

A study of Competitive landscape of Maternity centre's in Jaipur

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About Cocoon Hospital

- It is a venture of RJ Corp and a unit of Lineage Healthcare Limited.
- It was developed in 2012.
- Cocoon provides **hospitality of a 5 star hotel in a hospital setup.**
- **Cocoon** provides the world-class medical facilities like modular **Operation Theatres, LDR suites, Level 3 Neonatal Intensive Care Units, Fully Motorized Imported Medical Beds and Examination Couch, 4D Ultrasound Technology.**
- Its major services includes:
 - Obstetrics
 - Neonatology
 - Laparoscopic Gynecology services
 - Cord cell preservation
 - Cosmetology & Cosmetic surgeries
 - Other Value added services



❑ **Research Questions:**

- Which are the preferred maternity centres in Jaipur?
- Which are the factors that influences the selection of maternity hospitals?
- How different hospitals are rated on different services?
- What are the gap areas in the main factors influencing selection for Cocoon?
- What are the extra services people seek from hospitals?

❑ **Objectives:**

- To find out consumer perception regarding maternity centres in Jaipur.
- To determine the factors affecting the selection of maternity Hospitals.
- To find out the competitive ranking of hospitals offering maternity services.
- To find out the gap areas for strategy designing.

❑ **Study Plan:**

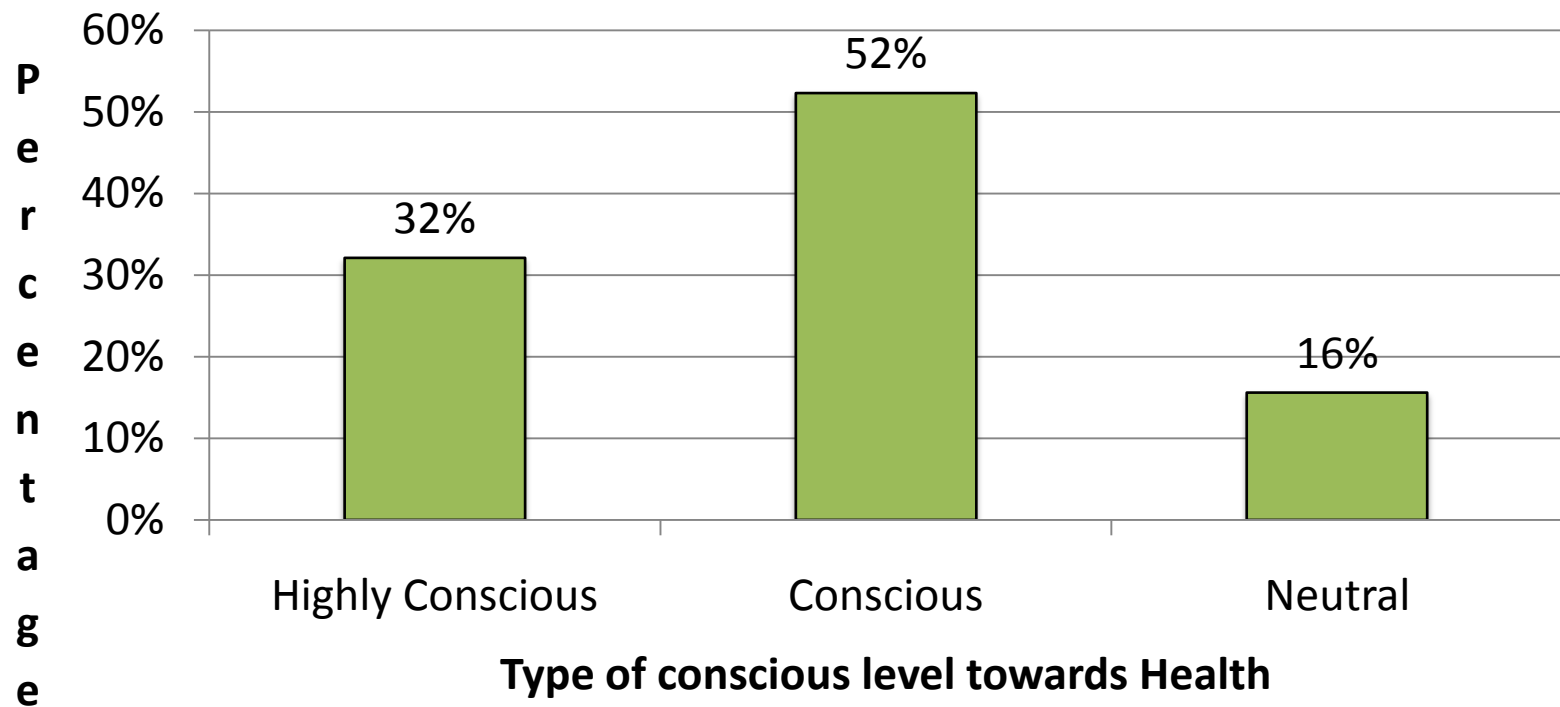
- Study Design: Descriptive study design was chosen
- Study Population: Working and Non Working females were taken as study population
- Study area: Jaipur was selected as the study area
- Sample size: 109 responses were collected.
- Sampling method: Purposeive sampling method was used for data collection
- Study tool: Interviews with pre defined questionnaires
- Sample Collection: Sample collected was done from hospitals with similar stature to Cocoon Hospital and Inpatient & Out-patient department for in house study

❑ **Data analysis plan:**

- Data collection technique: Primary research was done for data collection
- Data collection method: Survey method was used for collection of data
- Data Collection tool : Semi structured questionnaire was used for data collection
- Data management and analysis : MS Excel was used for data analysis

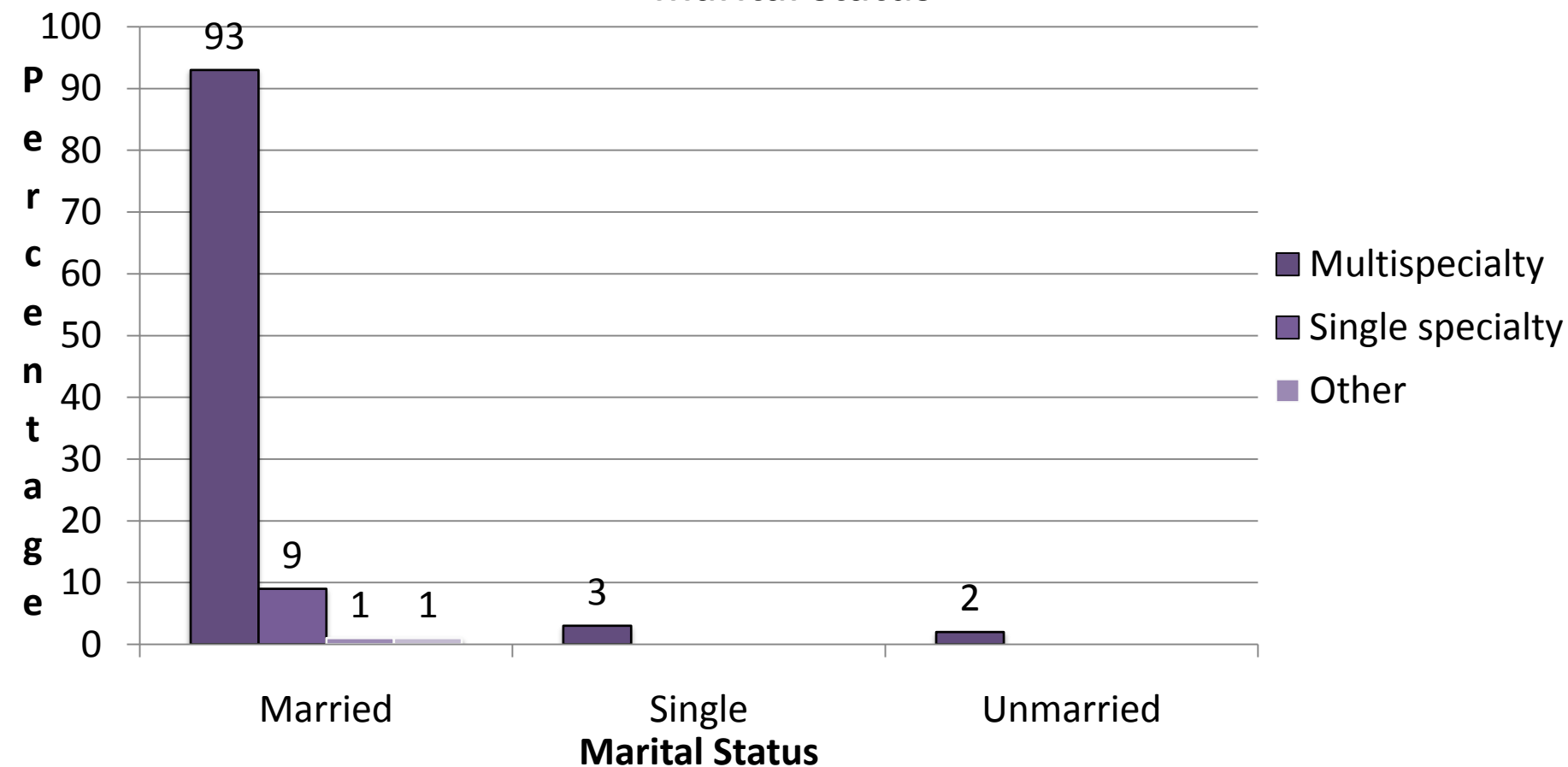
Findings

Percentage breakup of population corresponding to different types of conscious level



In n=109, 52% of the people are conscious towards their health, followed by 32% highly conscious and 16% are neutral.

Depiction of preference towards types of hospitals with marital status



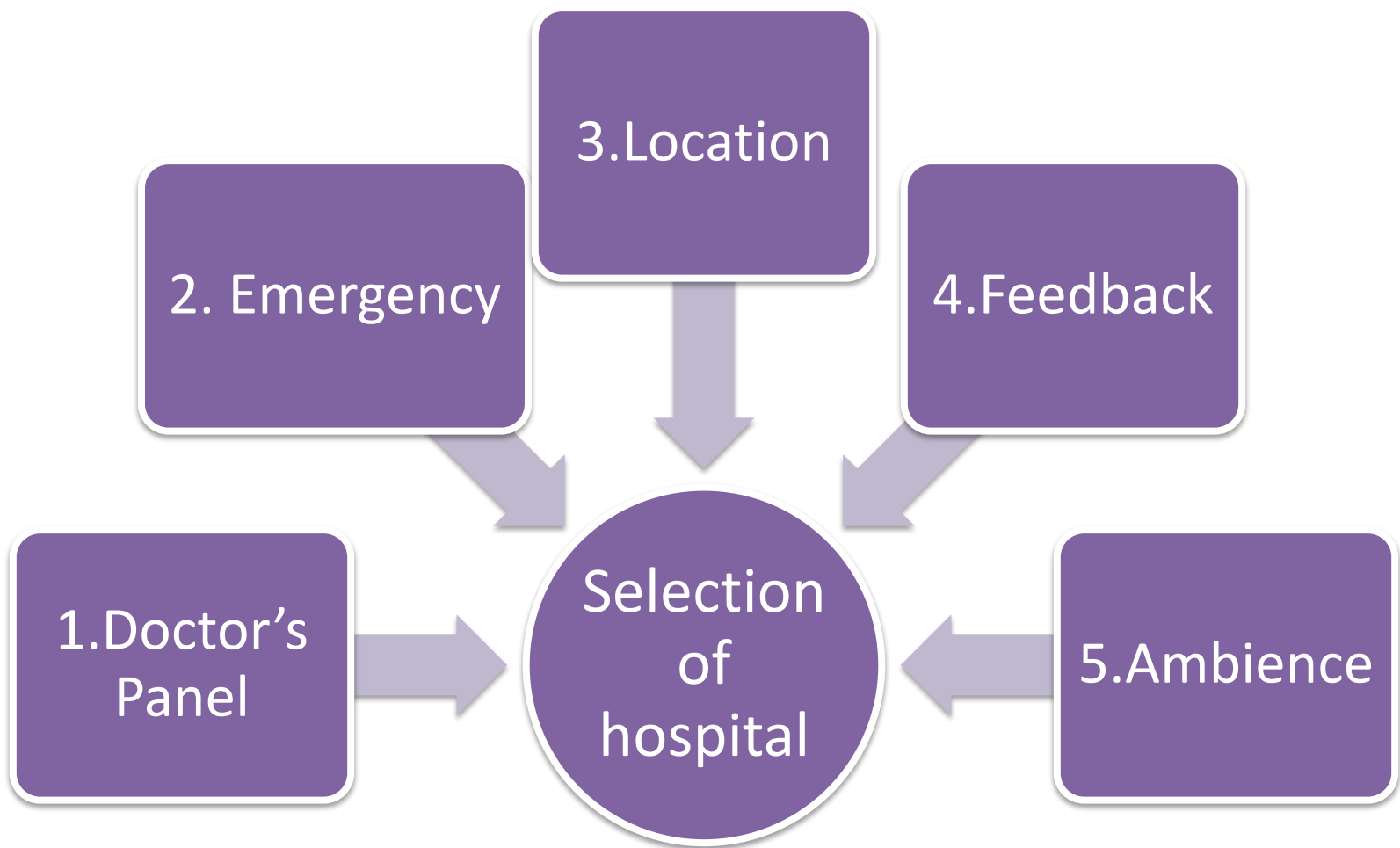
Above graph depicts the preference for types of hospitals w.r.t. their marital status n=109 with majority preferring multispecialty hospitals.

Major Factors for selection of Hospital

FACTORS	Location	Doctor's Panel	Feedback	Ambience	Emergency
Ranking	3	1	4	5	2
Mean	3.009345794	1.803738318	3.364485981	4	2.794392523
Standard Deviation	1.390638018	0.994695861	1.284101061	1.0728203	1.30845089

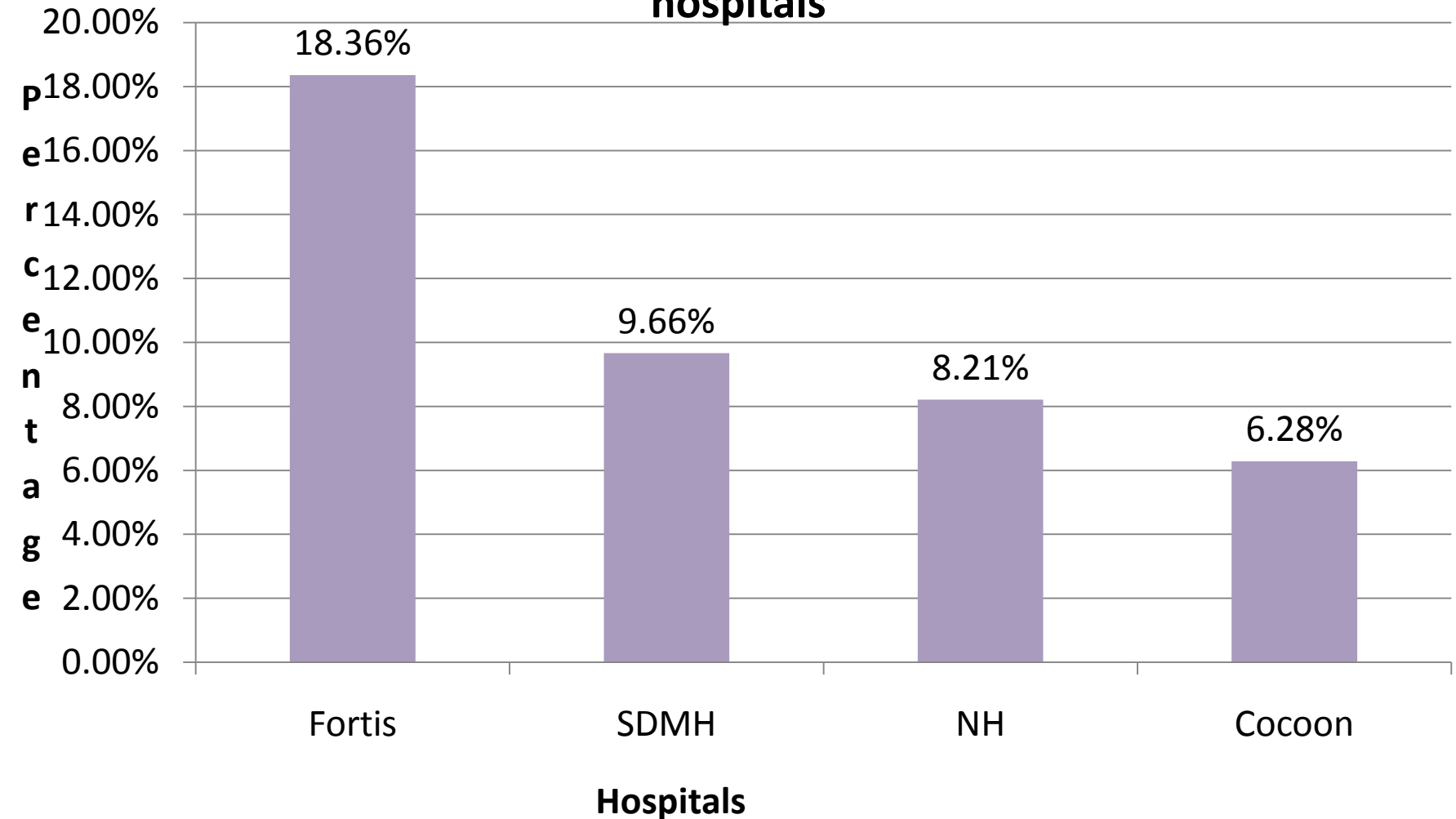
The major factors were founded through comparing the mean scores and less standard deviation of all these factors . Above ranks were obtained with first factor obtained as Doctor's Panel.

n=107



Factors affecting the selection of Hospital

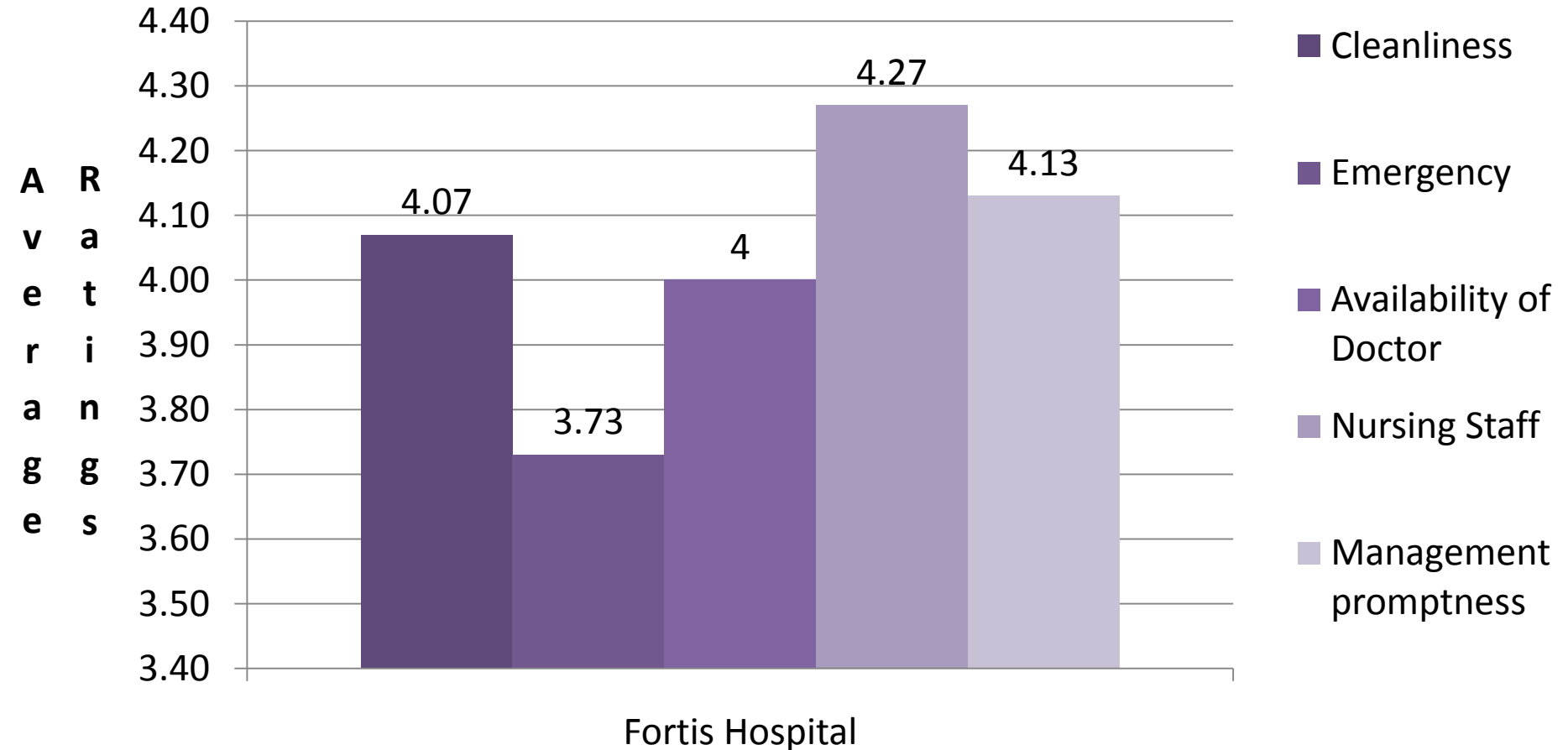
Percentage distribution of respondents for preference of hospitals



Above graph shows the major contributors in percentage distribution of respondents for preference of hospitals.

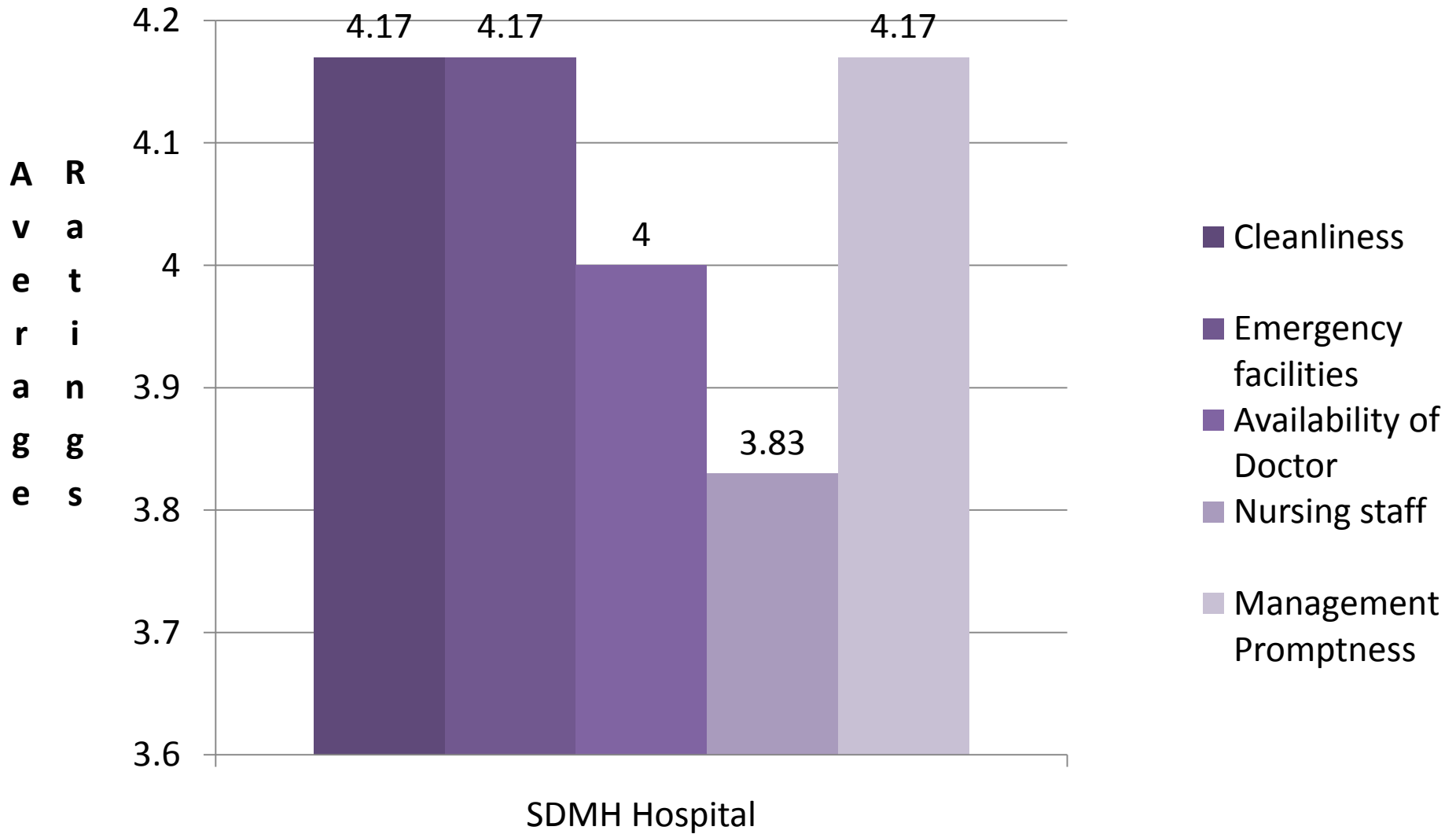
N=209

Average Ratings on following parameters for Fortis Hospital



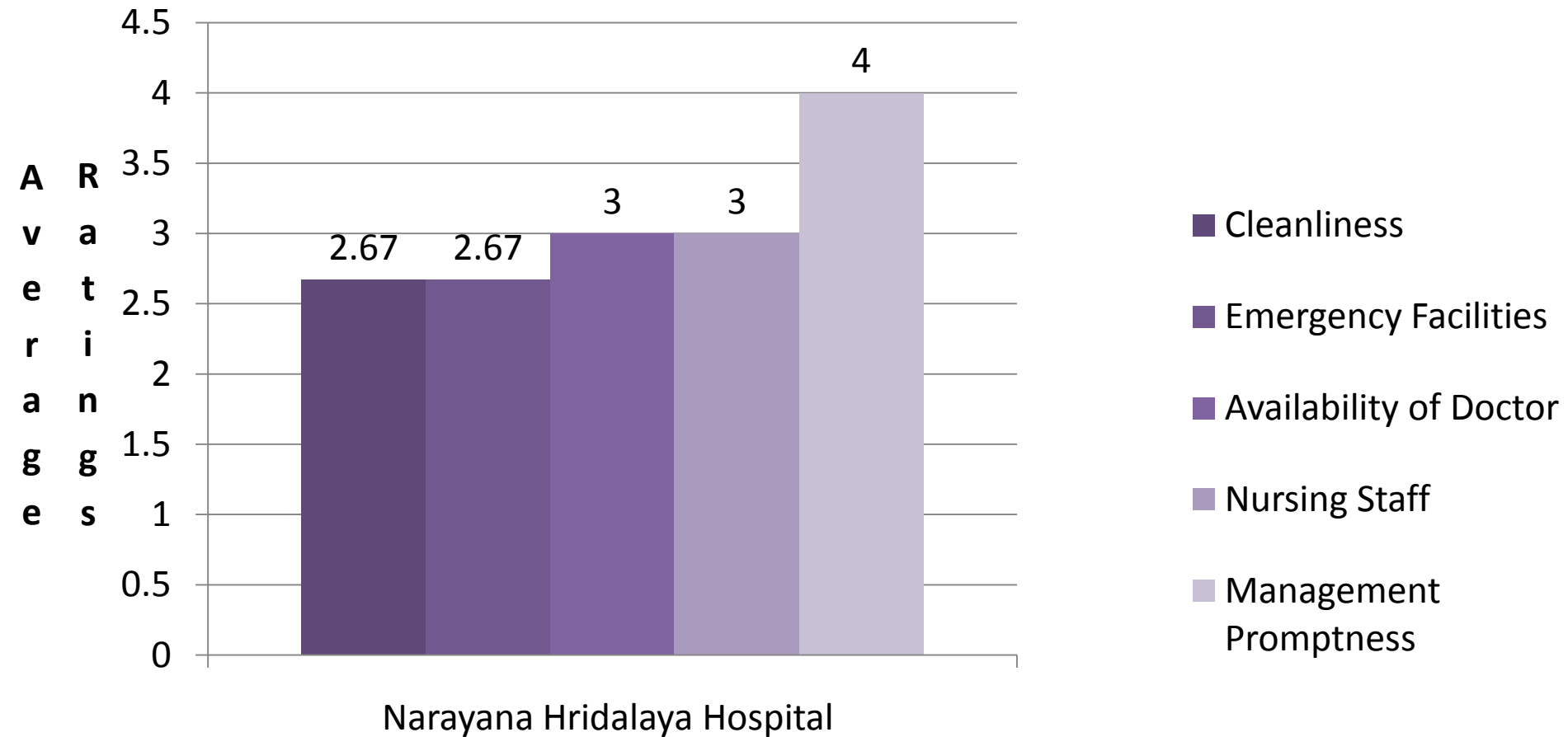
The graph shows the average ratings for Fortis Hospital on the listed parameters
n=15

Average Ratings on following parameters for Fortis Hospital



The graph shows the average ratings for SDMH Hospital on the listed parameters
n=13

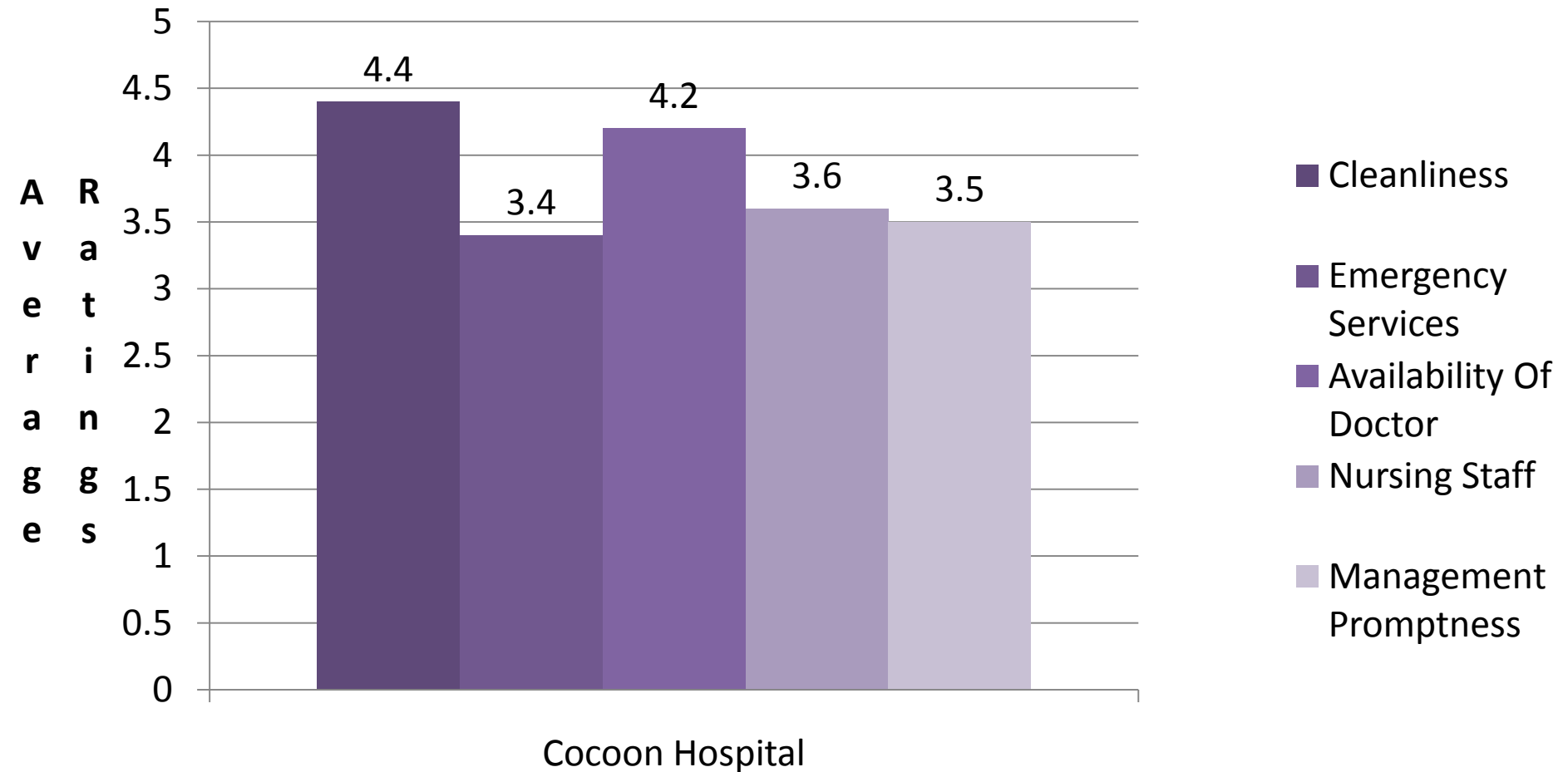
Average Ratings on following parameters for Fortis Hospital



The graph shows the average ratings for Narayan Hridalaya Hospital on the listed parameters

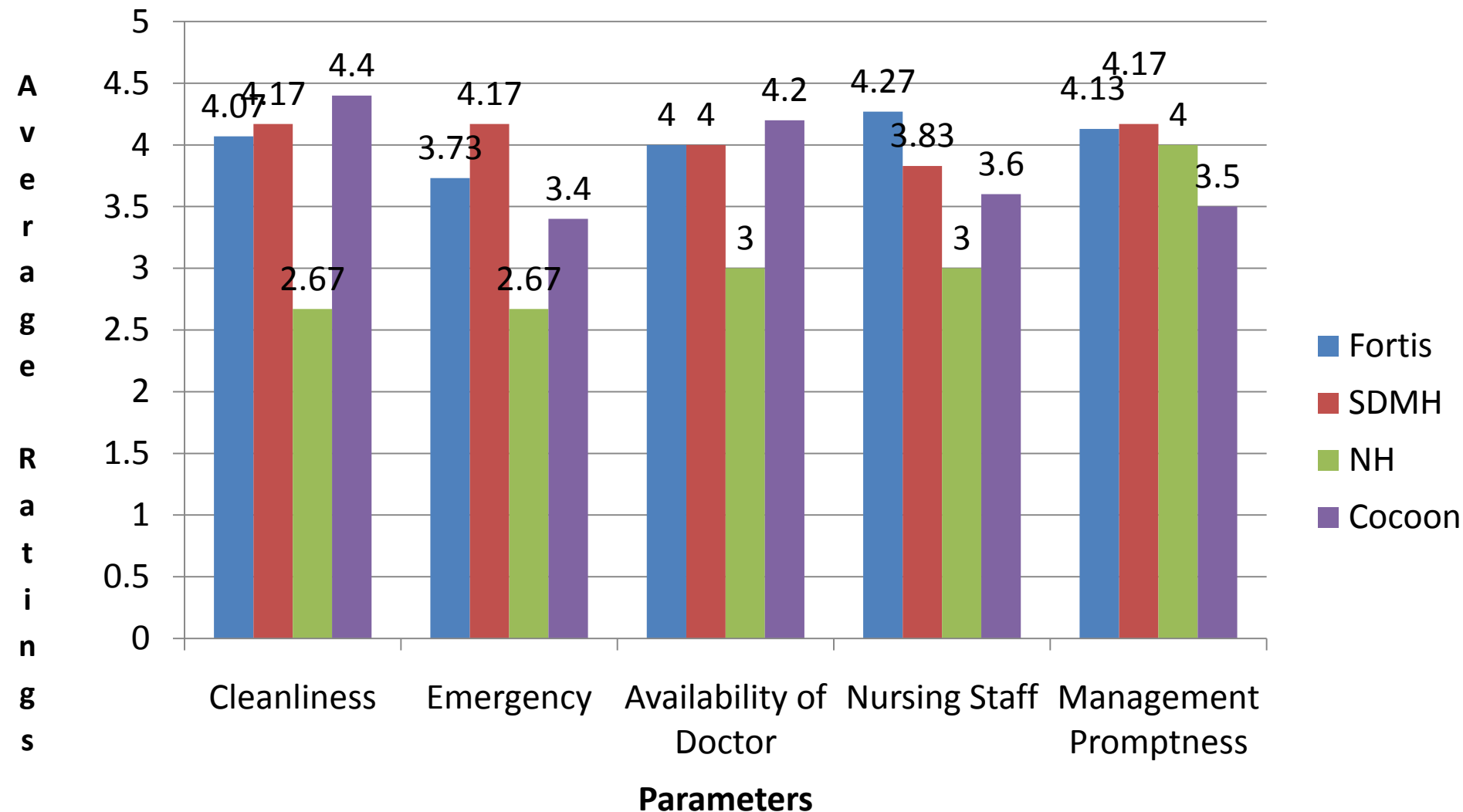
n=10

Average Ratings on following parameters for Fortis Hospital



The graph shows the average ratings for Cocoon Hospital on the listed parameters
n=11

Comparative rating chart on below parameters



Note: Reason of Comparison among these Hospitals:-

- 1) Sample observation is of almost similar number.
- 2) Maternity centre market is majorly shared by these players

Competitive Matrix

Ratings Factors	Low (1-2)	Medium (2.1-3.5)	High (3.6-5)
Cleanliness			  
Emergency		 	 
Availability of Doctor			  
Nursing Staff			  
Management Promptness			  

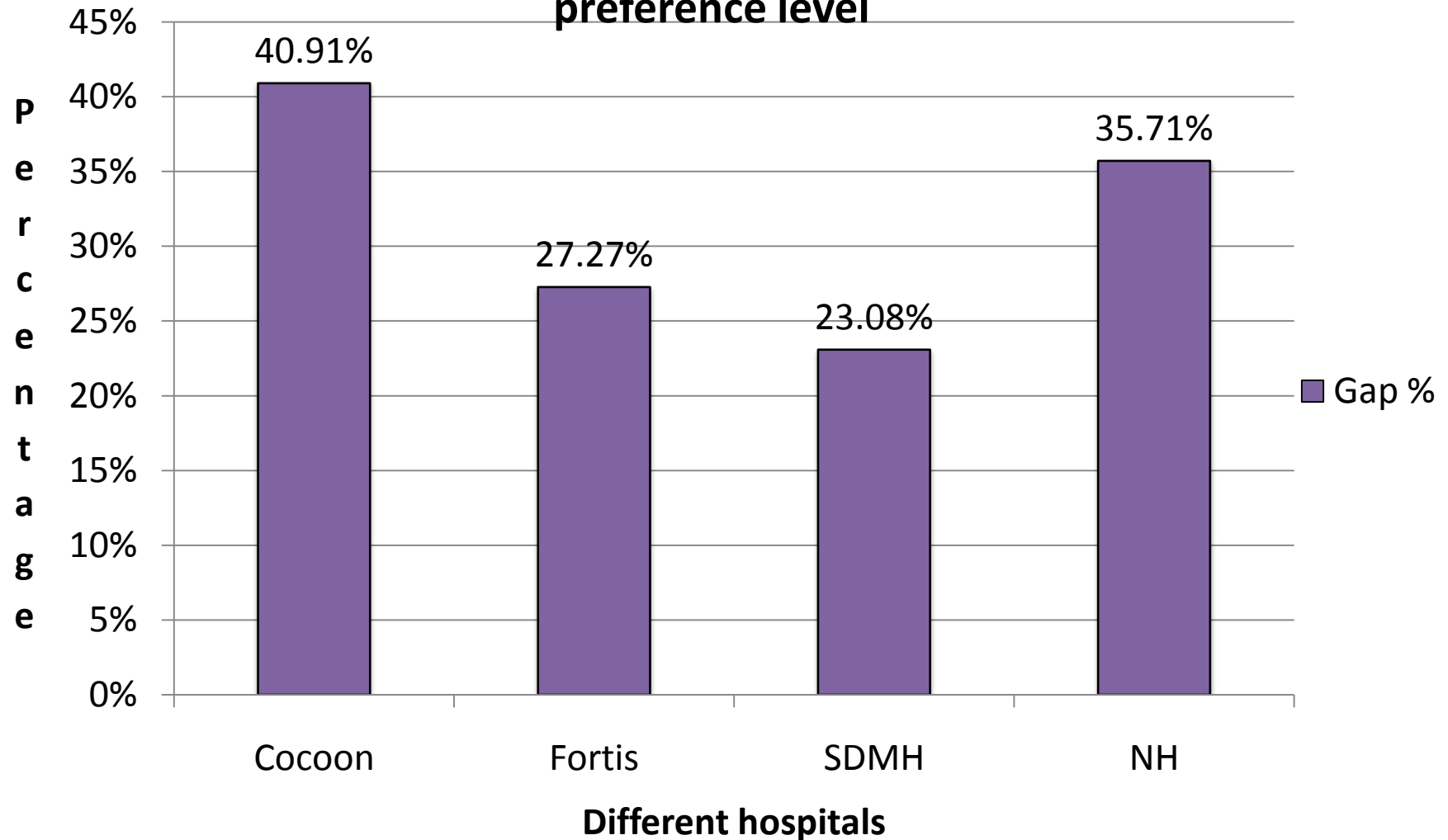
Coding: :Cocoon -Fortis -SDMH -NH

Identification Of Gap areas

Factors	Cocoon Ratings	Cocoon standings in Levels	No of Low level competitors	No. Of Medium Level Competitors	No. of High Level Competitors	Gap areas (Yes or No)
Cleanliness	4.4	High		3	9(Fortis , SDMH)	No
Emergency	3.4	Medium		6	6(Fortis ,SDMH)	Yes
Availability of Doctor	4.2	High		4	8(Fortis ,SDMH)	No
Nursing Staff	3.6	High	2	4	6(Fortis , SDMH)	Yes
Management Promptness	3.5	Medium	1 (Jain fertility)	1	10(Fortis , SDMH)	Yes

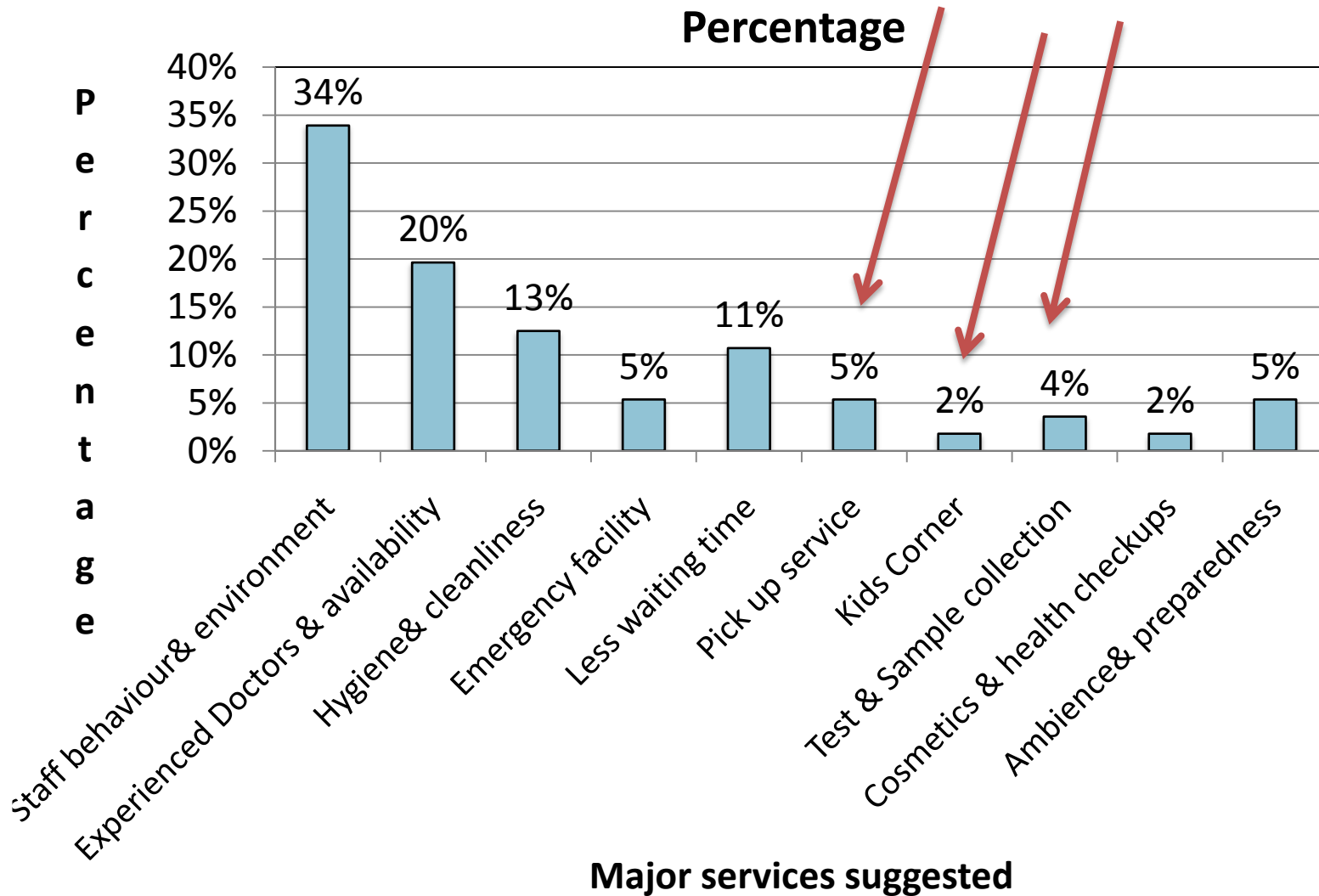
Here we found 3 major areas to focus so that we are in match to the average competition level

Gap % of different hospitals on the awareness and preference level



The graph shows the gap % among the awareness level and preference of that hospital with highest gap % found out for Cocoon
n=109

Suggested Services



Above graph depicts the services respondents suggested to be incorporated in n=56 with interesting suggestions like pick up services, kids corner etc.

☐ Suggestions

- Service inclusions like :
 - ✓ Kids area
 - ✓ Pickup service
 - ✓ Flexibility in sample collection timing
- Working on gap areas:
 - ✓ Emergency
 - ✓ Nursing Staff
 - ✓ Management Promptness
- Camps on themes of family checkups.
- Weekly brainstorming activities for staff to develop an effective method for working
- Mock training programs for staff w.r.t. emergency care
- Checking points should be present for ensuring the proper information transfer

❑ Limitations:

- To identify the reasons for gap percentage another study needs to be conducted.
- Time constraint related to respondents observation.
- For comparative analysis among ratings for hospitals can not be established until number of sample is almost same.

❑ Conclusion:

- It can be concluded that the majority of married females prefer multispecialty hospitals and only small number of females are preferring single specialty hospitals.
- For developing a clientele for the hospital , the study gives us the segment that is highly conscious(30%) and conscious(54%) towards health awareness.
- The study also came up with the major factors that influences the selection of a hospital which are as follows: Doctor's Panel, Emergency, Location, Feedback and Ambience.
- From the ratings parameter we got the major areas for focus which are Emergency, Nursing staff, Management Promptness.

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Annexure

Questionnaire : Consumer perception regarding maternity centres

- Name: Age:
Marital Status: Occupation:
Annual Income: Contact no:
- How conscious you are towards health related issues?(Tick one of them)
i. Highly conscious ii. Conscious iii. Not at all conscious
- Which hospital you would prefer for the below mentioned health issues
i. Gynae iii. Diet.....
ii. Any health checkup..... iv Others.....
- What kind of hospital you will prefer going?
i. Multi specialty ii. Single specialty iii. Other (specify).....
- List hospitals with women care and childcare facilities?
➤
➤
➤
➤
- Give the order of preference for consultation among the above hospitals
- ii.....

- Please rank the following factors which influences your decision to choose a hospital(1 being the highest rank and 5 being the lowest rank)

Ranking

- ☐ Location of Hospital
- ☐ Doctors Panel
- ☐ Family/friends feedback
- ☐ Ambience
- ☐ Emergency facilities

- Rate your top preference hospital relating it with the following parameters(1 being lowest rating and 5 being the highest)

Rating

- ☐ Cleanliness and Hygiene
- ☐ Emergency services
- ☐ Availability of Doctors
- ☐ Nursing Staff
- ☐ Management Promptness

- Please suggest services to be incorporated for better facility to the patient
 - i.
 - ii.

- When was the last time you visited hospital for Gynaecological concern
.....

- Does someone in your family need medical care? (Mother/ Father/ Kids etc)
.....

THANK YOU