



ManipalHospitals
LIFE'S ON 

“SOCIAL MEDIA MARKETING IN HOSPITAL INDUSTRY”

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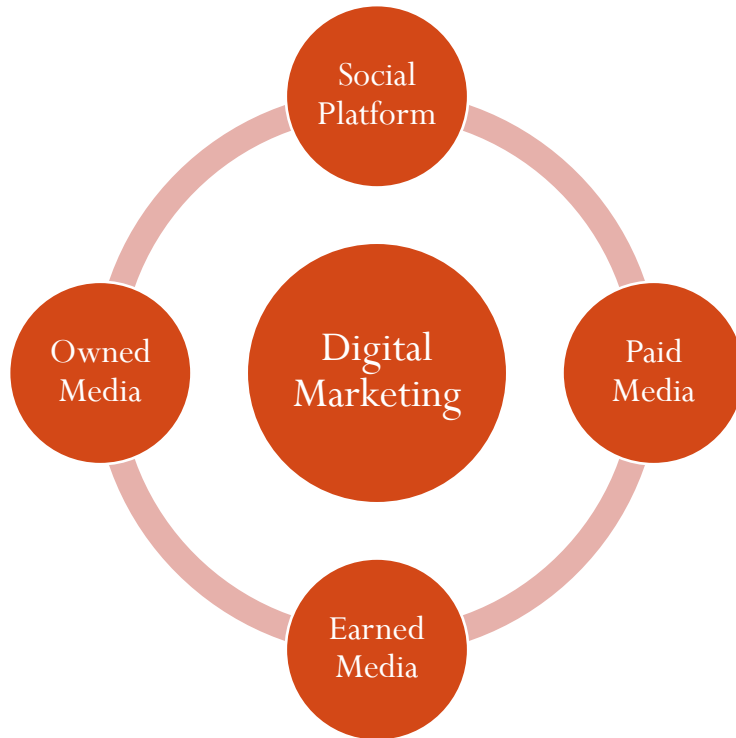
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Background



- Manipal Health Enterprises Private Limited operates a network of healthcare establishments in India and overseas
- The company was founded in 1990 and is based in Bengaluru, India with hospitals in Bangalore; Salem; Panaji; Mangalore; Visakhapatnam; Vijayawada; Jaipur; and Klang, Malaysia.
- It has clinics in Lagos, Nigeria.
- It has home care facilities in Bangalore and Jaipur.
- It has information centers in Srikakulam, Kolar, Bellary, Bhatkal, and Vasco.
- Manipal Health Enterprises Private Limited operates as a subsidiary of Manipal Education and Medical Group International India Pvt. Ltd.

Introduction



The numbers:

- Active blogs on the Internet: 25-40 million
 - 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 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.

Social Media marketing by hospital industry



1) YouTube channel

Manipal hospitals -for eg Spine Treatment | Dr. Vidyadhara | Best Spine Surgeon | Manipal Hospitals <https://www.youtube.com/watch?v=werW4FHe7JI>

2) Twitter channel.

Manipal hospitals- for eg number of tweets 34484, following 124, followers 895, favorites 263

3) Practo

Doctors market themselves as

<https://www.practo.com/bangalore/gynecologist-obstetrician>



Dr. Poornima Ramesh
MBBS, MD - Obstetrics & Gynaecology, DNB
22 years experience
Gynecologist/obstetrician
Ashwini Clinic

253 Recommendations
11 Reviews
Mallawaram, Bangalore
INR 300
MON-WED, FRI
9:30AM-12:00PM, 5:00PM-8:00PM
THU
5:00PM-8:00PM
SAT
9:30AM-12:00PM, 4:00PM-7:00PM
[Book Appointment](#)

4) Qwikwell

Different hospitals are using this channels to promote their doctors for online appointment

<http://www.qikwell.com/doctors/list?query=manipal+hospital&location=>



Dr. Shaila Shamanur Bhattacharyya
MBBS, MD, DM, MRCP, DCH
Pediatrician & Pediatric Endocrinologist
Shivajoyti Clinic
+1 clinic

13 Qikwell user(s) recommended this doctor
Speaks English, Hindi, Kannada
Next appointment available on Thu 19 Mar, 6:20 PM

Research Methodology



Research Questions:

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

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.

Objectives:

- To study awareness of social media marketing among doctors and its acceptance among them
- To study perception, attitude and behavior regarding social media marketing.
- To find out the factors that makes social media marketing an acceptable or unacceptable tool among doctors
- To suggest the future ways to improvise social media marketing in hospital industry.

Research Methodology



- Research Design- Descriptive and Quantitative
- Area of study and duration - Manipal Hospital Bangalore for 3 month
- Study Population- Doctors of hospital on which social media marketing is used by hospital.
- Data Collection- Open as well as close ended Questionnaire
- Methods- Personal Interview
- Analysis and interpretation – Using SPSS and Excel. Data is categorized on the basis of gender, age and experiences so to better understand opinion regarding awareness and acceptance of social media marketing

Results



- Respondents' Profile:

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%

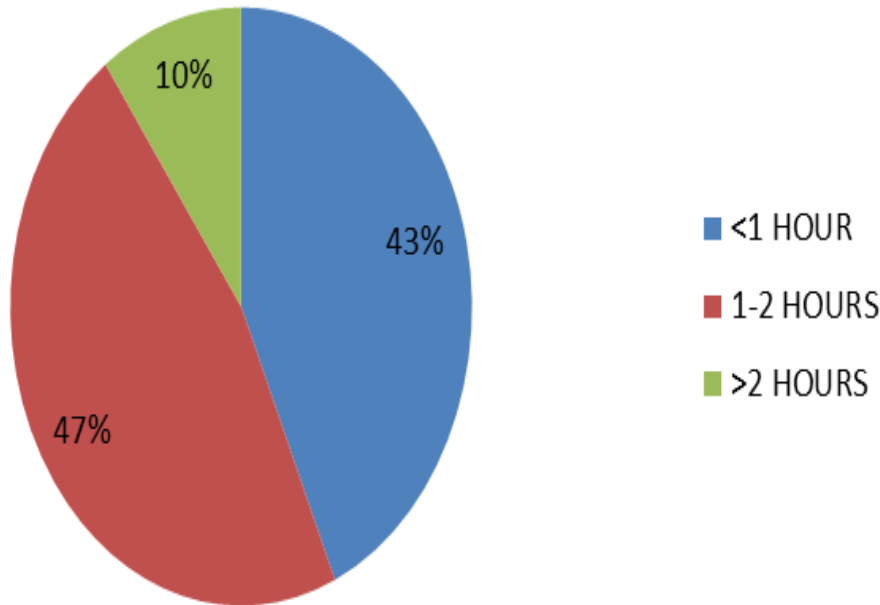
EXPERIENCE	FREQUENCY	PERCENTAGE
<10 YEARS	60	50.%
10-20 YEARS	34	28.33%
>20 YEARS	26	21.67%

Results



- Daily use of internet by Respondents

DAILY INTERNET USAGE



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

Results



- Awareness of social media marketing among doctors
- Null Hypothesis (H0) –There is no significant difference in awareness about social media marketing among different age groups of doctors.
- Alternate Hypothesis (H1) –There is significant difference in awareness about social media marketing among different age groups of doctors.

AGE * AWARENESS Cross tabulation					
			AWARENESS		Total
			Yes	No	
AGE	<30 YEARS	Count	48	12	60
		Expected Count	37.5	22.5	60.0
	30-60 YEARS	Count	20	28	48
		Expected Count	30.0	18.0	48.0
	>60 YEARS	Count	7	5	12
		Expected Count	7.5	4.5	12.0
Total		Count	75	45	120
		Expected Count	75.0	45.0	120.0
Chi-Square Test					
		Value	df	Asymp. Sig. (2-sided)	
Pearson Chi-Square		16.818 ^a	2	.000	

There is significant difference in awareness about social media marketing among different age groups of doctors.

Results



- 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	100.00%

Interpretation

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

Results



- 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	100.00%

Interpretation

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

Results



- Acceptance of social media as good marketing tool by doctors
- Chi square test was performed to check difference in acceptance of social media as a good marketing tool among doctors with different span of experience

EXPERIENCE * ACCEPTANCE Cross tabulation					
			ACCEPTANCE		Total
			Yes	No	
EXPERIENCE	<10 years	Count	40	16	56
		Expected Count	31.3	24.7	56.0
	10-20 years	Count	24	28	52
		Expected Count	29.0	23.0	52.0
	>30	Count	3	9	12
	years	Expected Count	6.7	5.3	12.0
Total		Count	67	53	120
		Expected Count	67.0	53.0	120.0
Chi-Square Test					
			Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square			12.125 ^a	2	.002

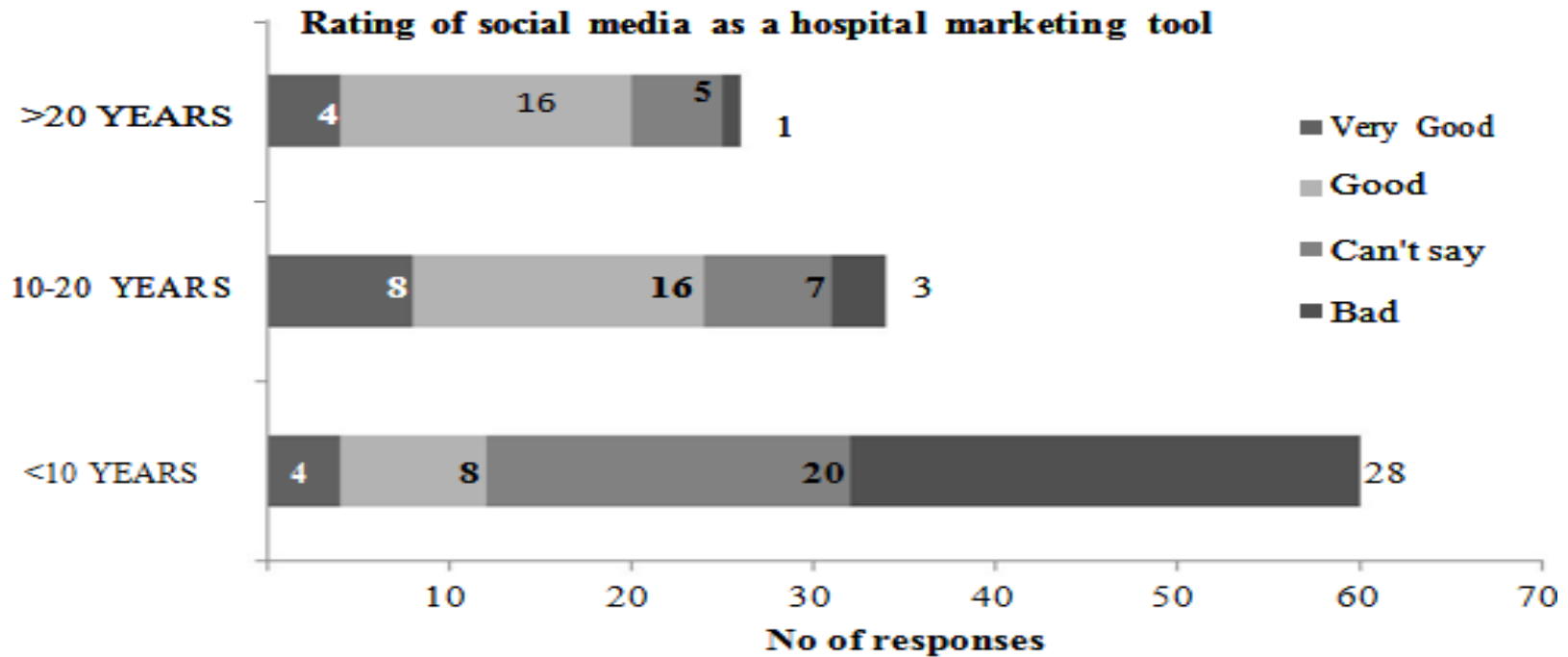
Interpretation:

- There is significant difference in acceptance of social media as a good marketing tool among doctors with different span of experience.

Results



- Perception of social media for hospital marketing:



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.

Results



- Reasons that make social media Acceptable for hospital marketing:

Reason that make social media acceptance 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

- 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.

Results



- 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

- Out of all aspects, patients' empowerment, connection with stakeholders and network improvisation are most important aspects of future social media marketing

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.
- 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

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- Thank You

