

JAYPEE HOSPITAL, NOIDA



Scope of the Study and Objectives



Scope of the Study:-

Identifying and developing marketing strategies for indirect customers.

Objectives :-

- To study the existing facilities/services of the hospital
- To identify indirect customers of the hospital
- To study the expectations and complaints of indirect customers
- To study the existing marketing strategy of the hospital for indirect customers
- To suggest various marketing strategies for indirect customers

Identification of Indirect Customers :-

Indirect customers are all those stakeholders or potential customers viz.. Suppliers, patient's attendants, visitors of the hospital, mass media, referral doctors, employees of the hospital etc that generate revenue or create brand image and earn benefit indirectly.

Methodology and Data Collection



- The study was explorative in nature which included a systemic design, collection analysis and reporting of data and finding relevance to a specific marketing situation.
- **Primary Data Collection**
 - Questionnaire-customer perspective
 - Informal discussions
 - Direct observation
 - In-depth interviews
- **Secondary Data Collection**
 - Internal records of marketing department
 - Studies related to the topic conducted in this hospital
 - Macro data on hospital marketing, healthcare scenario and need of hospital marketing was collected from literature review, net-based information and marketing department of the hospital.

SAMPLE SIZE



- A sample size of 50 was taken from each category of indirect customers (TOTAL-150)

S. No.	Category of respondent	Sample size
1	Patient's Attendants	50
2	Employees of the hospital	50
3	Corporate Clients	50
Total		150

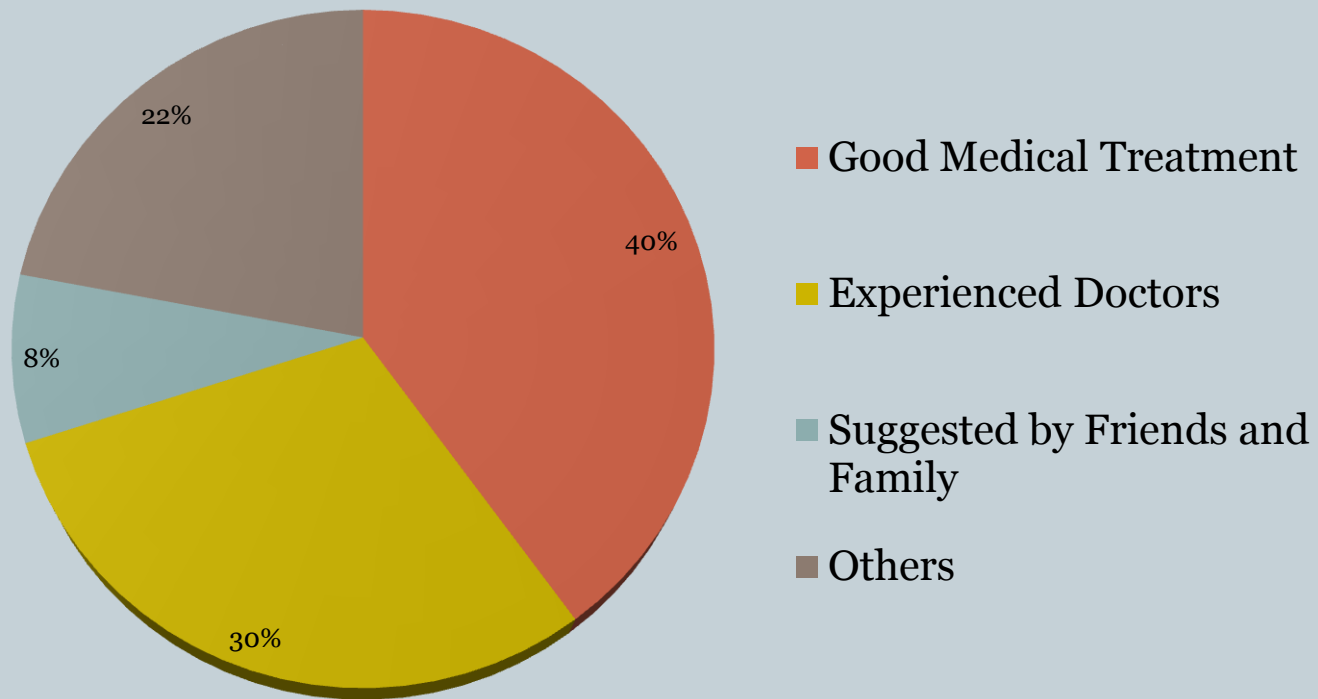
This study focuses on the following three groups of indirect customers depending upon the requirement of the hospital :-

- Patient's attendants (family members, friends , other relatives)
- Employees of the hospital (clinical and non-clinical staff, front office and administration staff)
- Corporate clients (suppliers, insurance companies, mass media etc)

Findings from Patient's Attendants

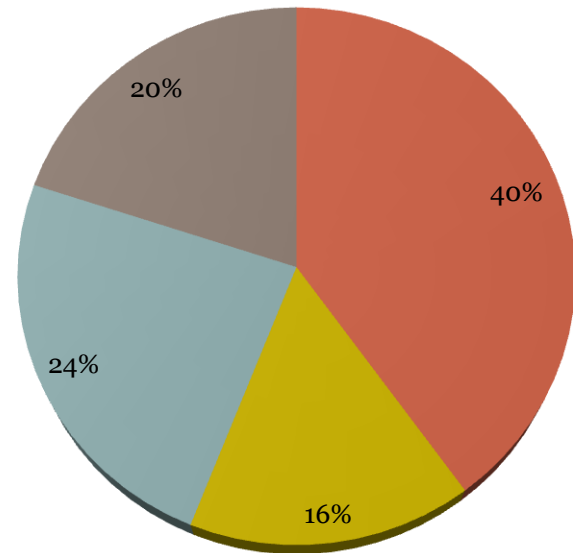


Reason for choosing Jaypee Hospital :



Awareness Regarding the Hospital

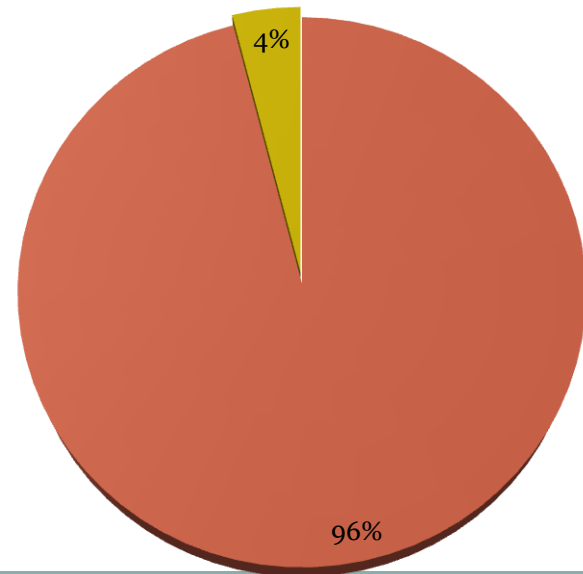
- Health Camps
- Friends and Relatives
- General Practitioners
- Others



Behavior of the Service Provider

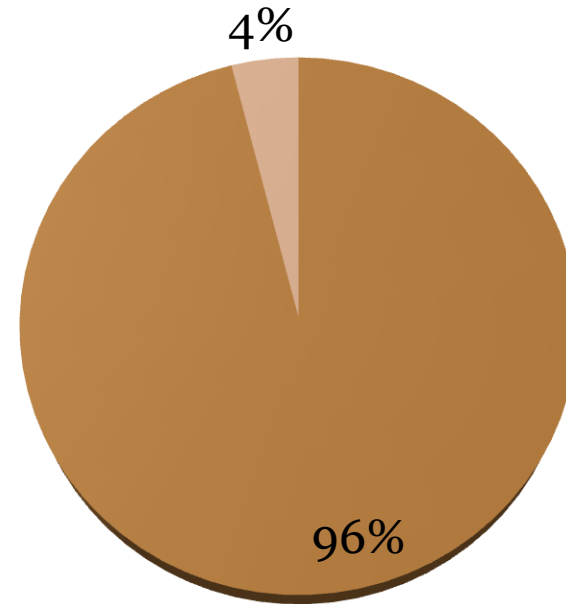
- Satisfied with the behavior of the front desk, lab technician, pharmacist, admission and cash officer, security and management personnel
- Nurses impolite and lack professionalism

- Consultant Behaviour Satisfaction
- Needs Improvement



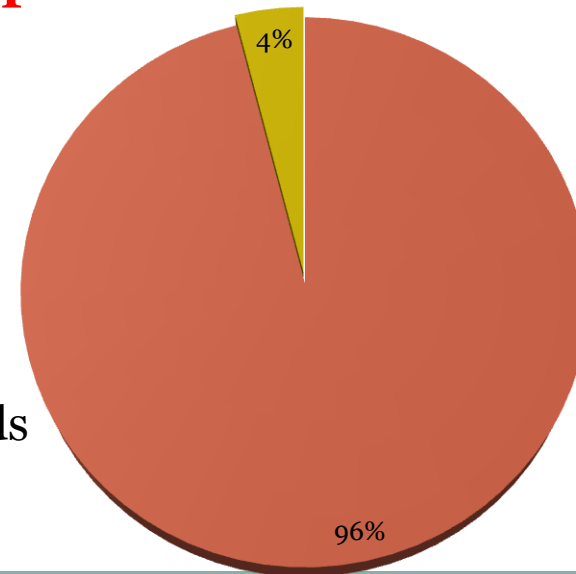
Satisfaction Level of Cleanliness

- Satisfied
- Needs Improvement



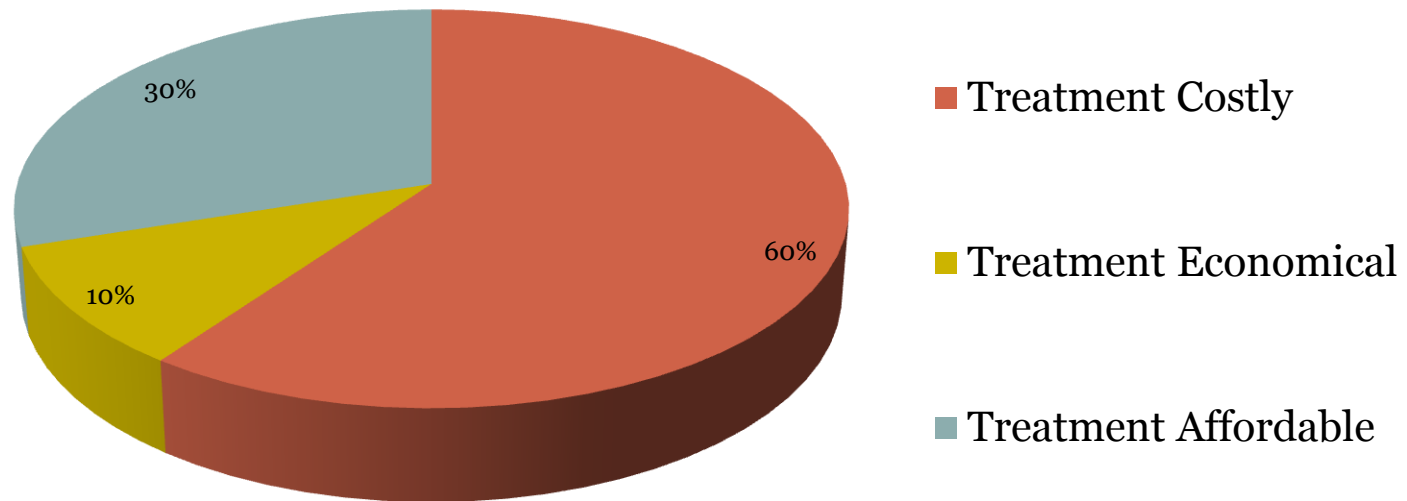
Satisfaction Level Towards Promptness of Service Provider

- Satisfactied
- Dissatisfied



Admission and discharge process time needs to be speeded up.

Satisfaction regarding overall quality and cost of treatment



Appreciation registered for quality treatment

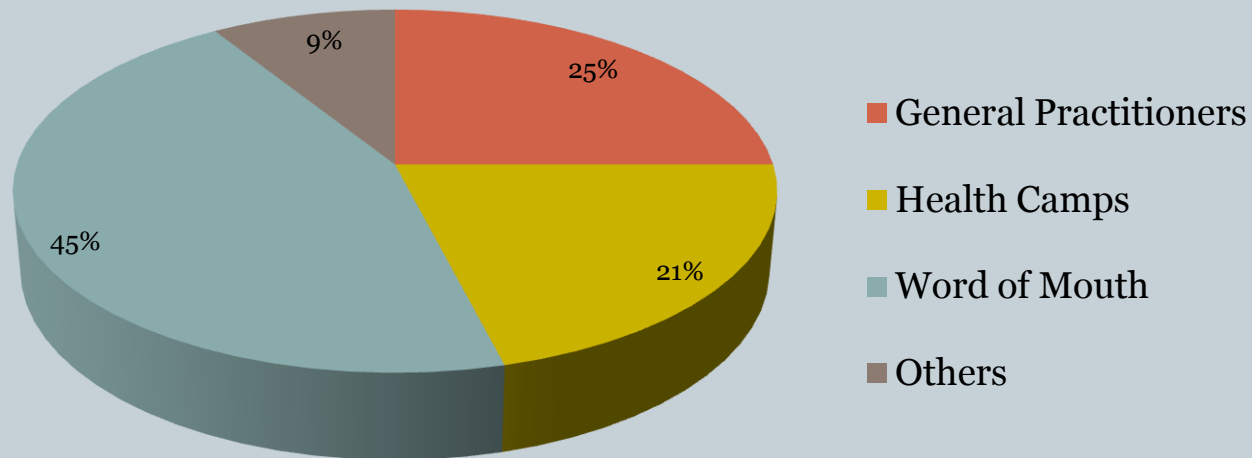
Findings from Hospital Employees



Satisfaction regarding overall medical treatment of the hospital

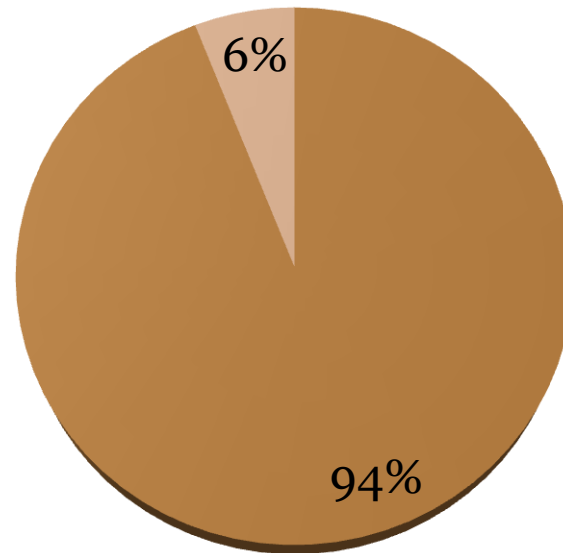
Employees showed satisfaction regarding consultant skills and medical treatment.

Perception regarding effective mode of service promotion



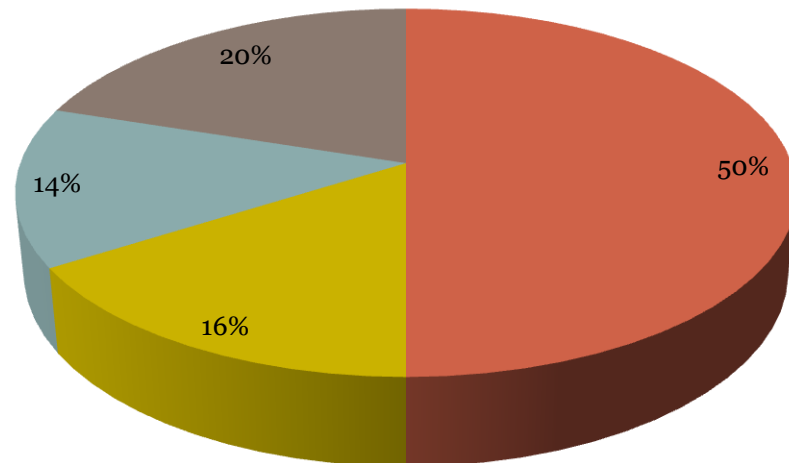
Willingness for recommending neighbours /friends to the hospital

- Willing to Recommend
- Sometimes Recommend



Employees suggestions in improvement of hospital services

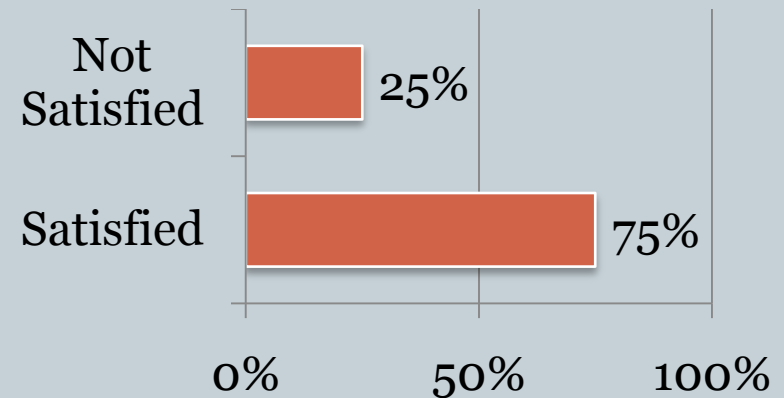
- Nursing Service
- Discharge and Admission Process
- Consultant Punctuality
- Others



Findings from Corporate Clients

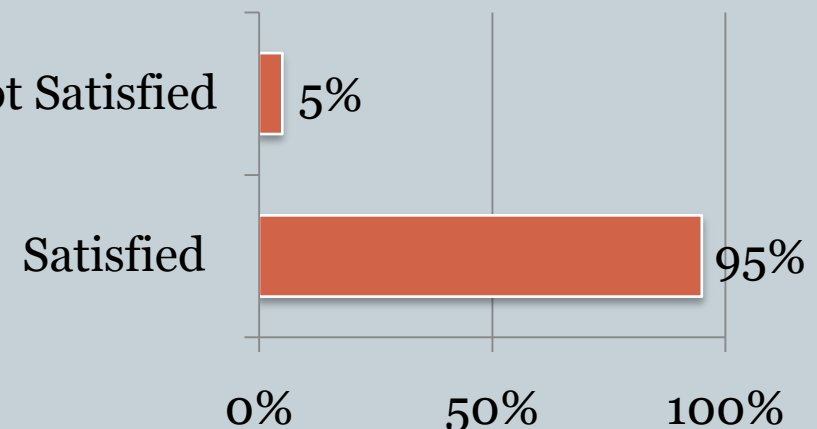
Behavior of Service Provider :

- Satisfied with the behavior of consultants and other staff.
- Dissatisfaction regarding availability of doctors and treatment prescribed.



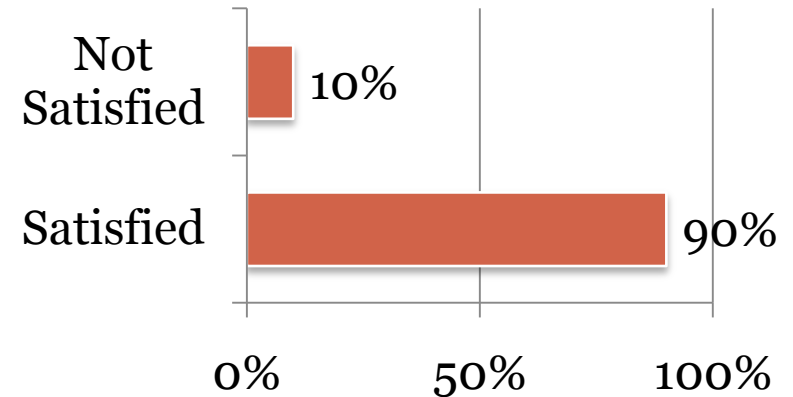
Satisfaction Regarding Waiting Area :

- Satisfied with cleanliness, drinking water and toilet.
- Dissatisfied with lack of T.V.s , magazines and newspapers .



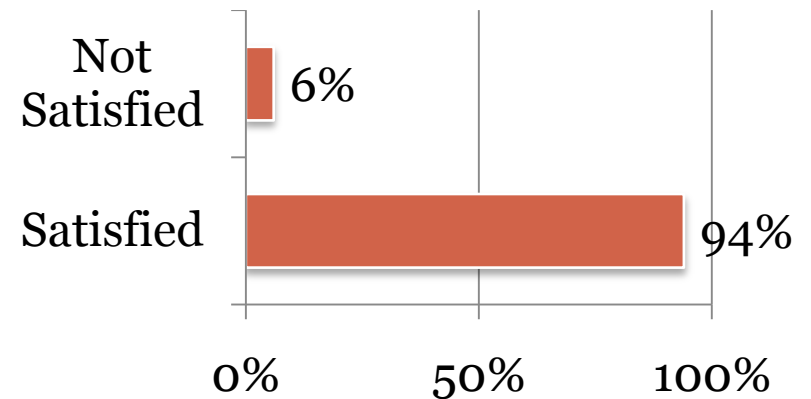
Satisfaction regarding promptness of staff in rendering overall service

Dissatisfaction regarding time consuming admission and discharge process.



Satisfaction regarding medical treatment

- Appreciated the experience and skill of consultants.
- Dissatisfaction regarding non adherence of consultants towards punctuality.



Marketing Strategy of Jaypee Hospital



Marketing strategy revolves around health care facilities being offered and expectations of customers.

Marketing Tools presently being used by Jaypee Hospital

- Organizing stalls by participating in health fairs, seminars and workshops
- Organizing free health check-ups
- Displaying hoarding, billboards at various strategic locations of the city and nearby places
- Tie-ups with corporate bodies
- Advertisement in newspapers, website
- Referrals by general practitioners

Suggestions for Improvement

Suggestions for patient's attendants

- Admission and discharge process time need to be reduced if it is increasing what has been mentioned in hospital SOP and incase discharge time taken and the discharge time mentioned in the hospital SOP are same so in that case patient's attendants can be educated
- Bundle pricing and positioning for value for money should be done
- Since cleanliness of the hospital was highly appreciated so it should be highlighted in promotional messages
- At the time of induction nursing staff should be well trained and educated regarding their role in the hospital and also their role towards the patient's and their attendants

Suggestions for employees of the hospital

- since high satisfaction was shown towards skills of the consultants and treatment provided by them, so the consultants can be made brand ambassadors for hospital marketing.
- Since word of mouth method emerged to be the most effective mode of service promotion so more social media techniques, audio-visual aids etc should be used to promote hospital marketing

Suggestions for corporate clients

- More recreational facilities like tv, magazines, newspapers should be available at different locations in the hospital
- Internal system should be strengthened to ensure punctuality of the consultants
- Since questions regarding treatment provided by the consultants were raised, so deeper analysis should be done to find out the issues involved.

Conclusion



- ❖ Along with the motto of “healthcare as a social service”, commercial marketing, promotion and profitable pricing also need to be looked into to make running of a hospital a viable proposition.
- ❖ The increasing corporatization of the hospital groups, promotion of medical tourism and increasing consumerism within the industry has proved to be a blessing in disguise for healthcare organizations.
- ❖ Increase in the number of private players has led to healthy competition within the industry. This in turn has propelled hospitals to market their services aggressively.
- ❖ An aggressive marketing approach is the road map to a well thought –out brand building activity.



THANK YOU