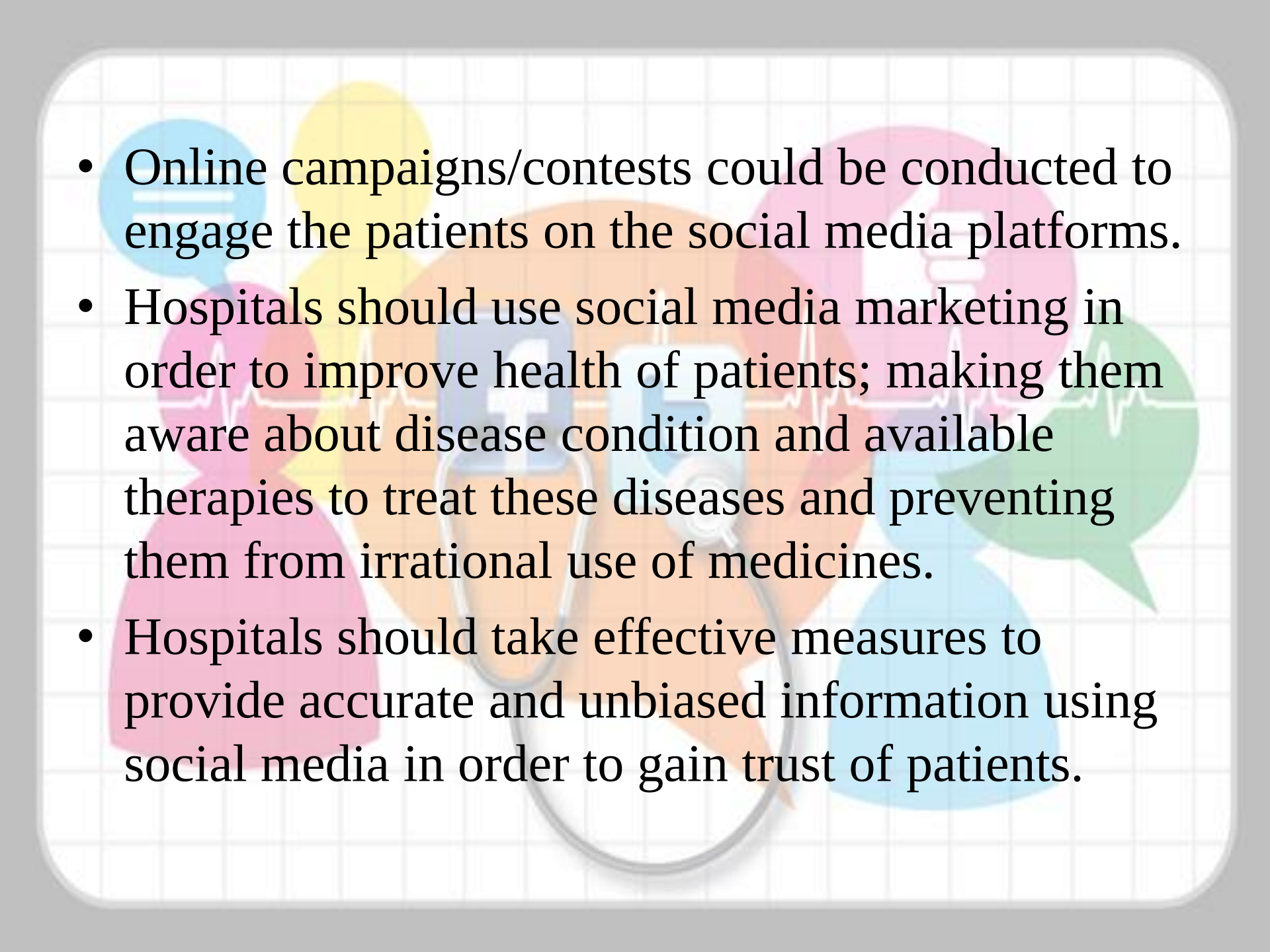
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- **Apollo hospital** in India was identified as the most active and followed hospital in India on all the social media platforms.
 - **Mayo clinic** was identified as the most active hospital globally on all the social media platforms.
 - The type 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 very frequently each day.
 - 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.

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- The background of the slide features a light gray grid pattern. Overlaid on this are several large, semi-transparent icons: a blue Facebook 'f', a white Twitter bird, a red and white heart, and a green speech bubble. A white heart rate line (ECG) is also visible, winding across the background.
- Acceptance of social media marketing amongst patients was significantly associated with their qualification.
 - Majority of patients use social media for leisure followed by receiving 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.
 - 172 people were followers of Hinduja hospital in atleast one of the platforms of social media.

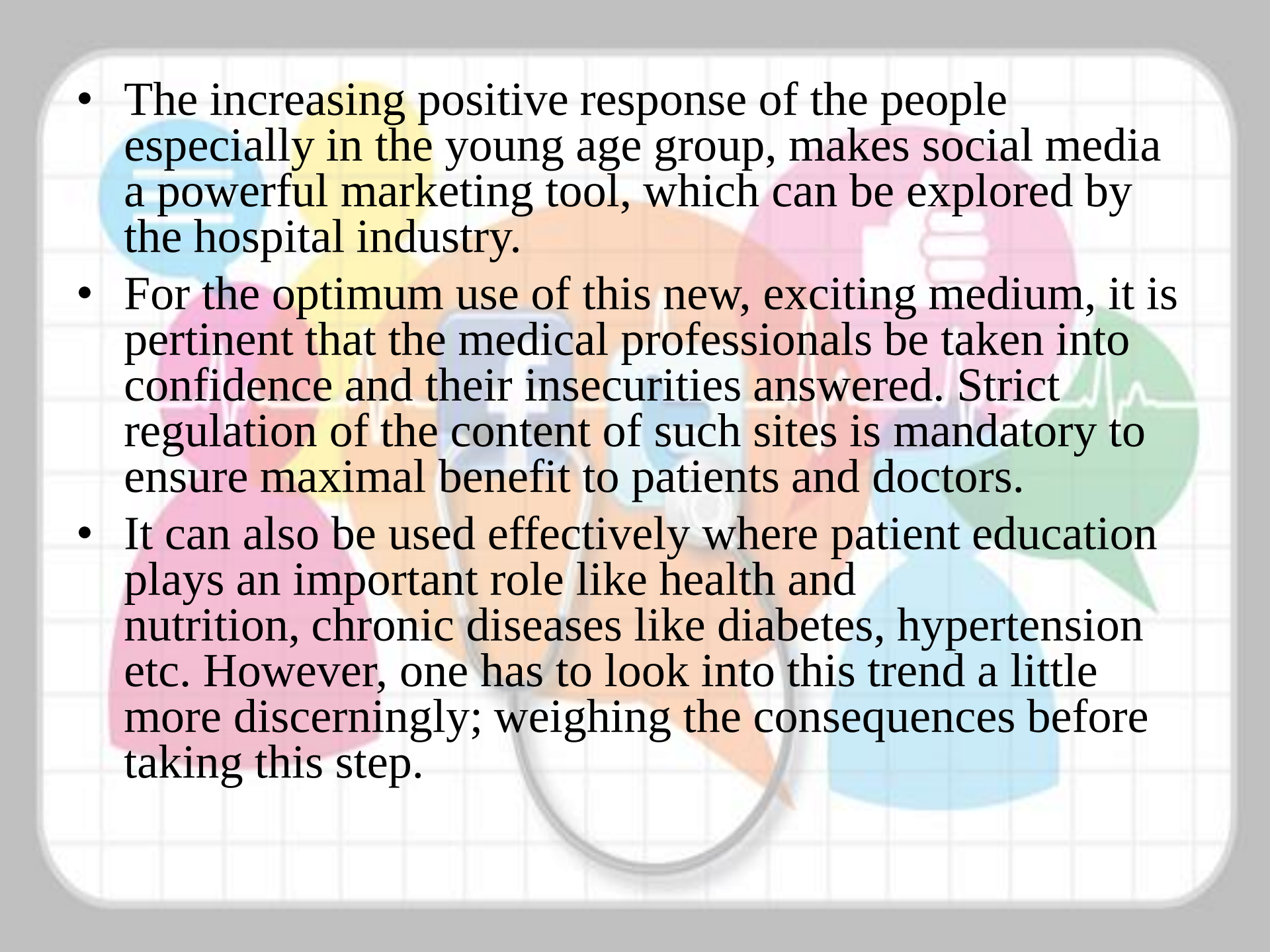


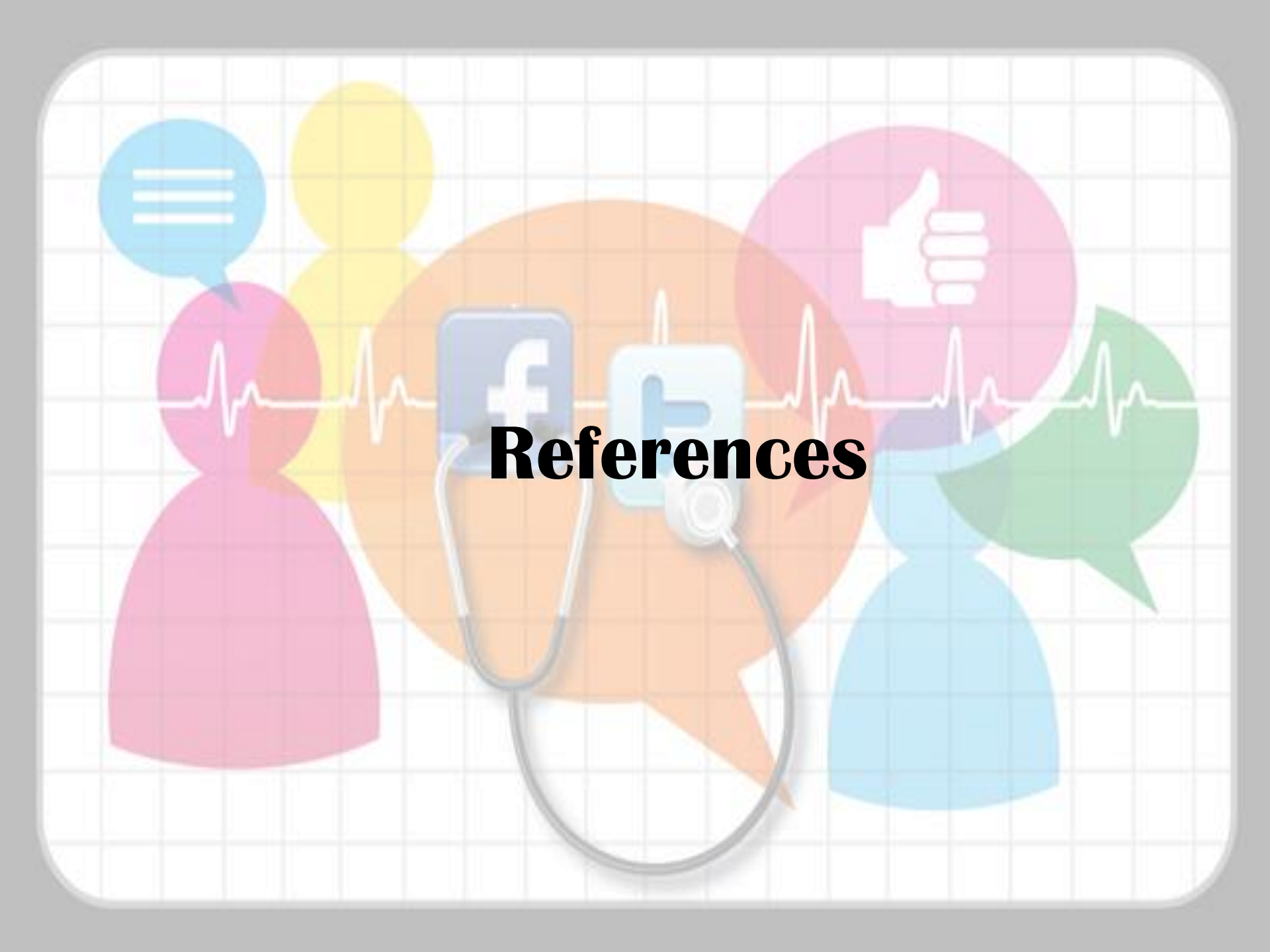
Recommendations

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- Efforts should be made by Hinduja hospital to increase awareness of social media as a tool to gather healthcare education among elder patients.
 - The frequency of posts can be increased with suitable content.
 - The content shared by Hinduja hospital could be made more informative and easy to understand for the patients .
 - Pictorial representation of the information rather than long written paragraphs attract readers more.

- 
- Online campaigns/contests could be conducted to engage the patients on the social media platforms.
 - 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.

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.
 - 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.



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Thank You!!



Any Questions?