

Dissertation Report

EYE-Q SUPER SPECIALITY EYE HOSPITAL HISAR

Under the guidance of

ARINDAM DAS (IIHMR, JAIPUR)

Submitted by

Babita Choudhary

PGDHM-1301



Dissertation Topic

**A STUDY ON MARKETING STRATEGIES
FOR
DIRECT CUSTOMERS**

INTRODUCTION

- Eye-Q Hospital –one of the fastest growing healthcare companies in India
- Eye-Q is the dynamic new code in super specialty eye care. It covers everything, from maintaining optimum vision, preventing deterioration to correcting vision relating problems.

What is Marketing ?????



WHO ARE THE DIRECT CUSTOMERS OF HOSPITAL??

PATIENTS

AND ONLY

PATIENTS

REVIEW OF LITERATURE

- A macro analysis of resource use in India has revealed that there are 200 surgeries provided per ophthalmologist per year, and 13 surgeries per hospital eye bed per year .
- Most people who have blinding cataracts are entirely unaware that their condition is the result of cataract, or that their sight could be restored through surgery.
- Social marketing can be highly beneficial, as it is not only allows services to reach the maximum amount of people with impaired vision in need of intervention, but it also can decrease the cost per cataract surgery and improve sustainability of eye health institution

RATIONALE OF THE STUDY

- Direct customers are the patients that generate revenue and create brand image and in order to achieve the patient turnover and profit maximization the hospital feels a need of targeting direct customers, develop comprehensive marketing tools and its effective use for them.
- Marketing is a potential managerial tool available to the hospital authorities to convert community needs into profitable opportunities.
- Private hospitals are humanitarian organizations that integrate a profitable objective with service to humanity and it might not be possible to operate at optimum level without some elements of marketing.

RESEARCH QUESTION

How marketing strategies influence direct customers and improve operational efficiency of hospital?

OBJECTIVES

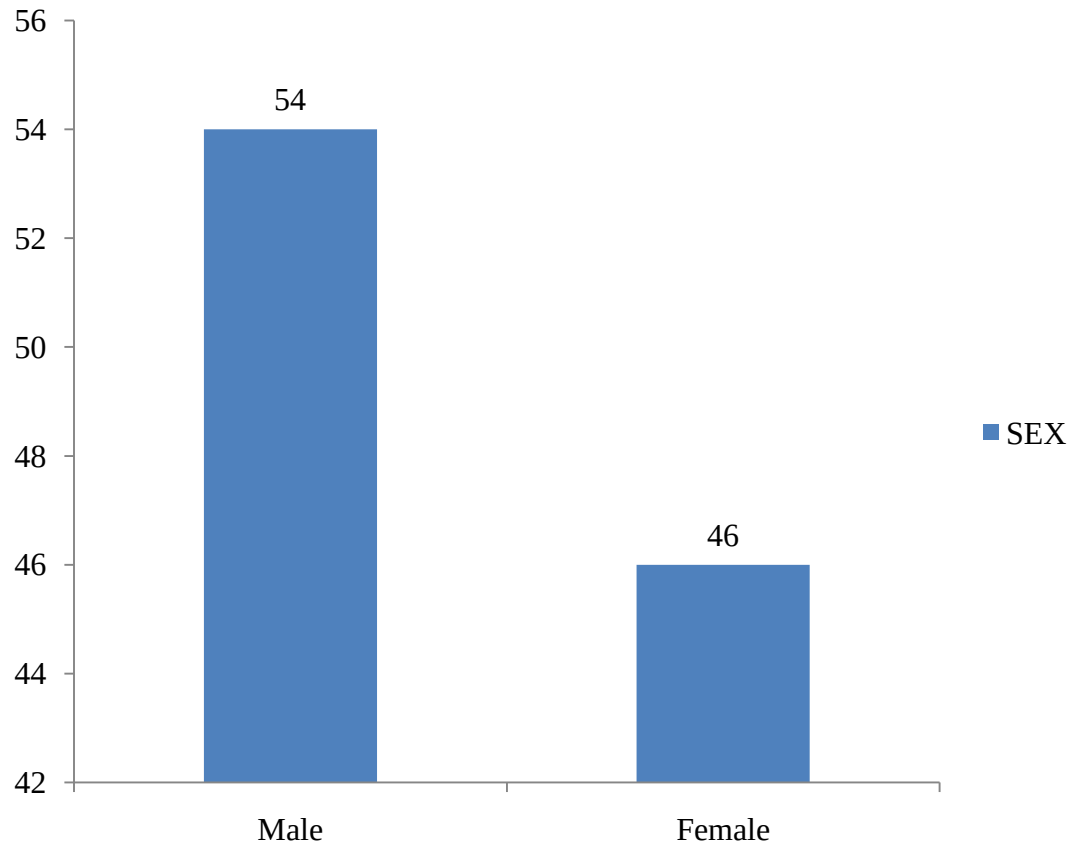
- To study the existing facilities /services of the hospital.
- To study the existing marketing strategy or plan for direct customers of the hospital.
- To study the expectations and complaints of direct customers of the hospital.
- To recommend various marketing strategies for the direct customers.

METHODOLOGY

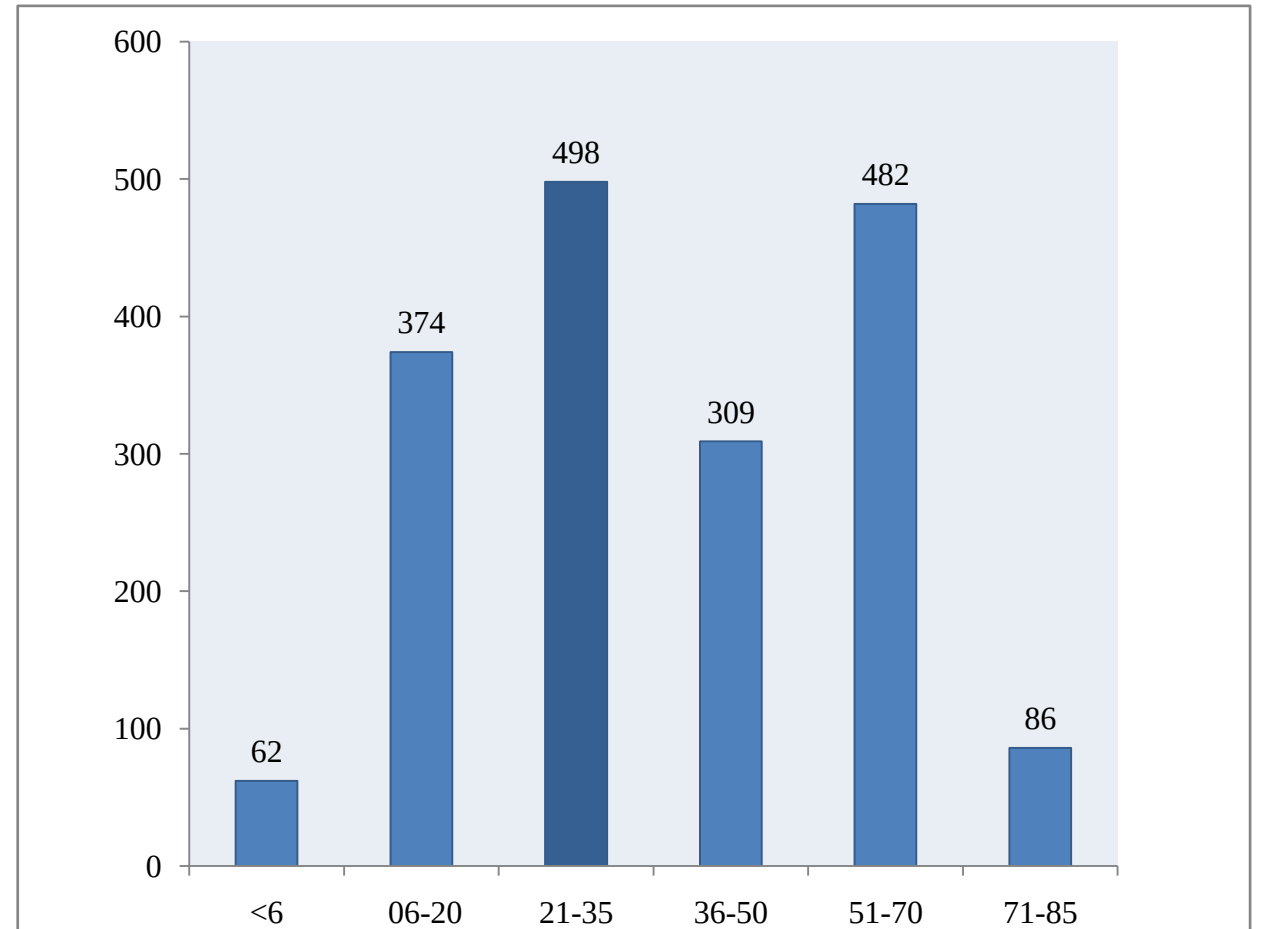
- ▶ Study area : Eye-Q Superspeciality Eye Hospital.
- ▶ Duration: February, 2014 to April, 2014
- ▶ Study design: Descriptive and Analytical
- ▶ Study Respondents: Eye –Q OPD and Surgery Patients from 1st February 2014 to 31st March 2014.
- ▶ Sample Size: 100 out of a total population of 2000 patients (95 % Confidence Interval (CI))
- ▶ Sampling Technique: Systematic random sampling
- ▶ Data Type:
 - Primary data collected through questionnaires and face to face interview with patients.
 - Secondary data: List of patients who got treated at Eye –Q Hospital from February 2014 to March 2014.

FINDINGS

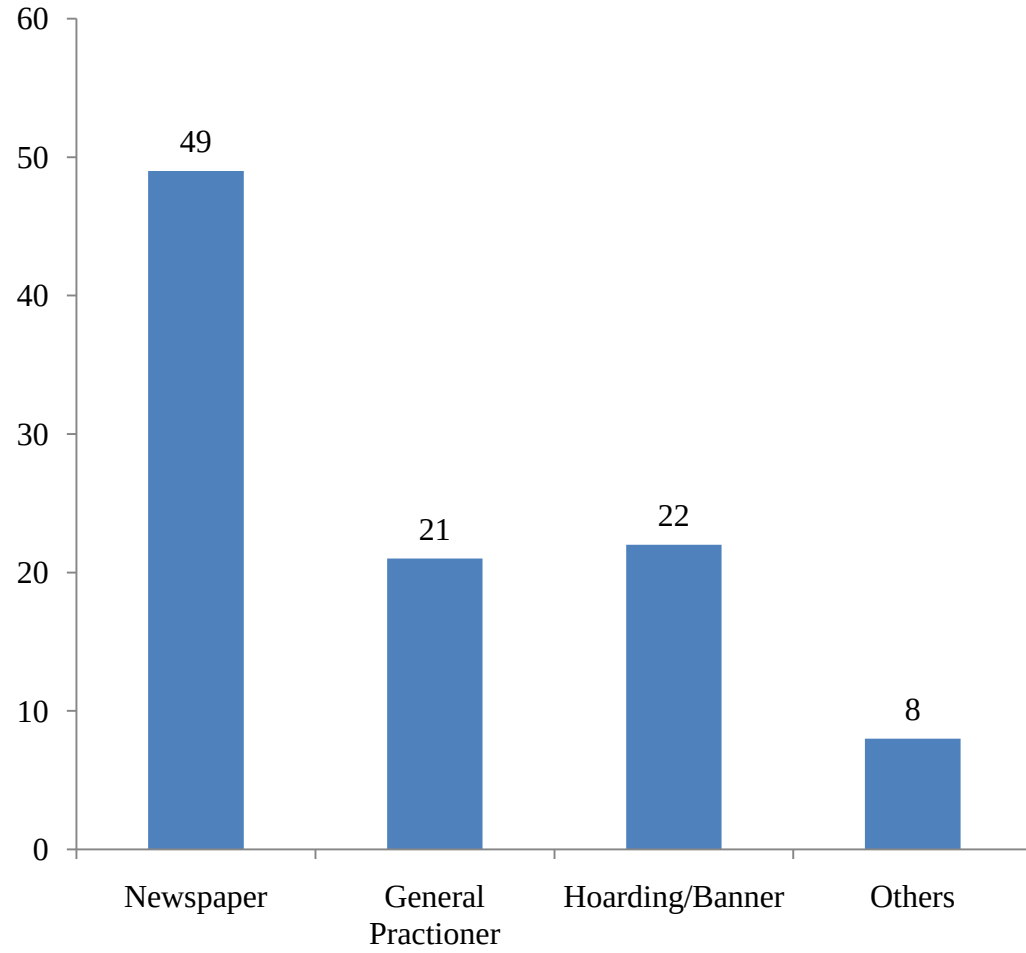
SEX OF RESPONDENTS



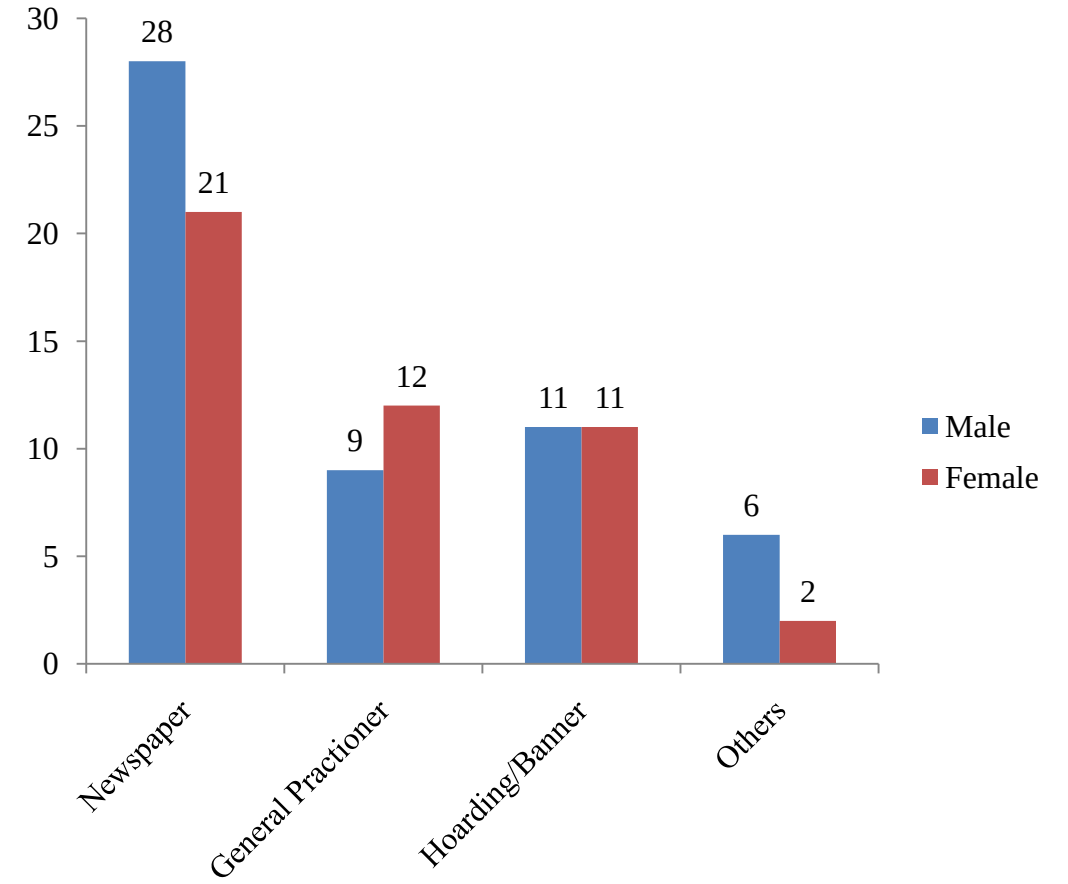
SEGMENTATION BY AGE GROUP



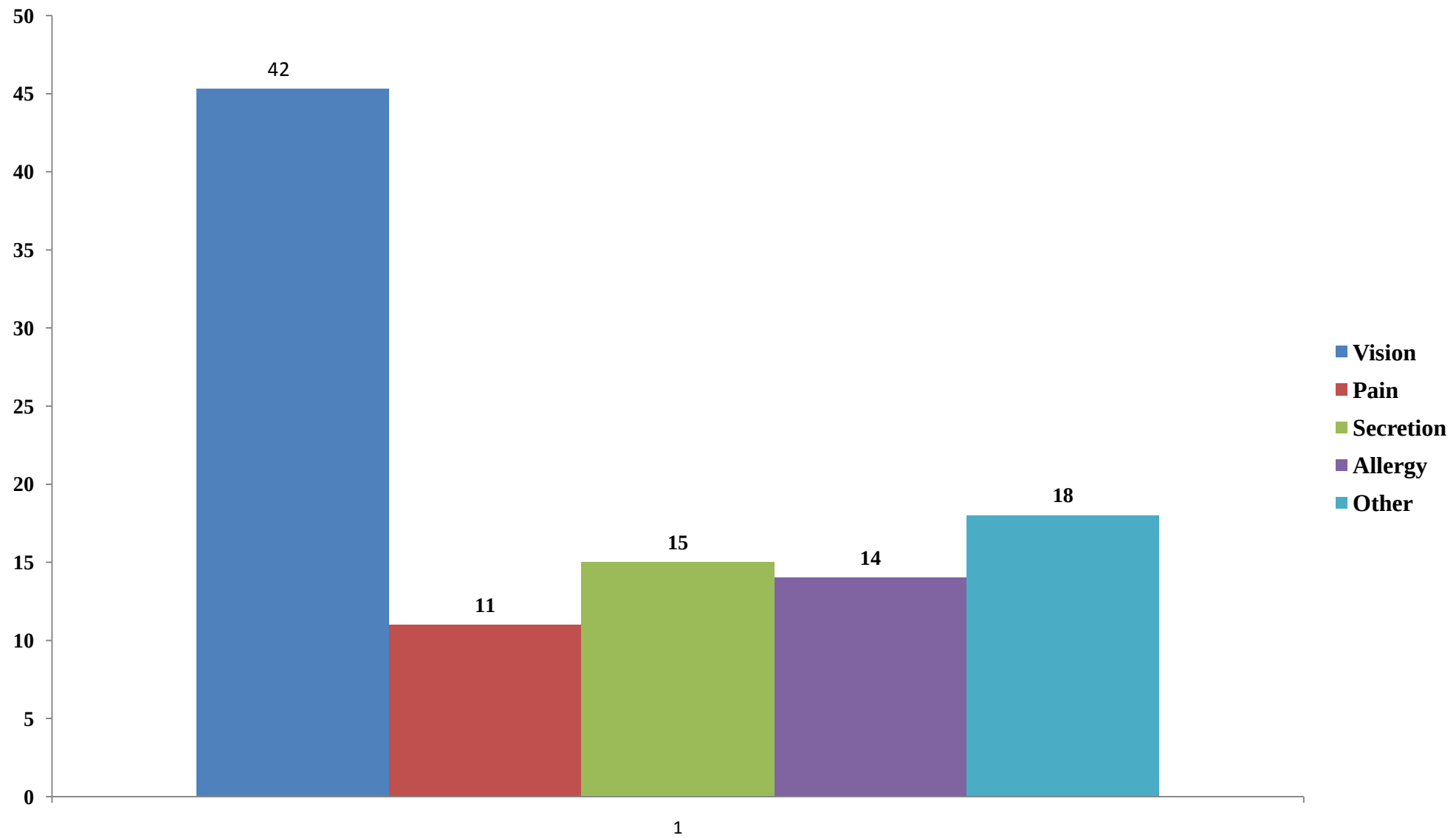
AWARENESS



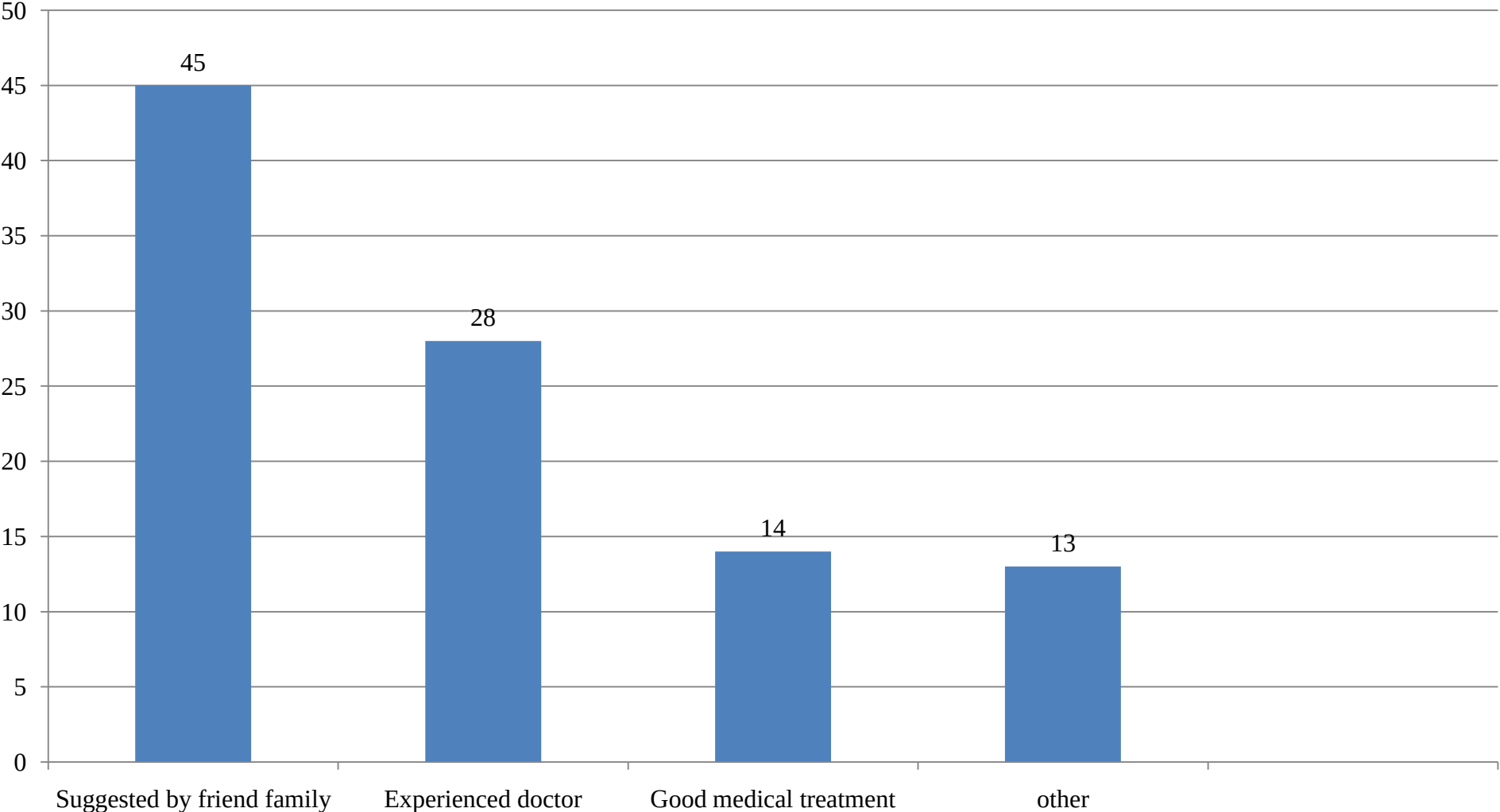
AWARENESS ACCORDING TO SEX



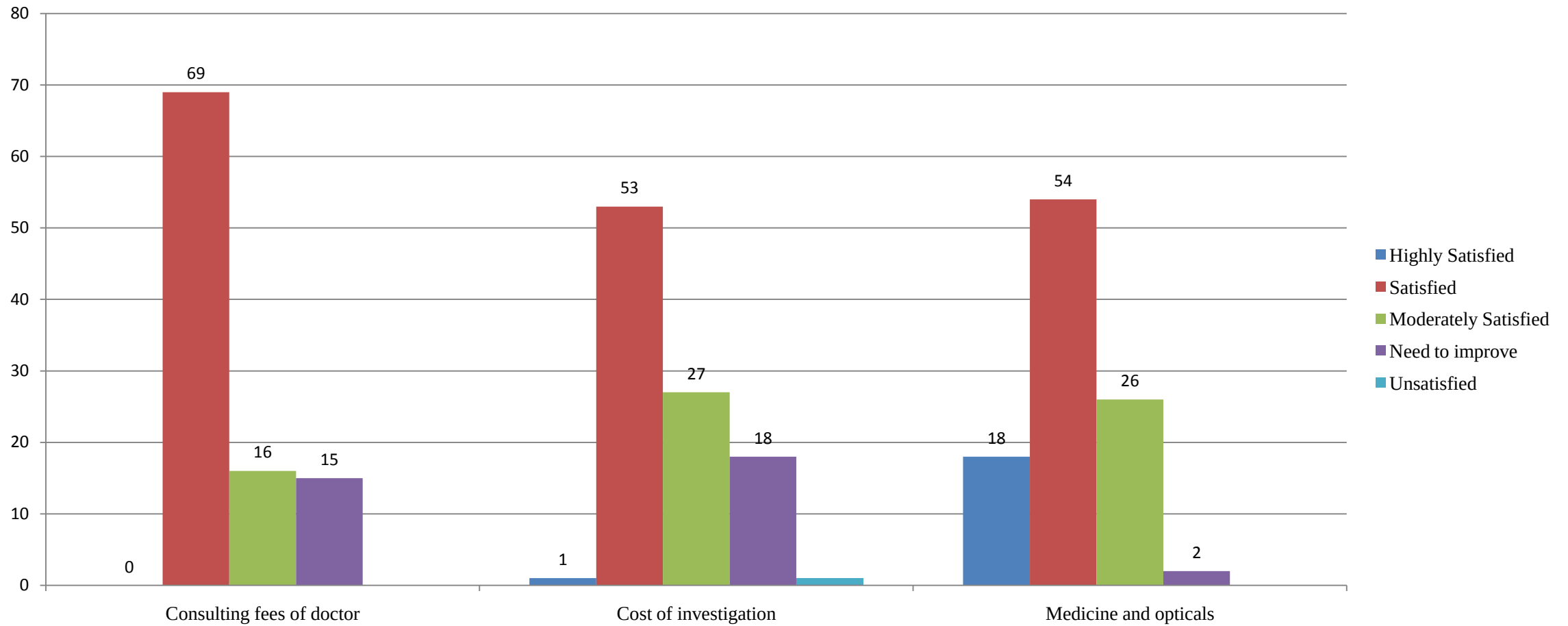
EYE PROBLEM SUFFERED



REASON FOR SELECTING EYE Q



SATISFACTION TOWARDS COST OF SERVICES



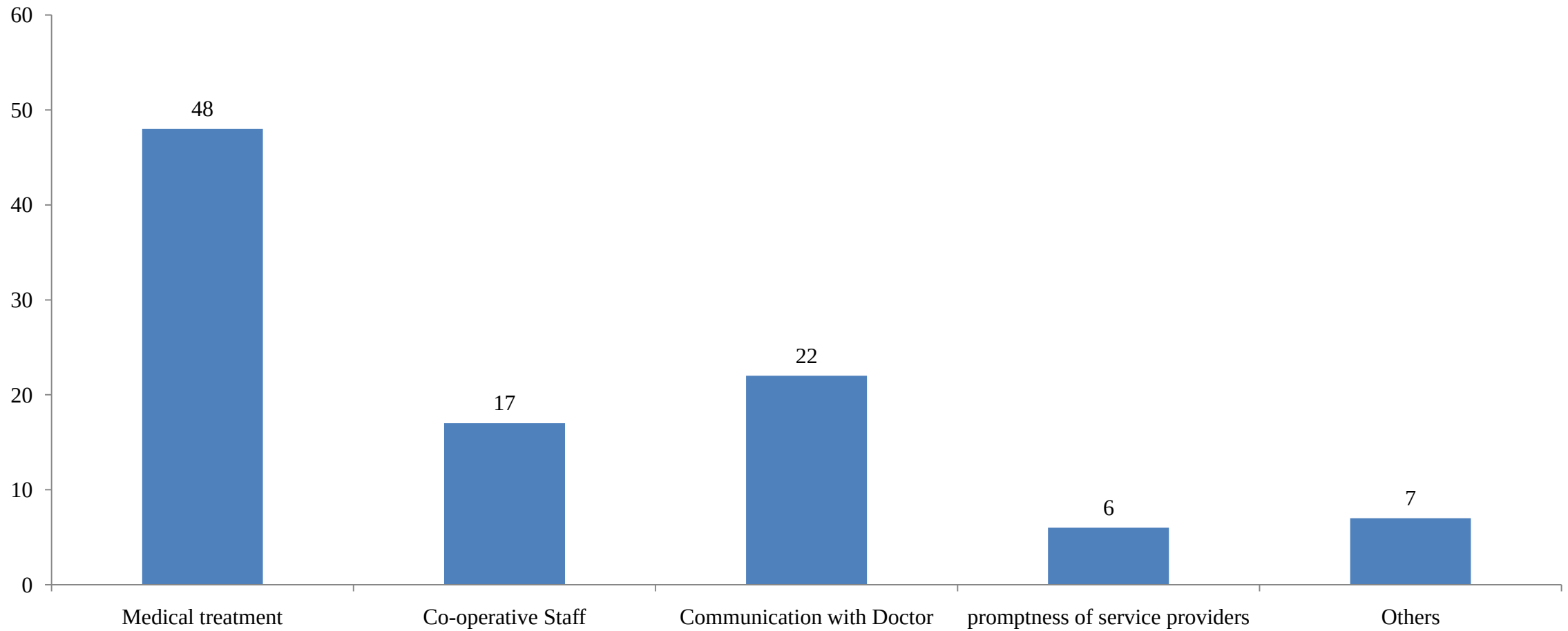
RECOMMENDING TO FRIENDS AND FAMILY MEMBERS

93% of customers are willing to recommend eye q hospital to their relative and friends.

PARTICULAR	Percent
waiting time between registration and OPD	1
Treatment by doctor	85
Cost of treatment	1
Behavior of the staff	1
Location	6
Total	100

PARTICULARS	Percent
Cost of treatment	5
Location	2

BEST FEATURE OF HOSPITAL





CONCLUSION

- The study reveals that direct customers are very important for any hospital and emphasis should be given to each one
- Direct customers can spread the good will of the hospital through word of mouth to others, which will help the hospital in building its image, brand name as well as generating revenue.

RECOMMENDATIONS



- Need to display the board for availability of doctor week wise at the entrance to update every patient for the further follow up by same doctor.
- Tie up with NGO's, schools, colleges and universities.
- Displaying of Banners, billboards at police station, bus stands and important railway stations
- Publishing articles related to various eye care issues in local newspaper by the consultants of the hospitals.
- There is need to display health related information in the waiting area through audio visual aids or any other electronic medium

SUMMARY



- It was analyzed from the study that most of the patient of eye Q came to know about it through advertisement in newspapers (42%).
- The patient who came for treatment in the hospital majority of them suffered from vision problem (29%).
- Patient who came for treatment were referred by their relatives or friends (45%).
- Patients were highly satisfied by the cost of treatment and the treatment by the experience doctors. Patients were highly enthusiastic to recommend the hospital to their friends and relative for eye care.



Thank You