
Dissertation Title:
**Study & Analysis of Consumer Perception
For a Medium Scale Hospital**

**Under Guidance Of
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Dissertation Introduction:

- ▶ In India, particularly private sector plays an important role in the country's healthcare segment with its share of 68% in spending, largely seen in metropolitan cities.
 - ▶ Marketing helps in communicating one's core strengths to its targeted consumers which creates a benchmark for evaluating other competitors.
 - ▶ During these times, having a marketing strategy, focused on an organization's strengths can provide a crucial edge over the other market players.
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Research Methodology:

Research Question:

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

Objectives:

- ▶ 1. To Study the perception of various stakeholder's about the hospital.
- ▶ 2. To design and develop the marketing tool for promotion of hospital's brand image.

Research Methodology:

Study design: Descriptive Cross section Survey

Study Area: DAC Hospital, Jaipur

Sampling Method: Simple Random Sampling

Sample Size:

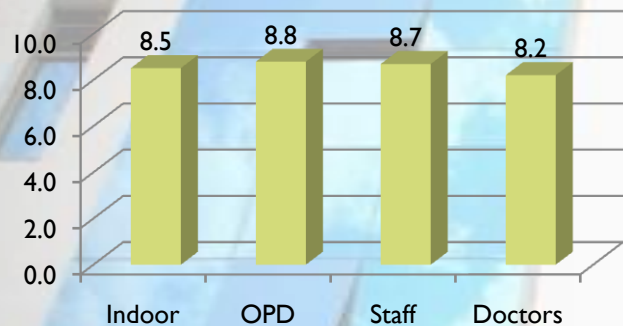
- IPD Patients: 66 Patients
- OPD Patients: 247 Patients
- Doctors: 34 Doctors
- Staff: 39 Staff

Dissertation Phases:

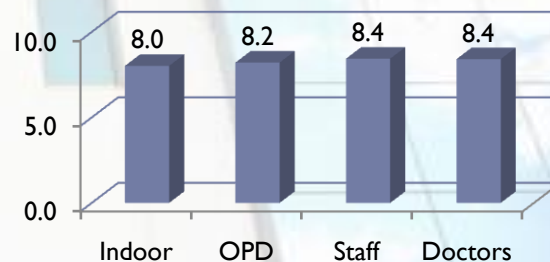
- ▶ The dissertation has been conducted for a medium scale hospital, so as to devise a marketing strategy which can capture the organization's strengths and provide them competitive edge using primary data.
- ▶ It involved interviewing the top level management, who eagerly provided the clear idea of the hospital's fundamental belief and its core strengths and weaknesses.
- ▶ These aspects were then measured and compared to the perception of other stakeholders like its employees and external customers such as referring doctors and patients, understanding the perceived strengths by taking surveys.
- ▶ Similarly, the closest competitions were recognized and they were evaluated on the same variables so as to understand the marketable attribute. This study was used to construct an accurate SWOT analysis for future projects.

Key Results:

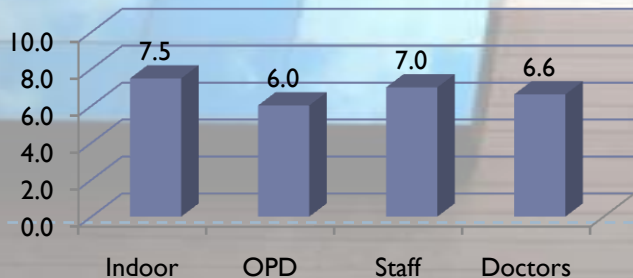
Trust in brand - Perception Score



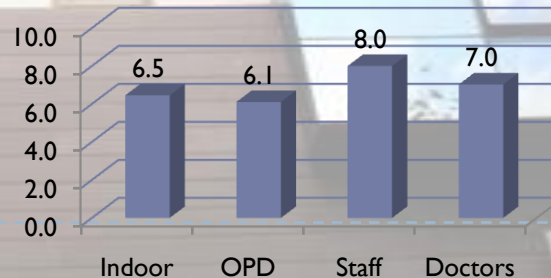
Low cost service delivery- perception score



All Paediatric Related Facilities Under One Roof- Perception Score

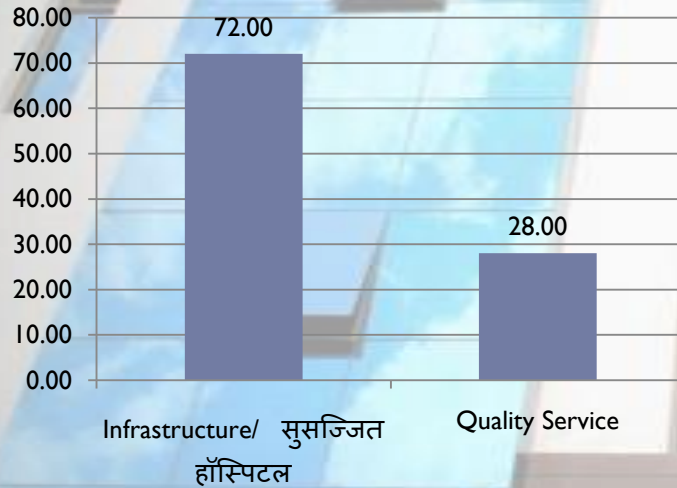


Quality Service- Perception Score

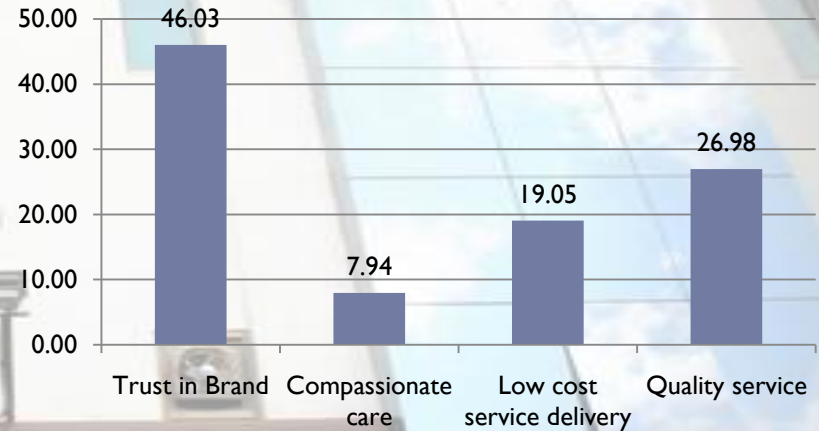


Competition Analysis:

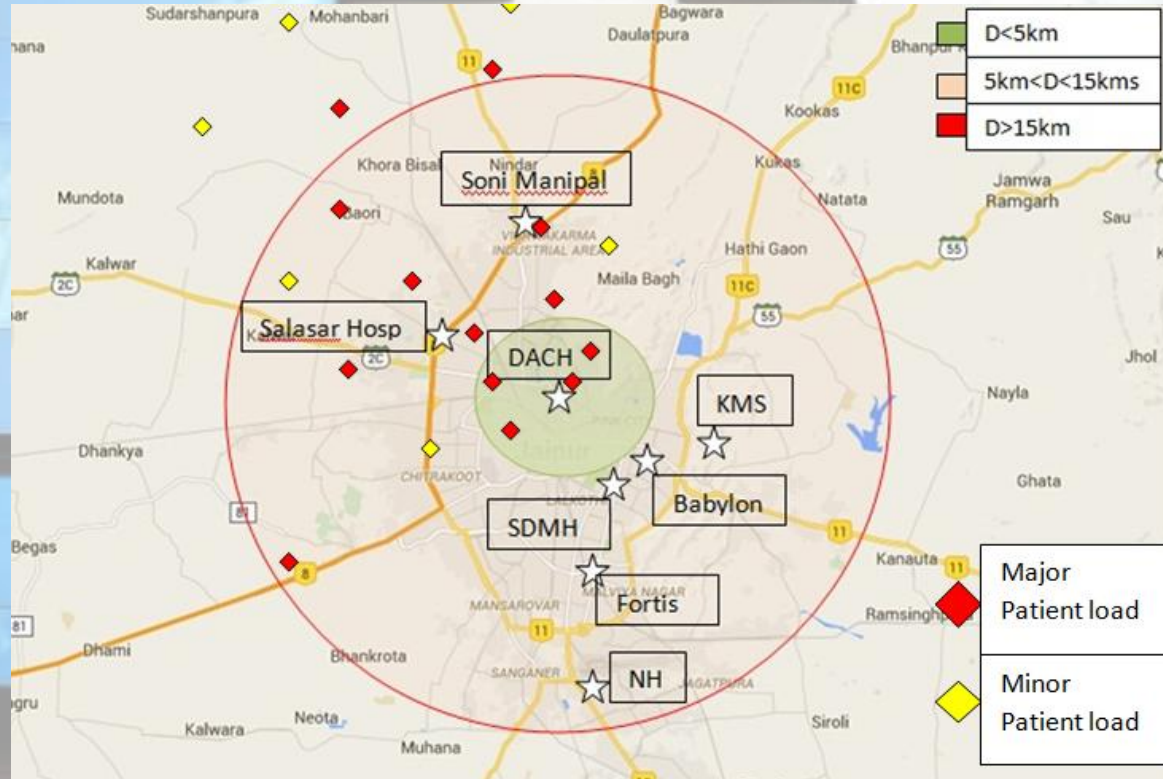
**Other Preferred Hospital-
SDMH, Jaipur (%)**



**Least Preferred Hospital- Soni Manipal
Weakness (%)**



Patient Load Distribution- area wise:

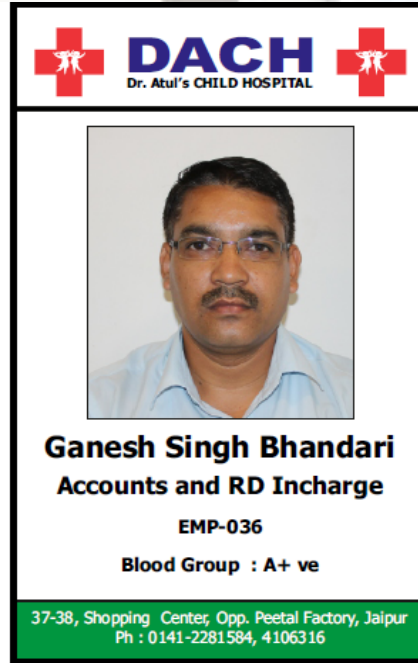
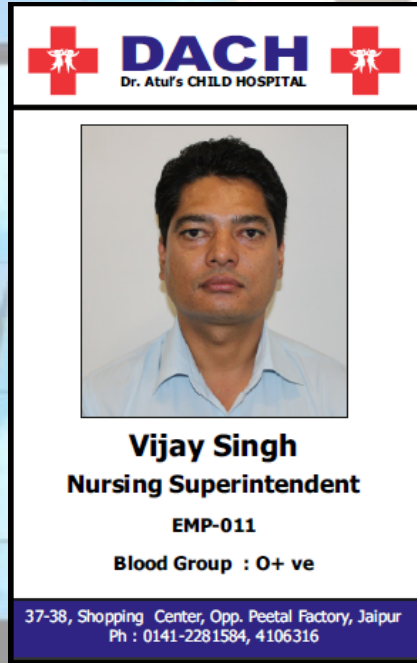


Other Key Results:

- ▶ With most of the patients not well learnt, they should be targeted with specific communication marketing which displays our service scope and we are patient centric.
- ▶ Staff needs to be trained to be more professional and courteous. Special training is required for them on their customer handling strategy and grooming.
- ▶ The hospital is well established name in northern Jaipur district and should continue to focus on them till the expansion project.
- ▶ 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.
- ▶ As most of the customers not highly educated, bilingual or Hindi should be the preferred language for marketing tools to be developed.

Interventions:

► ID cards:



Promotional Video:



Pamphlet:

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. 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 • Procedure Room • Lab & Diagnostics • Imaging Services & Sonography • Pharmacy • Ambulance • Pediatrician availability • NICU • PICU • Nursing Support • Immunization • Security & Housekeeping	• Dental wing • Physiotherapy • Training & value Addition programs • Clinical Research • DCH training center • Quality Assurance • Canteen • Pediatric Library • Conference Room • General & Deluxe Ward • Special & Deluxe Rooms

Contact Us:

37,38-Shopping Center, Shastri Nagar,
Jaipur- 302016

Contact No. 0141-2281584,
Ambulance Contact No. 91-9772274000

Website: www.dachjaipur.com
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You Trust We Deliver

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Jaipur**
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Jaipur- 302016
Contact No.
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. Anil 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 safe & 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



Thank You