

DISSERTATION PROJECT PRESENTATION

Dr. Nida Siddique

Management Trainee
Department of Marketing
GMC Hospital Ajman

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Gulf Medical University , Ajman UAE



مستشفى جي إم سي
GMC HOSPITAL
HEALTHCARE • EDUCATION • RESEARCH



DIPSTICK STUDY AT ANSAR MALL 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.**

Research Questions

- 1. What is the level of brand awareness and satisfaction from the services of Gulf Medical College Hospitals among people at Ansar Mall of Al Quasais area of Dubai?
- 2. What is 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 at Ansar mall of Al Quasais area of Dubai?
- 3. What is the preference for language and nationality of treating Doctor, among people at Ansar Mall of Al Quasais area of Dubai?

OBJECTIVES

- 1. To determine the level of awareness and satisfaction from the services of Gulf Medical College Hospitals among people at Ansar Mall of Al Qusais area of Dubai.
- 2. 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 at Ansar mall of Al Qusais area of Dubai.
- 3. To determine the preference for language and nationality of treating Doctor, among people at Ansar Mall of Al Qusais area of Dubai.

METHODOLOGY

Type of Study: Cross-Sectional Dipstick study

Study Group: General Public at Ansar Mall, Sharjah in Al Quasis Area of Dubai.

Survey Tool – Semi Structured Questionnaire

Sample size – 487

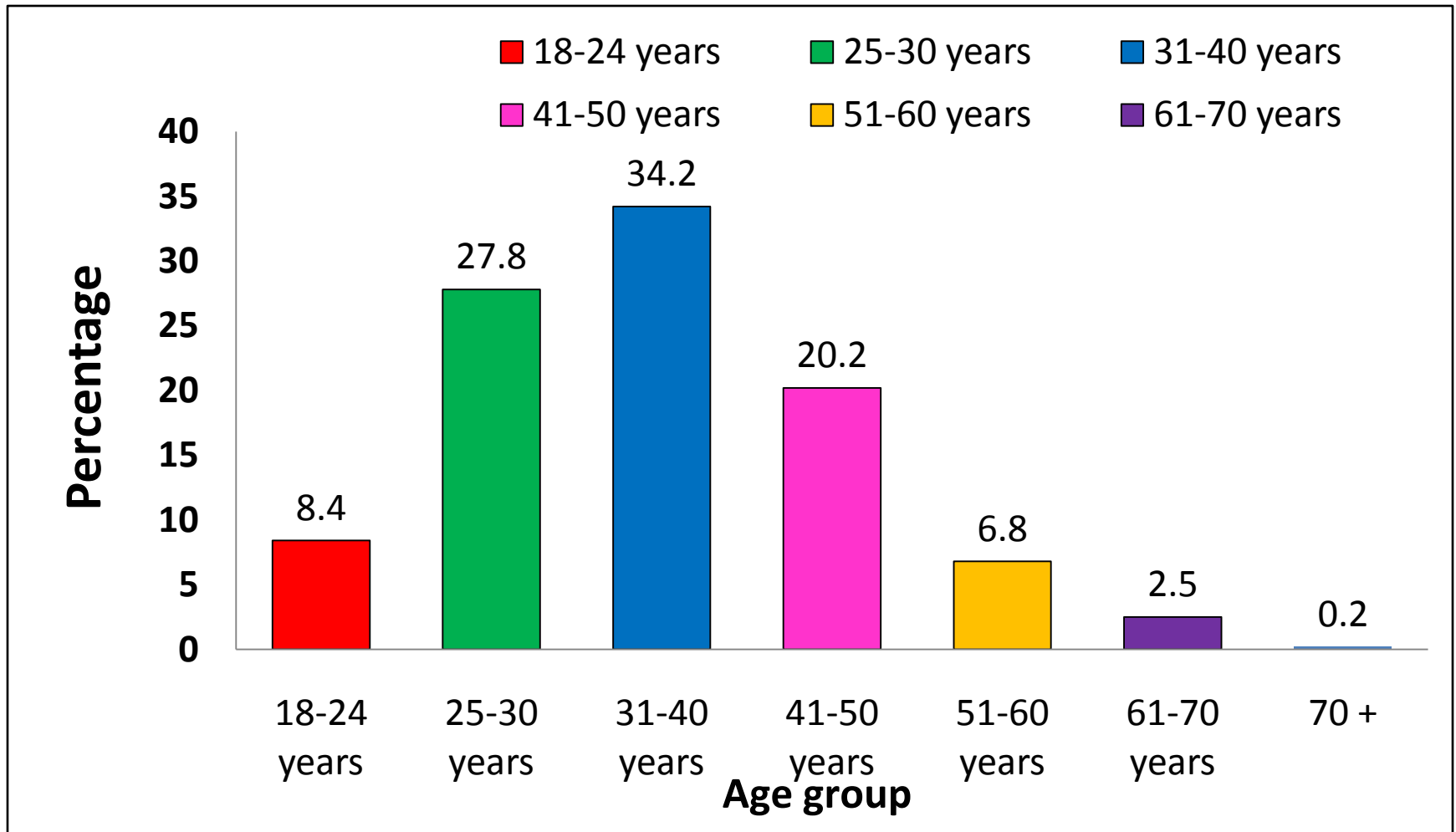
Survey Sites – Ansar Mall (487), Sharjah in Al Quasis area of DUBAI

Study Duration 1st April – 13th May 2014

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

FINDINGS

DEMOGRAPHIC PROFILE OF RESPONDENTS (AGE-GROUPS)



DEMOGRAPHIC PROFILE OF RESPONDENTS (GENDER)

Males

- 55 %

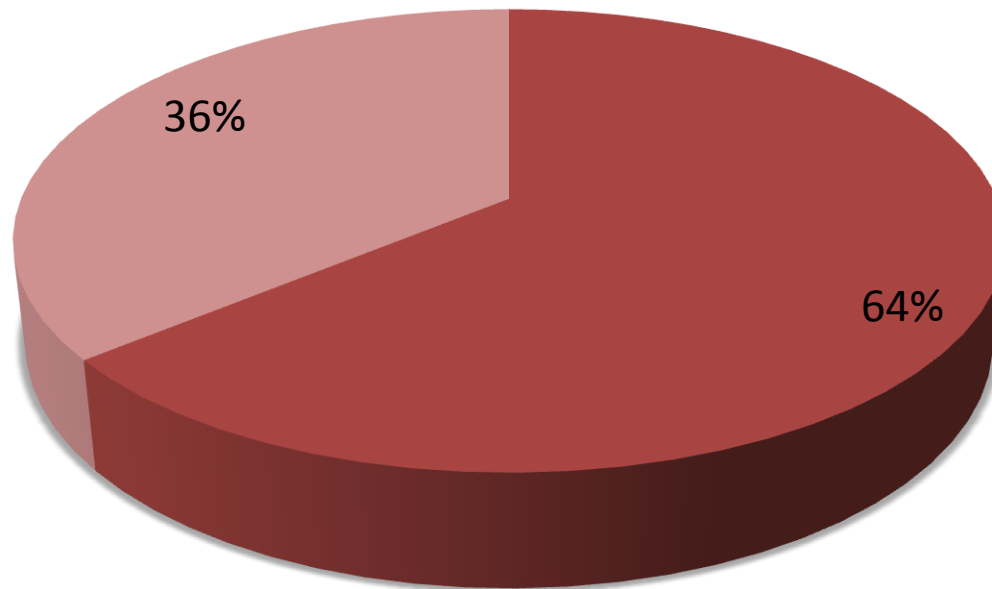
Females

- 45%

BRAND AWARENESS OF GMC HOSPITALS

Percent of responses

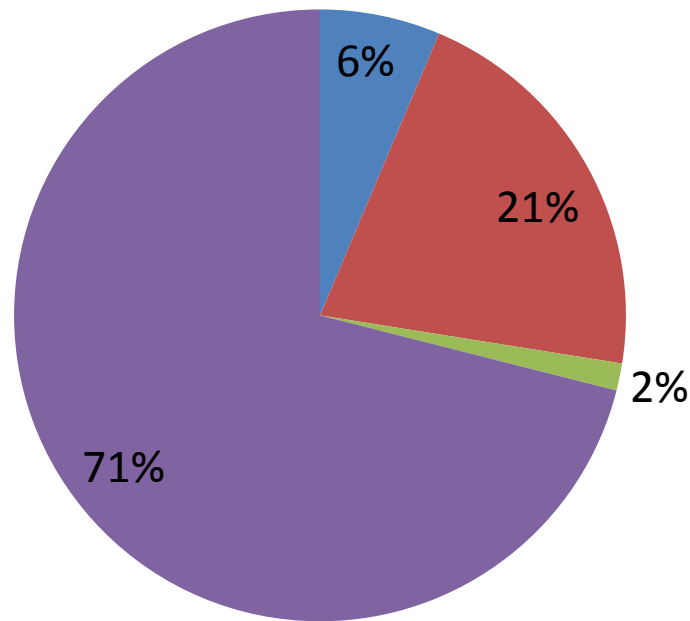
■ Aware ■ Unaware



SATISFACTION WITH GMC HOSPITAL SERVICES

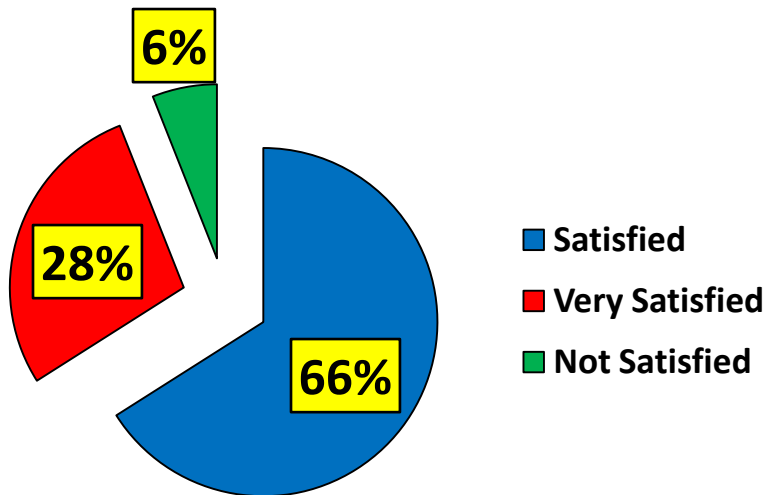
Percent Responses

■ Very Satisfied ■ Satisfied ■ Not Satisfied ■ Never Experienced

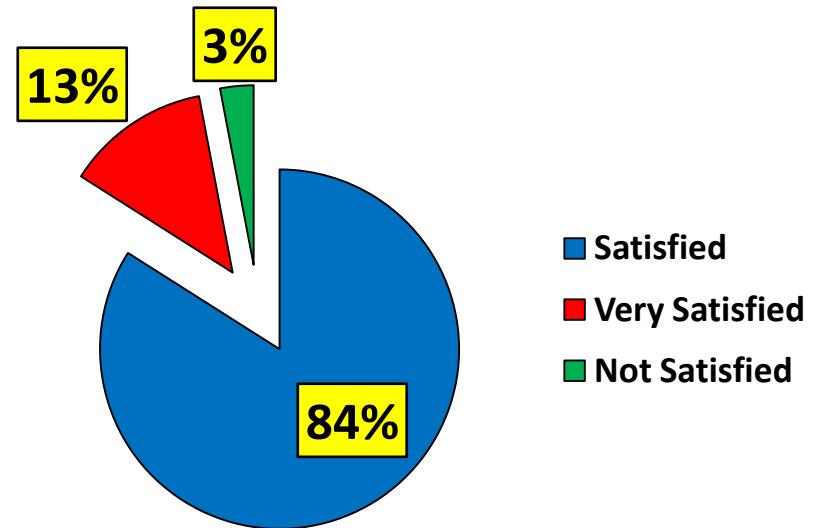


Q2 SATISFACTION WITH GMC HOSPITAL SERVICES

Total sample with GMC experience=141



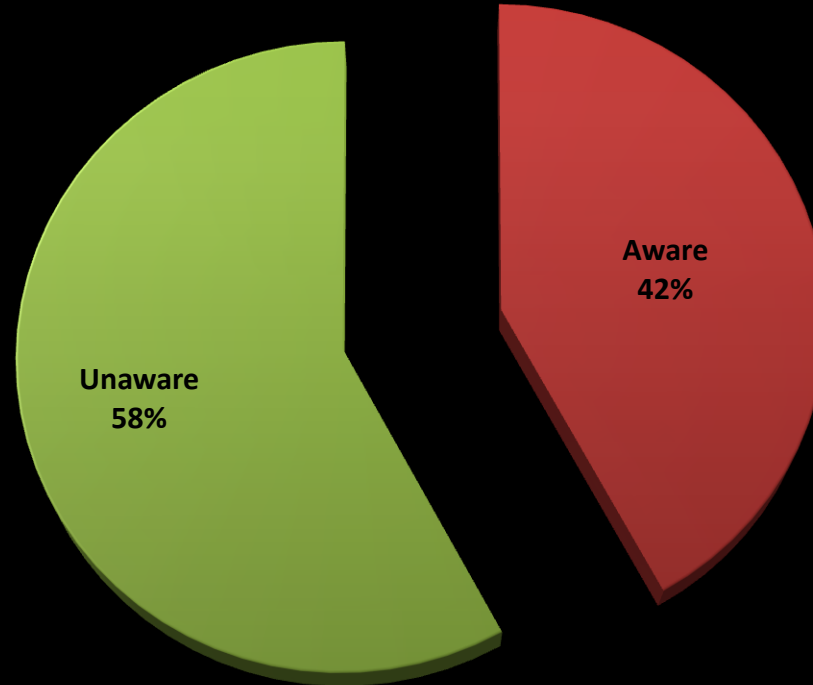
Males



Females

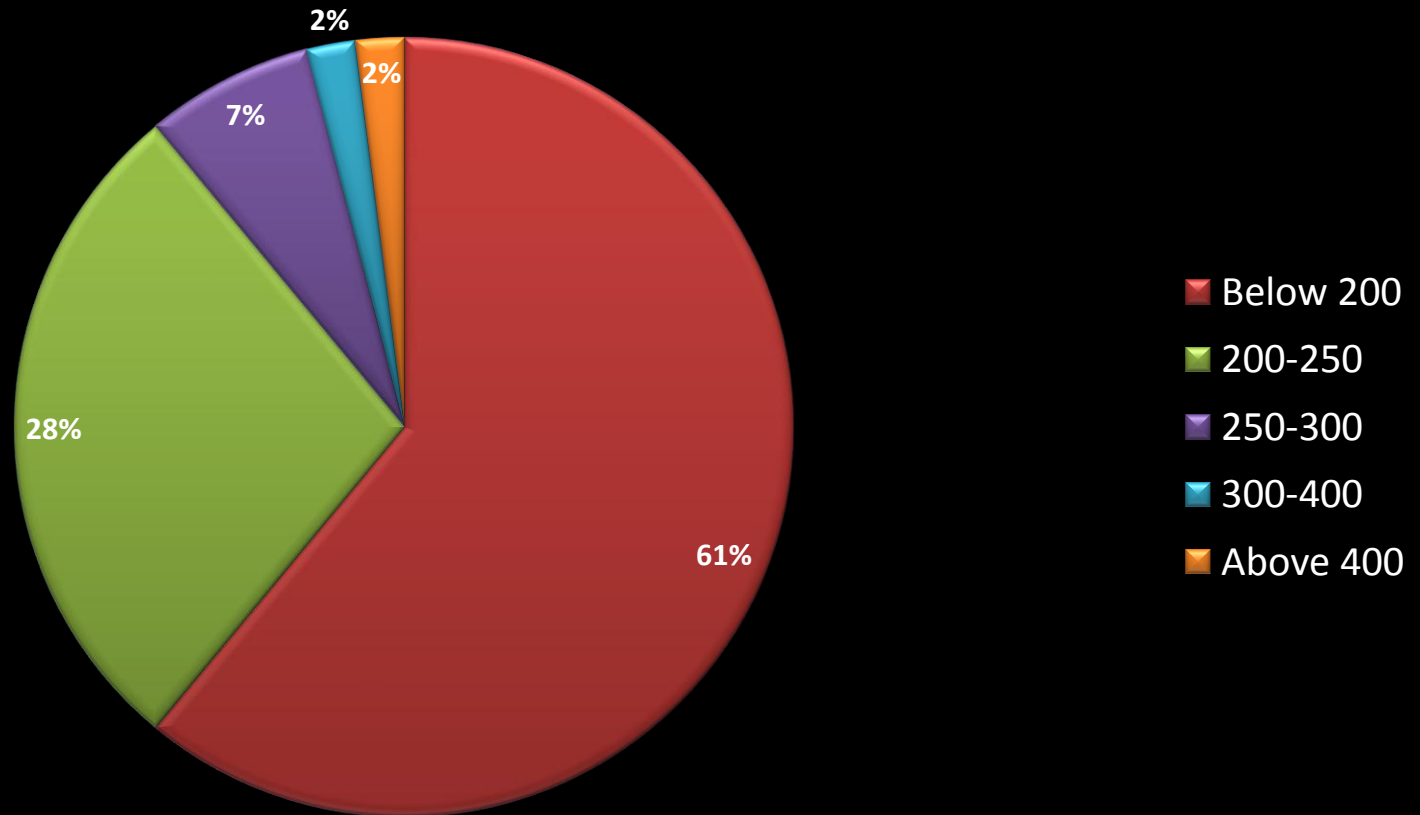
Q3 AWARENESS OF GMC HOSPITAL DUBAI

Ansar Mall

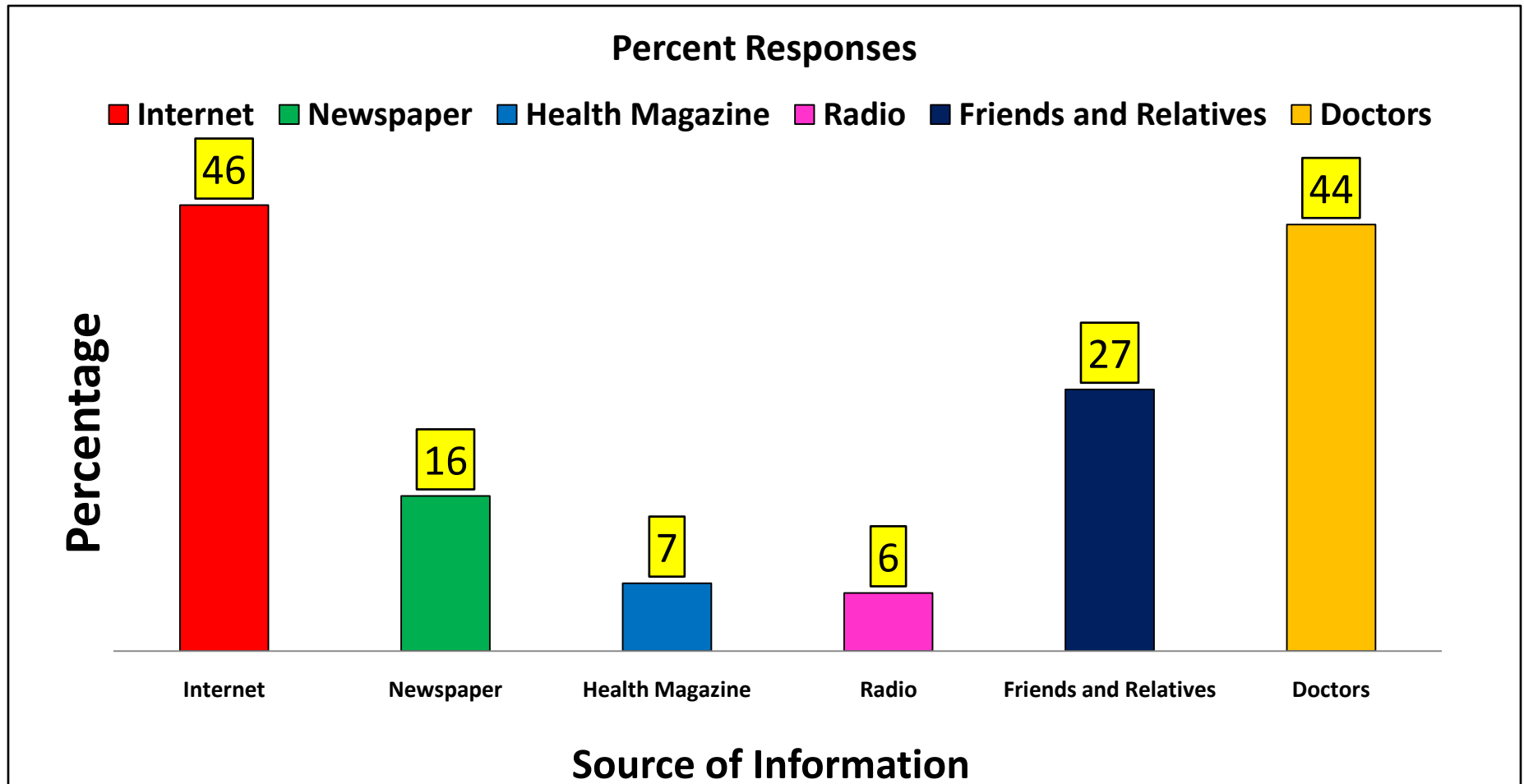


Q4 CONSULTATION CHARGES FOR SPECIALIST

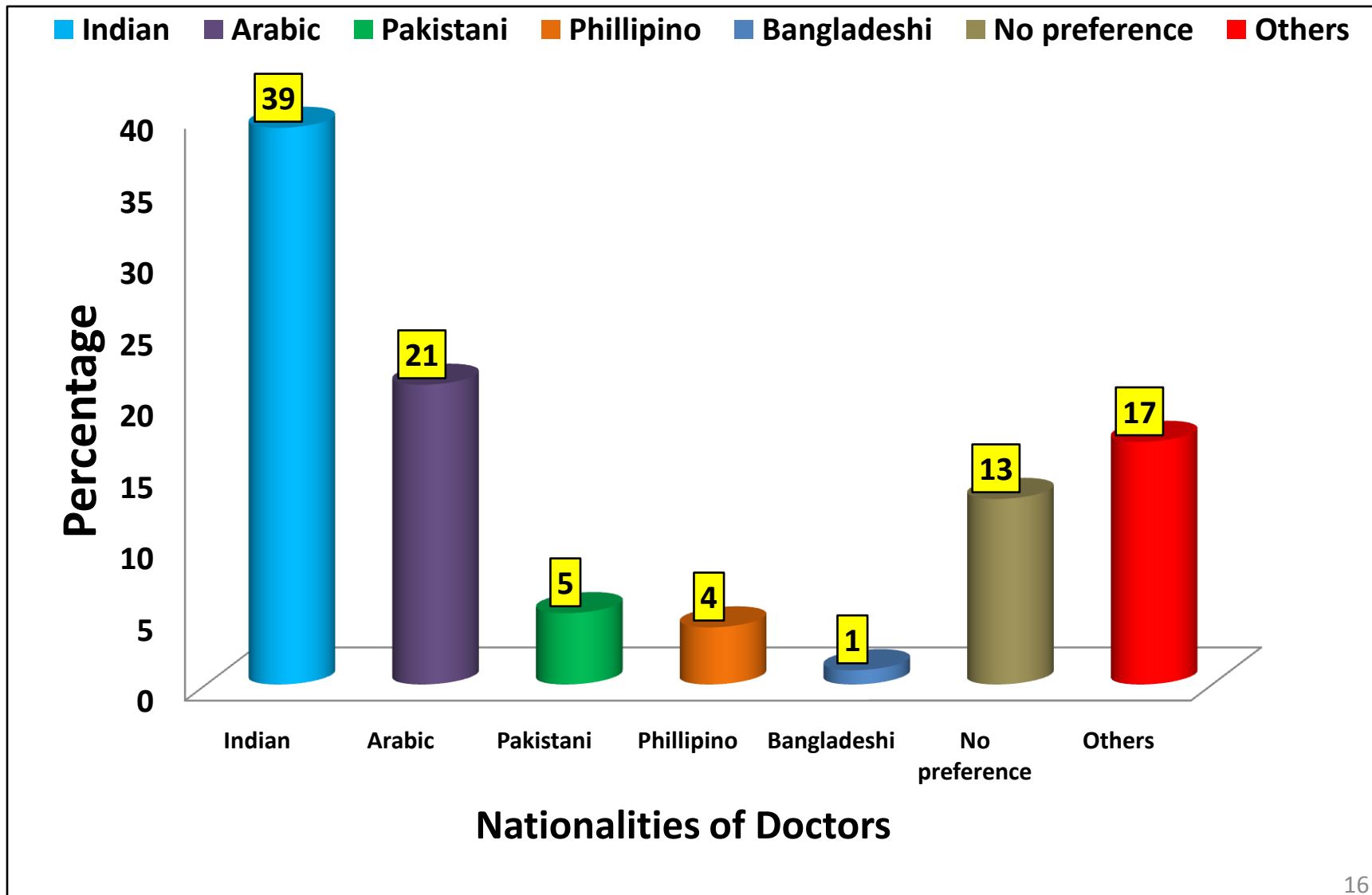
Ansar Mall



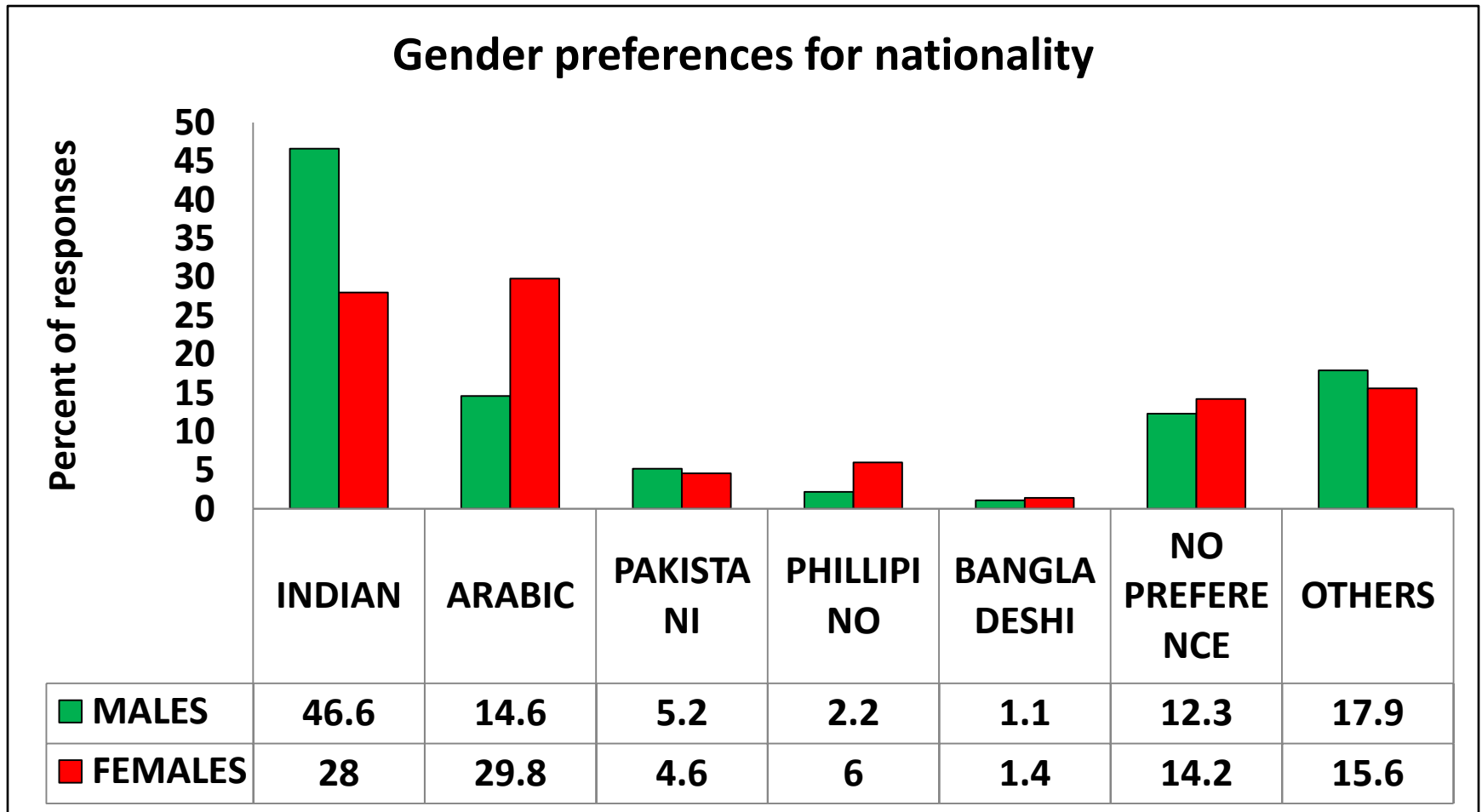
Q5 SOURCE OF INFORMATION ABOUT MEDICAL TREATMENT (PERCENTAGES)



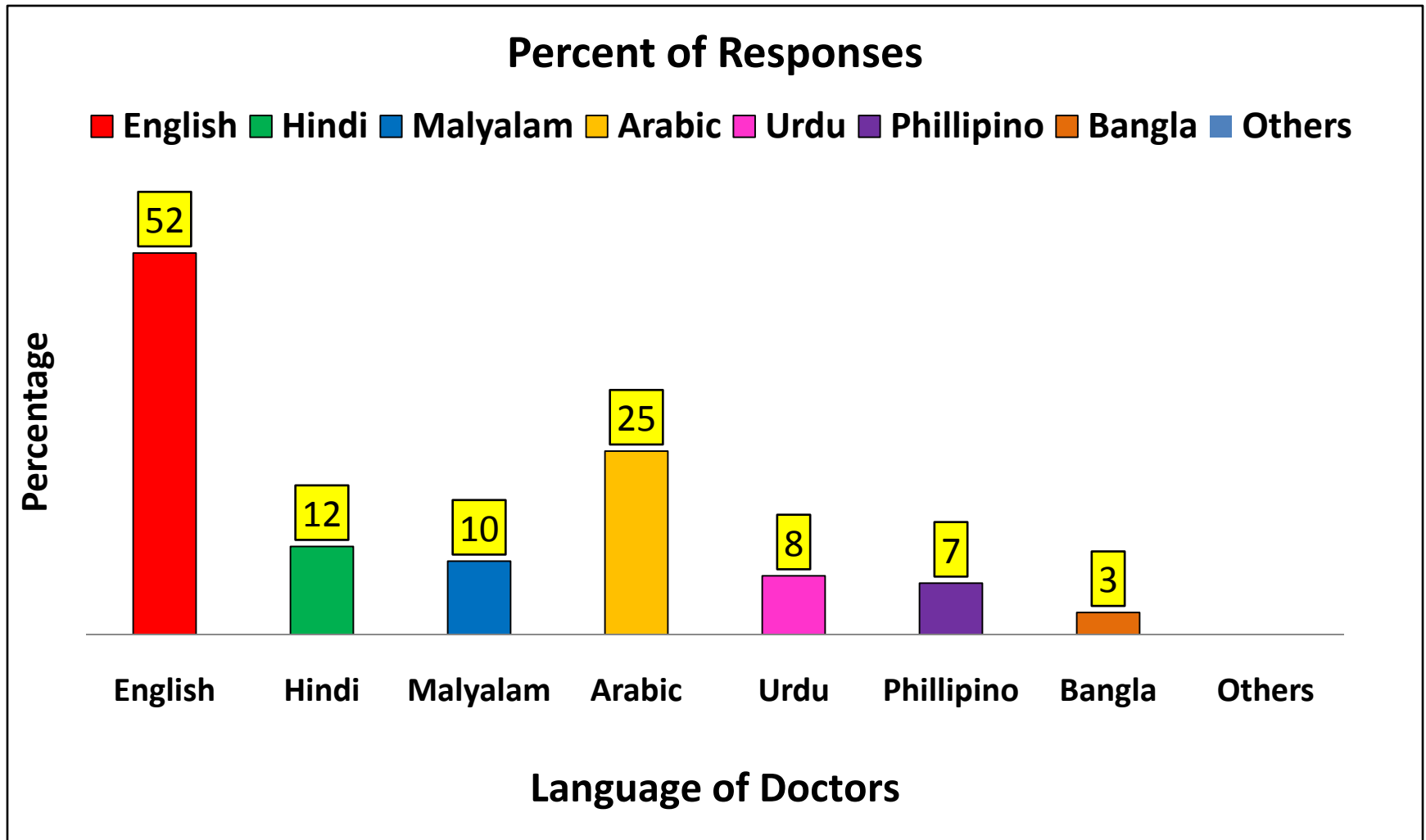
Q6 PREFERRED NATIONALITY OF DOCTOR



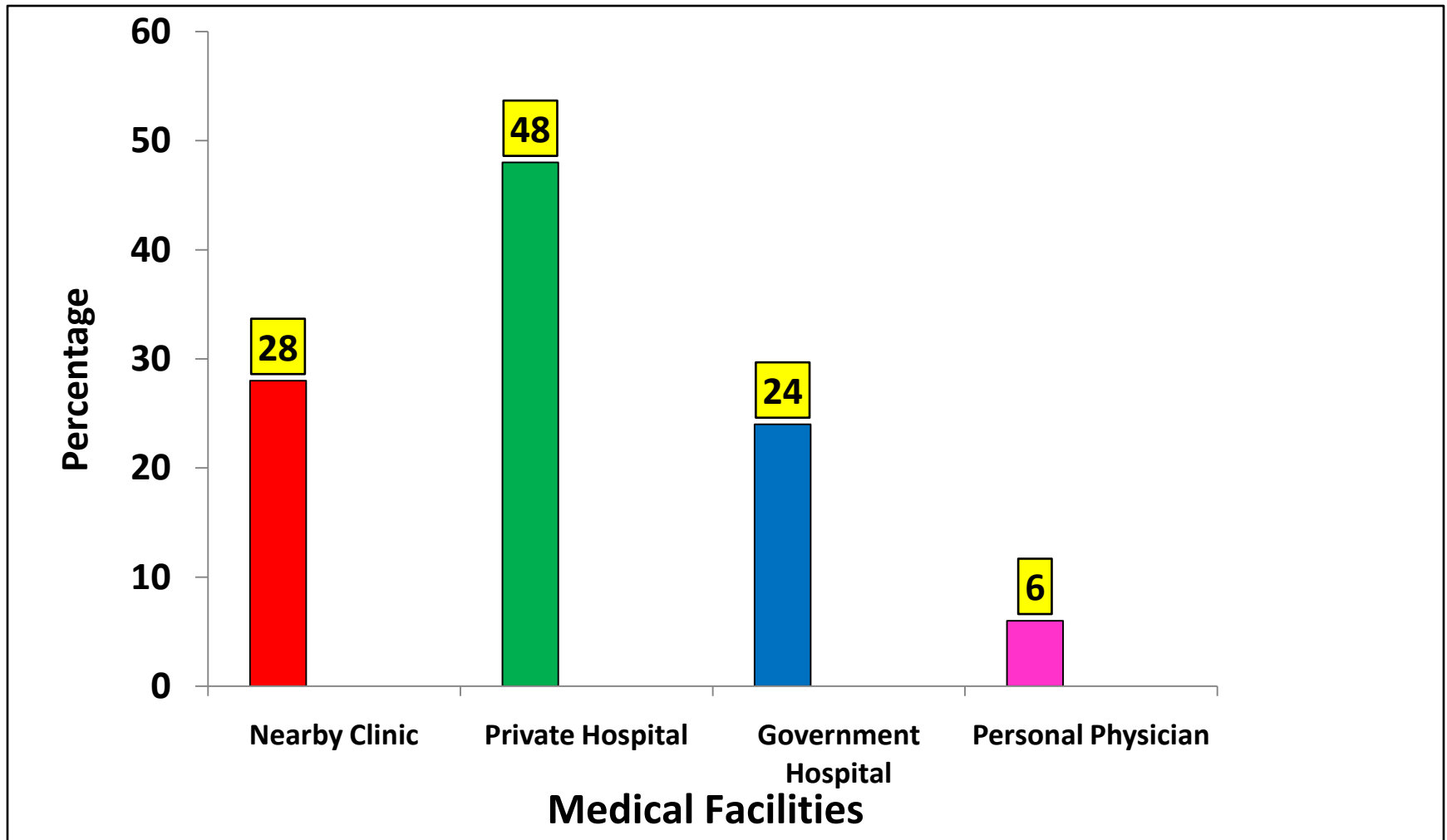
Q6 PREFERRED NATIONALITY OF DOCTOR



Q6 PREFERRED LANGUAGE OF DOCTOR (PERCENTAGES)



Q7 PREFERRED MEDICAL FACILITY 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”

“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

- Gulf Medical College Hospitals is a known brand in Dubai. But, awareness needs to be generated among the masses regarding its latest venture, that is, upcoming Gulf Medical College Hospital in Al Qusais area of Dubai.
- 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).

CONCLUSION

- 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.
- Fourthly, 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.*

CONCLUSION

- 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
- Take Care Cards
- Health @ Coffee Table
- Patient Involvement Activities
- Loyalty Cards
- Differentiated Marketing
- Quality-Academics Association
- GMC Mascot
- Dentist of Star

ACADEMICS-QUALITY ASSOCIATION



MANDATORY HEALTH INSURANCE IN DUBAI

- Economical Packaging of services might not prove to be highly effective in a market where everyone is insured
- We have to emphasize on Quality of Care in our Marketing Campaign
- How do we emphasize on Quality while currently not been Accredited in Dubai ?
- Healthcare Marketing Studies have shown that People associate Academics with Quality
- GMU is an established Brand in Medical Academics. We should utilize this peculiarity of ours for Emphasizing Quality of Care provided by us
- This will also differentiate us from our competitors that are not associated with any Academic Institution

QUALITY ASSURED BY GULF MEDICAL UNIVERSITY



It is an 'Assurance' and not 'Certification' or 'Accreditation'

All promotional and advertising materials would carry this message

Brand Value of Gulf Medical University can be utilized by co-branding with Gulf Medical College Hospital Dubai

EXTENSION OF IDEA - ENDORSEMENTS



“The Treatment and Care being provided at Gulf Medical College Hospital Dubai conforms to the highest standards of Quality, Service and Patient Safety. Patients receive World Class Treatment with finest of Results creating highest levels of Patient Satisfaction”

Dr. XYZ
Dean
College of Dentistry
Gulf Medical University

EXTENSION OF IDEA – CENTRE FOR EXCELLENCE

Gulf Medical College proudly presents

Centre for Excellence in Cancer Treatment and Research

At Gulf Medical College Hospital Dubai

Offering World Class Care for Cancer Patients reinforced with Academic Excellence

AT OUR '*CENTRE FOR EXCELLENCE*' WE OFFER YOU....

- Excellent clinical team that is dedicated towards human healthcare
- State-of-art infrastructure and best medi-care services
- Usage of clinical pathways for best possible results
- Focus based on research and medical study
- Excellence in specialties and other allied services
- Special stress on quality management
- Emphasis on academic excellence
- Standardization and tracking of best practices

EXTENSION OF IDEA - ENDORSEMENTS



"We Endorse....Gulf Medical College Hospitalfor World Class Treatment, Patient Safety and Service"

**Cancer Care Team
Centre for Excellence in Cancer Care
Gulf Medical Centre Hospital Dubai**

‘PATIENT GUIDE’ ON HOSPITAL WEBSITE

- Data Protection
- Map of the Hospital
- Your Privacy and Dignity
- My Hospital Stay
- About My Consultant
- Consultant treatment outcomes
- Getting Here and Car Parking
- Wards

‘PATIENT GUIDE’ ON HOSPITAL WEBSITE

- Departments
- Facilities
- Staff
- Complaints
- Patient Information
- Translation Services
- Maternity
- Blood Donation

PATIENT STORY



ORTHOPAEDIC
CARE MADE
HER BETTER.



WITHAM ORTHOPAEDIC ASSOCIATES

Call 765.485.8790 for a consultation, or check out mywitham.com/Kaitlynn to watch Kaitlynn's story.

PERSONALIZED CARE MADE HER HAPPY.

Kaitlynn likes basketball. Loves it, actually. And there's nothing that can keep this gal on the sidelines. Not even a torn ACL — thanks to her friends at Witham Orthopaedic Associates. Because Witham gave her access to the big-city orthopaedic care she needed — with the personal attention she wanted. The same innovative procedures. The same leading technology. But with the individualized plan of care you can't find at a big hospital. And that's what we do — keeping stars like Kaitlynn on the court where they belong.



Small Hospital. Big Medicine.

Anson | Lebanon

Joint Replacement | Arthroscopic Surgery | Sports Medicine | Tendon & Ligament Repair | Rehabilitation

Print Ad

PATIENT STORY



PATIENT STORY

Valve Replacement Patient Story

Overview

Team

+ Quality/Outcomes

Clinical Trials

The Penn Difference

Locations

Physician Interviews

+ Transcatheter Aortic Valve Replacement

+ Patient Stories

Dante's Story

▶ **Dot & Lucille's Story**

The Burcher's Story

Kevin's Story

Dot & Lucille's Story

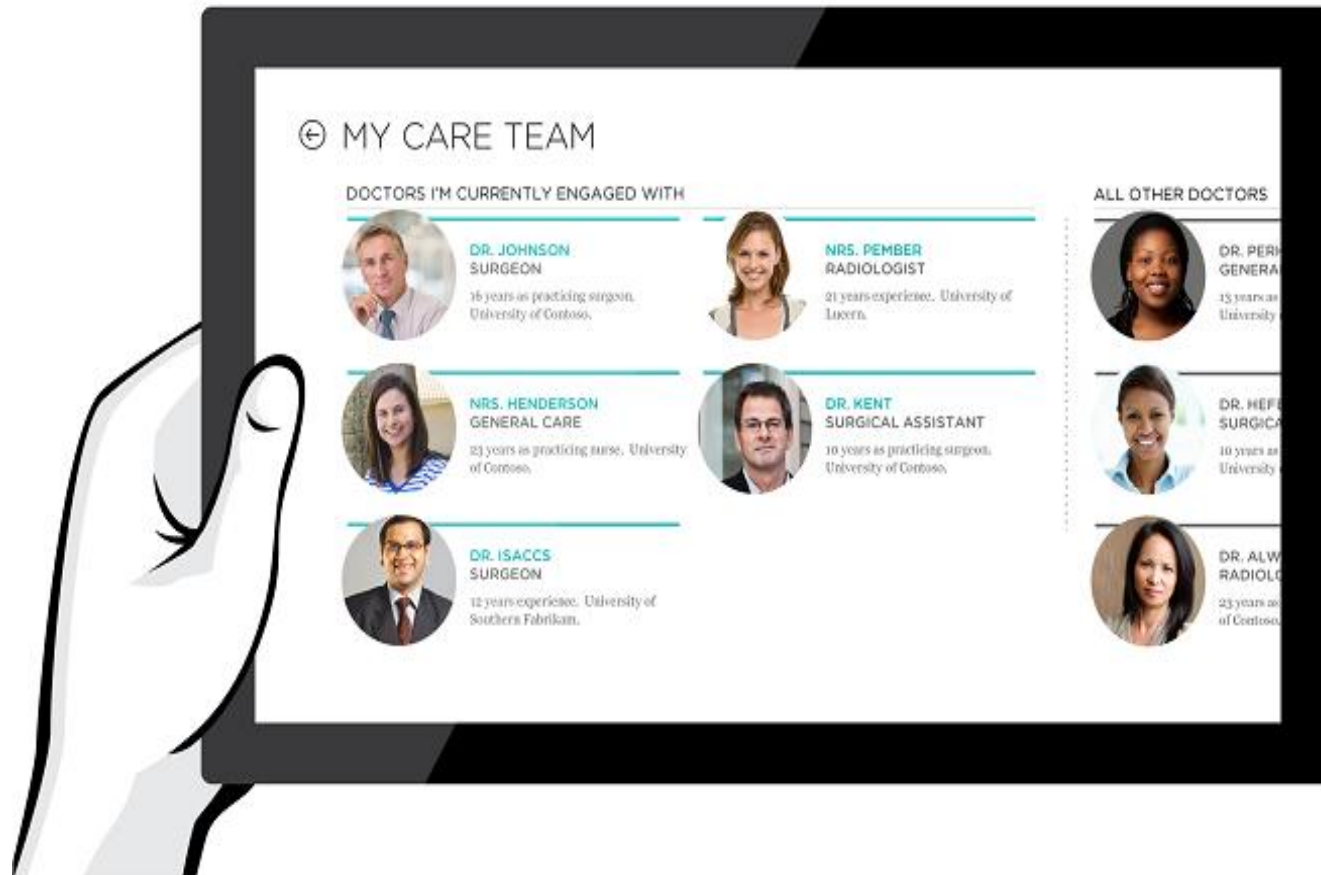


Dot & Lucille Thompson, Sisters & Chefs

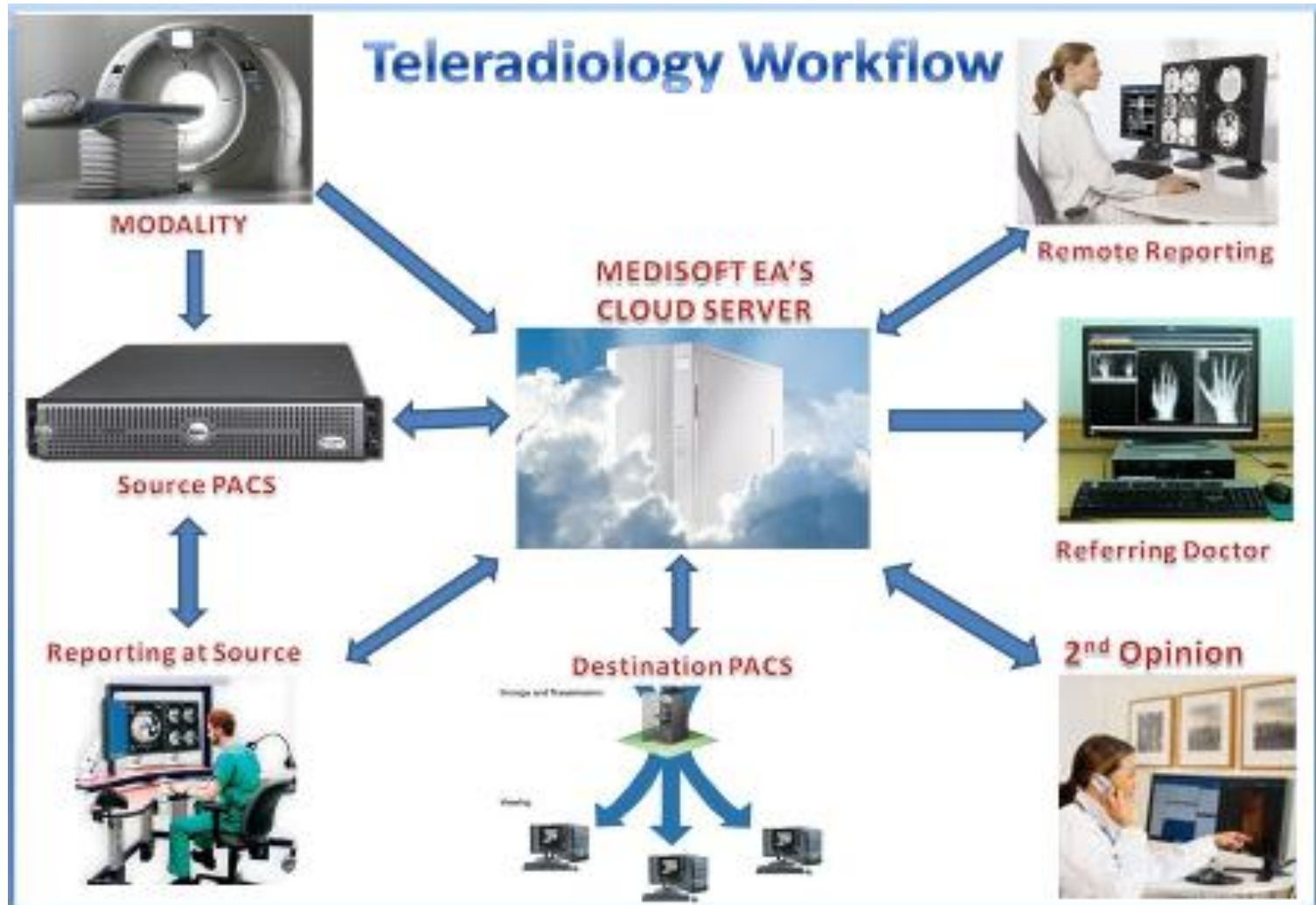
For over 50 years, Lucille and Dot have cooked in the Chalfonte Hotel kitchen.

When they were both diagnosed with heart problems, people said they should retire. Lucille and Dot wouldn't settle for

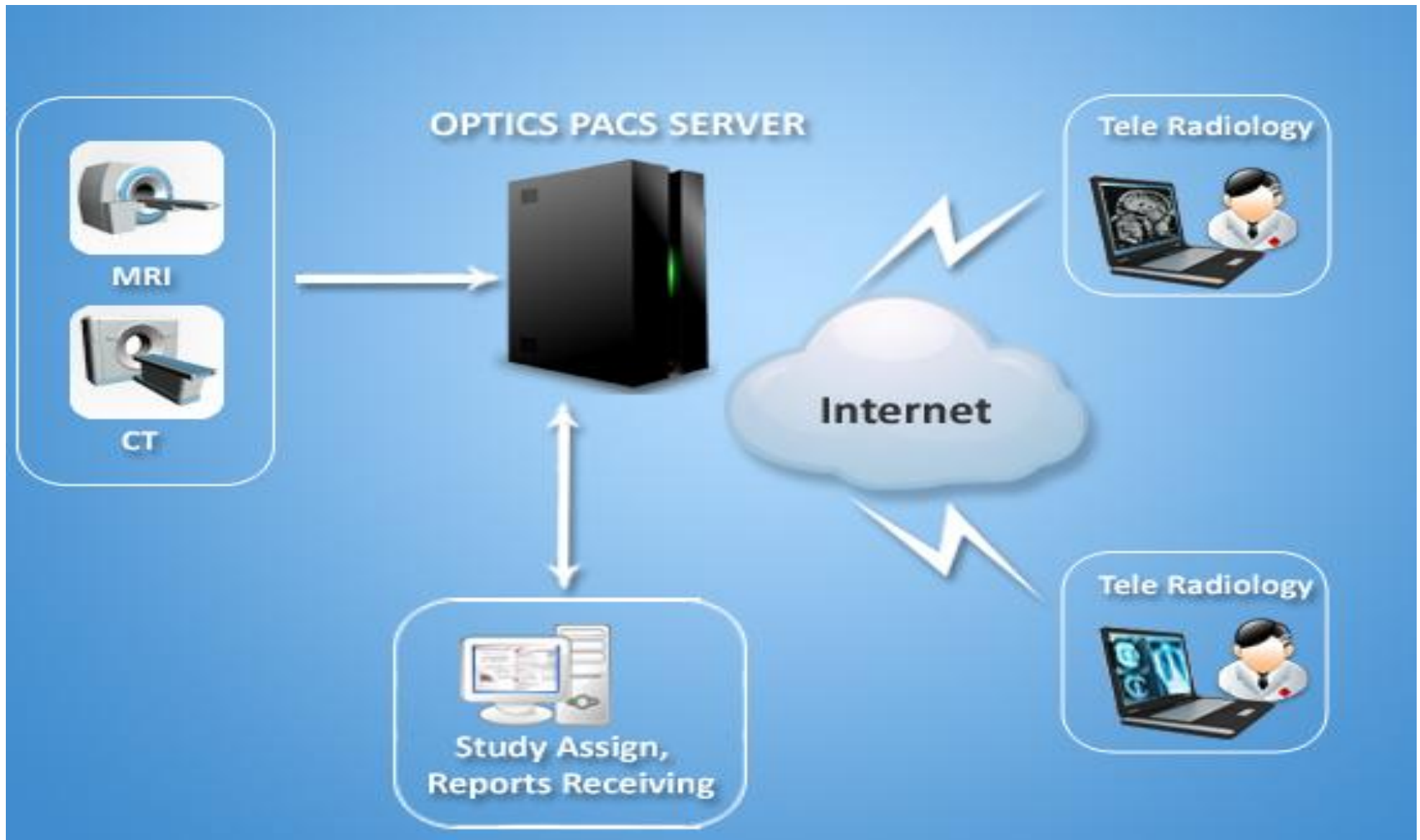
OTHER IDEAS – HOSPITAL APP



TELE-RADIOLOGY



TELE-RADIOLOGY



MEDICAL TOURISM

- Studies show that medical tourists are most anxious about three things -

Prior Tele-
consultation

Language &
Food

Follow-up &
Handover



HEALTH HAMPER

**HEALTH
HAMPER**

**WORTH
AED 1000**

**Gulf Medical
College Hospital
Dubai**

Near Crescent School
Al Quasais Dubai

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**VALID TILL
31ST JULY 2014**

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**Weekdays
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