

DISSERTATION PROJECT REPORT

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GMC HOSPITAL

HEALTHCARE • EDUCATION • RESEARCH



DIPSTICK STUDY TO ASSESS THE MARKET FOR NEW GULF MEDICAL COLLEGE HOSPITAL IN DUBAI

PROJECT SUMMARY

- The survey was aimed to gather information regarding **Brand awareness and Satisfaction levels** of people with GMC Hospitals. Information was also gathered about other aspects of health seeking behaviour of people like **source of information about medical treatment, treatment charges and preference for language and nationality of Doctors.**
- **Semi structured Questionnaires** were utilized to gather information from **more than one thousand respondents conveniently selected** at prominent malls in and around **Al Qusais area of Dubai.** Findings of data analysis are presented hereby. On the basis of findings, **Marketing Strategies are suggested** for effective marketing of Gulf Medical College Hospital, Dubai.

DETAILS OF THE EXERCISE

Researchers – Drs. Chaitanya Acharya, Nida Siddique and
Suvendu Sekhar Panda under the supervision of

Mr. P S Dharmapalan (Head of Marketing Dept GMC
Hospital Ajman) and overall guidance of

Dr. Manvir Singh (Medical Director Operations, Healthcare
Division Thumbay Group UAE)

Survey Tool – Semi Structured Questionnaire

Sample size – 1017

Survey Sites – Lulu Hypermarket(375), Al Mulla Plaza(155) and
Ansar Mall (487) in DUBAI

Study Duration 1st April – 13th May 2014

LIMITATIONS OF STUDY

- Tool Designing → Employer's Demand
- Visa Status
- Permissions and Agreements
- Fees for Surveys

OBJECTIVES

1. To determine the level of awareness regarding Gulf Medical College Hospitals among people of Al Qusais area of Dubai.
2. To determine the level of satisfaction from the services of GMC Hospitals, among people of Al Qusais area of Dubai.
3. To determine the current 'Hospital Services Utilization Pattern', in terms of source of information on medical treatment, charges paid for specialist consultation and choice of facility in medical emergency, among people of Al Qusais area of Dubai.
4. To determine the preference for language and nationality of treating Doctor, among people of Al Qusais area of Dubai.

METHODOLOGY

Type of Study

Cross-sectional Dipstick Study

Study Group

General Public in Al Qusais Area of Dubai

Study Tool

Semi-Structured Questionnaire

Sample Size

1017

Formula-

$$N = \frac{t^2 \times p(1-p)}{m^2}$$

Description:

n = required sample size

t = confidence level at 95% (standard value of 1.96)

p = estimated prevalence of character of interest (default 50%)

m = margin of error at 5% (standard value of 0.05)

Non-Response rate= 10%

(This comes out to be 424. We have increased the sample size to maximum possible with given time and resources)

ANALYSIS & OUTCOME

- **Analysis**

Data thus collected was compiled and analysed to deduce relevant information regarding awareness of people about GMC Hospitals and their expectations from upcoming Gulf Medical College Hospital in Al Qusais area of Dubai.

- **Presentation of Findings**

The whole exercise was compiled in the form of a Detailed Report and Key Findings presented.

- **Outcome**

This study revealed the **awareness level** of people on Gulf Medical College Hospitals and threw light on the **expectations** that people of Al Qusais area of Dubai have, from an upcoming Hospital in their area. This valuable information helped us to **suggest an effective Marketing Strategy** for the hospital.

INSPIRATION

- **The Dipstick Survey**

Taking inspiration from the top management at Gulf Medical College Hospitals in UAE, this Dipstick Survey to assess the market for upcoming Gulf Medical College Hospital in Dubai, was designed. Inputs were taken from our guides at Institute of Health Management Research University, Jaipur from time to time. The whole exercise was planned in three phases as shown ahead -

SURVEY SITES

Phase	Date	Survey Site	Number of Respondents
1	April 09, 2014	Lulu Hypermarket	375
2	April 28, 2014	Al Mulla Plaza	155
3	May 8, 2014	Ansar Mall	487
Total			1017

SURVEY PROCESS

- **Prior authorisation** letters were issued with the seal and signature of the higher management officials of GMC Hospital Group, authorising the survey team to conduct the survey for GMC Hospital and requesting the management of respective malls to allow the team to conduct the exercise in their premises. As per the convention for such activities in Dubai markets, **permissions** were sought and **agreements** were signed to complete all the **legal requirements**. **Standard charges** were paid to malls that demanded such payments for allowing the survey work in their premises, and were **borne by GMC Hospitals**.

TEAM-WORK

- The survey team comprised of **Researchers Drs Chaitanya Acharya, Nida Siddique Suvendu Sekhar Panda,** and was lead by **Head of Marketing Department at GMC Hospital Ajman, Mr. P S Dharmapalan.** The team spent about **eight to ten hours at each survey site** to collect the data. The day, date and time of survey was planned well in advance. Discussions within team members and with managers at the malls were done to determine most appropriate day and time of survey so as to achieve most appropriate response.
- Every survey activity was preceded by a briefing and followed by a debriefing meeting among the team members under the leadership of Mr. Dharmapalan. **Learning from experience** of every phase was noted and incorporated in further phases.

DATA ANALYSIS

- Data was cleaned and entered into **SPSS Files** (Statistical Package for Social Sciences). Data Analysis was done at every phase. Thus separate results and inferences are available with us for each phase of the survey. Presentations were made showing trends of each phase and presented to the Head of Department. Analysis of individual phases was majorly done using frequency distribution function. Later on, when complete data of all three phases was collected, it was compiled and analysed using frequency distribution. **Final presentation made to senior management of GMC Hospital, comprised of interpretation of individual phases as well as the final outcome of all three phases.**

FINDINGS

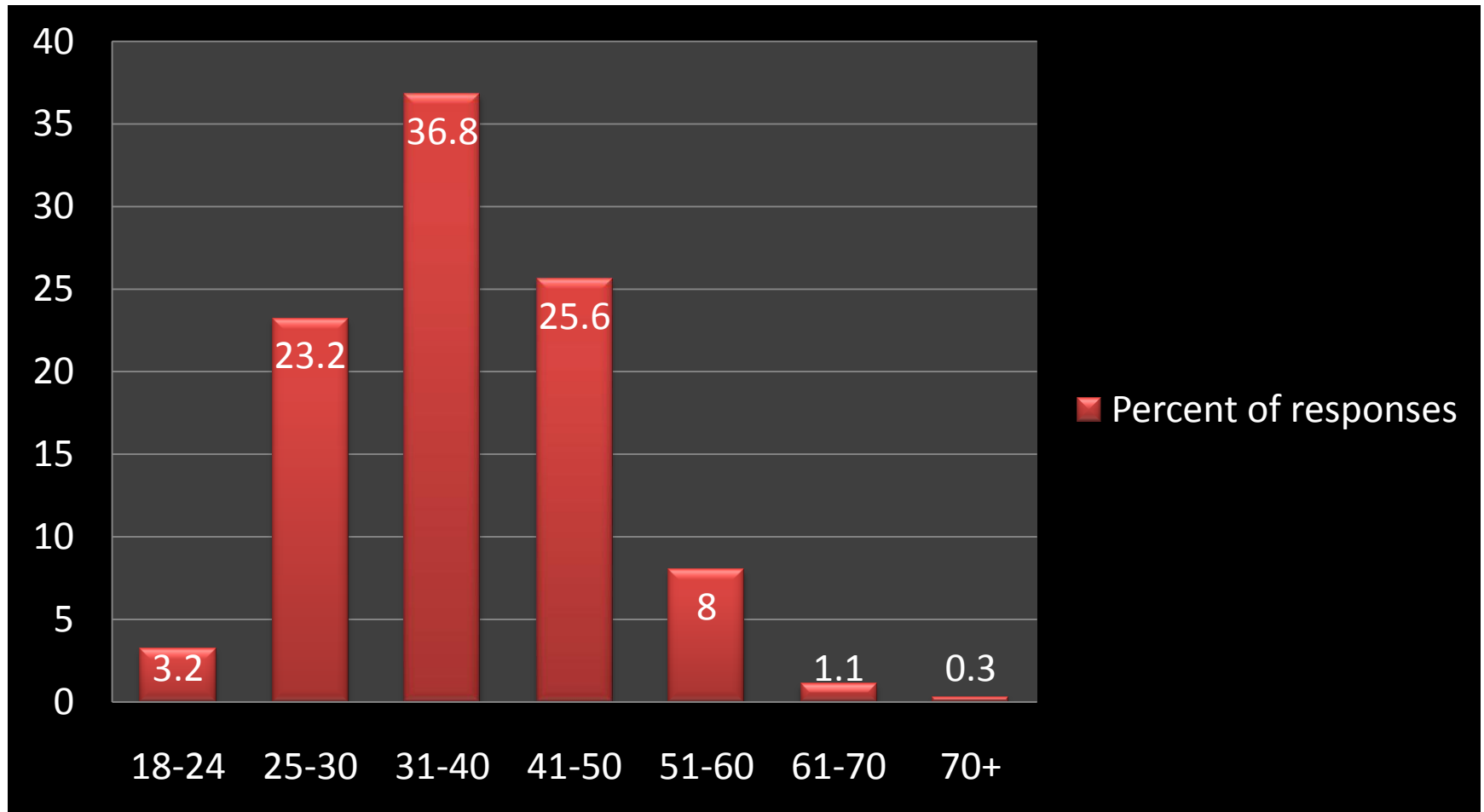
DIVISION OF DATA

- Although the whole exercise was team effort, **for the purpose of dissertation, data was divided amongst three researchers.**
- In this presentation, only the analysis of data collected in **Phase 1 (Lulu Hypermarket – Sample Size 375)** is shown.

RESPONDENTS

- The interviews were conducted with variant age groups of people ranging from 18-70+.
- Most of the responses (**36.8%**) came from the age group of 31-40 years.
- More than half (**62.4%**) responses were from people of 31-50 years of age.

AGE-WISE DISTRIBUTION OF RESPONSES



GENDER-WISE DISTRIBUTION OF RESPONSES



Males

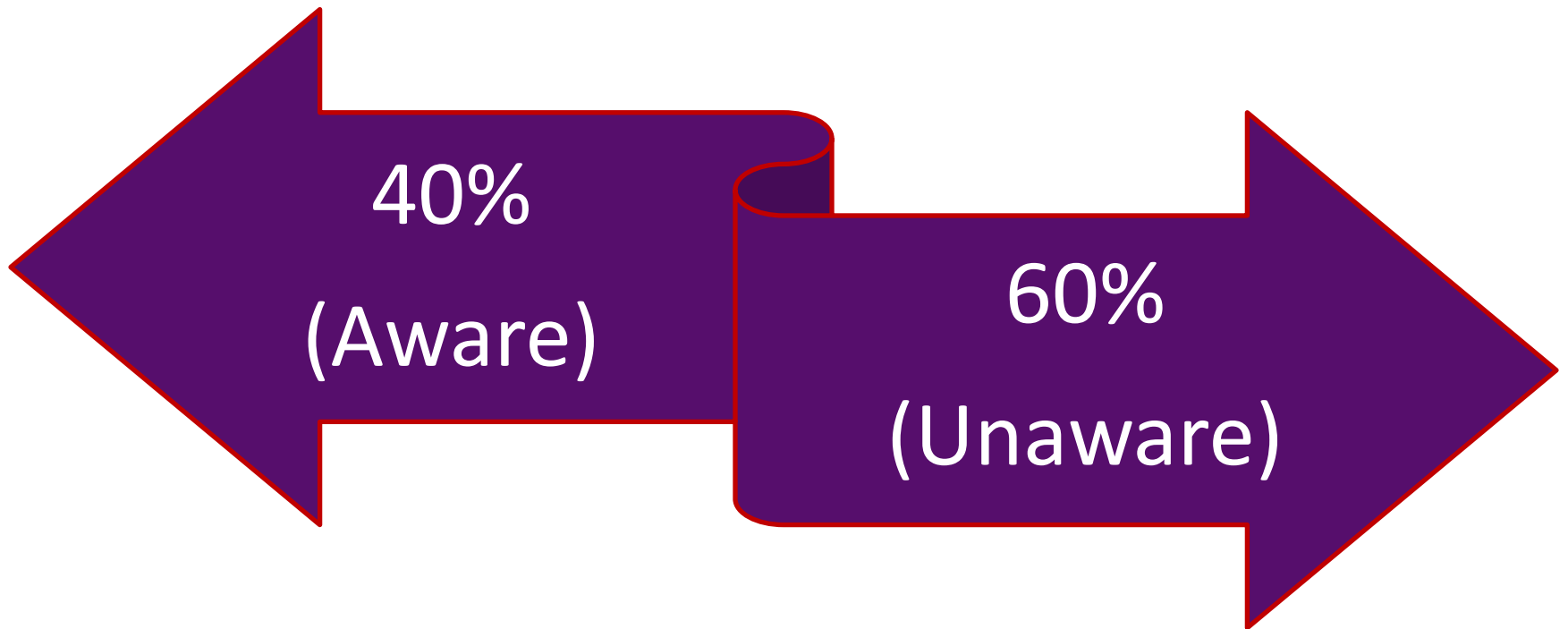
• 70%



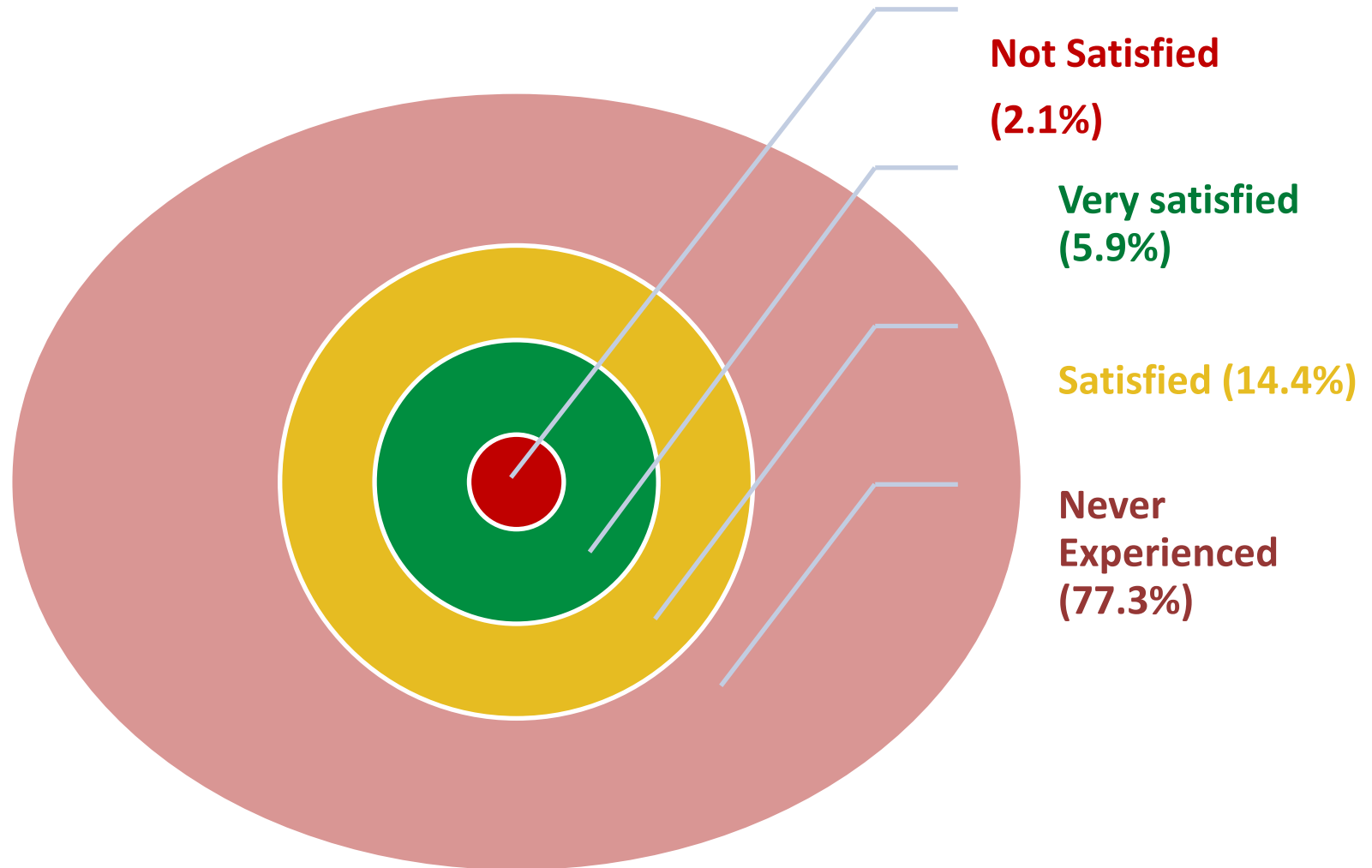
Females

• 30%

BRAND AWARENESS OF GMC HOSPITALS



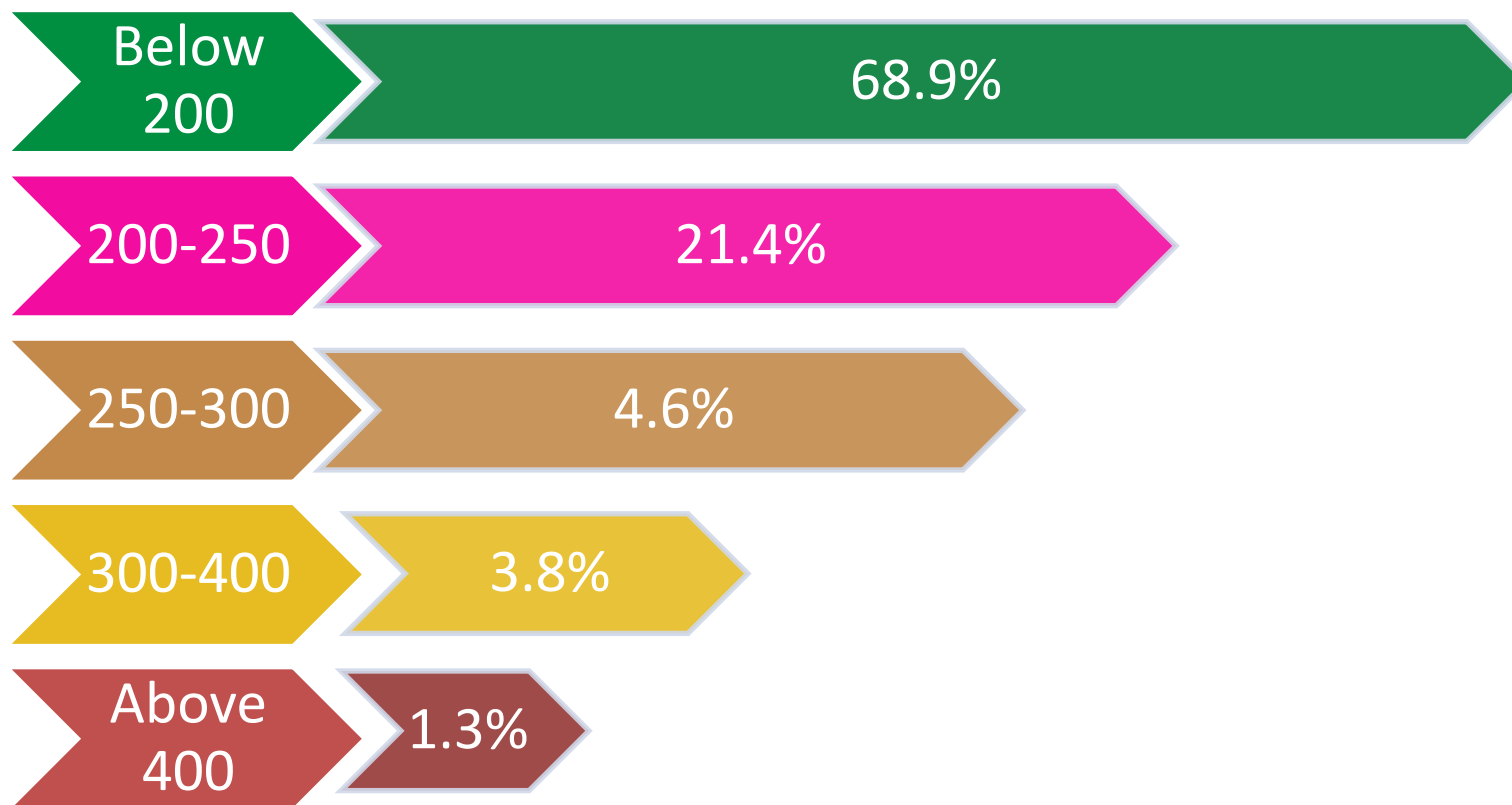
SATISFACTION WITH GMCH SERVICES



AWARENESS OF GMC HOSPITAL DUBAI

Aware	40 %
Not Aware	60 %

CONSULTATION CHARGES FOR A SPECIALIST DOCTOR



SOURCE OF INFORMATION

(Multiple Responses)

Internet	43.2 %
Friends & Relatives	25.2 %
Doctors	20.5 %
Newspapers	13.2%
Radio	7.5 %
Health Magazines	3.8 %

PREFERRED NATIONALITY OF DOCTOR



Indian 64.3%



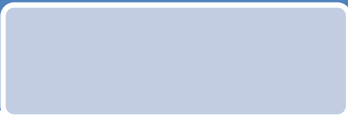
No Preference 25.1%



Arabic 3.2%



Philippine 1.9%



Others 0.8%



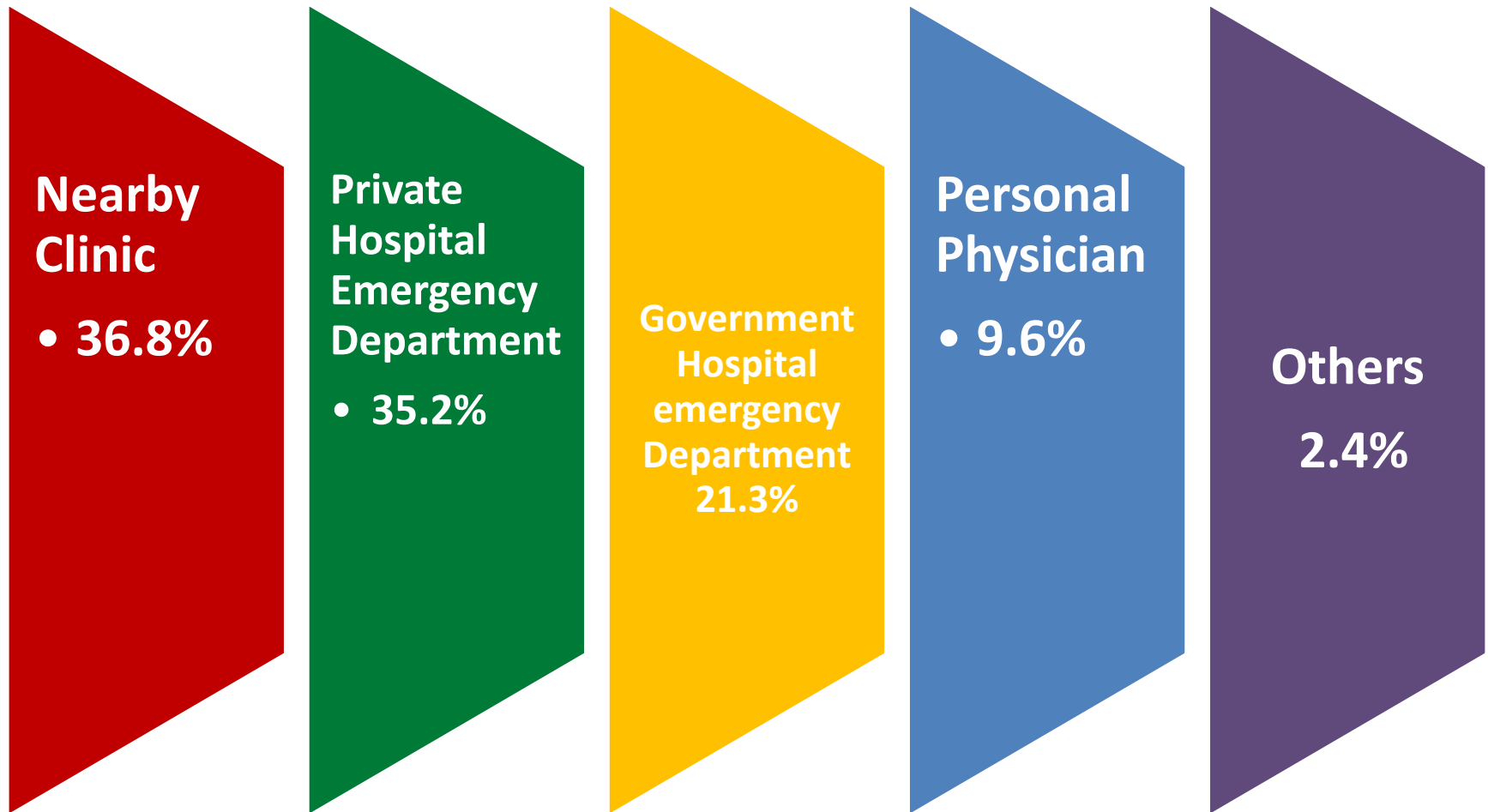
Bangladeshi 0.3%

PREFERRED LANGUAGE OF DOCTOR

(Multiple Responses)

English	68.8 %
Hindi	23.5 %
Malayalam	18.4 %
Arabic	5.3 %
Urdu	5.0 %
Others	4.3 %
Philippine	2.5 %
Bangla	0.8 %

PREFERENCE IN EMERGENCY



OTHER INFORMATION GATHERED

- Majority of respondents currently visit **NMC** Hospital, **Zulekha** Hospital, and **Dubai** Hospital
- People confuse **GMC Hospital** with **GMC Poly-Clinic** located at **Al Bada**
- Comments of Respondents—
 - “GMC Prices keep changing very frequently”
 - “Why did you revise prices three times in a year”
 - “I was not treated well for eye allergy that I got after treatment at GMC Hospital”

Comments of Respondents -

“Your OBG department is very good”

“Indian doctors are very professional and have very good clinical skills”

“Irani doctors are not good”

“I want information related to new job opening in GMC Hospitals”

“I want a well experienced doctor”

“Willing to go to GMC hospital”

“I got my delivery done at GMC Hospital Ajman....am very happy with the service”

CONCLUSION

- First thing that becomes clear from this exercise is that Gulf Medical College Hospitals is a not a very known brand in the area. Awareness needs to be generated among the masses regarding GMC Hospitals and its latest venture, that is, upcoming Gulf Medical College Hospital in Al Qusais area of Dubai.
- Secondly, more than three fourths of all people surveyed never actually experienced the services of GMC Hospitals. But, amongst those who had an experience of our services, nearly 10 percent were not satisfied by the services. This indicates that besides marketing, operational aspects of hospital services need to be improved for better patient satisfaction.

CONCLUSION

- Thirdly, the consultation charges that people are paying currently for a specialist in Dubai are in the range of 200-250 AED, in case of self-paying patients. We have further corroborated this finding by doing a 'Price Study' of hospitals in Dubai. In case of Insured patients, the co-payment part of charges is Below 200 AED (mostly being 30 to 50 AED).
- Fourthly, it can be concluded that Indian Doctors who communicate with patients in English are most preferred by our prospective patients. Knowledge of Hindi, Arabic or Malayalam is an added advantage.

CONCLUSION

- Moreover, Internet is the most important source of information on medical treatment. This is followed by 'Doctors' and 'Friends and Relatives'. We need to focus on these three areas for effective Hospital Marketing Communication.
- *An Impressive Interactive Website, Referral Marketing and Offers & Events targeting friends and relatives of existing patients are important for marketing of our new hospital in Dubai.*

- Lastly, results indicate that most preferred choice of medical facility in an emergency is 'Private Hospital Emergency Department' and second is 'Nearby Clinic'. This presents us with an **opportunity to market 24-7 Medical Emergency Services.** Also, we need to emphasise more and more on **Referral Marketing at nearby clinics of Al Qusais area to bring in more and more new patients to our hospital.**

MARKETING STRATEGIES

MARKETING STRATEGIES

- Above the Line Marketing
- Below the Line Marketing
- Through the Line Marketing
- Gifting Health to Friends and Relatives
- Take Care Cards
- Health @ Coffee Table
- Patient Involvement Activities
- Loyalty Cards
- Differentiated Marketing
- Quality-Academics Association
- GMC Mascot
- Dentist of Star

