

SOCIAL MEDIA MARKETING IN HOSPITAL INDUSTRY

**Internship Training
at
Manipal Health Enterprises Pvt Ltd.**

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2013–15**



**Institute of Health Management Research
Jaipur
2015**

TO WHOMSOEVER MAY CONCERN

This is to certify that **Dr. Aliasgar Patanwala** student of MBA Hospital and Health Management from IIHMR University, Jaipur has undergone internship training at **Manipal Health Enterprises Pvt. Ltd., Bangalore** from **2nd February 2015 to 30th April 2015**.

The Candidate has successfully carried out the study designated to his 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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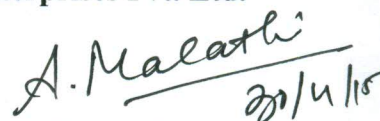
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This is to certify that **Dr. Aliasgar Patanwala** has successfully completed his Dissertation Project from *02nd February to 30th April 2015* at **Manipal Health Enterprises Pvt. Ltd.**

During this period he worked on “**Social Media Marketing in Hospital Industry**”. He was found to be sincere, hardworking and dedicated towards his work. We appreciate the work done by him and wish him all the very best for his future endeavors.

For Manipal Health Enterprises Pvt. Ltd.

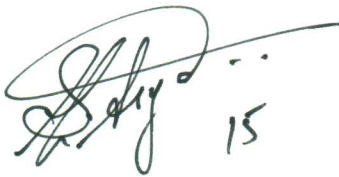


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Signature

DEDICATED
TO
MY FAMILY AND FRIENDS

ACKNOWLEDGEMENT

First and foremost, I would like to thank my parents 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.

It is my utmost privilege to be a part of INSTITUTE OF HEALTH MANAGEMENT AND RESEARCH (IIHMR), which stands as an institute of national importance and a centre of excellence in Healthcare education in India.

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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.

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 doctors, 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.

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The primary survey consists of doctor's survey where 120 responses were collected from Manipal Hospital Bangalore. Some of these responses were personal interview, others being email response. 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.

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.

CHAPTER 1

INTRODUCTION

SOCIAL MEDIA MARKETING IN HOSPITAL INDUSTRY

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

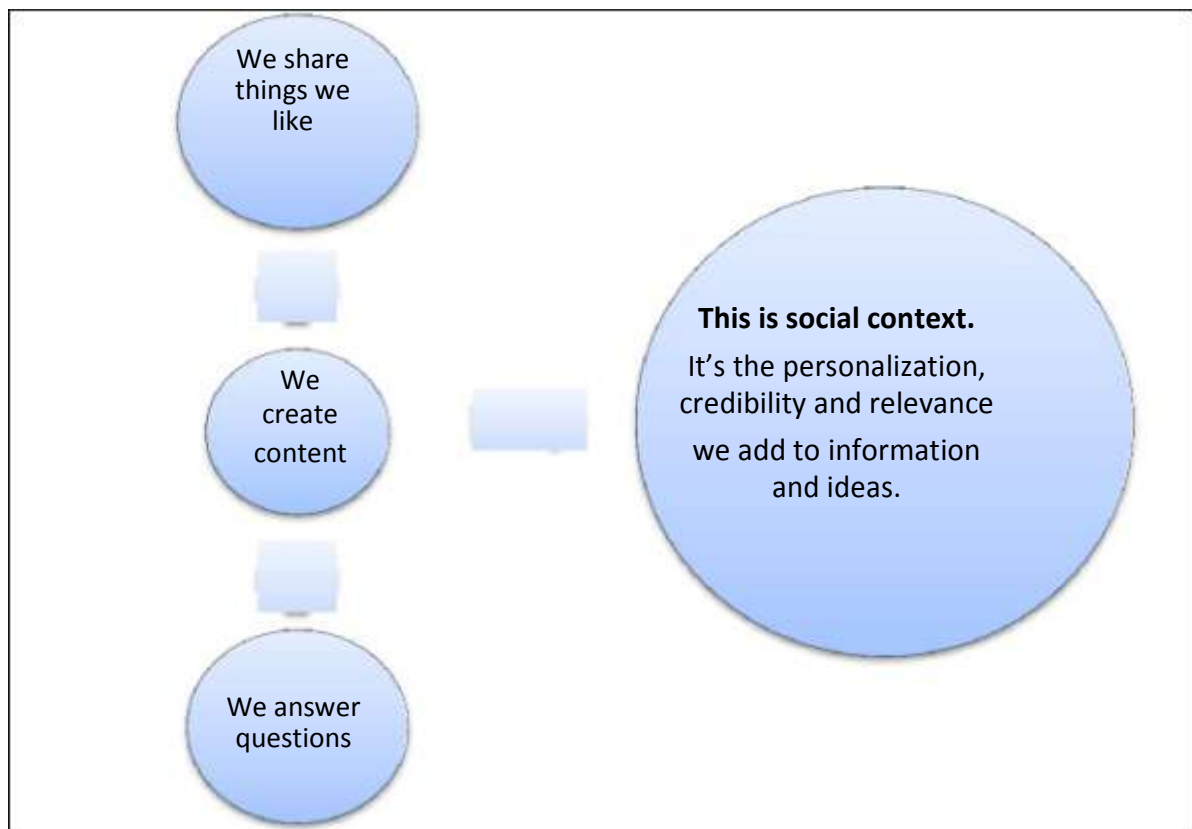


Figure 1 Social media context

[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.

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Hospitals have already started '*testing the water*':

Example hospitals giants, who have already started using this new age media for hospital marketing, in varying scale, are as follows:

1. YouTube channel

- a) **Manipal hospitals** for eg Spine Treatment | Dr. Vidyadhara | Best Spine Surgeon | Manipal Hospitals <https://www.youtube.com/watch?v=werW4FHe7JI>
- b) **Sakra hospital** for eg Telraj | Patient testimonial | Neuro Excellence at Sakra World Hospital <https://www.youtube.com/watch?v=DuuGCxqfmUU>
- c) **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=Tcgyp2A2BY>
- d) **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.

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

3. Practo

- a) Doctors market themselves as <https://www.practo.com/bangalore/gynecologist-obstetrician>



4. Qwikwell

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



5. Facebook channel

- a) **Manipal hospitals**- Number of likes 249733 contents followed by people as eg Manipal 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 eg Sulforaphane in cauliflower has been found to significantly improve blood pressure and kidney function. Follow us for more health tips at www.twitter.com/SakraHospital
- c) **Apollo hospitals**- Number of likes 2043293 contents followed by people as eg If 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 eg When 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.

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 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:

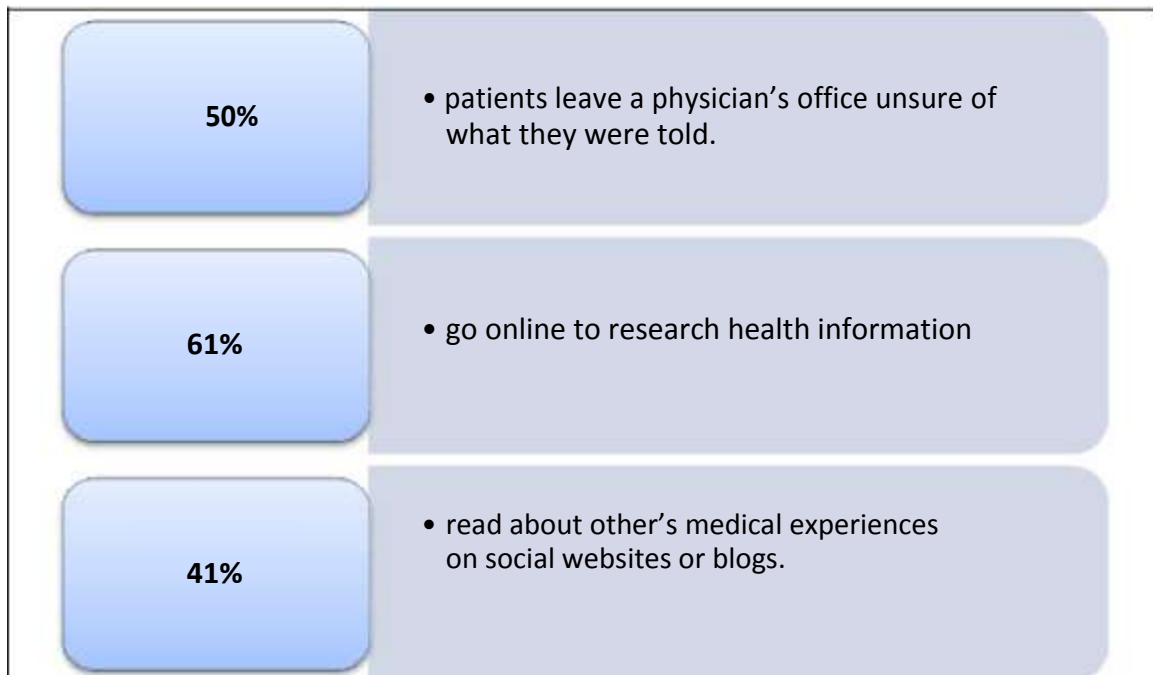


Figure 2 Use of social media by consumers

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

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- 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

“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.

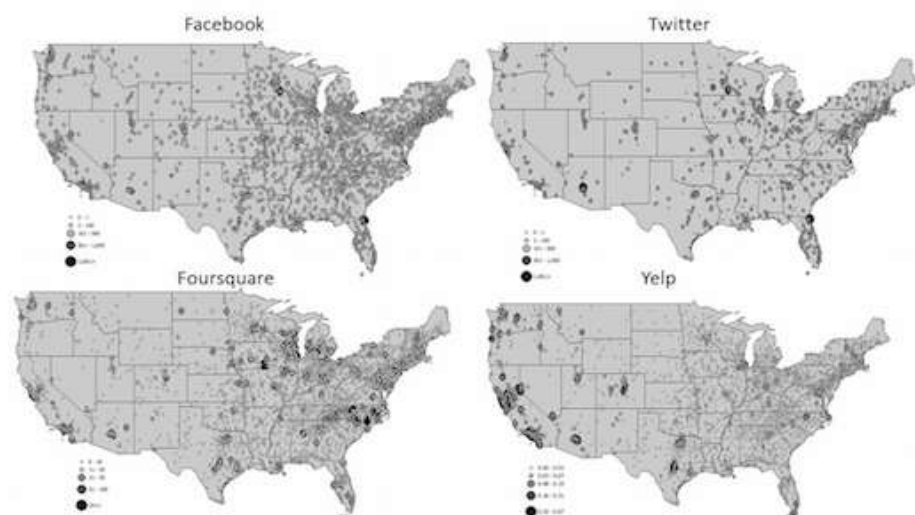


Figure 3 Presence of social media in hospitals

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

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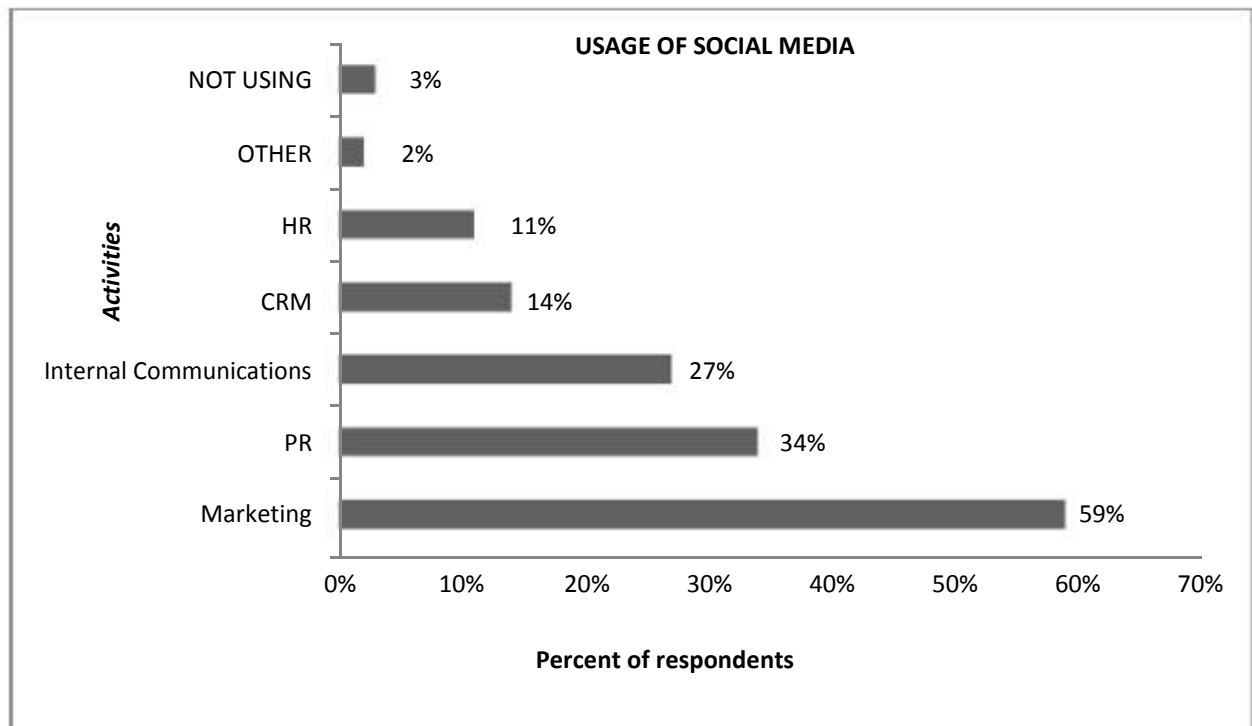


Figure 4 Usage of social media by purposes

[<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.

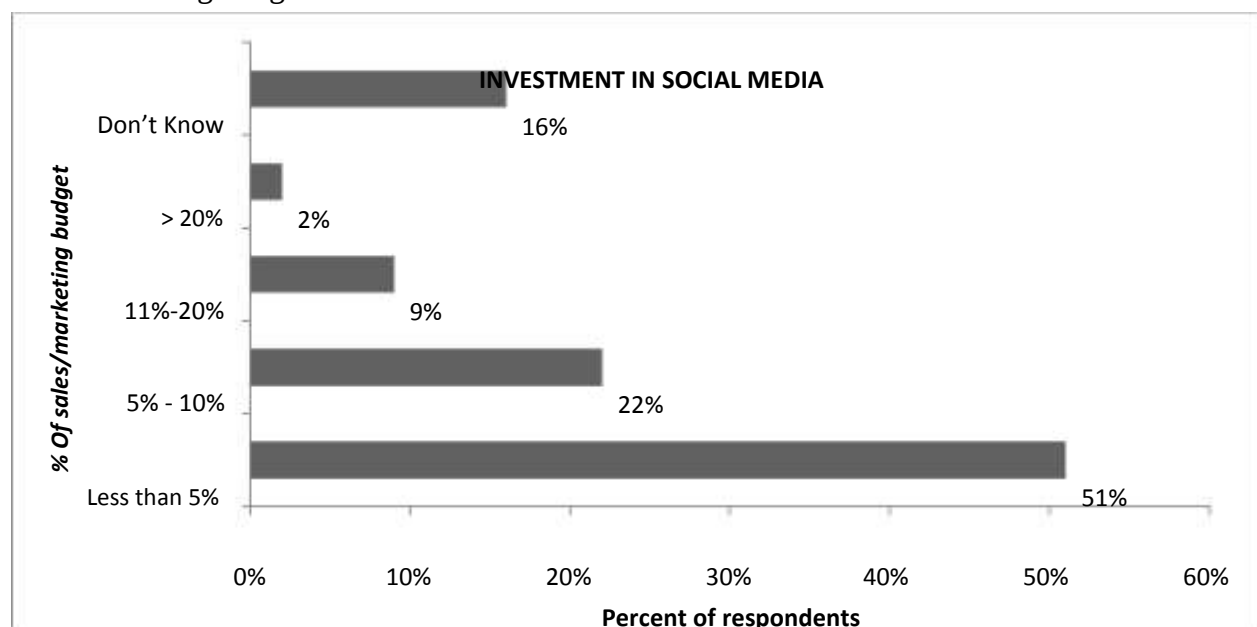


Figure 5 Investment in social media

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

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.

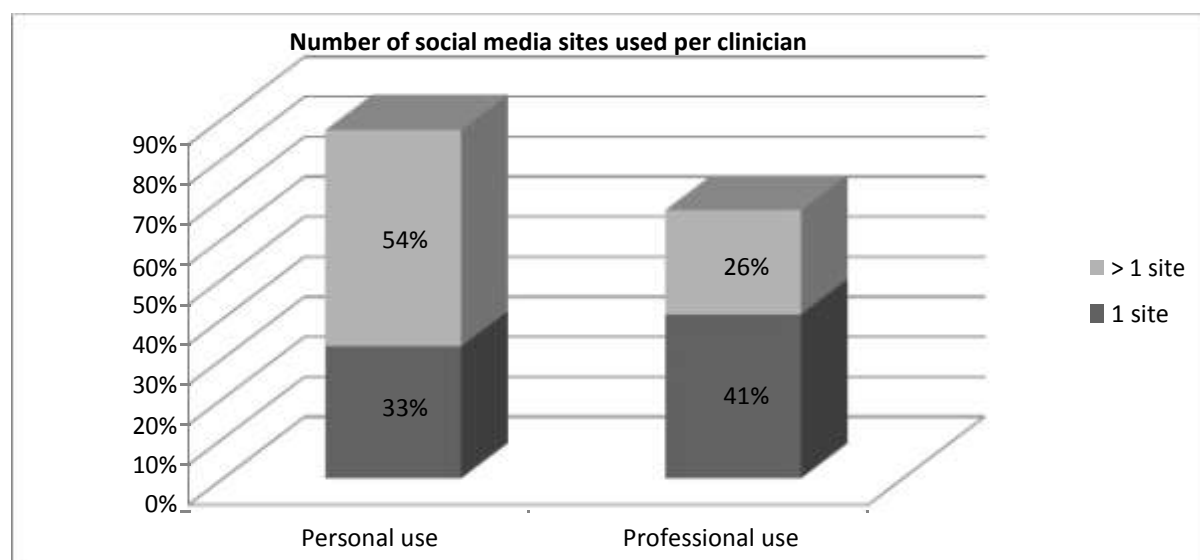


Figure 6 Social media sites visits

{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.

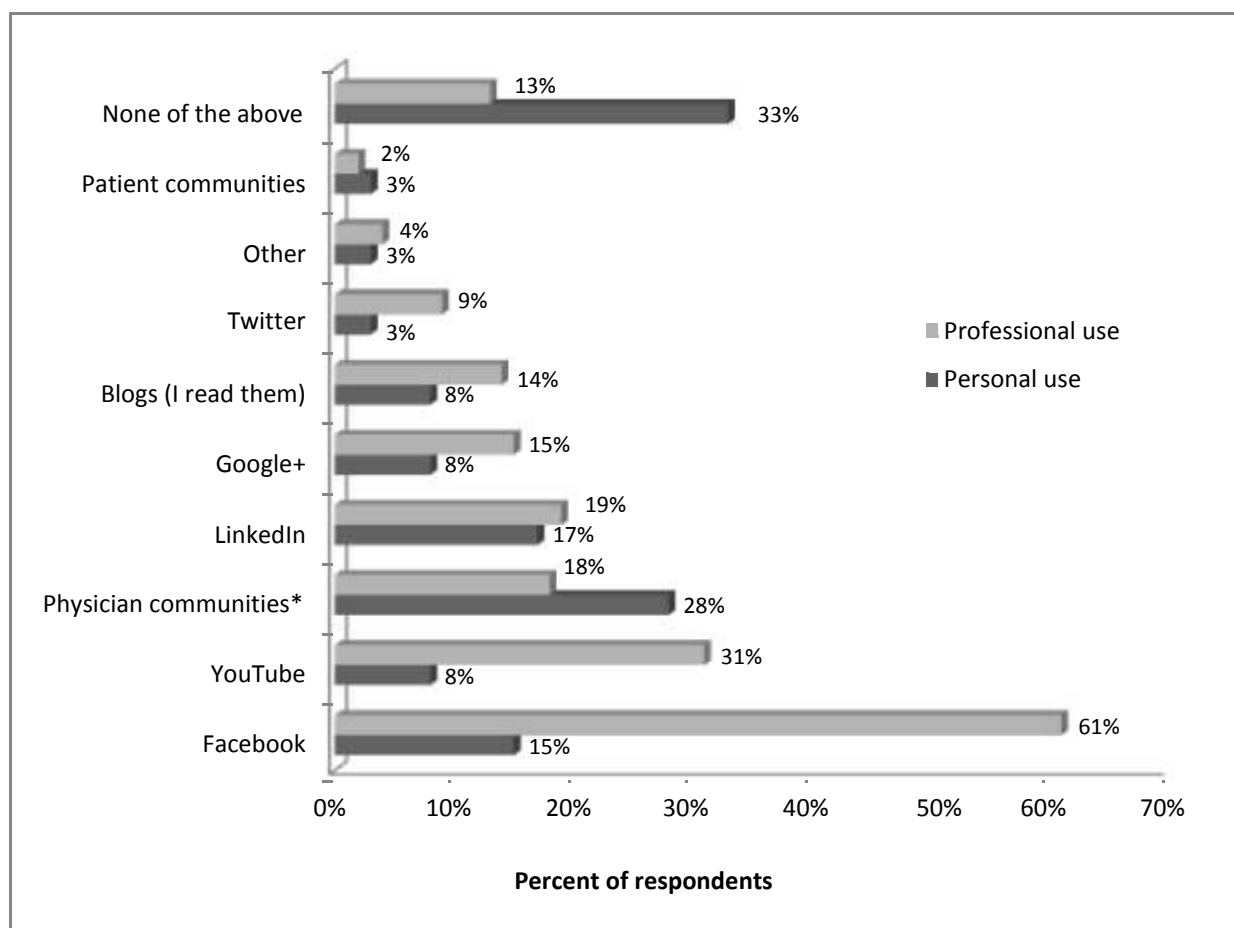


Figure 7 Usage of various social media sites

{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:

1) What is the perception, attitudes and behavior of the key doctors regarding social media marketing in hospital industry?

3.2 Aim and Objectives of the study:

3.2.1 Aim:

Aim of this study to know doctor's 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 study awareness of social media marketing among doctors and its acceptance among them
2. To study perception, attitude and behavior regarding social media marketing.
3. To find out the factors that makes social media marketing an acceptable or unacceptable tool among doctors
4. To suggest the future ways to improvise social media marketing in hospital industry.

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 **Manipal hospital Bangalore**

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 doctors who are working in hospital on which social media marketing is used by hospital.

3.4.2 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) Doctors who were working in manipal hospital whose identity were used by the hospital in their social media marketing campaign
- 2) Doctors who are willing to participate for the study

Exclusion Criteria:

- 1) Doctors outside from the hospital.
- 2) Doctors who were not the part of these social medial marketing campaign by hospital.

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 excel tool.

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), experience (<10 years, 10-20 years and >20 years) and educational qualification (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 doctors is conducted in Manipal hospital bangalore only, the views can be differing depending on the regions so the results can be somewhat biased. The population size is very small so the suggestions cannot be applied over across hospitals.

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

4. Results:

4.1 RESPONDENTS' 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), experience (<10 years, 10-20 years and >20 years) and educational qualification (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.

Table 4.1.1 Percent distribution of Respondents by their Age and Sex

AGE	FREQUENCY	PERCENTAGE
<30 YEARS	60	50%
30-60 YEARS	48	40%
>60 YEARS	12	10%
TOTAL	120	100%
GENDER	FREQUENCY	PERCENTAGE
MALE	92	62.16%
FEMALE	28	37.84%
TOTAL	120	100.00%

Table 4.1.2 Percent distribution of respondents by their Experience

EXPERIENCE	FREQUENCY	PERCENTAGE
<10 YEARS	60	50.0%
10-20 YEARS	34	28.33%
>20 YEARS	26	21.67%
TOTAL	120	100%

Table 4.1.3 Percent distribution of respondents by their Qualification

QUALIFICATION	FREQUENCY	PERCENTAGE
GRADUATE	56	46.67%
POSTGRADUATE	64	53.33%
GRAND TOTAL	120	100%

4.2 Daily use of internet by Respondents:

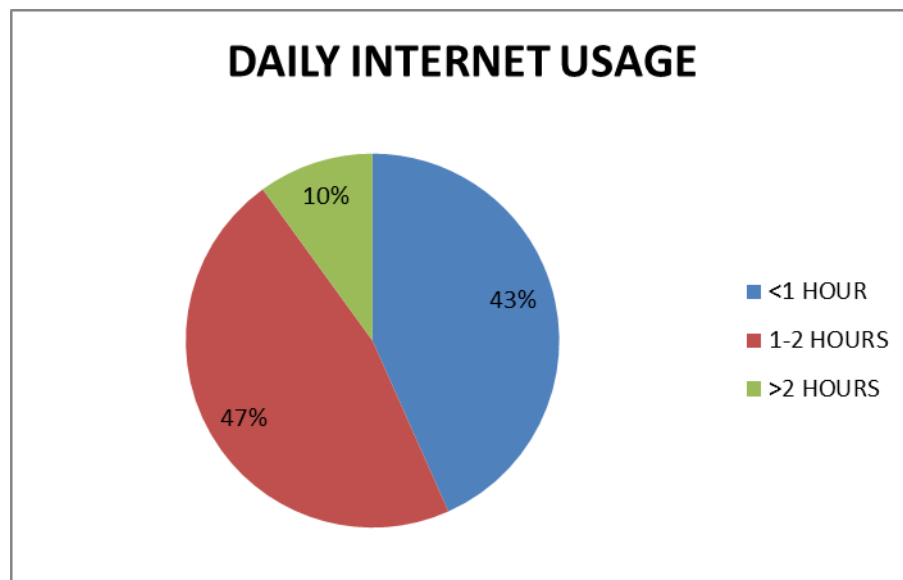


Figure 8 Percentage distributions of respondents by Daily use of internet

About half of the doctors use internet for 1-2 hours daily, while very few doctors use internet for more than 2 hours.

4.3 Awareness of social media marketing among Respondents:

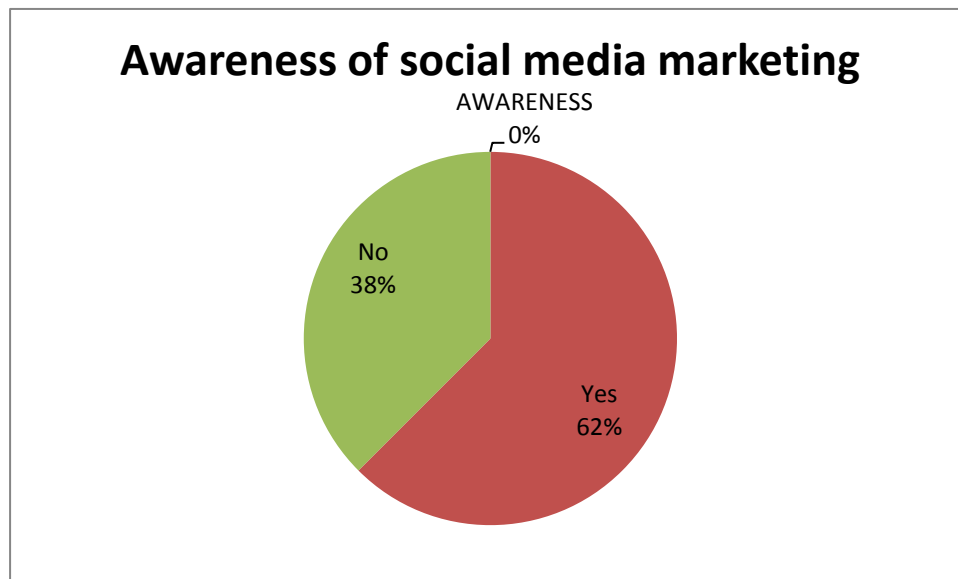


Figure 9 Awareness of social media marketing among Respondents

Interpretation:

From the above figure we can see that 62% of respondents are aware about social media marketing.

4.4 Use of social media by Respondents:

More than 60% of doctors use social media for one or other purpose, while about 38% of doctors do not use social media.

4.5 Percent Distribution of respondents by use of social media and its purposes

Table 4.5 Percent Distribution of respondents by use of social media and its purposes

PURPOSES	FREQUENCY	PERCENTAGE
Leisure	7	9.21%
Education	30	39.47%
Healthcare Information	32	42.11%
Networking	7	9.21%
Total	76	100%

Interpretation

Majority of doctors, who use social media, use it for educational purpose or for getting healthcare information.

4.6 Percent distribution of respondents by their perception on the Barriers in using social media:

Table 4.6 Percent distribution of respondents by their perception on the Barriers in using social media

BARRIERS	FREQUENCY	PERCENTAGE
Complex in nature	9	20.45%
Authenticity of source	26	59.09%
Lack of guidance	9	20.45%
Total	44	100%

Interpretation:

For most of the doctors who don't use social media, authenticity of source is a major barrier in using social media.

4.7 Acceptance of social media as good marketing tool by respondents:

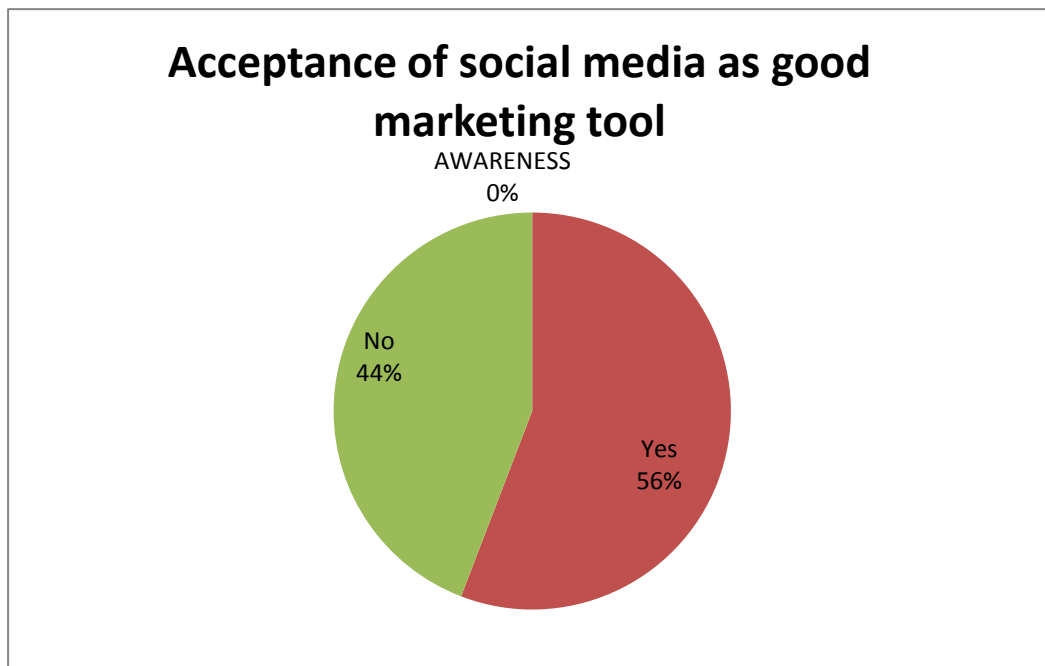


Figure 10 Acceptance of social media as good marketing tool by respondents

Interpretation:

From the above figure we can see that more than 50 % respondent's accept social media as a good marketing tool.

4.8 Perception of social media for hospital marketing:

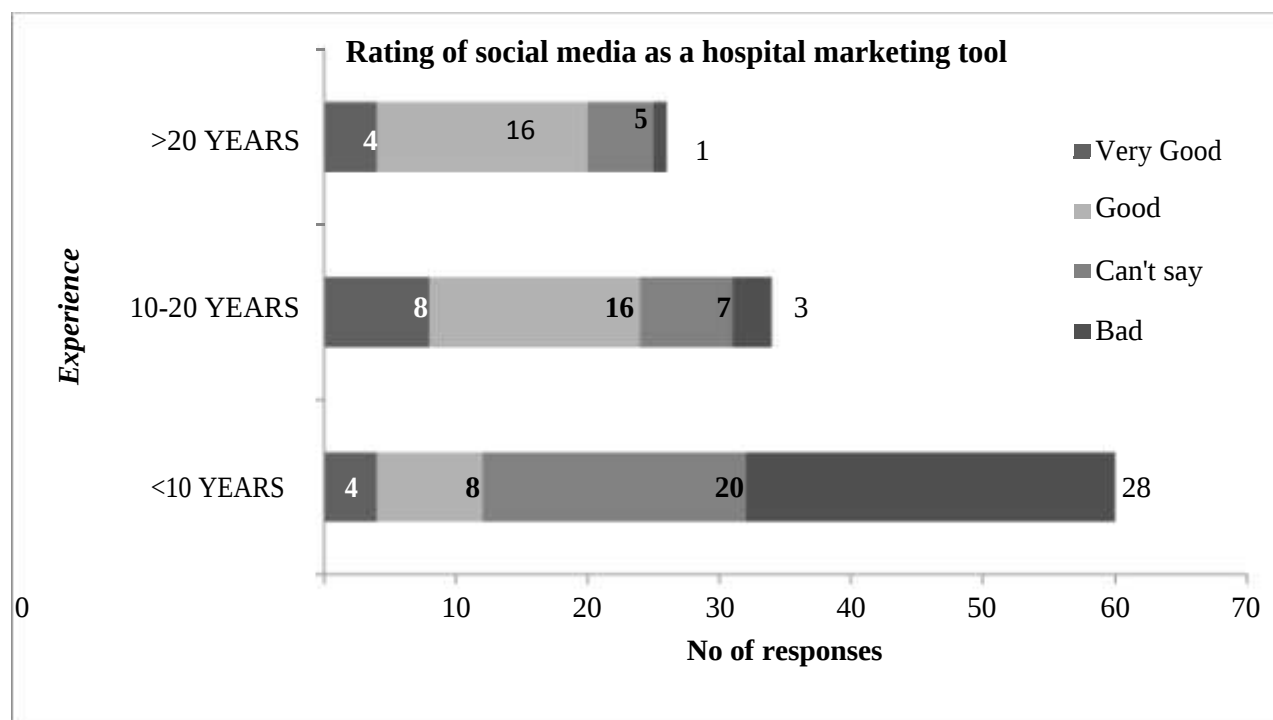


Figure 11 Rating of social media as a hospital marketing tool by doctors with different experiences

Interpretation

From above graph, it is apparent that perception of social media as a hospital marketing tool is varying among doctors with different years of experience.

4.9 Reasons that make social media Acceptable for hospital marketing:

Table 4.9 Reasons that make social media Acceptable for hospital marketing

REASON THAT MAKE SOCIAL MEDIA ACCEPTABLE FOR HOSPITAL MARKETING	RATING
High awareness amongst patients regarding health and disease	3.57
Better compliance of patients to medicines	2.67
Cheaper way of communication	3.17
Keeps the doctors on their toes to constantly update themselves with recent advances	3.47
Better understanding among the patients about the nature, prognosis, management of their current illness	3.20

Interpretation

The question was asked on a rating scale of 1 to 5 with 5 being most affecting and 1 being least affecting.

Reasons like high awareness among patients regarding health and disease and constant updating of doctors with recent advances are important that make social media acceptance for hospital marketing.

4.10 Reasons that make social media unacceptable for hospital marketing:

Table 4.10 Reasons that make social media unacceptable for hospital marketing

REASON THAT MAKE SOCIAL MEDIA UNACCEPTABLE FOR HOSPITAL MARKETING	RATING
Patients pressurizing doctors to prescribe certain drugs	3.00
Lengthens consultation time	3.40
High chance of dissatisfied “customers” leading to a negative word of mouth publicity	3.27
Promotes irrational self-medication	3.00

4.11 Future aspects of social media marketing:

Table 4.11 Future aspects of social media marketing

ASPECT	RATING
Connection with other stakeholders	3.93
Improves relationship between hospital companies and physicians	2.93
Overall it improves health outcomes	3.88
It is a tool for monitoring of adverse drug reactions	3.89
Empowers patients	4.33
Helps patients support each other	3.63
Improves network of corporate house with doctors	3.93

Interpretation

This question was asked on rating scale of 1 to 5 with 5 being most important and 1 being least important. Out of all aspects, patients’ empowerment, connection with stakeholders and network improvisation are most important aspects of future social media marketing.

CHAPTER 5

FINDINGS

&

RECOMMENDATIONS

5. Findings and recommendations:

- More than 50% of doctors use internet for 1-2 hours daily.
- A majority (63%) of doctors was 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 doctors was significantly associated different age group.
- Acceptance of social media marketing amongst doctors was significantly associated with experience and qualification.
- Majority of doctors use social media for healthcare information or education.
- A matter of concern for the doctors was the authenticity of the content of social media, which may lead to improper and irrational use of self-medication by the patients.
- High awareness amongst patients regarding disease and health, better compliance of patients to medicine are the reasons that make social media acceptable for hospital marketing
- For hospitals, there lies an opportunity to create better connection with physicians, patients and other stakeholders using social media.
- Efforts should be made to increase awareness of social media as a tool to gather healthcare education among elder doctors.
- 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 physicians.

CHAPTER 6

CONCLUSION

6. Conclusion:

The increasing positive response of the doctors, 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 Respondent,

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

Name:

Age: O<30 years O30-60 years O>60 years

Gender: OMale OFemale

Years of experience: O<10 years O 10-20 years O>20 years

Qualification: O Graduation OPost Graduation

1. How often do you use internet in your day to day activities?

O <1 hour O 1-2 hours O >2 hour

2. Are you aware about the term “SOCIAL MEDIA MARKETING”?

O Yes O No

SOCIAL MEDIA MARKETING DEFINITION

3. Do you use social media?

O Yes O No

4. (A) If yes, then for what purpose do you use social media?

- ☐ Leisure
- ☐ Education
- ☐ Healthcare information
- ☐ Networking

SOCIAL MEDIA MARKETING IN HOSPITAL INDUSTRY

4. (B) If no, then what are the barriers in using social media? ☐ Complex in nature
- ☐ Authenticity of source
 - ☐ Lack of guidance
 - ☐ Other (mention)_____
5. Would you agree with this statement: “Social media marketing is a very good tool for hospital marketing.”?
- ☐ Yes ☐ No
6. How good do you find social media marketing for hospital marketing? (5=very good, 4=good, 3=can't say, 2=bad, 1=worst)
- ① ② ③ ④ ⑤
7. What are the reasons that make social media marketing in hospital ACCEPTABLE? (Rate on basis of 1 to 5 : 1=least important and 5=most important)

REASON		1	2	3	4	5
High awareness amongst patients regarding health and disease						
Better compliance of patients to medicines						
Cheaper way of communication						
Keeps the doctors on their toes to constantly update themselves with recent advances						
Better understanding among the patients about the nature, prognosis, management of their current illness						

8. What are the reasons that make social media marketing in hospital UNACCEPTABLE? (Rate on basis of 1 to 5 : 1=least important and 5=most important)

REASON		1	2	3	4	5
Patients pressurizing doctors to prescribe certain drugs						

SOCIAL MEDIA MARKETING IN HOSPITAL INDUSTRY

Lengthens consultation time					
Promotes irrational self-medication					
High chance of dissatisfied “customers” leading to a negative word of mouth publicity					

9. Rate following aspects which can affect SOCIAL MEDIA IN HEALTHCARE IN FUTURE from 1 to 5(1=least important and 5=most important)

	1	2	3	4	5
Connection with other stakeholders					
Improves relationship between hospital companies and physicians					
Overall it improves health outcomes					
It is a tool for monitoring of adverse drug reactions					
Empowers patients					
Helps patients support each other					
Improves network of corporate house with doctors					

THANK YOU VERY MUCH

THANK YOU