

Study of Consumer Perception for a Medium Scale Hospital

By

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

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Dissertation

At

DACH

Study of consumer perception for a medium scale hospital

By

Vaibhav Shanker

Under the guidance of

Dr. Seema Mehta

MBA Hospital and Health Management

2014-16



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Vaibhav Shanker, student of MBA Hospital and Health Management (MBA-HM) from The IIHMR University, Jaipur has undergone dissertation/internship training at DACH, Jaipur from 1st February to 30th April 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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DACH

Dr. Atul's CHILD HOSPITAL



The certificate is awarded to

Vaibhav Shanker

In recognition of having successfully completed his
Dissertation in the department of Administration

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Study of consumer perception for a medium scale hospital

30/04/2016

DACH, Jaipur

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

We wish him all the best for future endeavors

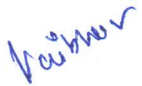
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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "study of consumer perception for a medium scale hospital" and submitted by Vaibhav Shanker Enrollment No. IIHMR-U/MBA-HM/2014-16/19-1638 under the supervision of Dr. Seema Mehta for award of Postgraduate Diploma in Hospital and Health Management of the University carried out during the period from 01/02/2016 to 30/04/2016 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.



Signature

Vaibhav Shanker

ABSTRACT

Rationale:

In 21st century, Indian free market economy has seen private organizations working in hospital and health sector, facing a tough competition in metropolitan cities as many service providers are offering similar care at competitive prices. In India, particularly private sector plays an important role in the country's healthcare segment with its share of 68% in spending. During these times, having a marketing strategy, focused on an organization's strengths can provide a crucial edge over the other market players. Marketing helps in communicating one's core strengths to its targeted consumers which creates a benchmark for evaluating other competitors. Thus, it is immensely important to market only the strengths which provide the organization competitive edge.

Objective:

1. To study the perception of key stakeholders about the hospital brand image.
2. To design and develop the marketing tool for promotion of hospital's brand.

Methodology:

The descriptive study has been conducted for a medium scale hospital, so as to device promotional tools which can capture the organization's strengths and provide them competitive edge using primary data. It involved interviewing the top level management, who eagerly provided the clear idea of the hospital's fundamental belief and its core strengths. These aspects were then measured with convenient sampling using likert scale and compared to the perception of other stakeholders like its employees and external customers such as referring doctors and patients. Similarly, the closest competitors were recognized and evaluated on the same variables so as to understand the marketable attribute.

Key Findings:

1. “Trust of the hospital” and “low cost service delivery” was judged as most marketable attributes for the hospital in consideration.
2. With most of the patients not well learnt, the marketing tools must be bilingual for easy understanding.
3. Staff needs to be trained to be more professional and courteous. Special training is required for them on their customer handling strategy and professional grooming.
4. The organization is required to make customers visiting OPD, aware about the scope of services and technological capabilities of the hospital.

Conclusion:

The hospital must market themselves using “trust in the hospital” & “low cost service delivery” as its core marketable strengths. This market study has been analyzed and evaluated to design a set of promotional tools like videos, pamphlets and ID cards. These tools are to be actively used for marketing the services and core belief of the hospital which should improve the consumer’s belief in brand and eventually increase the volumes thus increasing the revenue.

ACKNOWLEDGEMENT

“Mentoring is a Brain to pick, an ear to listen and a push in the right direction”.

I would take the opportunity to acknowledge the people without whom this project wouldn't have seen the light of the day. In our effort towards the realization of the project work, I have drawn on the guidance of many people who facilitated in shaping & remodeling the project.

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Abbreviations:

DACH: Dr. Atuls Child Hospital

PO: Procedure Room

NICU: Neonatal Intensive Care Unit

PICU: Paediatric Intensive Care Unit

NABH: National Accreditation Board Of Hospital & Healthcare providers

OPD: Out Patient Department

IPD: In Patient Department

A&E: Accident & Emergency

GOI: Government of India

CAP: College Of American Pathologist

3. Organization Profile:



Fig 3.1

3.1 Brief:

A humble beginning was made in the year 1991, by the current director Dr. Atul Shanker, with the aim of elevating the health care needs in pediatric population of the neighborhood. He started the journey with a small dedicated team of hard working individuals under his able leadership to provide quality healthcare at affordable cost. Together, They paved the way, providing other support services in-house at low margins so as to make healthcare accessible to all in need.

After a decade of practice, the management observed a surge in peculiar disease case presentations and need to improve the services arose so as to cater a larger catchment area. A complete technological and infrastructural overhaul was done to develop a tertiary care center, an integrated one stop solution to any pediatric health related problem. The 50 bedded hospital, equipped with latest cutting edge technology and round the clock support staff system was possible only due to the ethical practice and clinical excellence in an empathy based care delivery.

Over the glorious quarter century old existence, they have served excess of 1.5 Million households and were entrusted with Thousands of critical lives. They are proud to serve patients from not only Rajasthan but also neighboring states which is a testament to their dedication and

people's faith in their work. It only indicates they are on a right course to meet their founding purpose- To Serve Humanity.

They find themselves becoming pioneer in establishing a "Social Corporate Paediatric Hospital" providing holistic treatment and paediatric care with whole and sole aim of "treating the patient" at a reasonable price. They aim at transforming the health care experience through a patient centric culture of caring, quality, safety, innovation, clinical excellence and patient first policy.

The Management believes that preserving our future generations should be society's utmost priority and it cannot be achieved if the focus is on financial dealings. Thus they don't ask for investments or profit oriented returns and maintain organic growth to preserve the belief of "Patient First".

3.2 Vision:

We envision ourselves of being a social corporate paediatric hospital, a one stop solution provider to all child care needs with empathetic service.

3.3 Mission:

We serve common people with guiding principal of reshaping child care in our community, delivering cost effective treatment to all & focus on patient first policy.

3.4 Moto:

You Trust We Deliver

3.5 Hospital Layout:



Fig 3.2

Floor:	Services:
Lower Basement:	Visiting Faculty consultation chambers, Dental Care & Physiotherapy
Upper Basement:	Lab, X-Ray, Canteen, NABH Room, Clinical Research, Administration & Accounts
Ground Floor:	Reception, OPD registration, Accident and Emergency, Pharmacy, Ward 1
1 st Floor:	OPD, Deluxe Ward 2, Conference Room, Library, Ward 3
2 nd Floor:	NICU, Sonography, Special Room 1 & 2, Deluxe Room 1, 2 & 3
3 rd Floor:	PICU, Step Down PICU, Procedure Room, Deluxe Room 4, 5 & 6

Table 3.1

Also, the hospital being a research and training center has multiple training rooms & teaching consultant room to provide the adequate services required. The terrace is used for kitchen and other utility services.

3.6 Marquee Services:

3.6.1 NICU:



Fig. 3.3

A neonatal intensive-care unit (NICU), or an intensive care nursery (ICN), is an intensive-care unit specializing in the care of ill or premature newborn infants. DACH has Rajasthan's first NICU to have a hypothermic unit for birth asphyxia case. Apart from it the NICU holds ventilator units with phototherapy unit with body warmers. It is Jaipur's one of the best, state of art unit.

DACH is proud to have a tertiary level NICU with cutting edge technology and continuously providing positive results with complicated cases. The core team has dedicated personals having vast experience in neonatal care providing round the clock check on children.

3.6.2 PICU:



Fig 3.4

A Paediatric Intensive Care Unit, is the section of the hospital that provides sick children with the highest level of medical care. The PICU allows intensive nursing care and continuous monitoring of things like heart rate, breathing, and blood pressure. At DACH, the PICU is having advanced technology support system to ensure a constant monitoring. Facilities such as bedside 2D echo and portable X-ray unit is available making it one of best equipped PICU Unit.

3.6.3 Round The Clock & Imaging Services:

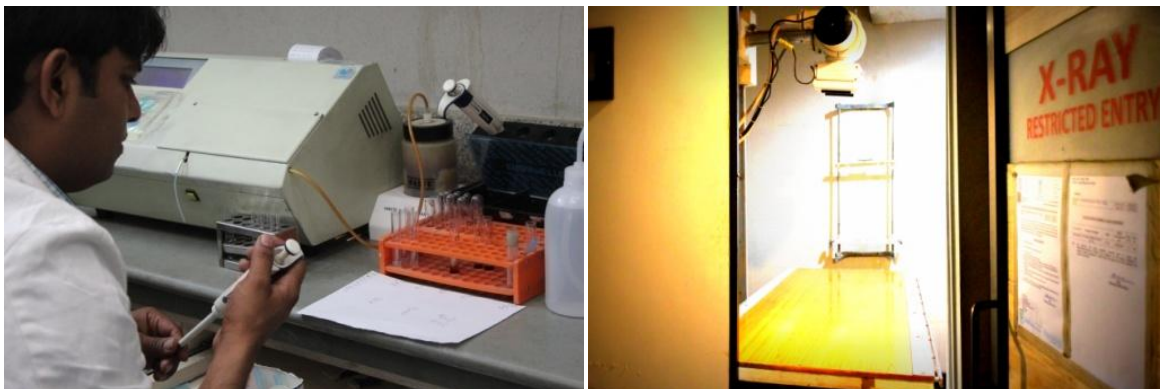


Fig. 3.5

The hospital boasts of its well-equipped state-of-art labs for accurate diagnostics. The imaging and radio diagnostics are conducted by sophisticated equipments. The Pathology Lab adheres to the protocols lined by the College of American Pathologists (CAP). It covers all basic blood test which can be provided at any hour, when in need. The Lab works round the clock with technicians at bay to provide any clinical support at any time in need.

The AERB accredited digital X ray unit and sonography machine is also present and are ethically used as per the guidelines provide by GOI and with great care. The labs and imagining services are important support services to any clinical diagnosis and contribute immensely in saving lives.

3.6.4 Accident & Emergency Room:

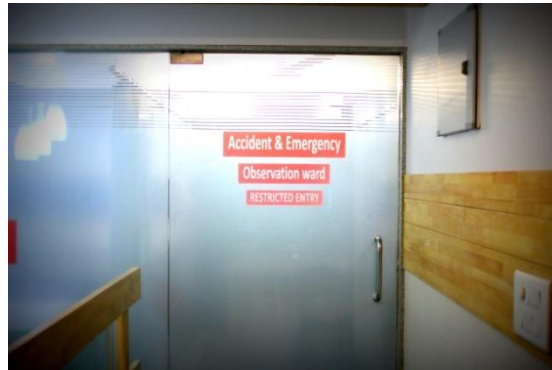


Fig 3.6

Due to the unplanned nature of patient attendance, the hospital must provide initial treatment for a broad spectrum of illnesses and injuries, some of which may be life-threatening and require immediate attention. Emergency departments have become important role in life threatening situations and DACH boasts a full capable A&E department with a doctor and nursing staff on alert round the clock.

The patients' vitals are stabilized here before moving them to respective wards or room for any emergency situation.

3.6.5 Procedure Room:



Fig 3.7

The Procedure Room is equipped with new generation set of instruments with all desired tech support to provide the best outcomes every time. They have zero documented cases of Surgical Site infection which is a testament to a safe, sterilized OT, capable doctors and support staff. The Procedure Room is used for conducting routine procedure

3.6.6 Conference Room & Training center:



Fig 3.8

Used for training, educating and meetings, the room also hosts a large collection of paediatric books for guidance and continuous improvement. As a training center for DCH candidates and nursing staff, the hospital provides ample opportunities to learn and develop in a education driven system.

Dissertation:

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for a medium scale hospital**

4. Introduction

Seth Godin defines a brand as a set of “expectations, memories, stories and relationships” that in combination drive the decision to choose a particular company, product or service. It is primarily a mental creation, which helps consumers to understand a company over another. This is necessary to make sense of what has become a very competitive market.

A perception survey on brand equity is a study project completed with the goal of collecting impressions about a company, product, program or some issue. These surveys may be given to a variety of audiences for a range of purposes and are often administered by businesses with the intent of uncovering consumer opinions or developing a marketing strategy. Customers today are increasingly connected, informed and empowered, meaning they develop high expectations and are more demanding than ever before. Their opinions are paramount in determining any brand’s perception.

Understanding exactly where and how a brand exists in the wider world is an essential first step in any brand management effort. Image or perception studies can help companies capture those illusory consumer sentiments and customer impressions that are driven, at least in part, by emotion. Whether conscious or subconscious, rational or irrational, these emotions make up the reality of the brand—for consumers, employees, competitors, and investors.

In more mature market segments, perception studies can help well-established companies develop new brand strategies that breathe life into their unique value propositions and competitive advantages. For newer businesses, data from these assessments guides a broader marketing approach that’s keyed into the strengths and weaknesses of the competition.

Such studies are also particularly useful, in sensitive branding moments like rebranding or when a company extends, merge, or revitalize a brand. Insights from study results form the basis of a comprehensive marketing strategy that honors the legacy of an already strong brand and sets the stage for its successful evolution. In a hyper-competitive

5. Literature Review

Marketing is now being considered as an important aspect of any organization's success. Once the organization has worked out your customers' perception of your brand, and you know some more about what makes those customers tick, you can act on your findings.

It is undisputable that views of employees are important in constructing organizational identity and image. Employees are used to construct the identity of organization through their experience and through the ways others talk about it (Martin, Beaumont 2005).

Branding and Human resource management holds a crucial importance for every company's success. Organizations have to excel in marketing, communication branding and build bridges with these functions to create sustained corporate success (Martin, Beaumont, 2003).

Another study from Nielsen shows that for 77% of consumers, the advice of family and friends is the most persuasive when looking for information about new products. This word-of-mouth aspect of social is part of what makes it so effective in improving brand perception.

Knowing who your customers are, what they think of your brand and what else they are passionate about gives you the information you need to harness the power of social, word of mouth and influencers to take control of brand perception.

A report, titled "Listening to the Customer: 7 New Research Findings," is based on two parallel online surveys. The first survey included 276 marketers (manager level or above) from consumer companies that offer both online and offline channels to their customers. All participating businesses had at least \$100M in revenue, with most having revenues in excess of \$1 billion. The second survey explored consumer views, collecting more than 1,135 responses. All respondents also had to cite at least one multi-channel retail relationship.

Consumers Believe Brands Don't Understand Them: The studies found that 80 percent of marketers strongly believe they have a holistic view of individual customers and segments across interactions and channels. In addition, this group also believes strongly in their ability to deliver superior experiences offline (75 percent), online (69 percent) and on mobile devices (57 percent).

Despite this agreement, only 47 percent of marketers stated that they are able to deliver relevant communications. In fact, even that figure may be too high. When consumers were asked if companies are personalizing the shopping experience (products, deals and other information) for them as an individual, the response was a resounding no, even when it comes to their most trusted brands. Specific findings include:

- Only 37 percent of respondents believe their preferred retailer understands them as an individual
- Only 22 percent of respondents say the average retailer understands them as an individual
- Only 21 percent of consumers said the communications from their average are "usually relevant"
- Only 35 percent of consumers said the communications from their preferred retailers are "usually relevant"

This lack of understanding and relevancy may explain why many shoppers leave a brand's website without completing their purchase. According to IBM's Digital Analytics Benchmark, shopping cart abandonment rate continues to rise, reaching 72.9 percent in February 2015.

An Ogilvy study analyzed 20 channels and found that social media is the easiest way to change and increase brand perception.

6. Research Question:

What are the core strengths of the organization which can be strategically marketed?

7. Objectives

1. To Study the perception of various stakeholder's about the hospital.
2. To design and develop the promotional tool for hospital's branding.

8. Research Methodology:

8.1 Study design: Descriptive

8.2 Study Area: DACH, Jaipur

8.3 Department: Administration

8.4 Sampling Method: Convenient Sampling

8.5 Sample Size:

- IPD Patients: 66 Patients
- OPD Patients: 247 Patients
- Doctors: 34 Doctors
- Staff: 39 Staff

8.6 Sampling Criteria:

1. In OPD, population had equal chances of getting into the sample. 1/10th of the patients registered before the survey scheduled to be conducted were sampled in a day.
2. In IPD, the population was considered only those patients which were shifted in at least two units including an ICU, so as to ensure they have had a good exposure of the scope of services.
3. Doctor's survey samples were drawn from the population who are a part of the referring centers and are aware of the day to day hospital's working.

8.7 Data Collection Tool:

Semi-structured Questionnaire

8.8 Method Of data Collection:

Two different approaches were taken:

For IPD, OPD & Staff: Personally the questionnaire was discussed and entered on MS Excel.

For Doctors: Online surveys were created and submitted.

8.9 Data Collection Variable:

The following strengths of the hospital were put forward by the top level management in project's introductory meeting. These are the possible attributes of the hospital which may provide competitive advantage. The survey was conducted to rate the following attributes of the hospital by the key stakeholders so as to understand their perception about the attributes.

Sr No	English	Hindi
1	Trust in brand	हॉस्पिटल पर भरोसा
2	Low cost service delivery	कम दाम में अच्छा इलाज
3	Organization culture & professionalism	संगठन का आपसी तालमेल और व्यवहार
4	Infrastructure	सुसज्जित हॉस्पिटल
5	Technological edge	अत्याधुनिक तकनीक
6	All Paediatric related facilities under one roof	एक छत के नीचे सम्पूर्ण व्यवस्था
7	Compassionate care	सहानुभूति के साथ इलाज
8	Quality service	अच्छे स्तर की सुविधा एवं इलाज
9	Strategic Location	स्थान उपयुक्त जगह पर

Table 8.1

Also, the respondents were asked about the other most and least preferred hospital amongst the list of competitors providing similar services. their strength or weakness were recorded to understand their desirable attributes.

9. Analysis:

9.1 Education level of the respondents:

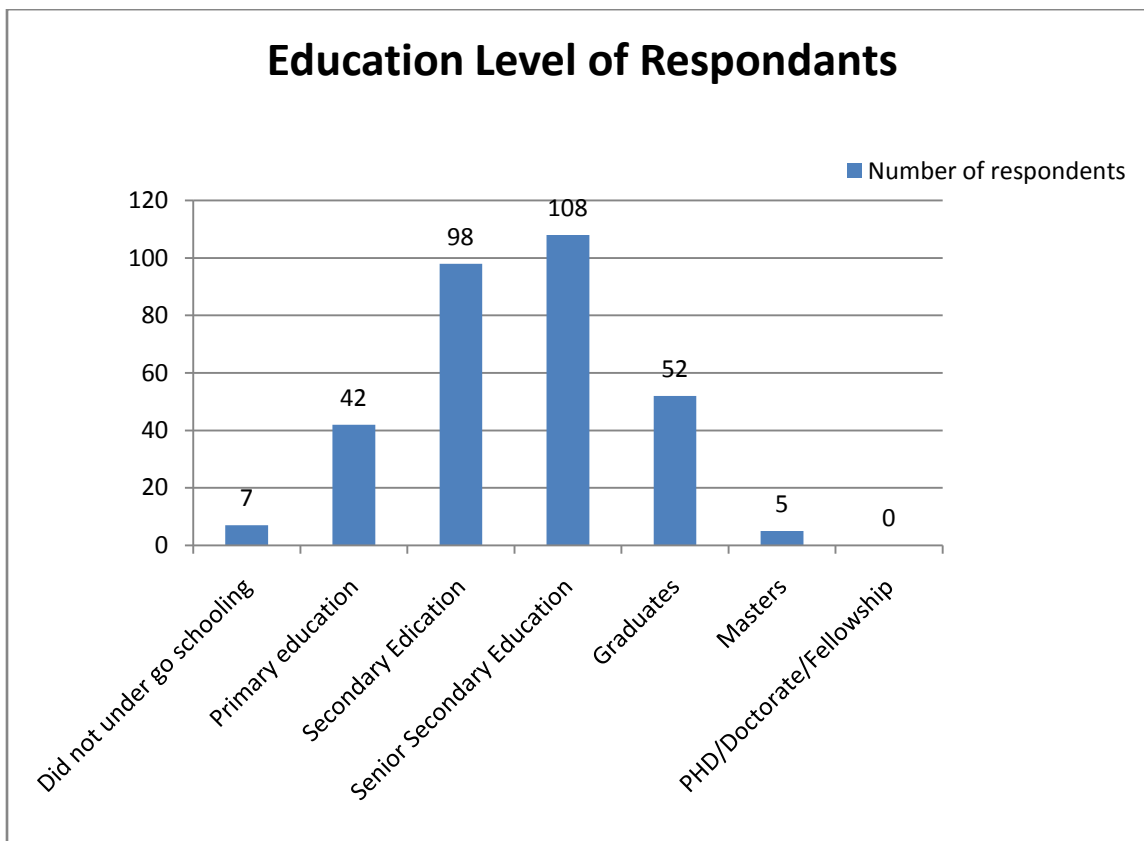


Chart 9.1

Sr No	Education Coding Criteria:	Frequency	Percentage (%)
1	Did not undergo schooling	7	2.2
2	Primary education	42	13.5
3	Secondary Education	98	31.4
4	Senior Secondary Education	108	34.6
5	Graduates	52	16.7
6	Masters	5	1.6
7	PHD/Doctorate/Fellowship	0	0

Table 9.1

As depicted in the education level chart, it suggests that most of the key stakeholders are below senior secondary level. About 15% of the customers are having primary or no formal education which makes it a challenge to design a promotional tool for which targets each of the hospitals customers. The data validates the experience where majority of the hospital's patient load are less educated and are not well read.

9.2 Perception of the Trust in Brand:

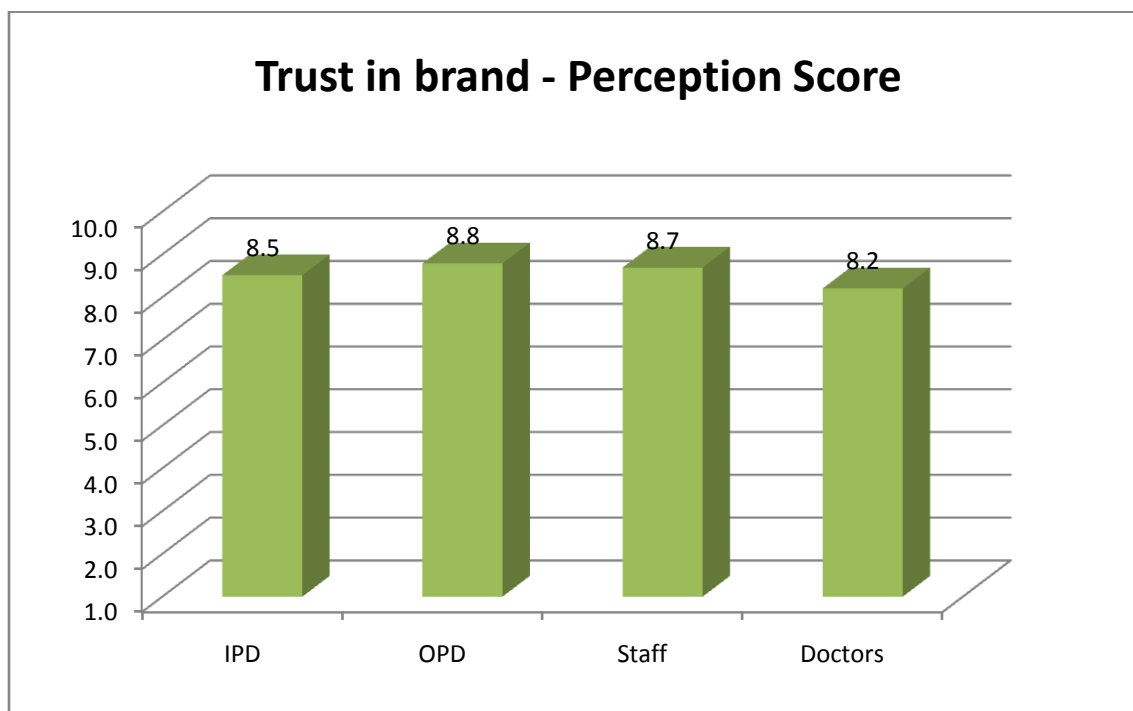


Chart 9.2

Expected Score: 8 to 9

The hospital has scored well, as expected for the attribute. Being a 25 year old hospital offering an affordable service & having recognized doctors has contributed in achieving

the score. All the stakeholders have assessed the trust in the organization as high as expected.

9.3 Perception on the attribute- Low Cost Service Delivery:

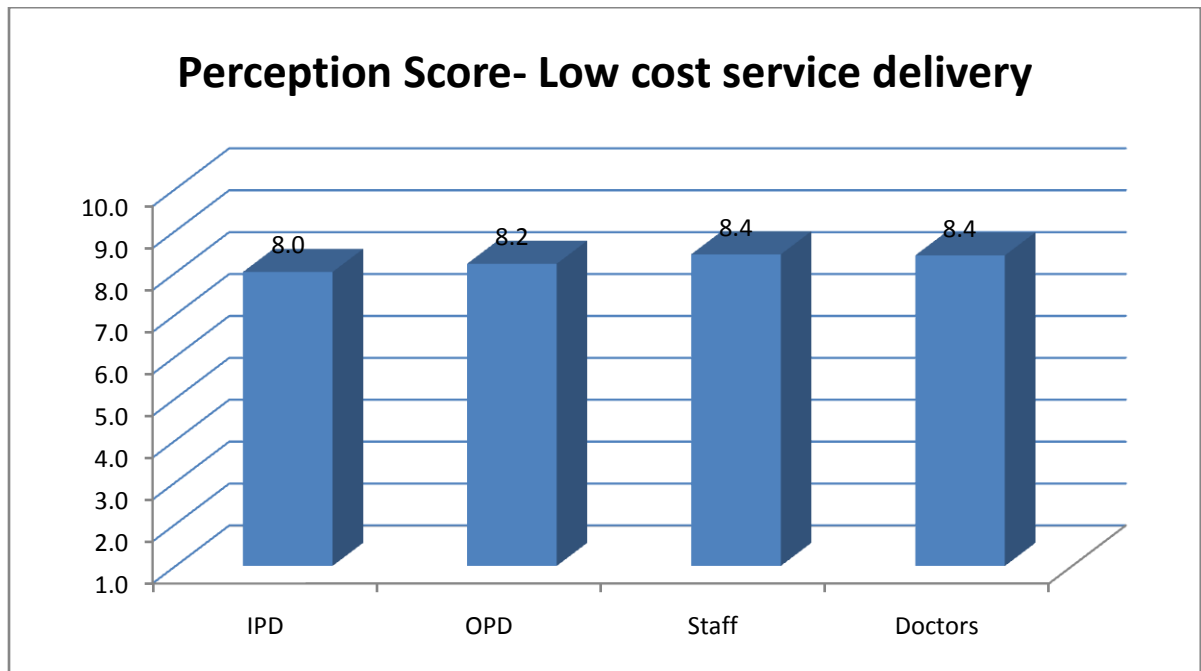


Chart 9.3

Expected Score by Management: 8 to 9

As seen from the chart, most of the respondents have scored the hospital high in the criteria. Again, this aspect has been playing an important role in patient retention and attracting new customers. The IPD & OPD charges are less than most of the competitor's charges. Providing quality services at low cost has been the priority of the hospital time and again.

9.4 Perception of attribute- Organization's Professionalism:

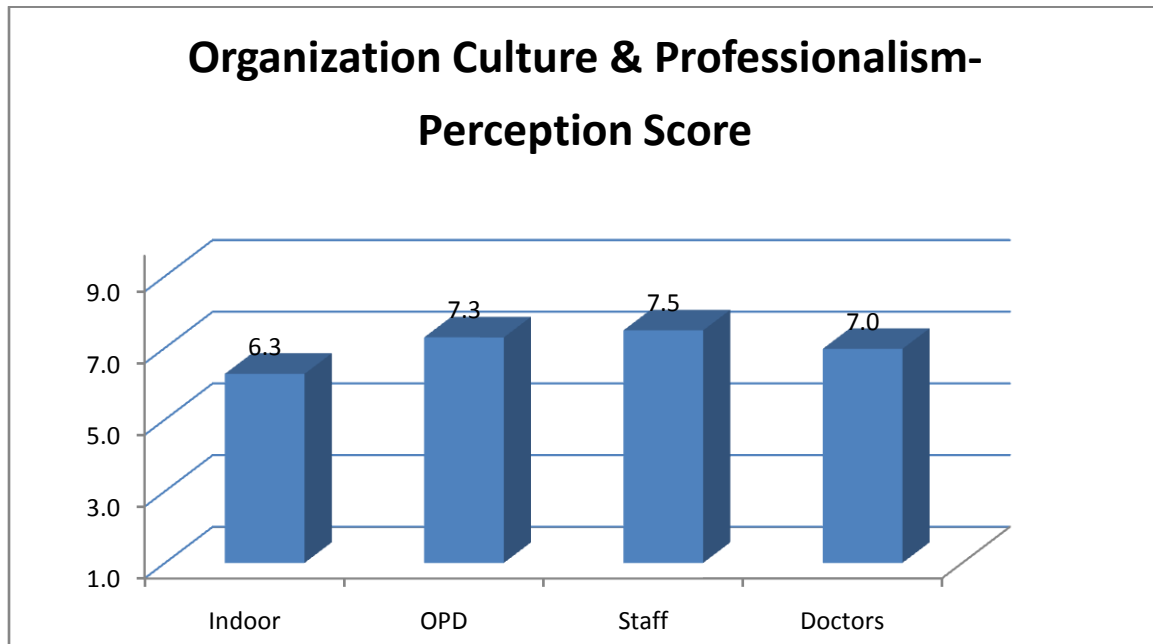


Chart. 9.4

Expected Score: 7.5 to 8.5

Table 9.5

The hospital has scored less in this category compared to expected score of 7.5 to 8.5. The customers undervalue the organization's professionalism. Especially the IPD customers have rated the organization 6.3 while OPD patients have the professionalism near the expected score. Thus as the data suggests there is a major problem where the indoor patients are not having a professional outlook about the hospital's conduct.

9.5 Perception of attribute- Organization's Infrastructure:

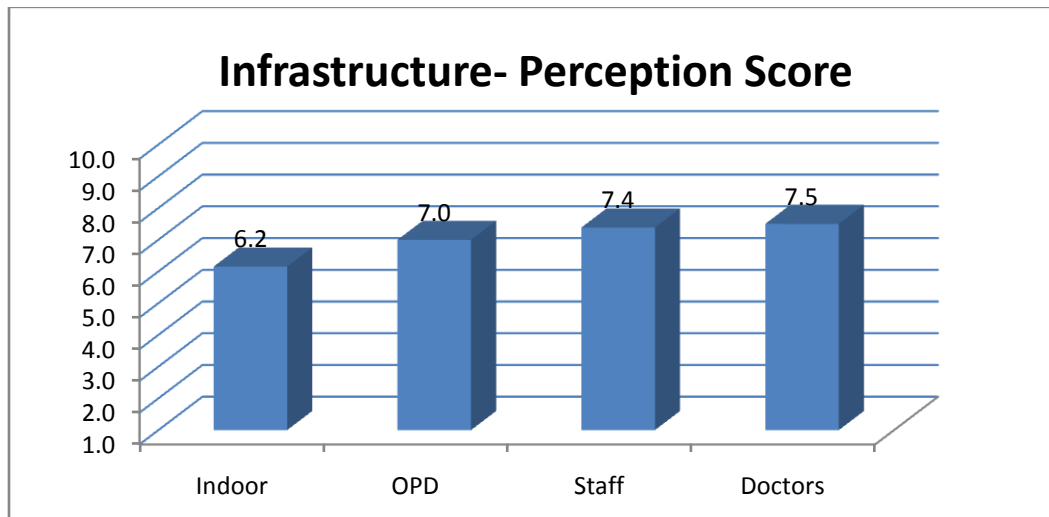


Chart. 9.5

Expected Score: 7 to 8

The hospital has scored less by the IPD survey where the respondents have rated the organization's infrastructure much lesser than the expected. This is not the case seen with other three key respondents who all have scored the organization as expected on the parameter.

9.6 Technological Edge:

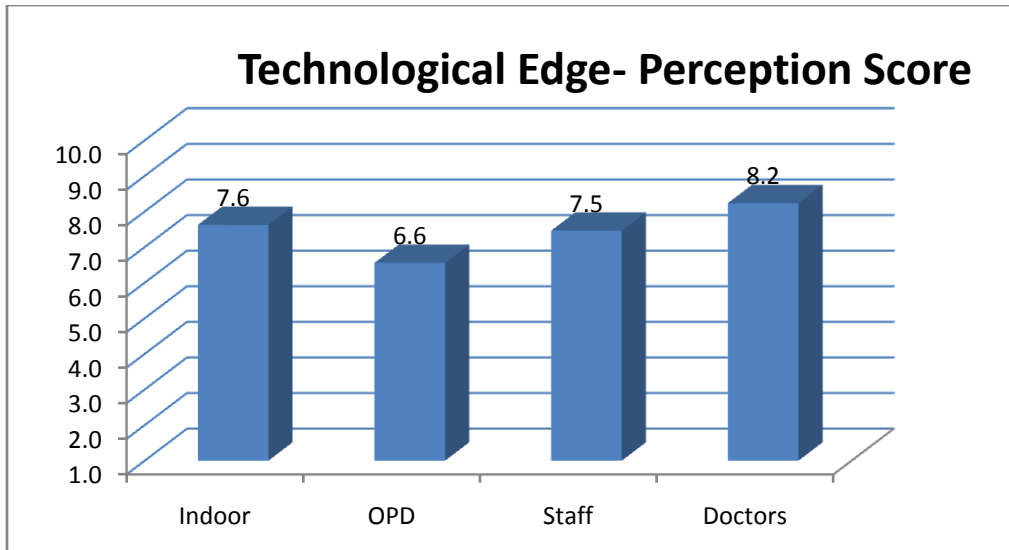


Chart. 9.6

Expected Score: 7 to 8

As seen in the graph, indoor patients & Staff are aware of the high tech equipments that are being used in the hospital. The referring doctors also recognize it as one of hospital biggest strengths. However the OPD patients underestimate the hospital's technological capabilities. Thus the gap is found in the perception of technology that is used in the OPD area. This gap requires an internal promotional tool which informs the patient about the technological superiority of the organization.

9.7 Perception of attribute-Holistic Scope of Services:

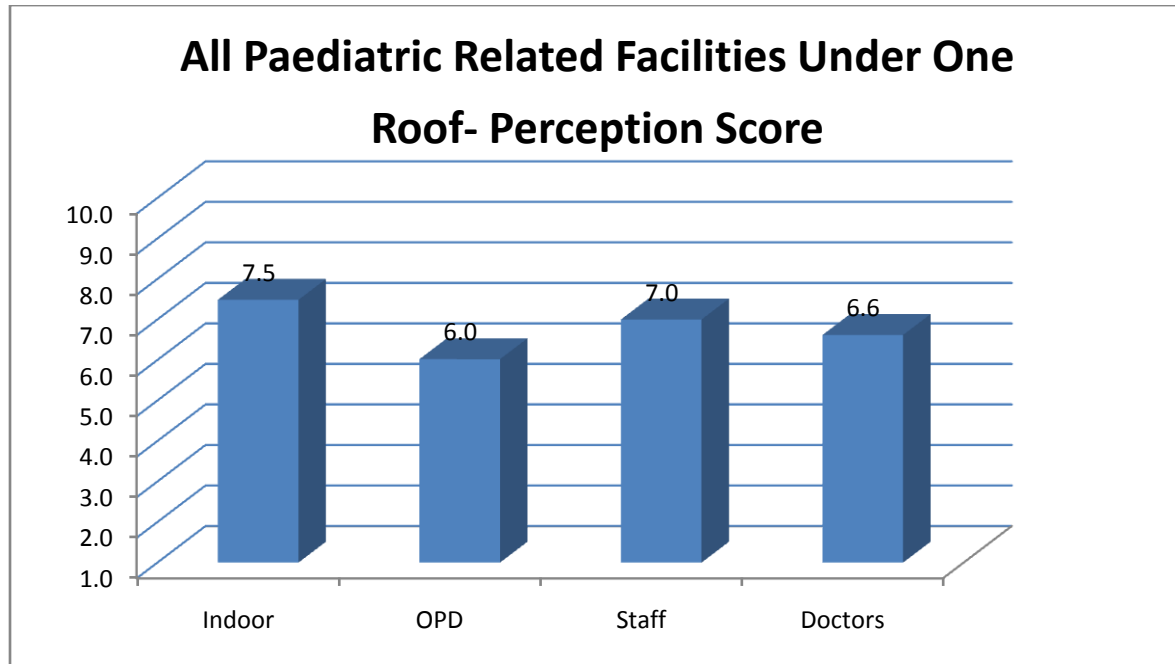


Chart. 9.7

Expected Score: 7-8

The IPD and hospital Staff scores the hospital is well equipped for the seasonal infections and usual diseases. However OPD patients needs to be educated and told about the facilities available with us, as the hospital has scored much below the expected marking.

9.8 Perception of attribute- Compassionate Care:

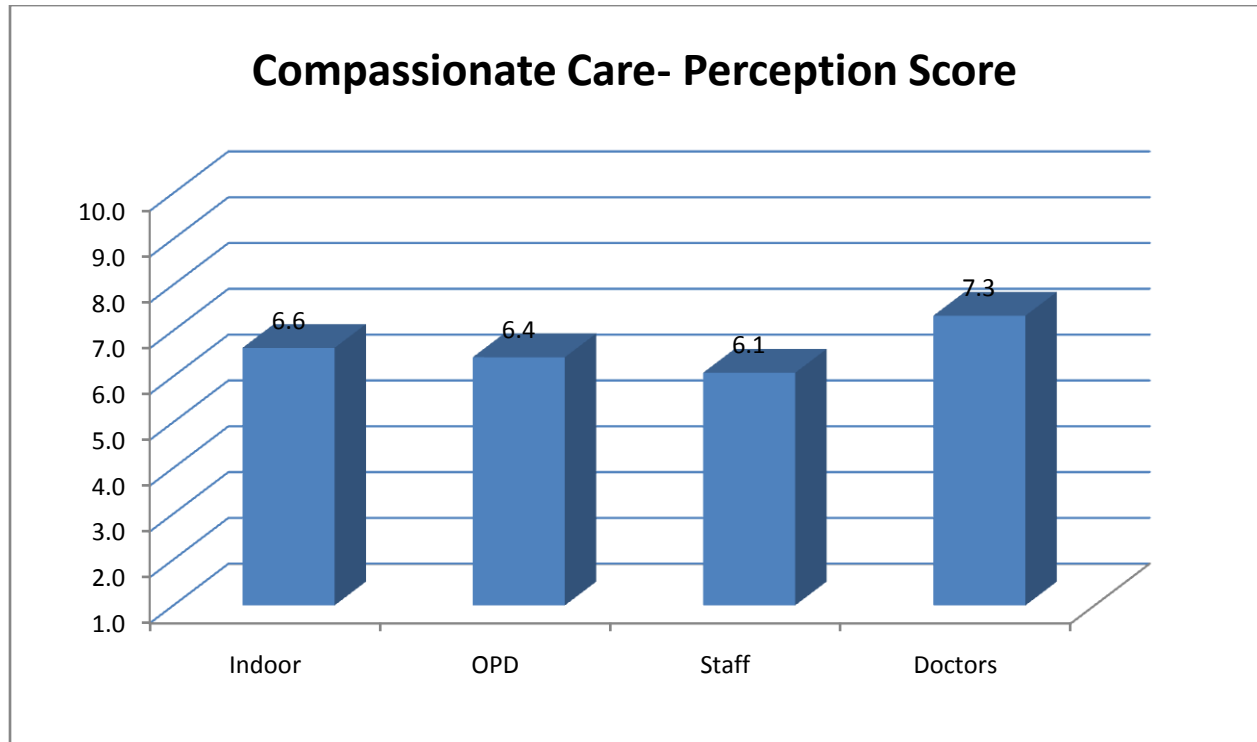


Fig. 9.9

Expected Score: 7-8

The hospital has scored low on the parameter for each of the key stakeholders except doctors. Through this graph inference can be drawn that the perception about the hospitals ability to provide compassionate care is not upto the mark. The IPD patients do not give data The problem is usually encountered with the Staff behavior & caretakers complaints.

9.9 Perception of attribute- Quality of Service:

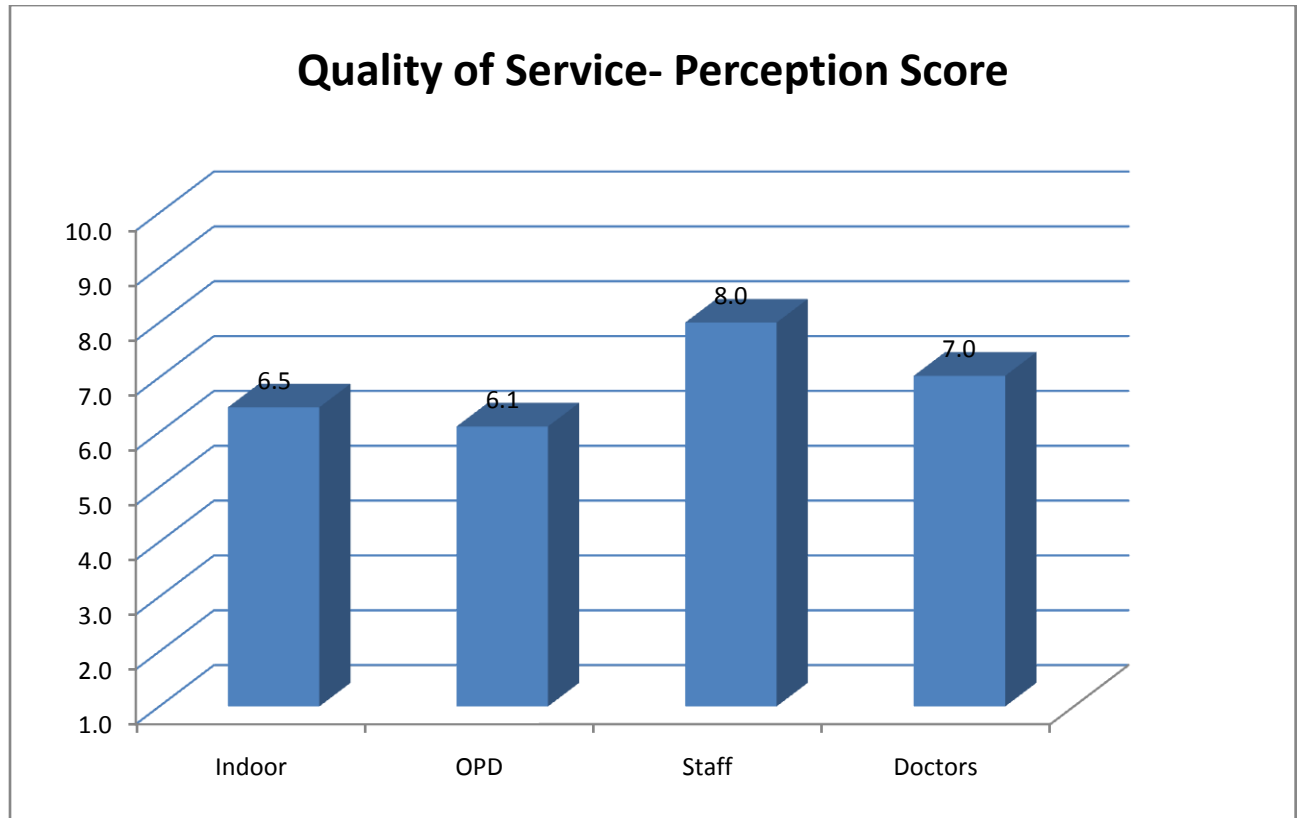


Fig 9.10

Expected Score 7 to 8

The quality services are not scored as high as predicted. Even though the staff perceives of providing excellent quality of service, The IPD & OPD respondents have rates the aspect less than the expected.

9.10 Perception of the Attribute- Strategic Location:

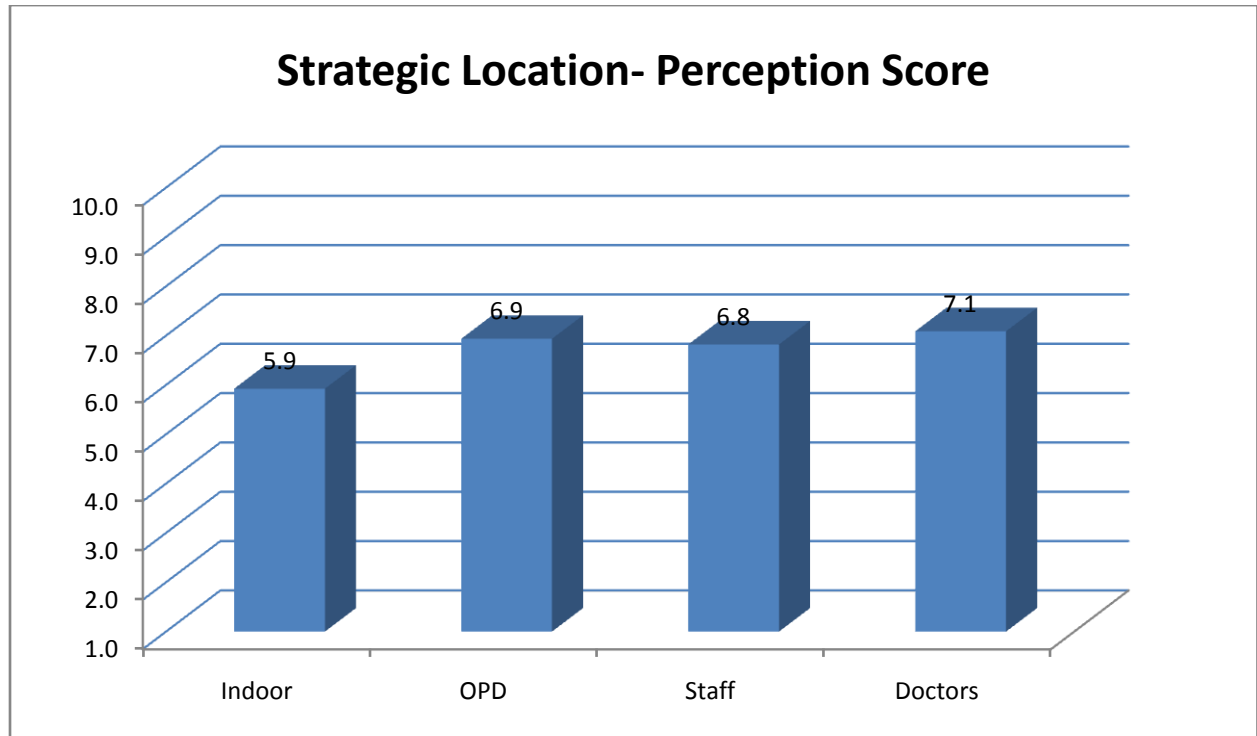
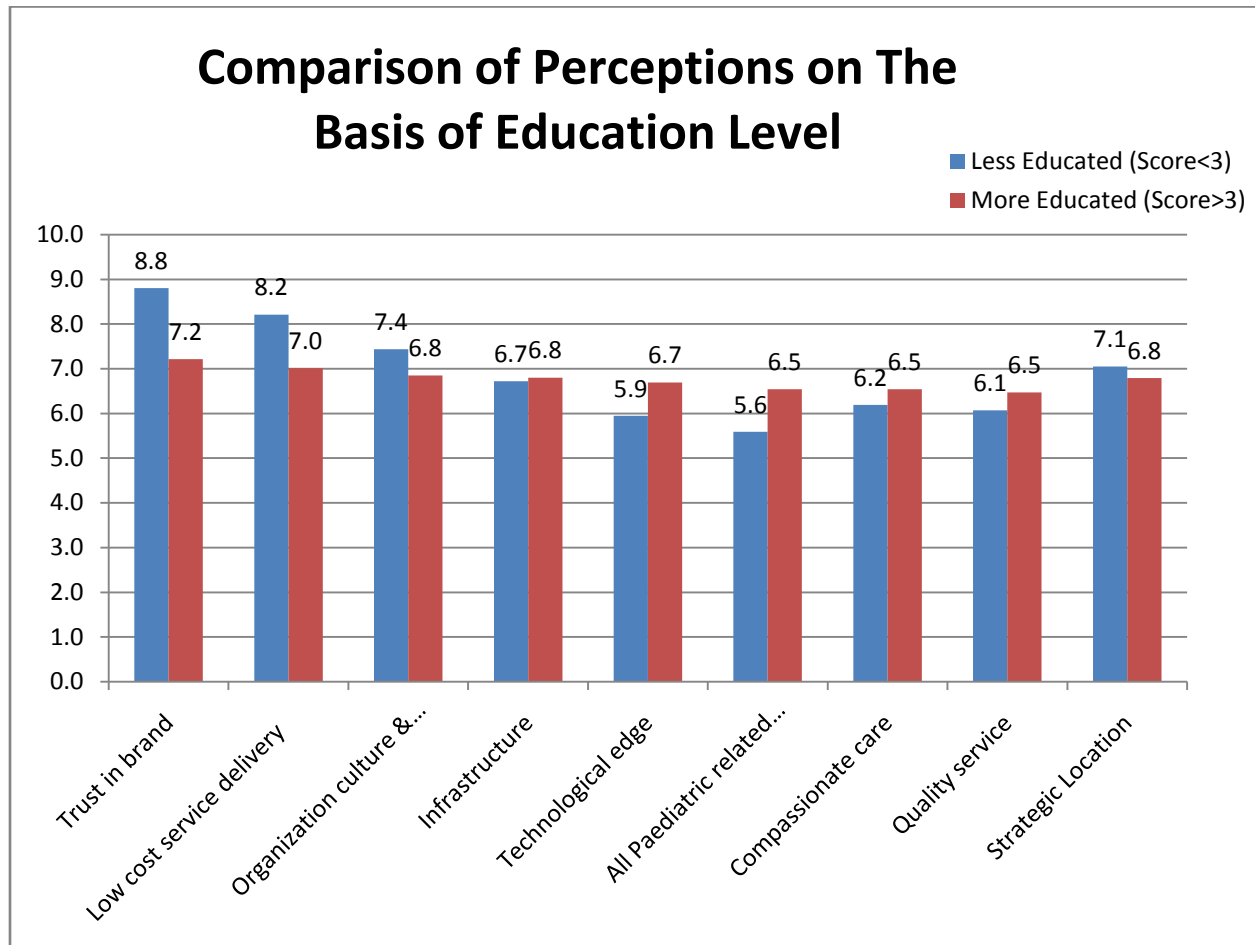


Fig. 9.11

Expected Score: 6.5-7.5

Initially the hospital was considered to be at a strategic location; given it was the only paediatric hospital in the area. In time, this strategic location is not considered relevant as the hospital is providing tertiary care and other small scale clinics and corporate hospitals are now coming up in the area.

9.11 Comparison of perceptions on the basis of Education Level (OPD & IPD Patients):



A significant gap is observed in the given graph. The trust in brand is significantly less amongst the more educated. The probable reason for

Low cost service delivery, Organization culture and professionalism were scored less by the well educated people. The well educated people understand the technology in use and that is properly communicated. The organization needs to work upon communicating the same to the less educated in their preferred mode of communication. The same is seen in the attribute-“All pediatric related facilities under one roof” where the educated are more knowledgeable and appreciate the facilities available in the campus. Other parameters were scored within acceptable limits from the expected score.

9.11 Competition analysis:

Preferred:

Hospital Name	No. Of Respondants	Percentsge %
Babylon	1	0.31
Fortis	20	6.38
KMS	2	0.64
SDMH	289	92.33
Soni Manipal	1	0.32
Total Respondants	313	

Table 9.13

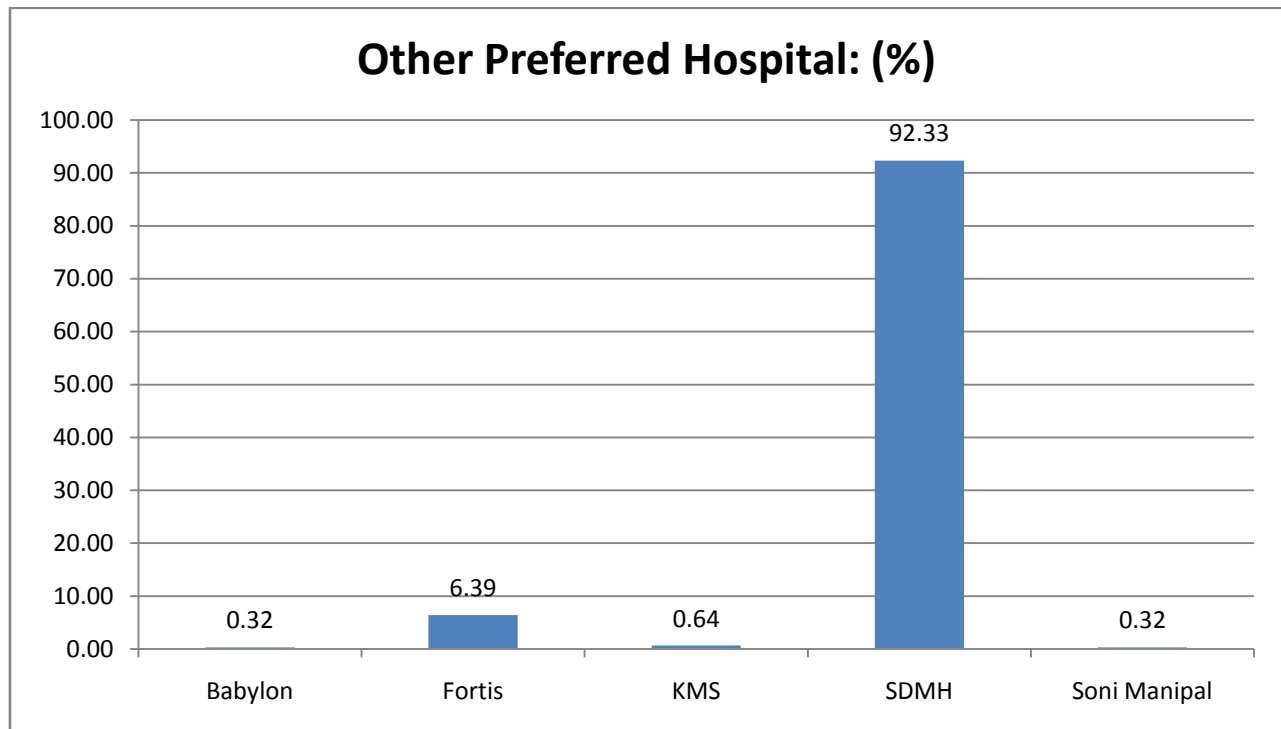


Fig. 9.12

It is seen that most of the patients are inclined towards SDMH as the other preferred hospital and thus making it the hospital's biggest competitor.

9.12 Least Preferred:

Hospital name	No. Of Respondants	Percentage %
Fortis Hospital	7	2.31
KMS Hospital	1	0.33
Soni-Manipal Hospital	295	97.36
Total	303	

Table 9.14

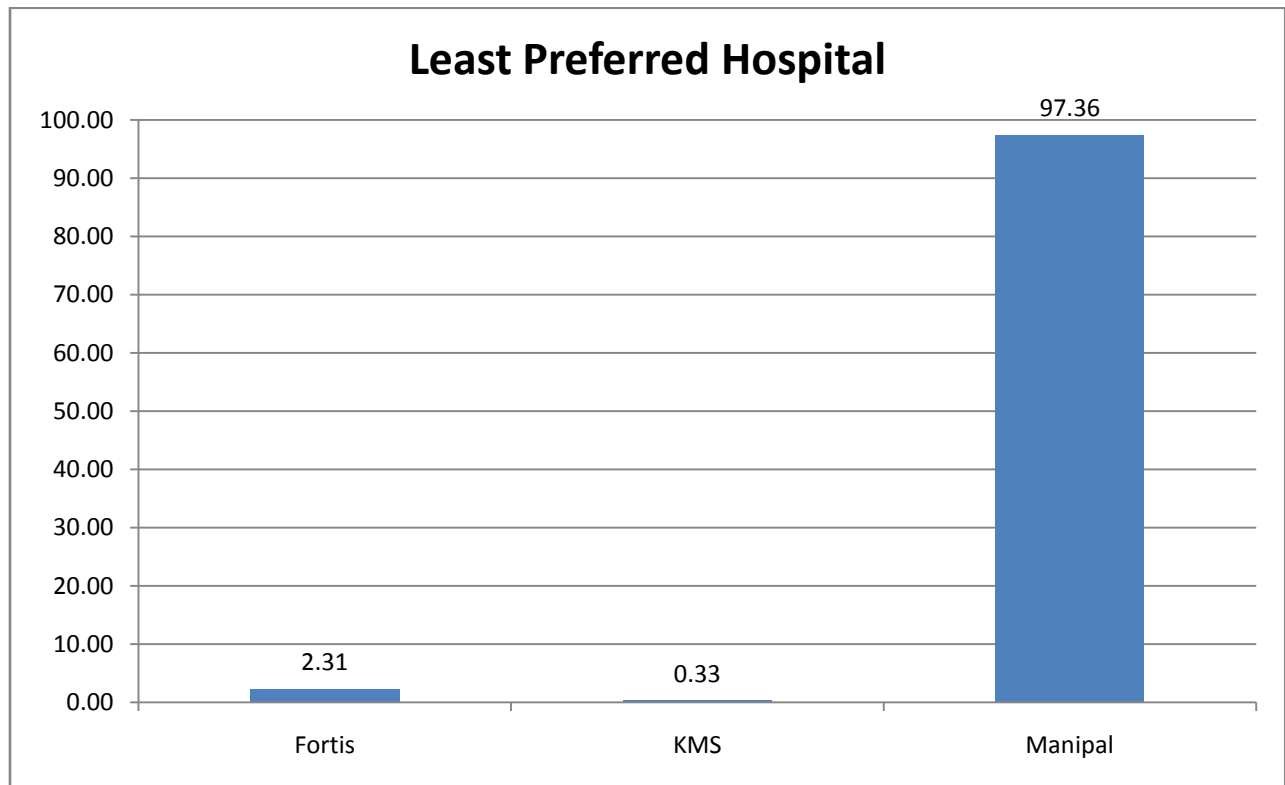


Chart. 9.13

As seen from the graph, Soni Manipal hospital has been seen as the least preferred hospital by the hospitals current consumer base. It gives the organization to capture prospective consumers by strategized marketing exploiting their weaknesses.

9.12 Other Preferred Hospital- Strengths:

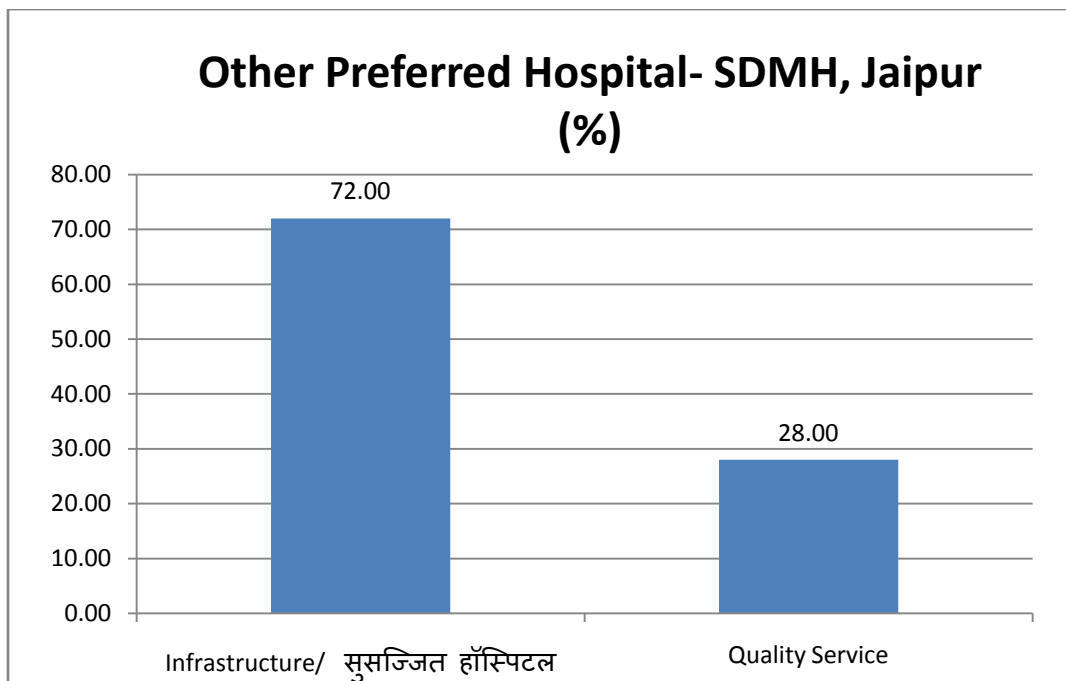


Fig. 9.15

Parameter	No. Of Respondants	Percentage (%)
Infrastructure	36	72.00
Quality Service	14	28.00
Total	50	

Table 9.15

It is seen from the graphs that consumers perceive the infrastructure and quality services better in SDMH compared to DACH. This provides with better understanding of the customers' perception and the above mentioned attributes must not be primary marketing points.

9.13Least Preferred Hospital:

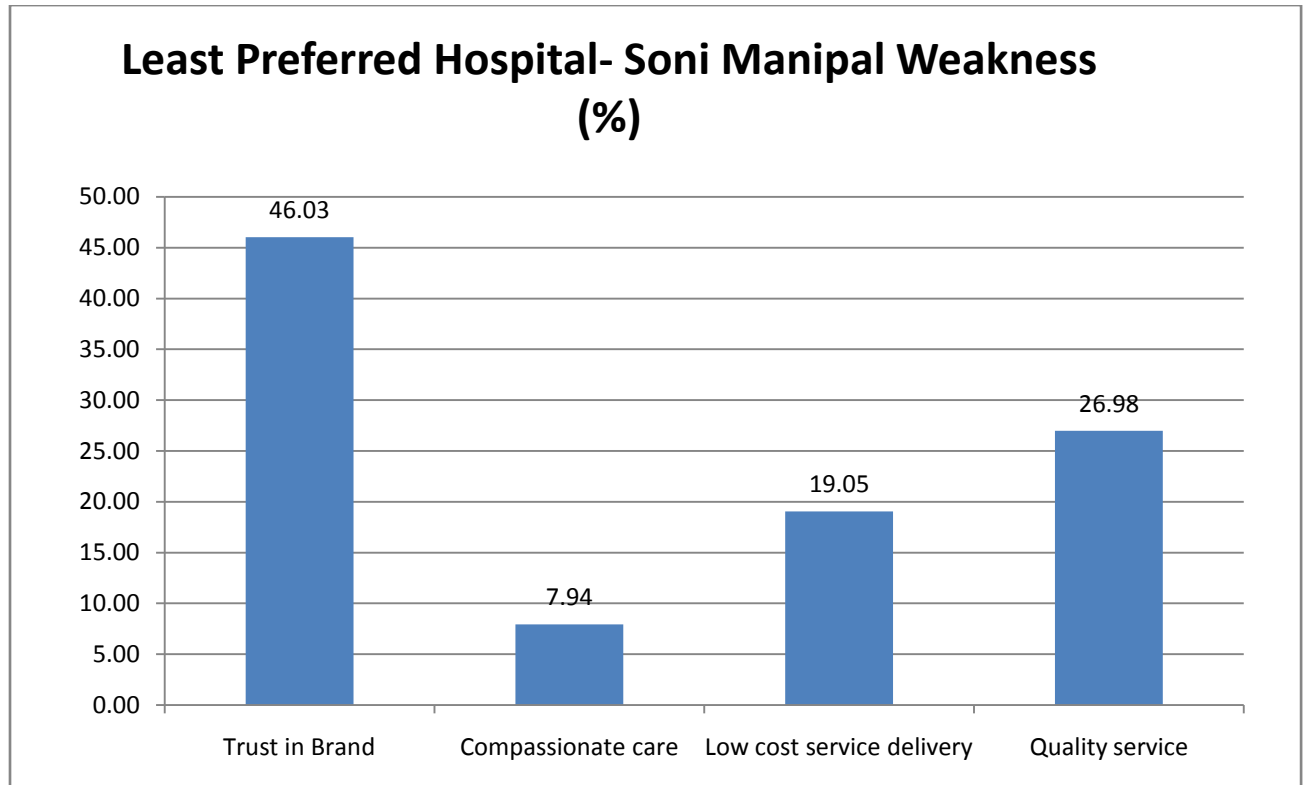


Fig. 9.16

As seen from the data, Soni Manipal hospital has deficit of trust in brand & quality care as two primary concerns with 70% of customers perceiving the hospital this way. These attributes can be the primary focus while designing marketing campaign for DACH, which will surely provide competitive edge over the hospital.

9.14 Geographical Image of Competition:

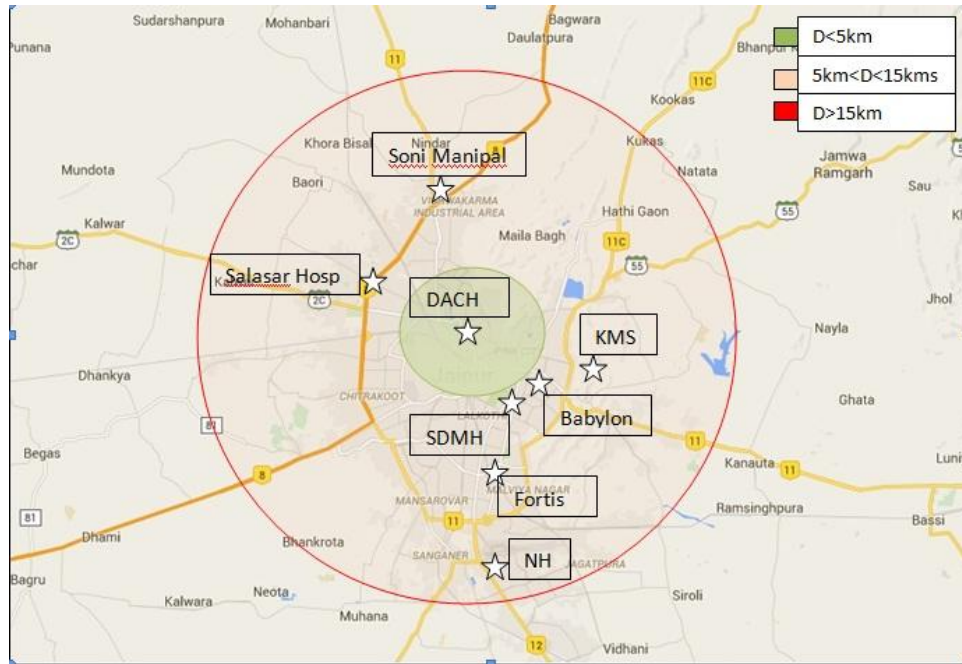


Fig 9.17

9.15 Geographical Image of Competition with Current Patient Load:

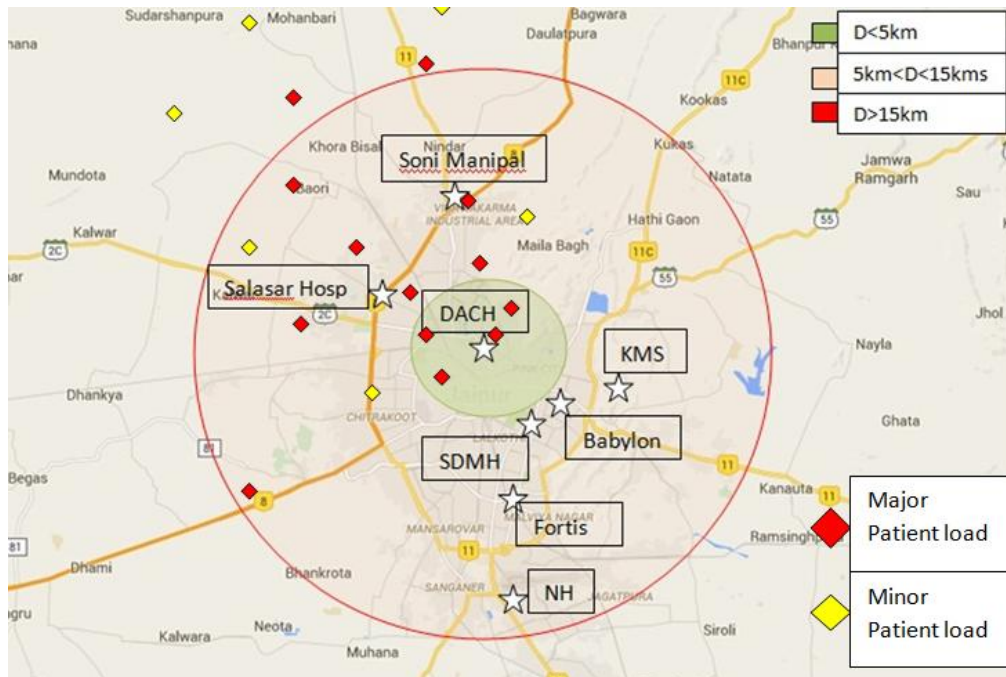


Fig. 9.18

As seen from above two figures, the major customer base has been coming from north of Jaipur with nearest hospitals being Salasar Hospital and Soni Manipal hospital. The strategy should focus on the providing competitive edge from the two hospitals so as to have maximum retention of patients.

Other hospitals are also providing services which is at some considerable distance from the hospital current customer base. In order to have more flow of new patients from these areas, marketing in these areas should focus on the weaknesses of these hospitals and capitalize on the hospital's strengths.

9.16 SWOT Analysis:

Strengths: • Trusted brand • Low Cost Service delivery • Professionalism in culture • Hightech facilities under one roof	Weakness • Physical Constraints • Lack of Trained manpower • Financial Costraints • Seasonal Variation in patient load
Threats • Direct competition with corporate and small scale hospitals • Technological changes are taking place at a faster rate	Opportunities • Medium income group opting for medium scale specialty hospitals • Dissatisfied from corporate hospitals • Increase in paying capacity of people • Lesser new entrants with stricter norms from the government

Table 9.16

10. Conclusion:

1. The marketing strategy is to be designed with focus on Trust of the hospital and low cost service delivery strengths of the hospital.
2. With most of the patients not well learnt, they should be targeted with local language of choice for communication while designing promotional tools which displays the hospital's scope of services and the organizations patient centric approach.
3. Staff needs to be trained to be more professional and courteous. Special training is required for them on their customer handling strategy and grooming.
4. The hospital is well established name in northern Jaipur district and should continue to focus on them till the expansion project.
5. The Organization is required to market its scope of services and technological edge in OPD, for increasing their knowledge; which will possibly lead to better patient retention.
6. There is a vacuum for a professionally trained administrator to look over matters. Doctors are overburdened and a separate post should be created to improve the perception and marketing.
7. The night staff's code of conduct and communication problems is visible. Till the time a hospital administrator is hired the surprise audits are to be conducted on regular basis.
8. Due to small built up area of the infrastructure, thus many physical constraints have to be addressed with the patients regularly, which may reason with the infrastructure attributes less scoring.
9. Currently CAT Scan & MRI are not installed in the facility which is reflected in the low scoring on holistic scope of services. The doctors are aware of these shortcomings thus the referring doctors also do not score us high on the parameter.
10. The section of society the hospital is currently serving are majorly less educated and do not easily adhere to the rules and regulations of the hospital. The staff accordingly reacts unprofessionally, which causes mismanagement and mishandling of problem. Thus the system should be designed for everyone convenience.
11. The hospital is still having a considerable location advantage being in heart of the city, less competition in the area, direct bus connectivity and other forms for commutation are now easily available.

12. The OPD patients are usually not satisfied by the long queue lines in OPD & Medical stores. Due to lack the space in a single loaded corridor, It has been observed that the waiting time for pharmacy goes as much as half an hour. The Medical quality is undermined with lack of other soft skills and misconducts in other areas which are mostly related to the staff professionalism, etiquettes and their conduct. First and foremost the staff needs given the need to train in soft skills.

11. Marketing Tools Developed:

11.1 ID Cards

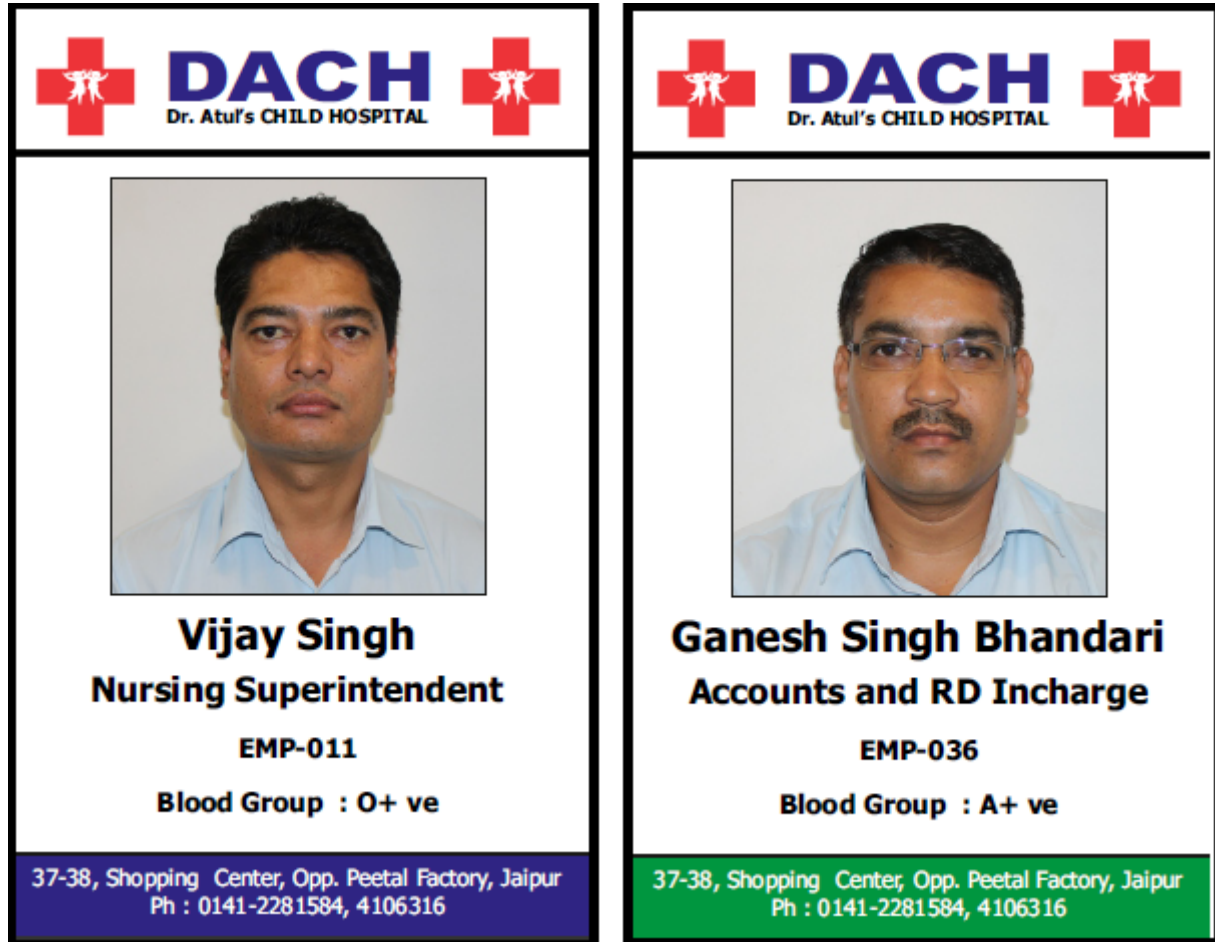


Fig 11.1

Staff ID cards is one of the ways of showcasing the organizational professionalism and staff conduct. Having a Staff ID has seen people getting more Three types of staff ID cards were designed for the organization:

1. Clinical Staff: Blue Strip
2. Support Staff: Green Strip
3. Caretakers: Red Strip

The staff ID cards has seen the organization members display better commitment and sense of belongingness towards the hospital. It also helps in branding when other people also notice the high quality ID cards with hospital's logo.

11.2 Promotional Video:

Two Promotional videos were designed using the pinnacle studio 17 software serving different purposes.

1. The first video is designed focusing on all doctors and important stakeholders who have been an important part in hospitals term. It is an appreciative video flaunting the various facilities available in the hospital. The video two minute is to be posted on various social networking sites which will be serve two major purposes:

a) Making the stakeholders involved with the hospital feel appreciated and would continue their valuable work and contribute in their respective ways.

b) Reach out to new prospective customers and project the hospital's emphasis on trust based care where each individual is valued.

2. The second video is designed continuing on the first video which demonstrates other information relating to hospital such as rate lists and organization's focus on child care. The 45 min video is designed keeping the hospitals trust and its years of services. It also becomes a valuable platform for cross marketing of its services. It is played in reception, OPD and waiting area portraying the technical expertise and infrastructure.

11.3 Pamphlets:

Recent Success Stories:

1. Successfully Treated two Kawasaki cases with cardiac Ailments.
2. Revived Preterm LBW Triplets all weighing less than 1Kg
3. Discharged 750gms, 30 weeks preterm within 27 Days, thanks to Kangaroo Mother Care.
4. Registered and documented first case of Scrub Typhus
5. Successfully conducted year long campaign on prevention of Swine Flu (H1N1).

Scope of Services:

24*7	Other Services
• Accident and emergency	• Dental wing
• Procedure Room	• Physiotherapy
• Lab & Diagnostics	• Training & value Addition programs
• Imaging Services & Sonography	• Clinical Research
• Pharmacy	• DCH training center
• Ambulance	• Quality Assurance
• Paediatrician availability	• Canteen
• NICU	• Paediatric Library
• PICU	• Conference Room
• Nursing Support	• General & Deluxe Ward
• Immunization	• Special & Deluxe Rooms
• Security & Housekeeping	

Contact Us:
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Ambulance Contact No. 91-9772274000
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You Trust We Deliver

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www.dachjaipur.com

Director's Message

It gives me immense pleasure in informing you that this year we are celebrating 25 years of DACH Training & Research center. We have come a long way in developing an institution at par with the best tertiary pediatric care provider in the country.

This is an important milestone for any organization and speaks volume about our core belief in patient care and dedication to provide quality care at affordable cost.

We take pride in running a high tech- fully equipped NICU & PICU with round the clock clinician monitoring, support services and experienced nursing which ensures the best possible patient care.

Our team ranges from paediatric super specialists and experienced residents to skilled Nursing staff, dedicated back office managers and support teams without whom this venture would not have been a success.

Last but not the least, I would like to thank you for your continuous support & trust in our organization's philosophy and potential to provide the best.

Dr Atul Shanker
 Director
 DACH Research & Training Center, Jaipur

**Jaipur's First Therapeutic Hypothermia-
For Better Neurological Outcome In Birth Asphyxia**

New born in cradle with therapeutic Hypothermia

- We work with new generation passive cooling device which uses the advanced save® phase change material (PCM) technology to induce therapeutic hypothermia among newborns.

Because We Care

- Tertiary level new age advanced NICU.
- NICU monitored by super specialists.
- Dedicated trained staff for NICU.
- Special program for Infection Control.

PICU and Step Down PICU

At DACH we provide comprehensive paediatric care. We are proud to call PICU unit as one of the best in the region, we have a modern infrastructure and expertise to manage any childhood emergency or intensive care needs. We indulge in rigorous training to continuously produce positive results.

Procedure Room For Adolescents

Our Procedure Room is equipped with new generation instruments with all desired tech support to provide the best outcomes every time. We have zero documented cases of Surgical Site infection which is a testament to a safe, sterilized OT and capable doctors and support staff.

Our team of doctors ensuring 24*7 monitoring and protocol based patient care.

Trained and hardworking staff, experienced in catering to any emergency and perform life saving procedures

Lab Pharmacy Imaging Services

In House 24*7 Support Services

Ambulance equipped with critical life support Security, Maintenance

Other Allied Services

Physiotherapy Dental Department

The pamphlets are specifically designed to market the hospitals technological edge and infrastructure with list of scope of services so as to improve the referrals from the other small clinics and institutions.

These pamphlets will be presented to prospective referring doctors to inform them of the wide scope of services that are being provided by a hospital known for value for money treatment.

11.4 Visiting Cards:

Hospital business cards were designed so as to give away the contact number of hospital with list of scope of services so as to bring awareness & compounding effect on the word on mouth publicity which is the hospital only source of marketing for a long time.

12. Cost Benefit:

12.1 ID cards:

Designed Using: 1. Paint- The first draft was created on Paint.

2. Corel- The open source software was used to design the intended design

Costing Difference:

Total Cards Printed: 80 Cards

Total Designing Cost: Rs. 7000/-

Printing cost: Rs. 100/- Per card

Sr No.	Material Costing/ Id card	Designing/ID Card	Ribbon Printing
Vendor Costing Quoted	Rs. 80/-	Rs. 85/-	Rs. 20/-
Actual Costing	Rs. 65/-	0	Rs. 15/-
		Amount Saved	Rs 105/- per ID card
		Total Amount	Rs. 8400/-

12.2 Promotional Video:

Designed using: Pinnacle Studio 7 - an open source Software

Google Picasa- Used for editing The Photographs

Photography: Rs. 25,000/- per Shoot

Designing Cost: Rs. 10,000/- per Video

Sr No.	Photography	Video Designing
Vendor Costing Quoted	Rs.25,000/-	10,000/-
Actual Costing	0	0
	Total Amount Saved	35,000/-

12.3 Visiting Card:

Designed Using: 1. Paint- The first draft was created on Paint.

2. Corel- The open source software was used to design the intended design

Sr No.	Designing	Printing
Vendor Costing Quoted	Rs. 1,000/-	15/- per card
Actutal Costing	0	12/- Per card
	Total Amount Saved	1,900/-

12.4 Pamphlet:

Designed Using: 1. Microsoft Office Publisher- The first draft was designed on this platform.

2. Corel- The open source software was used to design the intended design

Sr No.	Designing	Printing
Vendor Costing Quoted	Rs. 5,000/-	Rs. 30/- per Pamphlet
Actutal Costing	0	Rs 22/- Per Pamphlet
	Total Amount Saved	Rs. 9000/-

Total Amount Saved : Rs 9000+Rs1900+ Rs 8400+ Rs 35000

=Rs 54,300/-

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