

COMPETITOR'S ANALYSIS FOR SAHYADRI SUPERSPECIALTY HOSPITAL

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

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2022

CERTIFICATE

This is to certify that (Chaitali Desale) in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed his internship at (Sahyadri super specialty Hospital) during March 22, 2022, to June 19, 2022.

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Place: Pune Maharashtra
Date: June-19-2022

Acknowledgement

It gives me great pleasure to think everyone who gave off their precious time to achieve the goal of this project and fostering it I have done this project at the Sahyadri super specialty Hospital Pune, Maharashtra. The opportunity to express my sincere gratitude to my respective mentor, Mr. Rahul Sharma, Associate Professor, and Mr. **Lavkesh bhele** Hod Of Marketing Department Of Sahyadri Superspecialty Hospital Deccan Gymkhana Pune for his valuable advice, insightful recommendations, and unwavering support throughout the dissertation project has been joy for me. I recognise his extraordinary dedication which frequently went above and beyond the call of duty my obligation to him with the love and respect. finally but certainly not least I would like to send my I would like send my family and friends my sincere gratitude for your active, and financial assistance in lifting my spirit.

Table of content

Sr. No.	Name of Content	Page No.
1	Table of content	4
2	Introduction	5
3	Objectives	7
4	Competitor Analysis	8
5	Competitive Landscape	15
6	Conclusion	17

COMPETITOR'S ANALYSIS FOR SAHYADRI SUPERSPECIALTY HOSPITAL

INTRODUCTION

Competitive analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitor. This analysis provides both an offensive and defensive strategic context to identify opportunity and threats.

Competitive analysis can reveal broad trends in the marketplace, again providing the advantage of being able to spot opportunities for differentiating your products and services. Sometimes going against the grain in an industry can attract a small but highly loyal counter-culture market segment.

This Report is all about competitor Analysis of Sahyadri Superspecialty Hospital, through this Analysis we will understand opportunity and threats for the same. For this analysis we have collected the primary data based on various variables. For this study we covered different Multispeciality Hospital and some Nursing Homes based out of two region that are “Kothrud” and “Deccan”, Pune.

Sahyadri superspecialty Hospitals is the largest chain of hospitals in Maharashtra. It is the brainchild of Dr. Charudutt Apte, it is one of India's most renowned Neurosurgeons hospital.



8 Hospital



900 Beds



**2000
Clinician**



**2600 Expert
Staff**



**27 year of
Experience**

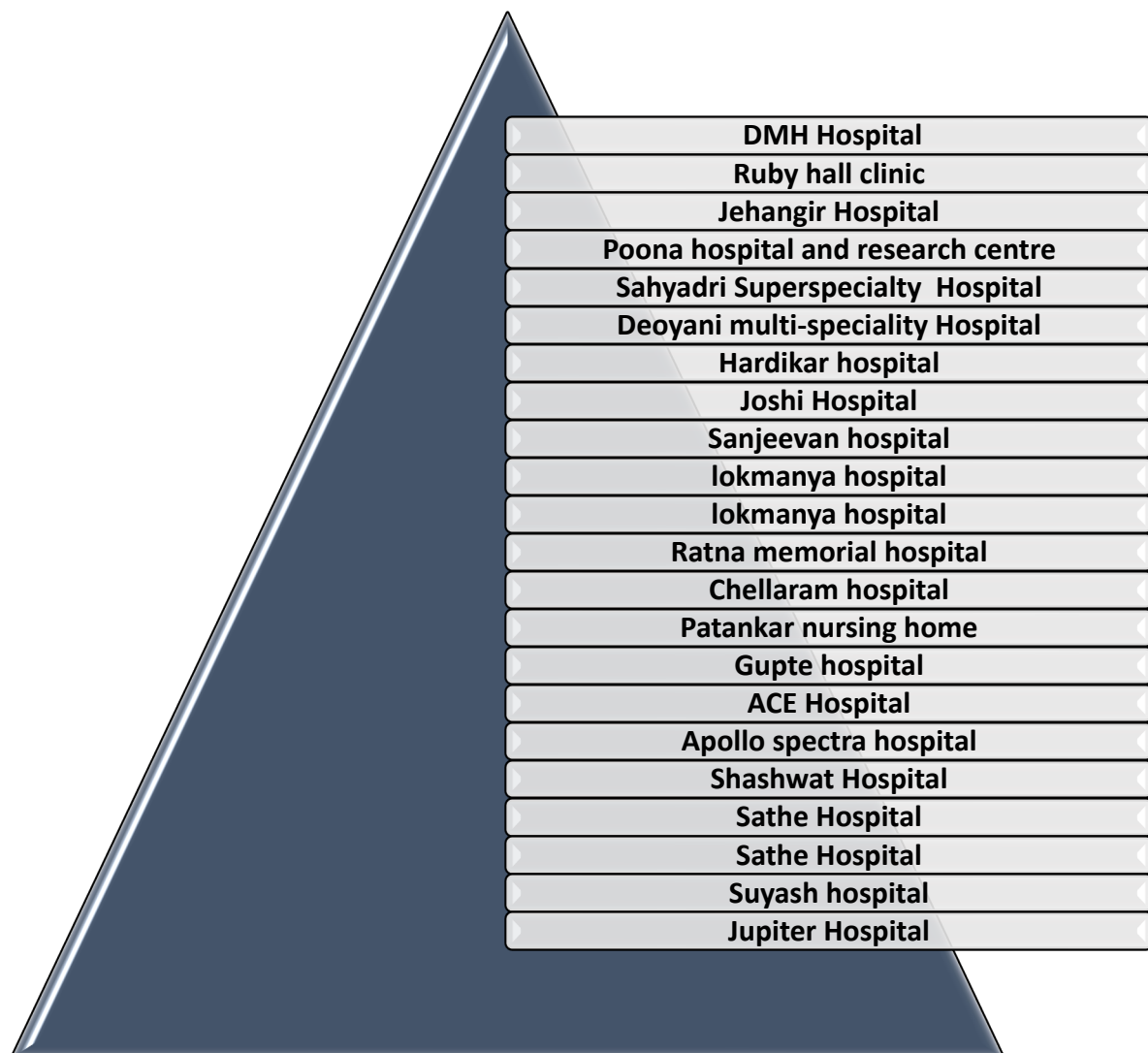
Some Highlights of Sahyadri Superspecialty Hospital

- Fastest growing Liver Transplant Centre in Western India
- Performing highest number of CT Angiographies in Asia.
- First dual source CT in Maharashtra.
- First Intra-operative CT in Pune.
- Highest number of MRIs in Pune.
- Highest number of Neurosurgeries in Pune.
- Highest number of Bone Marrow Transplants in Western India.
- Sahyadri Medical Genetics : A Unique Comprehensive Facility offering Clinical, Diagnostic and Therapeutic Services in Genetics.

OBJECTIVES

- To know the what facility Sahyadri Super specialty hospital provide.
- To understand which are top competitors of Sahyadri Super specialty Hospital,
- To understand what are the Strength, weakness, opportunity, threats of Sahyadri superspecialty hospital.
- To understand how to execute CME and Campaigns

Following are the best multispecialty Hospitals in deccan and Kothrud Region.



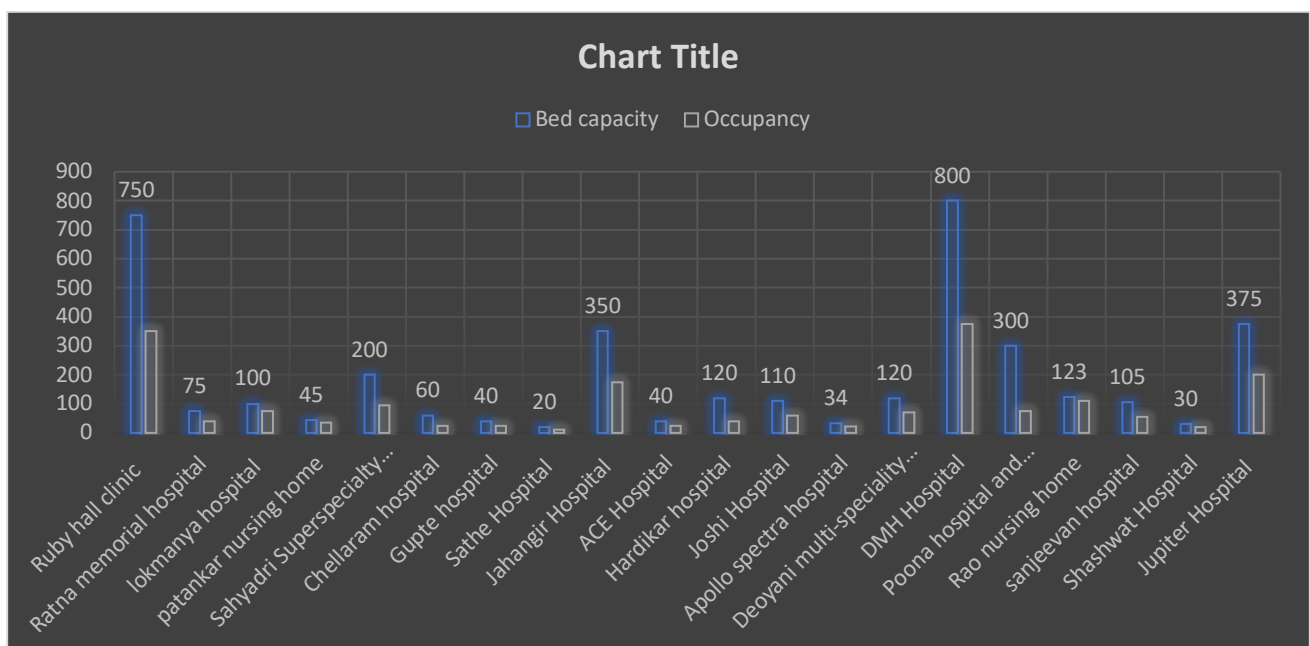
In this competitor's analysis we have covered different variable such as.

- Number of bed
- Occupancy
- Number of Ambulance
- Number of Key consultant
- Number of Speciality
- IPD frequency
- OPD Frequency
- Consultation charges

Competitor's Analysis Based on Various Factors:

1. Beds Capacity and Occupancy

Let's see Competitor's Analysis of Multispeciality hospital on the basis of number of Beds and Occupancy,



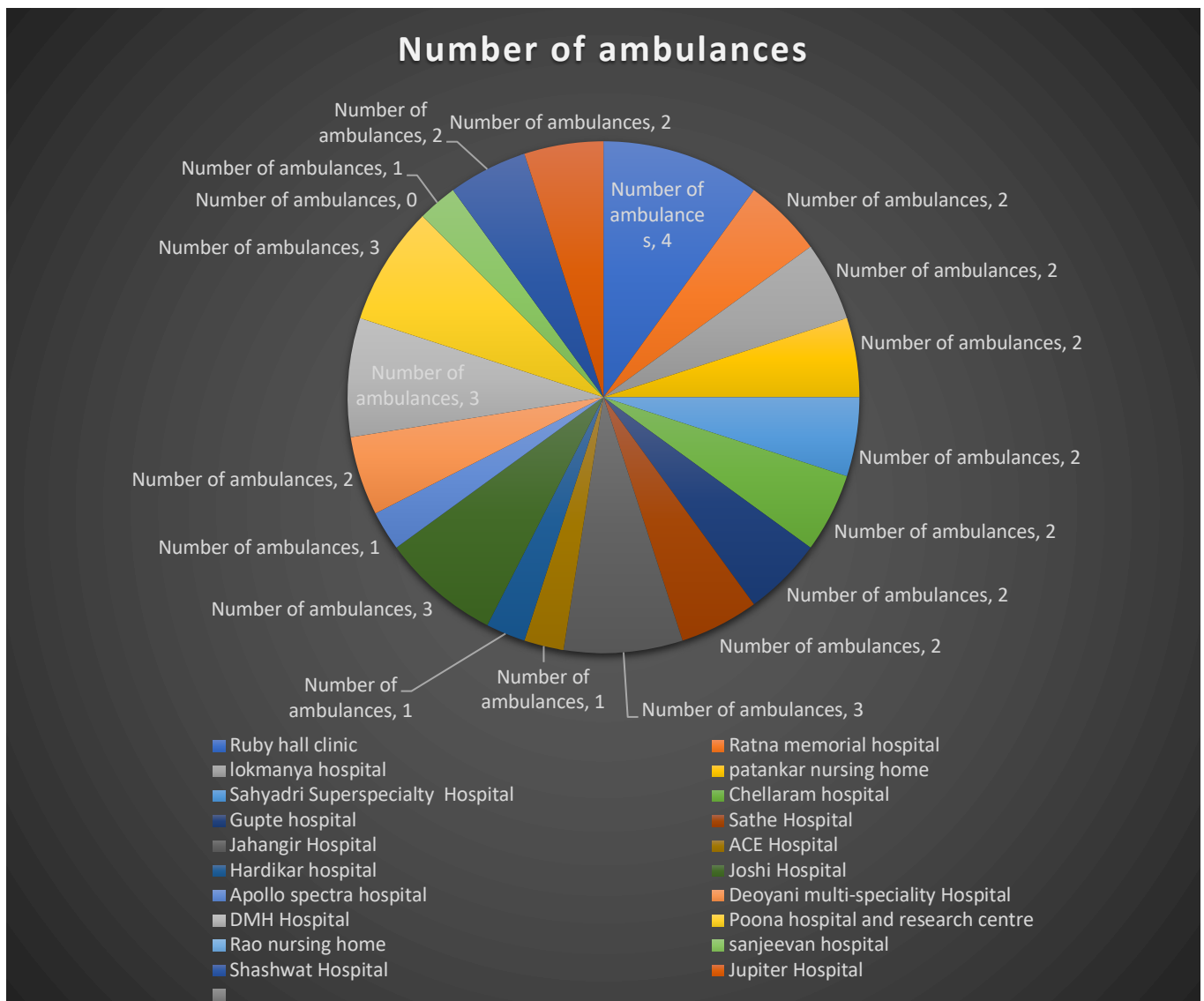
- ◆ If we can see in the above table, the highest number of the Bed is in DMH Hospital which is about 800 beds.
- ◆ Bed Occupancy of DMH Is about 375 Beds and this is the only one hospital which is on top in term of all categories.
- ◆ Name of Hospitals with 100+ beds capacity are,

- DMH Hospital
- Ruby Hall Clinic
- Jahangir Hospital
- Poona Hospital and Research center
- Sahyadri Superspecialty Hospital
- Rao Nursing Home
- Deoyani Multi-specialty Hospital
- Hardikar Hospital
- Joshi Hospital
- Sanjeevan Hospital
- Jupiter Hospital

◆ Also above Hospitals are top competitors of Sahyadri Superspecialty Hospital

2.Number of Ambulance

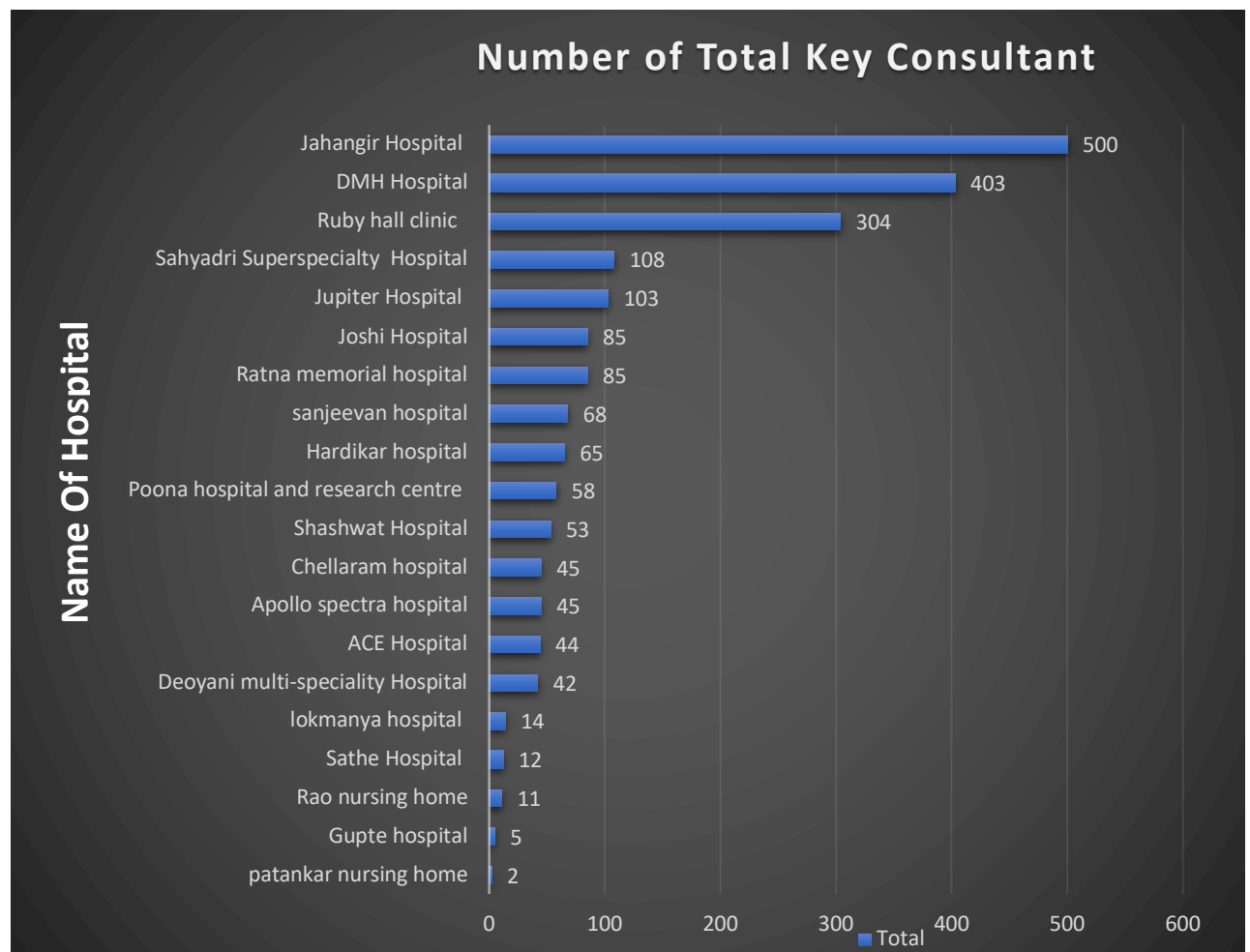
Let's see competitor Analysis of multispecialty Hospital based on Number of Ambulance.



- We can see, ambulances are the integral part of hospitals in case of emergencies. Having own ambulances or hiring from another body can add lot of benefit for the hospital and will result into improved patient satisfaction.
- Here, Ruby hall clinic has the highest number of ambulances as compared to other multispecialty hospitals and also the Sahyadri Superspecialty hospital which has 3 ambulances.
- In case of any emergency situation, Sahyadri Superspecialty Hospital hires ambulances from third party.
- If we see the number of ambulances in nursing homes, only Patanakar nursing home has 2 ambulances and Rao nursing home, Usha nursing home hires ambulances from third party whenever there is any need.

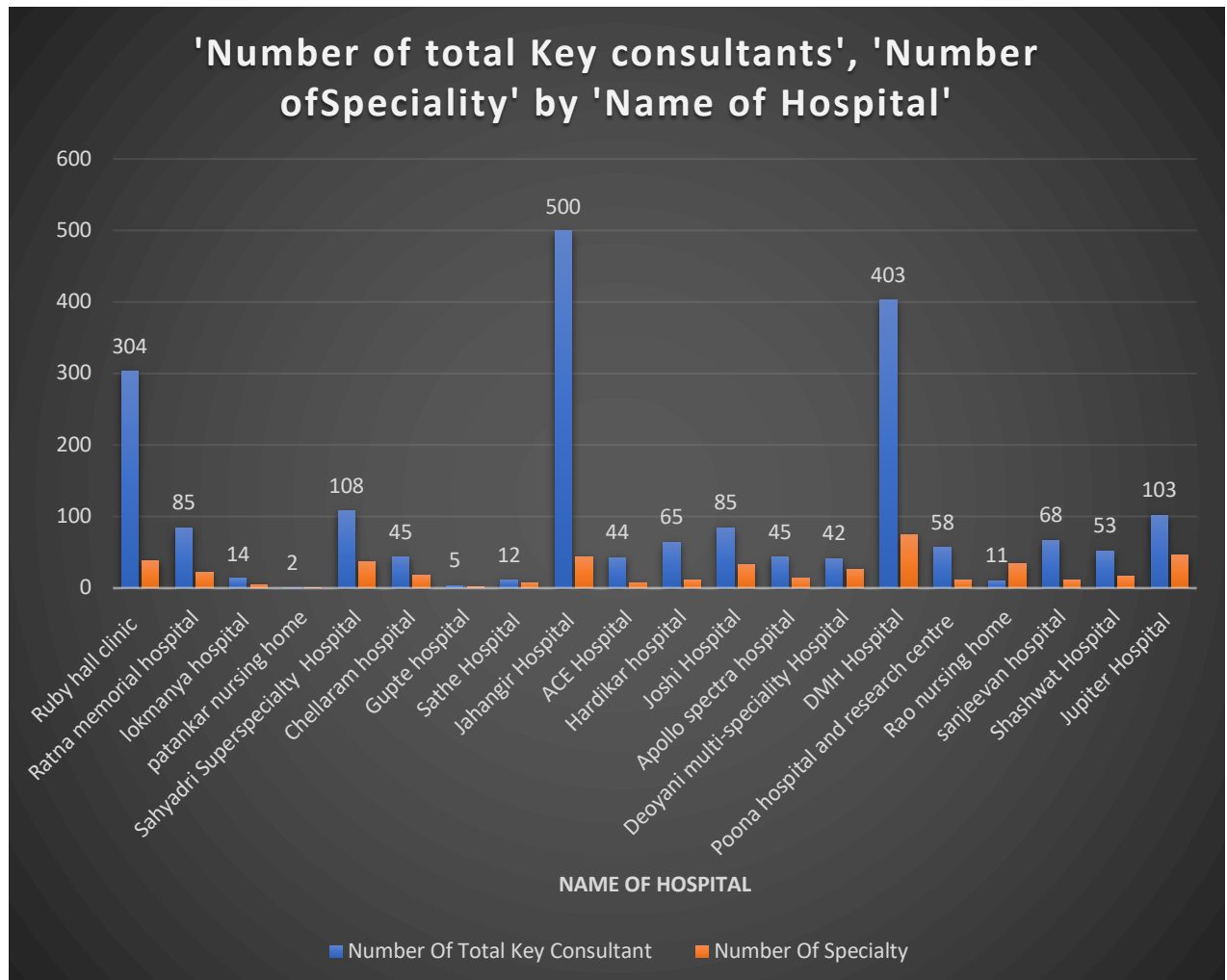
3. Key Consultant & specialty

Let's see competitor Analysis of multispecialty Hospital based on Number of Key consultant and specialty.



- As the key consultants are the one who use their knowledge and skills to diagnose and treat the patients while retaining ultimate responsibility, they are the heart of hospitals.

- Patient satisfaction is majorly based on the consultants' services.
- Here, we can see Jehangir multispecialty hospital is the one with highest number of key consultants that is over 500 key consultants are present in it.
- Second (403 consultants) and third highest (304 consultants) number of key consultants are in DMH Hospital and Ruby Hall Clinic respectively.
- As compared to first 3 hospitals, Sahyadri Superspecialty Hospital is really doing well to provide its best services to the patient with over 108 key consultants.
- In all the 3 nursing homes, Rao nursing home has highest number (11 consultants) of consultant than the other 2 nursing homes.
- Whereas Patankar nursing home has the lowest number of consultants that is 2.

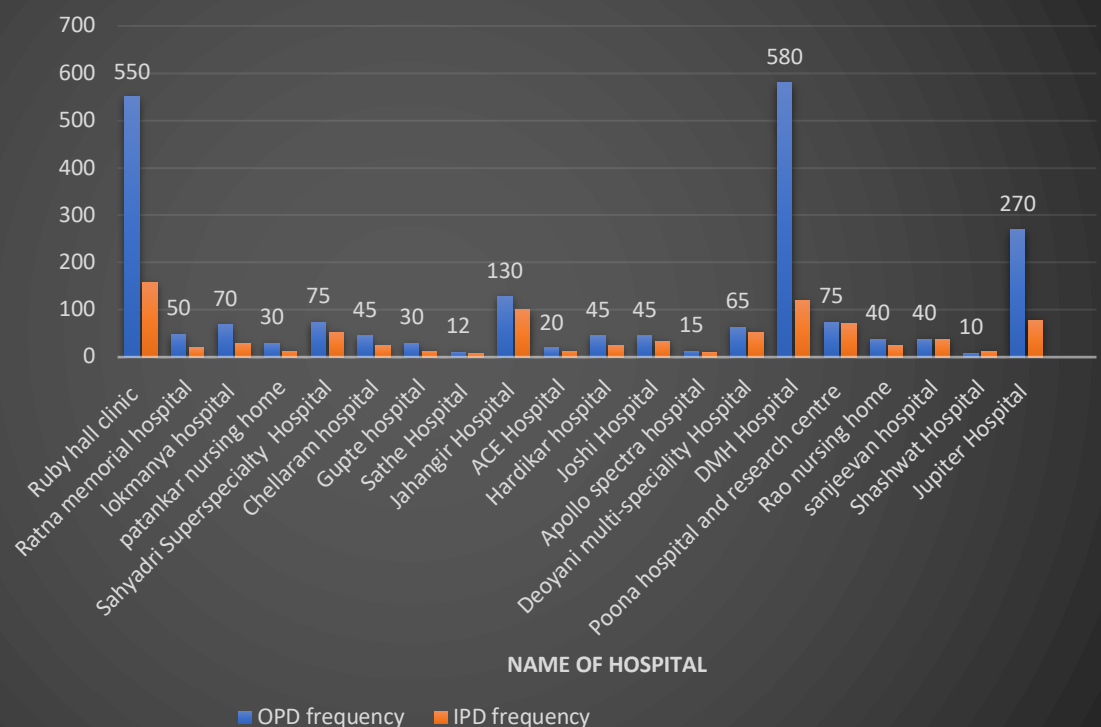


If we do comparative analysis by taking number of key consultants and number of specialties, then Jehangir hospital, Ruby Hall Clinic and DMH Hospital has the highest number of key consultants along with high number of specialties. After that comes the Sahyadri Superspecialty hospital.

4.Number of OPD Frequency and IPD Frequency

Let's see competitor Analysis of multispecialty Hospital based on Number of OPD Frequency and IPD Frequency.

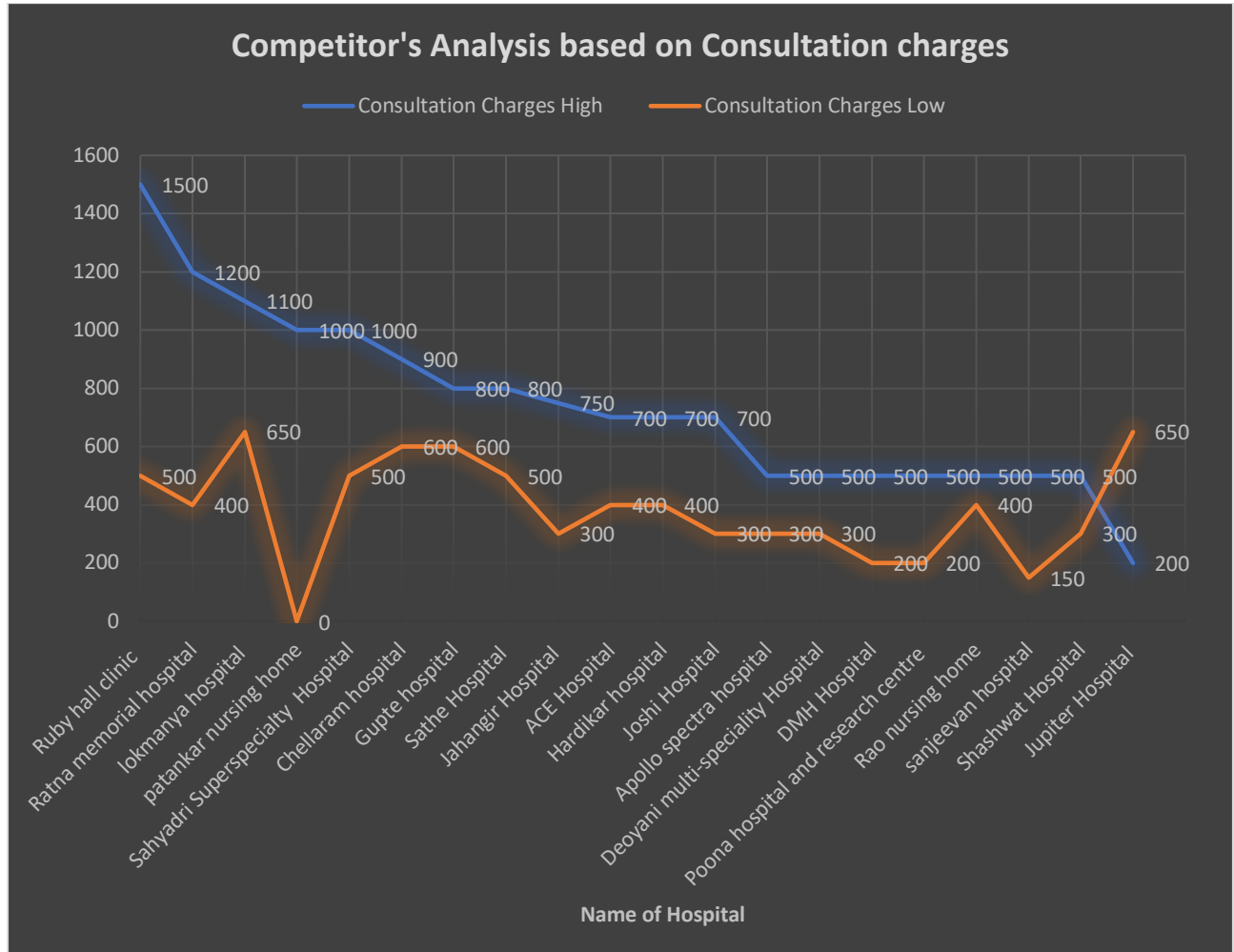
'OPD frequency', 'IPD frequency' by 'Name of Hospital'



- Ruby Hall clinic has the highest number of OPD and IPD as compared to Sahyadri Superspecialty hospital, Jehangir Hospital and DMH Hospital.
- As the number of OPD varies per specialty. So, there might be few variations in OPD and IPD per specialty.
- From the data we collected Ruby Hall Clinic comes under busiest hospitals than Sahyadri Superspecialty hospitals and other top hospitals.

5.Consultation Charges

Let's see competitor Analysis of multispecialty Hospital based on consultation charges.



- Consultation charges plays a hidden role for the patients who are near BPL and for lot of people. Due to high consultation charges many patients might change their decision and can choose the cheaper one. And in some cases, patient won't mind paying for higher consultation charges if they are getting high quality of patient service in return.
- Here, blue line shows highest consultation charges whereas orange line shows lowest consultation charges offered by the respective hospitals.

Competitive Landscape (SWOT)

Parameter	Ruby Hall Clinic	DMH	Sahyadri Superspeciality Hospital
General Profile	- Mr. Bomi Bhote (CEO) - Dr. Purvez Grant (Managing trustee and chief cardiologist)	- Dr. Dhananjay Kelkar (Director) - Dr Prasad Rajhans (Chairman) - Dr Sonal Utpat (Vice Chairman)	- Dr. Charudutt Apte (Promoter Chairman & Managing Director) - Mr. Abrarali Dalal (CEO) - Dr. Saktimaya Mohapatra (Medical Director)
Number of Consultants	304	403	108
Number of Beds	750	800	200
Occupancy	350	375	95
Number of specialties	39	76	38

Technology/ Equipment	• Robotic G I surgery • Robotic surgical system	• PET CT • Gamma Camera • Symbia-E • 16 Slice CT Scanner	• CT – 64 Slice • BMD • Robotic surgical system • TKR • PET Scan
Strength	• Extraordinary Reputation • Availability of latest technology for surgery that is Robotic surgeries. • Best treatment for Cardiology, endocrinology, diabetology.	• Extraordinary Reputation • Availability of robotic surgery. • Availability of automatic lab report printing machine. • Specialty areas like knee replacement, oncology, cardiology, rehabilitation center.	• Extraordinary Reputation • Affordable consultation charges. • Good marketing strategy. • Specialty includes, bone marrow transplant, liver transplant, neural surgeries, cardiology.
Weakness	• Higher charges. • Miscommunication between patients and doctors. • Waiting time is higher.	• Quality of management while registration is mis-managed. • Mismanagement of rush. • No transparency in discharge details for the patient relatives.	• Staff Coordination • Longer waiting time for patient discharge process. • Lack of waiting area outside OT. • Mobile network issue outside ICU.
Opportunities	• Management of appointments. • Cleanliness of the IPD room. • Improving communication between doctors and patient/ patient relatives.	• Transparency and guidance from the receptionist for patient diagnosis. • Transparency of the on-going treatment to the	• Including more specialties. • Improving waiting area facility. • Shortening patient discharge process time.

	Managing charges for the treatment.	- relatives of the patient. - Improved patient satisfaction about all the facilities provided during and after the treatment.	- Co-ordination of hospital staff. - Improved Elevator service.
Threats	- Patients dissatisfaction due to lack of improvements in the services. - Higher charges and misguidance about the robotic surgeries to be performed on the patient.	Patients dissatisfaction due to lack of improvements in the services.	- Patients dissatisfaction due to lack of improvements in the services. - Implementation of new technology for treatment by competitors.

Conclusion:

- The important component in competitors' analysis is SWOT Analysis. The primary data collected previously will help us to understand SWOT analysis of Sahyadri Super-specialty Hospital.
- SWOT analysis focuses on the Strength, Weakness, Opportunities and Threat. This will help us to analyze the offerings of hospital from the point of patient satisfaction and the benefit of the hospital.
- Till now, we got to know that Sahyadri Super-specialty Hospital stands at 4th position among all the hospitals which we have covered in deccan and Kothrud region.

Thank you