Evaluation of Marketing Interventions in a Newly Commissioned, 300-Bedded Multi-Specialty Tertiary Care Hospital

Internship Training
at
Bansal Hospital, Bhopal

By
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Under the guidance of
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Post Graduate Diploma in Hospital & Health Management
2012–14

Institute of Health Management Research
Jaipur
2014

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TO WHOMSOEVER MAY CONCERN

This is to certify that Ms Neelam Nayak student of Post Graduate Diploma in Hospital and Health Management (PGDHM) from Institute of Health Management Research, Jaipur has undergone dissertation at Bansal Hospital, Bhopal, from Feb 2014 to May 2014.

The candidate has successfully carried out the study designated to her during dissertation and her approach to the study has been sincere, scientific and analytical.

The internship is in fulfilment of the course requirements.

I wish her all success in all his future endeavours.

Dr. Ashok Kaushik
Dean, Academics and Student Affairs
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BANSAL Hospital
Redefining Health Care

CERTIFICATE

This certificate is awarded to Ms.Neelam Nayak in recognition of having successfully completed her internship in DEPARTMENT OF MARKETING and has successfully completed her project on **"Evaluation of Marketing Strategies in a Newly Commissioned 300 Bedded Multi-Specialty Tertiary Care Hospital"** from February 2014 to May 2014 in BANSAL HOSPITAL Bhopal.

She comes across as a committed, sincere and diligent person who has a strong drive and zeal for learning.

We wish her all the success in all her future endeavors.

Chief Executive Officer
Bansal Hospital, Bhopal

Dr. Ashok Gupta

CEO

Bansal Hospital

INSTITUTE OF HEALTH MANAGEMENT RESEARCH, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "EVALUATION OF MARKETING INTERVENTIONS IN A NEWLY COMMISIONED 300 BEDDED MULTISPECIALITY TERTIARY CARE HOSPITAL" and submitted by Ms. Neelam Nayak Enrolment No. IIHMR/PGDHM/2012-14/17-1346 under the supervision of Dr. S.D. Gupta for award of Postgraduate Diploma in Hospital and Health Management of the Institute carried out during the period from January 06, 2014 to May 20, 2014 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

Signature: 

Date: 22.5.2014

Acknowledgement

I believe, nothing really can be accomplished alone. It's the direction, guidance, involvement, Support and prayers of more than one people around you those results into realization.

My Institute - **Institute of Health Management Research (IIHMR), Jaipur** deserves the foremost appreciation for providing me the opportunities to understand my capabilities. I would like to thank one and all in the IIHMR team for providing me a platform for my professional career as well as for helping me boosting up all my capabilities and making me confident enough to work for health care organizations. I would like to thank **Dr. S.D. Gupta** (Director IIHMR, Jaipur) and **Dr.Ashok Kaushik** (Dean IIHMR, Jaipur) for their continuous support.

I acknowledge the tremendous contribution of my guide **Dr. S.D. Gupta in** completion of the project right from the word go.

I would like to render my sincere thanks to Bansal Hospital, Bhopal for providing me the opportunity to complete my dissertation.

I convey my deep and sincere thanks to **Dr. Ashok Gupta Chief Executive Officer** Cum Physician, at Bansal for giving me the opportunity to work under his guidance.

I extend my words of thanks to all the staff of Bansal Hospital for always being so cooperative and facilitating me.

Neelam Nayak

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Abbreviations:

OPD	Out Patient Department
IPD	In Patient Department
ROI	Return On Investment
CME	Continues Medical Education
LAB	Laboratory
OT	Operation Theatre
NICU	Neonatal Intensive Care Unit
HDU	High Dependency Unit
CCU	Critical Care Unit
MRI	Magnetic Resonance Induction
3-D	3- Dimension
IVF	In Vitro Fertilization
Obs & Gyn.	Obstetrics and Gynecology
CSSD	Central Sterile and Supply Department

EXCECUTIVE SUMMARY

With a highly competitive market for the health care service which is characterized by decreasing number of beds and danger of closure, hospitals are increasingly implementing the advertising and marketing plans for survival. Advertising seems to be an integral part of the dynamic growth of hospital marketing. Hospitals can get benefit or lose by how the advertising function is implemented and managed.

The study was carried out in a 300-bedded Multi-Specialty Tertiary care hospital ,The hospital is one of its own kind as it was the first Corporate Hospital In the City of lakes Bhopal (Madhya Pradesh). Thus the periphery region is also connected to the place foe tertiary care aid.

Thus a rigorous marketing was required to promote the Hospital's services such as Outpatient, Inpatient, Diagnostic, Pathological, and various other departments. So for this various mode of marketing was used such audio, video, print etc.The advertisements were used to both in newspaper and Bansal Group's own news channel, Radio was also used as sound is memorable.

The doctor's visit both in town and the periphery was a part of promotion but the problem was incentive was lacking for referral patient. Therefore the number of referral patient's were handful which otherwise is a huge number in other hospitals.

The major impact to increase the footfall in the hospital was brought up by free camps organized in the premises of the hospital, as it requires very less investment as the ,Doctors are fulltime available within the hospital and most important aspect was the Doctor's were new to the place so the word –of –mouth publicity of them was really lacking which is actually required in case of Doctors which are one of the source on ROI to the organization.

Thus organizing free camp with some fringe benefits was sufficient to bring patients with their attendants to the hospital premises and have a look of this world class infrastructure ready to use.

The result includes the rise in the number of patient of the respective OPD, IPD, Radiology, pathology, and brings income to the hospital. The average patient per day of the departments increased considerably and the patient turned up for surgeries like prostectotomy, angioplasty , knee and hip replacement, IVF , Laparoscopic surgery etc which increases the IPD and also effects the Average length of stay.

And thus the gaps can also be identified and rectified in initial stages for proper functioning of hospital in near future.

1: BACKGROUND

According to Cooper in his text, "Marketing: a Foundation for Managed Quality," the American Hospitals Association held its first marketing convention in 1977. This was the first known effort by a respected industry association toward collaborative efforts focused on promoting various aspects of the health industry. Marketing in health care has since become big business.

The economic value of the health marketing arena is growing , estimating its exact value is a challenge, yet it is known that thousands of jobs are directly within the health arena. Advertising agencies often compete for health marketing accounts, due to the lucrative nature of the industry. Health-marketing-only advertising agencies also exist, primarily serving larger hospitals and service centres for major diseases, such as cancer.

Although the health care and hospital marketing arena has grown rapidly, it has not been without challenges. The advertising of pharmaceuticals, in particular, has faced many challenges regarding the appropriate promotion of new drugs. Health marketing itself, given the ethical implications and its impact on public good, requires extra consideration during marketing planning. Marketing stakeholders must ensure advertising meets legal and ethical guidelines established by a variety of industry associations.

Health care marketing has become an important management tool for health administrators during recent years . It has only been an accepted scope of study in research during the last decade .However marketing has been used in health care for centuries. This is documented in the cases of public health campaigns during the 17^{th} and 18^{th} centuries. It has been extensively utilised by pharmaceutical firms, health maintenance organisations and public health agencies during last forty years. The recognition and acceptance of marketing in health care during the 1980's is similar to the rise in finance during the 1970's. The development of health care marketing is entering its second phase. During the first half the 1980's , most of the attention was placed on answering the key question " what is marketing'' ? and why do we need to market ?. The second phase during the middle and second half of the 1980's is addressing tools, applications and sophisticated methodologies for practical use by health administrators and providers .

Marketers look for the classic "Four P's" and see not only the well known challenges of product definition in a service industry but also facilities which preclude relocation ,significant barriers to price competition and massive internal resistance to promotion. There

is very little about cut-dried about health care marketing but progress is being made every day . Marketing is not just advertising , health care is not just hospitals . True marketing is not just summer driven and includes product development , packaging and delivery, not just promotion . Healthcare includes physicians ,nurses and technicians ,free standing facilities , nursing homes, outpatient programmes, pharmaceutical companies and equipment providers in addition to hospital .

2. NEED FOR THE STUDY

Marketing change at various stages of growth of a hospital. When a hospital is new, it markets itself for bed occupancy. When it has attained a stage wherein it has reached reasonably good patient flow, marketing will then change focus to enhancing visibility, quality of service and brand building.

Healthcare marketers have responded well to increasingly strategic demands in recent years. Now, they have an opportunity to guide their organizations in responding to new competitive, economic, and reform-related challenges, including:

- Managing the transition from volume to value
- Delivering exceptional patient experiences
- Building and maintaining a strong, differentiated brand
- Solidifying and leveraging physician relationships
- Engaging patients in wellness and healthy behaviors
- Increasing customer engagement, responsiveness, and loyalty
- Innovating for long-term success

While coming years may appear to be a grim time for hospitals to keep their finances positive, there are several things hospitals can do to go beyond just maintaining solvency. Hospitals and health systems essentially have two options: They can either cut costs or create new revenue streams.

With market research and a strategic plan in place, we can take a proactive approach to marketing versus reacting to the department head who screams the loudest. Prioritize the service lines in our strategic plans that have the greatest opportunities for market share growth, positive physician referral pipelines and significant contribution to the hospital's bottom line.

Most important reason to evaluation of marketing strategies in a newly commissioned, 300 – Bedded Multi-Specialty Tertiary Care Hospital

We have a perception problem that needs to be addressed with a branding campaign prior to embarking on a service line campaign .There a higher incidence of disease or need for select procedures based on the demographic profile of our target audience. What service lines are your competitors marketing and what is our advertising budget?

These things need to be answered as different strategies are used for different location, demographic profile, behavioral aspect, financial strata etc.

And among all which suits the best on the verge of cost, profitability and patient

3.1 RESEARCH QUESTIONS

1. What all marketing strategies can be used to promote a newly commissioned hospital?

2. What is the output of those strategies to raise patient footfall in the hospital?

3.2 OBJECTIVES OF STUDY:

- Evaluation of Marketing Strategies in a Newly Commissioned hospital
- To ascertain which strategies is more useful at initial phases for Hospital Growth.

3.3. METHODOLOGY

Study design and methods

3.4.Type of study:

Descriptive Observational Study-A descriptive study is one in which information is collected without changing the environment (i.e., nothing is manipulated). Sometimes these are referred to as " correlation " or " observational " studies., a descriptive study can provide information about the naturally occurring health status, behaviour, attitudes or other characteristics of a particular group.

Descriptive studies can involve a one-time interaction with groups of people (cross-sectional study) or a study might follow individuals over time (longitudinal study). Descriptive studies, in which the researcher interacts with the participant, may involve surveys or interviews to collect the necessary information. Descriptive studies in which the researcher

does not interact with the participant include observational studies of people in an environment and studies involving data collection using existing records .

3.5: Location of study

Bansal Hospital, Bhopal. It is a 300- bedded multi-specialty tertiary care hospital. It is the first corporate hospital of the city and hence attracts the patients from periphery for tertiary care.

3.6: Study Subjects

Thus to evaluate and make analysis the data of patients both inpatient and outpatient is utilized .The patient registered for free camps are also utilized .The registered patient contains all the details of them ,such as concerned doctor, problems, procedures, diagnostic, pathological, dialysis other data required for the patient is stored. And only those patient are considered those who are registered in HMIS only.

3.7: Sample Size

Thus to reach any conclusion a good patient number is used to make analysis hence the data of registered patient from 1 march to 25 April is utilised hence that counts for more than 2000 patient.

3.8:Selection process

As all the patient registered in HMIS is not of our use only patient of those departments is useful for which any promotional activity is taken place such as newspaper advertisement, free medical camp, radio advertisement. Hence department wise patient data is used which are important for analysis to reach any conclusion.

3.9 Data (information) to be collected:

Primary Data: Data observer or collected first hand ios called primary data . Hence the Details of Patient, Consultant, Date, IPD or OPD, Diagnostic Details and other data is the primary data which is further filtered and used accordingly.

Secondary Data: **Secondary data**, is data collected by someone other than the user. Secondary data analysis saves time that would otherwise be spent collecting data and, particularly in the case of quantitative data, provides larger and higher-quality databases that would be unfeasible for any individual researcher to collect on their own. Review of various relevant literature for marketing strategies used in hospital industry.

Ethical considerations (informed consent, data security, privacy and confidentiality):

Informed consent for Patients / Attendants

4: Marketing interventions used in the Hospital

4.1: Website

Hospitals have incentives to "go on-line." Information technology can improve care and promote consumer choice. Websites can facilitate services such as patient-clinician contact and appointment scheduling. Hospitals as providers of "well care" may use sites for patient education, especially preventive care and self-help. Nonprofits hospitals may promote services that support their institutional mission. Economies of scale may allow larger or network-affiliated hospitals to expend greater resources to create sophisticated web sites. Academic medical centers may combine "content" and advertising to promote cutting-edge technology.

Consumers are perceived as seeking information regarding health care quality. Measures of quality are neither uniformly accepted nor universally available. Health care providers have been shown to provide incomplete or inaccurate quality information. Thus, the reporting of quality measures balances web sites between being information resources and vehicles for advertising.

The content on Bansal Hospital's website are as follows:

- About the group
- Services
- Facility
- Patient Care
- General
- Tender
- Contact
- Infrastructure
- Virtual tour
- Online appointment scheduling
- Testimonials
- Latest News
- Career

- Feedback
- Patient Guide
- Packages
- Accreditation and Association
- Location & Direction
- Emergency and Pharmacy etc

4.2: Continuing Medical Education (CME)

When it comes to continuing medical education (CME) activities, Bansal Hospital has the right physician resources to help today's busy physicians meet their professional needs.

Maintenance of professional competence remains an exercise of lifelong learning and an essential requirement for evidence -based medical practice. Physicians attend continuing medical education (CME) programs to update their knowledge. Often CME programs remain the main source of updating current information. CME organizers have considerable responsibility in determining appropriate curriculum for their meeting. Organizing an effective CME activity often requires understanding of the principles of adult education. Prior to deciding on the curriculum for a CME, course organizers conduct needs assessment of physicians. CME planners need to be organize activities that would consistently improve physician competence. CME sessions that are interactive, using multiple methods of instructions for small groups of physicians from a single discipline are more likely to change physician knowledge and behavior. Effectiveness of a CME program should be evaluated at a level beyond measuring physician satisfaction. CME planners need to incorporate methods to determine the course attendee’s improvement of knowledge, skills and attitudes during the CME activities. Pre and post test of physicians using multiple choice questions form a useful method of assessment. Course organizers would need to ensure that the questions are appropriately constructed to assess the ability to use knowledge in real life situations.

Continuing medical education consists of educational activities which serve to maintain, develop, or increase the knowledge, skills, and professional performance and relationships that a physician uses to provide services for patients, the public, or the profession. The content of CME is that body of knowledge and skills generally recognized and accepted by the profession as within the basic medical sciences, the discipline of clinical medicine, and the provision of health care to the public.

To encourage this code, as according Medical council of India has already states that Doctors are suppose to attend 30hrs on CME in a tenure of 5yrs theu cannot re-register themselves**.**

Thus the first event organized in the premises was a CME on 22 February 2014 on the topic

HOLEP LASER PROSTECTOTOMY TRICKS OF TRADE

Speaker- Dr. Anil Kumar Varshney (Eminent Urologist from MAX Hospital Delhi)

Number of Invitation card distributed – 150

Number of attendees -80

4.3 Hoardings

To reach a wide audience of all classes, hoarding advertising is the most preferred outdoor advertising media today. It has been a way for branding products of all kinds and has been in use since long.. Hoarding advertising has business tie-ups with various outdoor advertising agencies operating in major cities all over India. It offers a wide range of outdoor advertising formats like hoardings, bus shelters, bus panels, pole kiosks, glow sign boards etc to choose from.

The main principle of hoarding is to create an effective outdoor advertising plan for its clients. These plans are not only economic but also focused to tap the target audience. Expert teams design plans to suit the requirements of clients. Every campaign designed by the team goes under scrutiny process in order to ensure the best possible way to benefit your brand/organization.

We explore best locations so that your brand reaches our target audience. We make sure that every plan of ours is economic as well as cost effective. We promote our brand in any part of India. Our media planning research, quick execution and value added monitoring system will give great exposure to our campaign. We can deliver desirable and measurable advertising campaigns within a set time frame so that the campaign kick starts quickly. We would love to make our esteemed brand more popular amongst our target audiences. Before the launch of the Hospital a week before the Hospital hoardings were displayed in each and every corner of the cities with beautiful lines " Madhya Bharat mein pehli bar Vishwastarya suidhayein yukt Bansal Aspatal ab apne shahar Bhopal mein ....

4.4: Brochure

A **brochure** is a flyer, pamphlet or leaflet that is used to pass information about something. Brochures are advertising pieces mainly used to introduce a company or organization and inform about products and/or services to a target audience. Brochures are distributed by radio, handed personally or placed in brochure racks. They may be considered as grey literature. They are usually present also near tourist attractions.

The most common types of single-sheet brochures are the *bi-fold* (a single sheet printed on both sides and folded into halves) and the *tri-fold* (the same, but folded into thirds). A bi-fold

brochure results in four panels (two panels on each side), while a tri-fold results in six panels (three panels on each side).

Other folder arrangements are possible: the accordion or "z-fold" method, the "c-fold" method, etc. Larger sheets, such as those with detailed maps or expansive photo spreads, are folded into four, five, or six panels. When two card fascia are affixed to the outer panels of the z-folded brochure, it is commonly known as a "z-card".

Booklet brochures are made of multiple sheets most often saddle stitched, stapled on the creased edge, or perfect bound like a paperback book, and result in eight panels or more.

Brochures are often printed using four color process on thick, glossy paper to give an initial impression of quality. Businesses may print small quantities of brochures on a computer printer or on a digital printer, but offset printing turns out higher quantities for less cost.

Compared with a flyer or a handbill, a brochure usually uses higher-quality paper, more color, and is folded. Thus Bansal Hospital Brochures were designed a way back the functioning started it purely followed the color theme of the hospital which plays a important part in branding of the hospital. It reflected the quality the Hospital is going to provide to its clients in the near future. Thus the content include chairmen's message, Mission ,Vision ,about the Bansal Group, the various Departments ,the specialties the hospital is going to promote, Department wise features, Equipments ,procedures etc thus the shopping window or the mirror of the organization.

4.5: Health Talk

Corporate health talks are becoming more and more common as employers recognise the long term benefits they provide to both employees and organization.

Benefits for companies:

- Promotes positive image for looking after employees' health and wellbeing
- A healthier and more active workplace
- Reduced employee absence levels therefore reduced sick leave costs
- Improved productivity, performance and motivation
- Improved employee morale and employee loyalty

Benefits for employees*:*

- Receive invaluable information about health issues
- Receive recommendations to actively improve health and prevent any future problems from arising
- Enhances self-esteem and job satisfaction

What is involved?

Bansal's health talks for the workplace are tailored to the individual company needs and can be part of a long-term strategy to promote healthy living in the workplace. They can be provided individually or combined with other occupational health services by them.

Examples of health talks:

- Healthy eating
- Physical activity
- General wellbeing
- Smoking cessation
- Stress awareness
- Mental health awareness

4.6: Newspaper Advertising

At a time when TV and radio audiences are fragmented and direct mail costs are rising, nothing beats a daily newspaper for reach, affordability, flexibility and impact.

The Benefits of Newspaper Advertising

Reach

Newspapers offer the broadest reach of any mass medium:

- An average issue of a daily or Sunday newspaper reaches more adults than an average half-hour of prime-time television.
- In central NH, the Monitor's daily and Sunday readership is more than three times the number of people who listen to the region's most-popular radio station.
- You can hit every household with direct mail, but is anyone paying attention? Research indicates anywhere from half to three-quarters of all direct mail goes straight to the trash, unopened and unread. But newspaper ads and circulars are sought out by consumers.

Affordability

- Newspaper advertising costs less per thousand readers than TV, direct mail and radio advertising.
- Newspaper campaigns require no out-of-pocket costs for creative materials..
- Newspaper campaigns can be tailored to any budget. The medium offers a variety of ad sizes to fit our budget ad goals, from a one-column-inch ad to two full-page ads side by side called a double-truck.
- Because newspaper advertising is so affordable, it is an ideal medium to build “top of mind” awareness with frequency campaigns.

Flexibility & Timeliness

- Newspapers offer enormous flexibility in content, design, placement and frequency. Plus, newspapers are a “rapid response” medium –can refine our message or change your whole campaign in just two days.
- Ads can be almost any size and shape, including L-shapes and wraparounds.
- Add color to make your ad pop off the page.
- With newspaper advertising, you can easily schedule a campaign around your key selling cycle.
- Short lead times make it possible to change your messages quickly to respond to real-world events and opportunities.

Impact and effectiveness

- Newspaper advertising has proven its effectiveness over time.
- Readers look for and forward to ads in newspapers, whereas they often resent advertising in other media.
- Readers rely on newspapers for shopping information more than other media.
- Combining text and visuals, well-designed newspaper ads engage your customers on many levels – emotional and intellectual.
- Newspaper ad design is versatile. We can use blockbuster spreads to command attention.
- Newspaper ads have the ability to communicate lengthy, complex or detailed information and descriptions.
- Regular weekly sections offer opportunities to target like-minded readers in an environment that supports your message. Occasional special publications reach even more like-minded readers.
- Newspaper advertising is more trusted than many other forms of advertising.

BANSAL HOSPITAL

The role of newspaper advertisement was major as every event was advertised in the National newspaper Dainik Bhaskar with the frequency of 2 – 3 times a week before the event.

For example, For any free camp there was a add size 12x15cm with its content in Hindi was displayed on the second page. And in case of small district local newspaper was the source of advertisement and promotion.

And for the launch a full page newspaper add was given on the front page costing about 25 lakhs rupees inviting all the residents of M.P. and all the highlights of the Hospital.

Benefits of Local Newspaper Advertising

Small-business owners use advertising to help increase brand recognition, product sales, new foot traffic and repeat business. Common advertising outlets include radio, television, Internet, magazines and newspapers. Although advertising our business via non-print outlets such as radio or television can be advantageous, local newspaper advertising offers many benefits that make investment on your part worthwhile.

Proactive Audience

Newspaper readers often actively look for advertising in newspapers to search for deals and coupons. Placing our ad in a newspaper doesn't guarantee that readers will notice it, but a reader actively looking for deals is likely to notice your ad, take the time to read it and possibly act on a sale or offer.

Positive Expectations

Many people feel that certain forms of advertising such as commercials and website pop-up ads are intrusive. In a local newspaper, ads are often expected by readers, and their placement is often near content similar to the ad content -- for example, a shoe store ad in the fashion section or a computer store ad in the technology section. As this type of placement makes an ad less intrusive, a negative consumer reaction is less likely.

Targeted Audience

Besides ad placement in sections near similar content, local newspaper advertising can target a specific audience in other ways. For example, newspapers often have special sections, releases and inserts that target audiences based on events such as a holiday or season, specific geographic areas such as a street or neighbourhood or specific groups of people such as ethnic groups or college students.

Reputation Building

Local newspaper publishers work hard to create positive relationships with members of the community to build a loyal customer base. As a publisher's reputation grows, community members begin to trust the company for providing timely and accurate information and often begin to believe that a trusted local publisher won't do business with companies that are untrustworthy. By advertising with a trusted local newspaper that has a loyal customer base, you can build a positive reputation in the community simply through this association.

Last Minute Changes

Another benefit of local newspaper advertising is rapid turnaround on production changes. If you need to make last-minute changes to your ad, the newspaper advertising department can usually get the job done quickly.

Options and Extras

Local newspapers offer small-business owners a wide range of advertising options that can fit nearly any budget. Options include small 1-inch-square classified ads, column ads in various sizes by the column inch, half-page or full-page spreads. You can also negotiate with a publisher to get extra services at no additional cost, such as color printing, design assistance, a slightly large ad or inclusion of your ad in the publisher's other products, such as magazines or brochures.

4.7: PAMPHLET DISTRIBUTION

Pamphlet Distribution is undertaken by inserting a promotional pamphlet in specific newspapers, at the local level. Pamphlet Distribution Advertising is a means to reach out to a specific location-based target group. For eg, reaching out to people in Vidisha in Madhya Pradesh. Pamphlets are inserted into newspapers which are distributed to the area residents. Pamphlet Distribution aids small-size distributors into directly reaching their target audience.

ADVANTAGES OF PAMPHLET DISTRIBUTION

Pamphlet Distribution advertising is hyper-local and reaches out the local target market

- High attention factor
- Low costs
- Pamphlet Distribution Advertising helps you experiment in a smaller & local area before doing a large campaign
- You can cover a locality with pamphlet distribution in multiple newspapers, resulting in huge cost savings compared to advertising in all these newspapers
- Customized & specific campaign

4.8 : RADIO

Market listens to the radio.

The people who buy your product or use your service listen to the radio. In fact, close to 90% of the population listens to the radio.

Radio is targeted.

Each radio station is operated with specific market segments in mind, so despite there being many radio stations nationwide there are particular stations that target your specific market.

In the car, at the office, in the garden you can reach your customer on the radio throughout the day or night. This increases the frequency that your message can be delivered.

Radio reaches your customer with frequency.

Advertising works by repetition. You may need to be exposed to a commercial three or four times before you take action. To reach this "viable frequency" radio advertising is often more cost effective than other media.

Radio offers additional promotional opportunities.

Announcers in your store, sampling your product on air, running a competition. Hard to do with print or on TV, but radio can offer this sort of "added value", personalizing your product to your customer.

Sound is memorable.

Sound is stored in the memory more effectively than the written word. Sound, the spoken word offers emotion and encourages the listeners imagination to produce their own desirable image of a product. Radio is the theatre of the mind.

ADVANTAGES OF RADIO ADVERTISING

- **Selectivity:** There is a high degree of audience selectivity available when using radio advertisement. Radio gives a company the ability to focus their message on a specific target audience. Consumers spend more time listening to the radio than watching television.
- **Cost and efficiency:** This is a low cost media to use when advertising. Radio commercials require only script that must be read by the radio announcer, meaning that its very inexpensive to produce a radio advertisement. Advertisers can build and target a larger reach and frequency because of the low overall cost of radio.
- **Flexibility:** Radio advertisement has a very short closing period. This means the advertiser can change the message up to a few minutes before it airs. These radio commercials can also be produced and scheduled on very short notice and the radio advertisers can easily adjust their message if they want to.
- **Position:** The position the product or service portrays in the mind of the consumer is also of great importance. With radio advertisement the listeners make use of their imagination to imagine the product or service.
- **Integrated marketing opportunities:** Radio stations and their D J's are usually part of the local community and often they are very popular role models and public figures. Advertisers make use of radio stations and their D J's to be ambassadors for their product

or service. This will help them enhance their image and their involvement within the local community.

Radio advertising can enhance your companies image and product in a tremendous way if it is done in the right manner and at the right time and place.

4.9 : LAUNCH

A huge mega invent took place in Bansal Hospital which acted as one of the clever marketing strategy to increase footfall in the hospital as of now it was important to make people aware of this world class facility in there serenity .

Thus due to elections the launch was delayed by few weeks which was effecting the patient number as referring patient was issue as Bansal hospital was not practicing the incentive system to the Doctor, As Field workers were visiting the Specialist in the City and still referral patients were missing due to lack of incentive to the referring Doctor . But everybody wanted a official launch of the hospital which took place on 30th April 2014 by the hands Chief Minister of Madhya Pradesh, the Health Minister and al the eminent political figures of the state. Around 15000 Invitation Cards were distributed and 10,000 people attended the ceremony including Physicians, Surgeons, Empanelled Organization , Corporate , Industries , Employees etc.

4.10: FREE MEDICAL CAMPS

Organizing a free medical camp is no mean task. However, if done correctly, it can be our potential tool in increasing brand equity and business,

Recently, there has been a lot of debate on role of free camps and continuing medical education programmes (CMEs) as effective marketing tools for hospitals. However, in my experience a camp or a CME is a useful marketing tool only if its potential is tapped properly which is sadly not the case as for now.

Though most hospitals organize free camps, in which sizeable number of patients turn up, but the tragic part is, that these patients do not make it to the hospital in the end. In other words they fail to get translated into business.

This leaves the hospital promoters wondering whether the whole exercise was worth it or not. Similarly, there may be a good number of people who attend a CME and then forget about the hospital which organised it within a week. The flight of fancy of the organising hospital ends up in despair as hardly any referrals get generated in spite of spending so much time and money.

Over the last few years while I have had the opportunity to organise a few camps and CMEs for t hospitals, There are few guidelines which may help a hospital to gain maximum advantage from a camp or a CME.

However, assert that these two are not the only ways of generating patient flow. Also, the hospitals in my opinion should use these as a long term brand building tool rather than a formula for instant patient generation. It would be useful to add that the guidelines being mentioned here are useful in many ways but they do not guarantee anything.

First of all, the hospital must always organise the CME and the camp together for a long lasting effect. Mostly hospitals/nursing homes would have the camp during the day followed by a CME in the night.

Guidelines to make camp a hit:

Organize the camp on a holiday or a weekend. This will allow more patient flow

If you are organizing a specialty camp for a particular disease, consider keeping a fee of Rs 10 or so because it will help to filter genuine patients from the free camp buffs who grace all the camps in town with their presence

Take help of a local Red-Cross authority, or the Rotary Club or some other NGO to impart some credibility to the camp. Use their facility for the camp. It is also a good idea to use the facility of a smaller nursing home or a clinic for the event

Just make sure that the clinic you are using enjoys a good reputation among the locals. In such a case, the clinic or the nursing home which is co-organising with you may also share the publicity expenditure with you. They would do so because you are boosting their image in the local market and they will also earn from the investigations or the medicines you might prescribe to the patients

Make sure you carry a lot of medicine samples to be distributed free to the patients

Always market a camp as a screening camp for the procedures which would be carried out at the hospital at a later date. Announce a discount for the selected patients. The ideal thing would be to rope in the NGO or some local government body or politicians or businessmen or all of these to bear some percentage of expenses for the procedures you would carry out on selected patients if they are poor.

This will help in making your camp a great hit. People will not get offended if you call them over to your place for the procedure since you have already admitted that the purpose of the camp is to screen eligible candidates for surgery or other procedures. Plus pitching in credible sponsors will instill confidence in people apart from reducing their monetary burden

Build a hype for the camp at least four days before the event.

Make your camp unique. Don’t make it sound as just another camp by some hospital. This can be done using myriad marketing tools. The most effective in my opinion are:

Pamphlets (if designed professionally), give it a catchy headline, use short sentences, mention free medicines, include a picture in the pamphlet to catch attention. These pamphlets can be used as inserts in the paper

A loud speaker mounted on the top of a vehicle and a person announcing the event date and other particulars. You could be innovative to have these announcements be made in an interesting way, like in form of a poem or a song. This helps to gain attention of people

Banners put at a decent height so as to be visible. Put these at places like bus stand or a busy crossing

   a. Run an ad on the local cable TV channel. Highlight whatever is free and also tell them that the procedures will be performed at a discount rate on patients selected from the camp.
   b. Give a pre-camp press note to all the leading newspapers of the area. Tell them you are arriving with something very relevant and unique
   c. Always have a small opening ceremony for the camp. The person who should be cutting the red ribbon should be chosen carefully. A shrewd businessman, president of a rich NGO, your local MLA, the Deputy Commissioner or the richest businessman having a penchant for social service do the honours. This will help you get the funds for operating people selected as eligible candidates at your camp. Do not forget to have a cameraman be present there for clicking the photographs

2. During the camp manage the crowd in a systematic way. Make sure that people do not have to wait long hours and are taken care of. Always have a marketing guy seated alongside you when examining people. This person will do the job of telling eligible patients how much discount they would get if they reach within 10 days for surgery. Who all are paying a part of their hospital bill, what is the best way to reach the hospital and what advantages they would get if they come to you in the next ten days.

   Take care that all this is done in a subtle way. People are likely to get upset if they experience any hard-shell. This guy must take the addresses and phone numbers of all the potential patients so that they are informed whenever you have another camp in the area.

3. Ensure that you are running audio visual clips in the OPD area while the camp is on. These clips may highlight your hospital services and may also contain testimonials from your previous patients. Also give brochures and other reading material to the patients generously.
4. Invariably follow a camp with a press conference. Have the local press and cable TV people be present at a nearby cafe. Give them photographs of the camp to be printed. Tell them something which is sensational enough to make headlines the next day. For instance tell them why Indians are more prone to heart disease or how women get gall stones so frequently these days or how the new technique available at your hospital has revolutionized the medical field, etc.

5. At the end of the day if you get the names and addresses of a few legitimate patients and if the press people send in a detailed report on your camp, you have done your job. Not to forget the sponsors who chip in to help poor patients requiring surgery. As it turns out, organizing a camp is not a joke. It requires a team of three-four people out of which at least one is a marketing professional with some exposure in this area. However, if done correctly, a camp can be a sure way to increase brand equity and business.

4.11: MEDIA PUBLICATION & PROMOTIONAL CAMP

Media Publications

- Conducting interviews of specialists on visual media.
- Informative and interactive website.
- Printing and making readily available various emergency or appointment numbers are the commonest marketing tools.

Promotional Camp

Both indoors and out–reach programme, Play a significant role in marketing of health care institutions.

- Continuous medical education.
- Awareness sessions for general public
- Check-up camps for public
- Organizing events on various health day

5: FINDINGS AT VARIOUS DEPARTMENTS OF HOSPITAL TO EVALUATE THE FREE MEDICAL CAMP RESULTS

5.1: Reproductive Medicine Department

OPD started from 25 FEBRUARY 2014

Camp conducted on

1.10 March in Bansal Hospital Bhopal

2. 6 April in Hoshangabad

3.13 April in Bansal hospital Bhopal

Benefits of the camp:- Free Registration

Free Consultation

Thyroid test free

20% off on all pathological and Radiological investigations.

Findings for reproductive medicine department

Dates	Number of Days	Number of patients	Average patient per day
25 February to 10 March	13	83	6.38
11 March to 6 April	27	131	4.8
6 April onwards	18	187	10.38

Table.1Table showing the patient number at different dates

From 25 February to 10th march the average Number of patient was 6.38 per day, after 27 day the average was 4.8 Patient per day and after 18 day the average raise to 10.38 per day

Mode of Promotion was Newspaper advertisement in leading newspaper, television Advertisement, pamphlet distribution, Displaying Banner throughout the city, and promotional Standy in the hospital premises

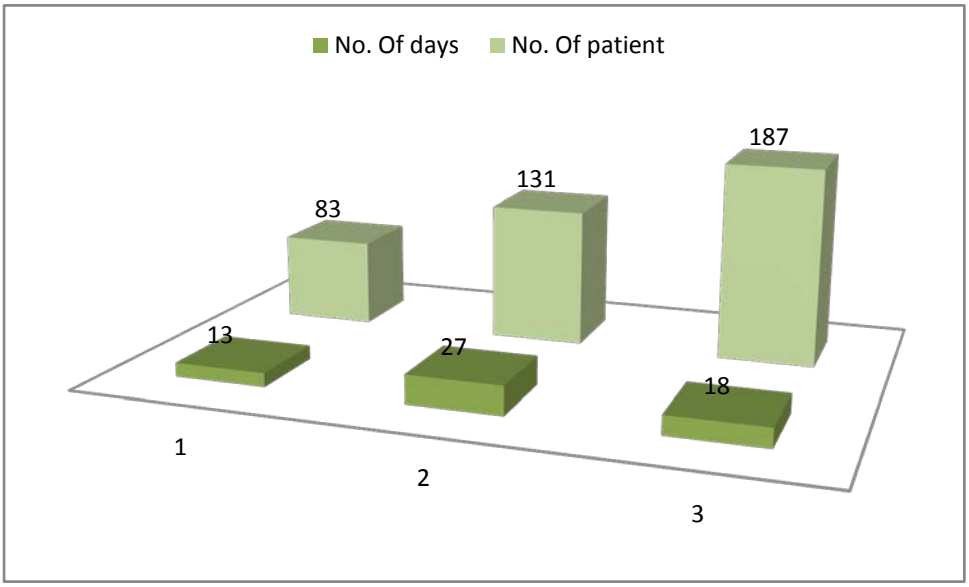

Figure1. Graph showing increase in no. of Patient

Thus every time a free camp is conducted it gives output in the form of infertile Patient which converts on long term basis for Invitro –Fertilization costing about 80 thousand -1.5 lakh per patient.

The program by the name “Ayushman” was on AIR every day at 12 noon, giving information about various aspect of reproductive medicine department at Bansal Hospital

बंसल अस्पताल, भोपाल द्वारा

निःशुल्क संतानहीनता निवारण कैंप

अब गूंजेगी हर आँगन में किलकारी

प्रख्यात संतानहीनता विशेषज्ञ

डॉ. प्रिया भावे चित्तावार

M.B.B.S., M.D., D.N.B. (O&G), Fellowship Reproductive Medicine

दिनांक : 13 अप्रैल 2014

समय : सुबह 10:00 से दोपहर 4:00 बजे

स्थान : बंसल अस्पताल, शाहपुरा, भोपाल

- निःशुल्क पंजीयन आजीवन
- निःशुल्क विशेषज्ञ परामर्श
- समस्त जांचों पर 20% की छूट
- निःशुल्क थाइरॉइड जाँच

विशेषज्ञ से परामर्श अवश्य लें, यदि आपको

- संतानहीनता
- नसबंदी खुलवाना चाहते हैं
- बार-बार बच्चे गिरना
- गर्भाशय में गठान या ओवेरियन सिस्ट

तो अवश्य लाभ लें कैंप का

पंजीयन अनिवार्य, संपर्क करें : **07898301780**

सी-सेक्टर, शाहपुरा, भोपाल -(म.प्र.)-462016

संपर्क- 0755 - 4086099

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5.2 GASTEROENTEROLOGY CAMP

The gastro camp was organised on 15 April that was a Hernia screening camp and one was carried in hospital premises and second was in Sagar district of Madhya Pradesh. Rigrous promotion was done to promote the camp and lucrative discounts were given on procedures and other investigations.

FINDINGS OF GASTROENTEROLOGY DEPARTMENT

Dates	No. of days	No. of patient	Avg. Patient per day
3 April to 15 April	13	7	0.538461538
16 April to 25 April	10	18	1.8

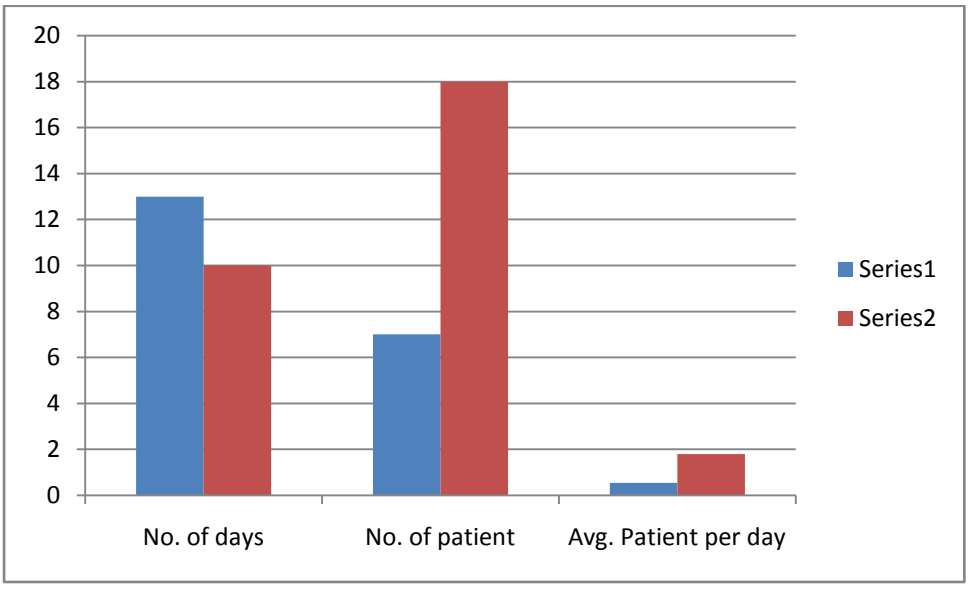


Figure 2. Avg. patient per day in Gastro Department

Thus the graph shows that as the OPD was launched of the department the patients were few.

As the Doctor has practiced for around 10 years in England thus was bit difficult to built that word of mouth publicity. Thus in Initial 13 days the number of patient were seven thus the average patient was .5 and after that the camp was organised and in the next 10 days the patient number increased to 18 that is approx. 1.98 patient per day.

5.3Nephrology Department Camp

On the day of World Kidney Day 13th March Free Kidney Camp was organized in the hospital premises.

For its promotion

Newspaper adds was advertised twice a week before the camp.

Pamphlets were distributed throughout the city via local vendors.

Eminent Nephrologist of Bhopal were visited for patient referral.

Free services offered during the camp tenure was **free hemoglobin check up, free blood sugar, routine physical check up .**

20% off on all the Radiological and pathological investigations

Free registration and free consultation which cost around Rs .500

10% off on Dialysis on registering on the day of camp.

Second Nephrology camp was organized on 13 April 2014 in Vidisha district in Madhya Pradesh in coordination with Rotary Club in a renowed Hospital .

Date	No. of Patient	Average Patient per day
Upto 13 march	6	.461
Between 14 march and 13 April	14	.466
After 13 April	11	.687

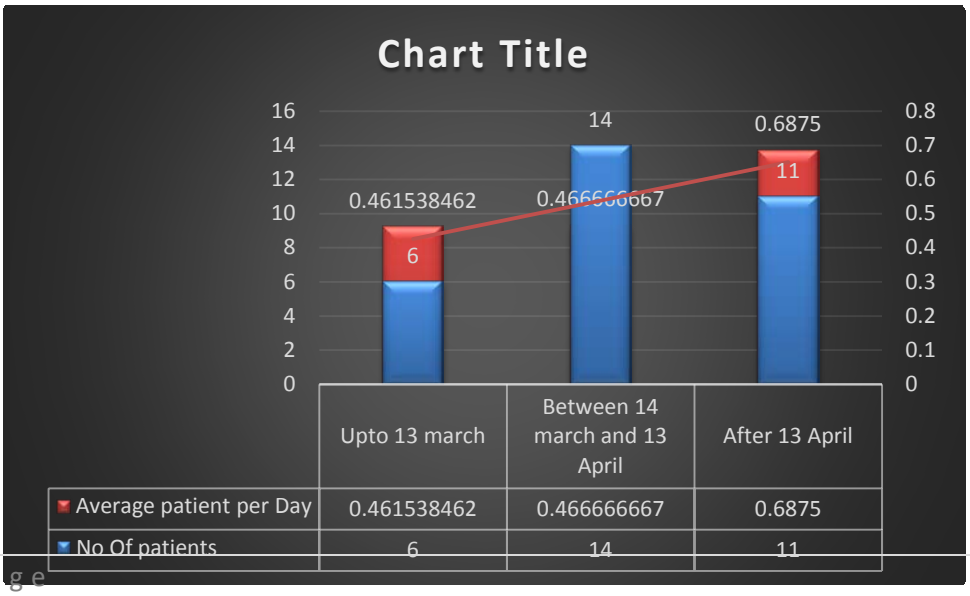


Figure 3.No. of Patient registered from 1 March 2014 to 25 April 2014

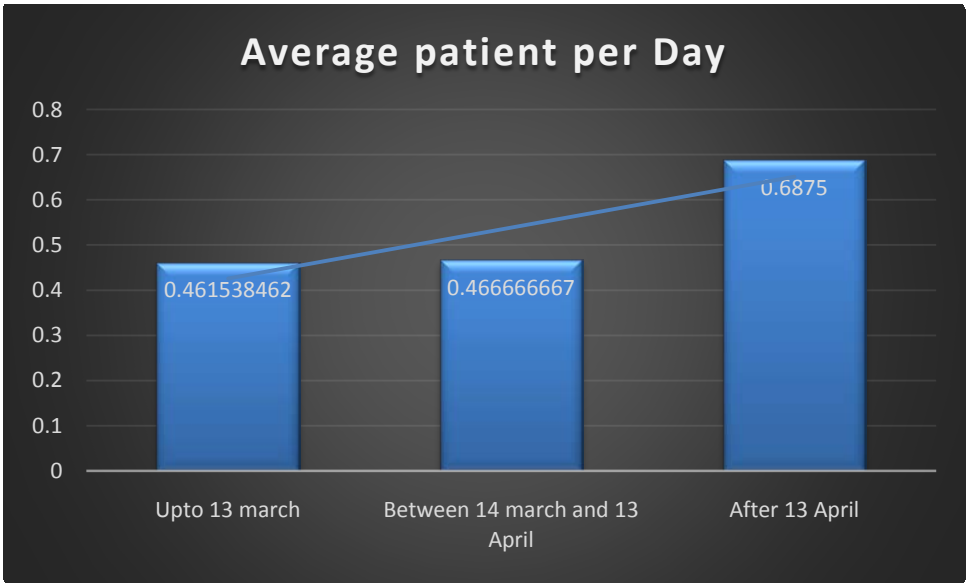


Figure 4. Average patient per day in Nephrology Department

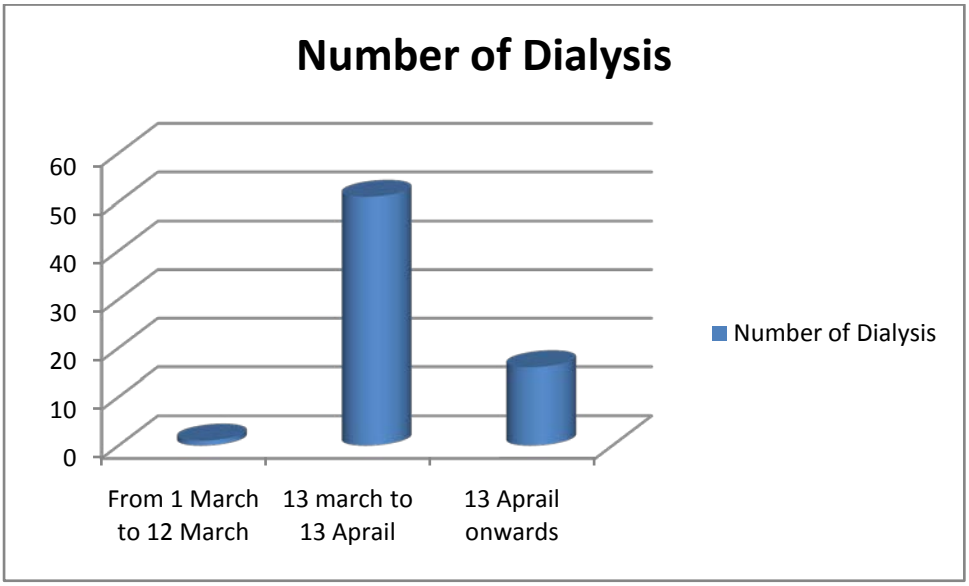


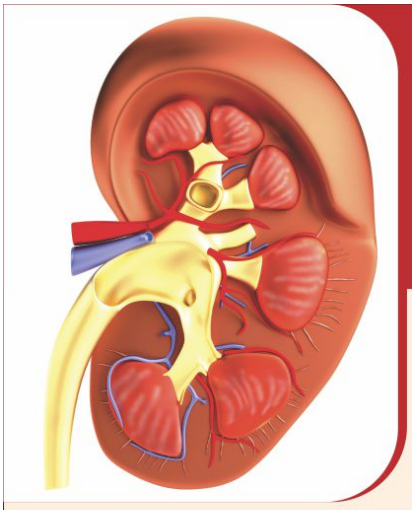
Figure 5. Dialysis March onwards

There is a increase in Dialysis by promoting the Department and its services in Camp

FINDINGS IN NEPHROLOGY DEPARTMENT

In 13 days the number of patients were 6 with makes average of .466 thus very few patients were seen and treated but the investment on the department was huge that has to recovered with time by increasing the patient flow. Thus thrice the kidney screening camps were organised at different places and most of the genuine patients require Dialysis which cost around 2500 per dialysis session.

Thus the dialysis increased from 3 to 52 that make a huge difference and help in income generation



बंसल अस्पताल एवं रोटरी क्लब, विदिशा

के संयुक्त तत्वाधान में

नि:शुल्क

गुर्दा परीक्षण कैंप का आयोजन

अमेरिका में प्रशिक्षित अनुभवी गुर्दारोग विशेषज्ञ

डॉ. विभु धवन (MD, ABIM (USA))

♦ दिनांक – 13 अप्रैल 2014 ♦ समय – सुबह 10 से दोप. 3 बजे तक

♦ स्थान– मानव सेवा न्यास अस्पताल रोड, विदिशा

नि:शुल्क परामर्श

आप डॉक्टर से परामर्श लें, यदि

• मधुमेह • उच्च रक्तचाप • मोटापा • धूम्रपान • 50 वर्ष से अधिक उम्र
• हाथ–पैर में सूजन • आपके पारिवारिक इतिहास में उच्च रक्तचाप, मधुमेह या गुर्दे सम्बंधित बीमारी रही है

बंसल नेफ्रोलॉजी यूनिट सम्बंधित सुविधाएँ..

• हीमोडायलिसिस • पेरिटोनियल डायलिसिस • किडनी बायोप्सी
• प्लास्माफेरेसिस • रीप्रोसेसर की सुविधा उपलब्ध

नि:शुल्क रक्तचाप एवं ब्लड शुगर की जाँच

पंजीयन हेतु संपर्क: **0755 - 4086099**

अधिक जानकारी हेतु संपर्क करें-**7898301770**

सी-सेक्टर, शाहपुरा, भोपाल -(म.प्र.)-462016

वेबसाइट - www.bansalhospital.net

असुविधा से बचने के लिए अपना पंजीयन पूर्व में करवाएं

BANSAL Hospital

Redefining Health Care

5.4: NEUROLOGY DEPARTMENT CAMP

Neuro Screening Camp was organized in the hospital premises on 8 March 2014 and 25 March 2014 and like above mentioned promotional strategies was used to promote the event.

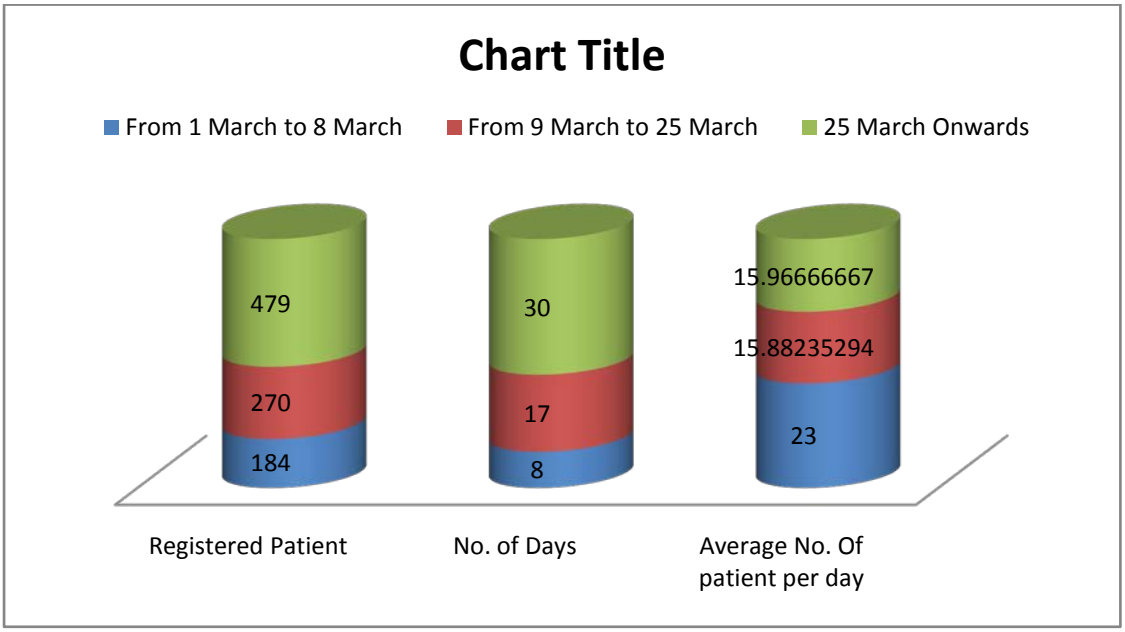


Figure 6 . Patients in Neurology OPD

Dates	Number of Days	Number of patients	Average patient per day
1 march to 8 march	8	184	23
8 march to 25 march	17	270	15.88
25 march onwards	30	479	15.96

FINDINGS NEUROLOGY DEPARTMENT

Thus the graph shows that initially the average patient per day was more which has declined after promotional activities due to some gaps pre ,during and post camp as:-

TIMING- The pamphlet distribution was not distributed two days before the camp.

MANPOWER:- Manpower requirement was not fulfilled as shortage caused haphazard situation.

ON AIR:- on air promotion on Bansal news channel was not broadcasted as of short span notice, as the channel proves to be important source to promote the events in the periphery of the city as due to the lack of reputed hospital.

5.5: PEDIATRIC DEPARTMENT CAMP

First Paediatric camp was organized on 30th March 2014.

The promotion of the camp includes:-

Informative leaflet (Pamphlet)

News paper add 16x10 cm

Banners around the city, schools, covered campus, Railway station , Bus stand etc.

Radio and Television advertisement

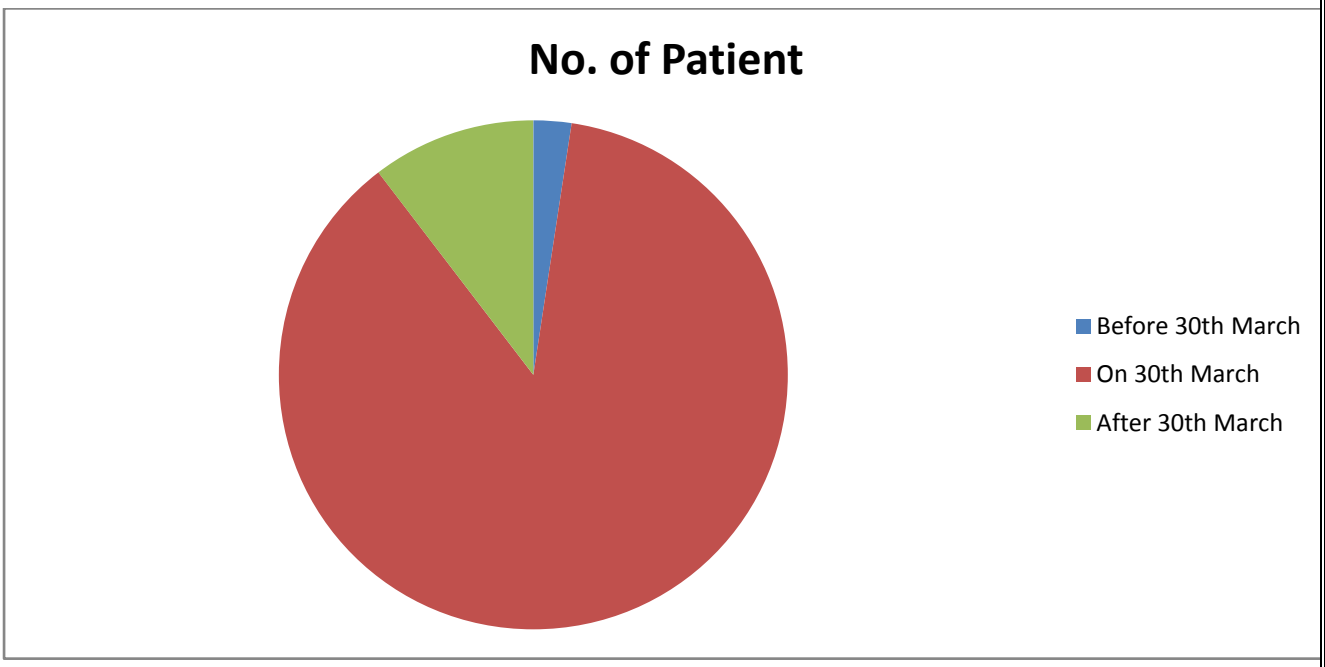


Figure 7. Patients in Paediatric Department before and after the camp

FINDINGS:-

Thus the data was divided into three parts that the patients from 1 march to 30th march were around 14 and on the day of camp that was organised on 30th march there were approx 280 patients and after the patient number started increasing to 40 patients in 15 days thus a progress was observed.

बंसल अस्पताल द्वारा निःशुल्क नवजात व शिशु स्वास्थ्य जाँच कैंप

BANSAL Hospital
Redefining Health Care

दिनांक– 30 मार्च 2014 समय- सुबह 10 बजे से 4 बजे तक

स्थान : बंसल अस्पताल, सी-सेक्टर शाहपुरा, भोपाल

टाटा अस्पताल, जमशेदपुर के प्रख्यात शिशु रोग विशेषज्ञ

डॉ. राजेंद्र पंचोली

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Former HOD Pediatrics TATA Hospital

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Ex-Registrar Princess of Wales Hospital, London

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डॉ. नितिन वर्मा

MBBS, MD (Pediatrics),
Fellowship in Neonatology
Clinical Lecturer in Pediatrics (AUSTRALIA)

अपोलो अस्पताल दिल्ली के प्रख्यात नवजात शिशु रोग विशेषज्ञ

डॉ. स्नेहल जैन

MBBS, MD (Pediatrics)

उपरोक्त चिकित्सक बंसल अस्पताल में स्थायी रूप से पूरे समय उपलब्ध

निःशुल्क बच्चे का रुटीन फिज़िकल चेक अप डीवार्मिंग ब्लड ग्रुप जाँच

लेवल – III शिशु गहन चिकित्सा ईकाई का शुभारम्भ

कैंप से जुड़े लाभ

- विशेषकर नवजात से किशोर अवस्था तक की आयु के लिए
- आँखो की जाँच (विज़न एवं कलर ब्लाइंडनेस)
- टीकाकरण पर एक वर्ष तक 20% की छूट
- बच्चों के विकास चक्र की जानकारी
- डायटीशियन द्वारा पोषण स्तर कि विस्तृत जानकारी एवं सलाह (मोटापा, कुपोषण इत्यादि)
- अन्य विकार जैसे ओटिस्म, सेरिब्रल पेल्सी एवं अटेन्शन डेफिसिट डिसऑर्डर सम्बंधित स्क्रीनिंग और सलाह

आवश्यक्ता पड़ने पर अन्य जाँचो पर 20% की छूट

अधिक जानकारी हेतु संपर्क करें - **7898301780**

अपॉईंटमेंट हेतु संपर्क: **0755 - 4086000, 4086098, 4086099**

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असुविधा से बचने के लिए अपना अपॉईंटमेंट पूर्व में करवाएं

कैंप में अपने बच्चे का टिकाकरण कार्ड अवश्य साथ में लाये

स्तनपान के स्वर्णिम नियम :-

• स्वस्थ एवम् सुरक्षित मातृत्व के लिए जरूरी हैं स्तनपान

- जन्म के तुरंत बाद से ही माँ का दूध पिलाना शुरू करें (अधिकतम एक घंटे के अंदर)
- छः माह तक माँ के दूध के अतिरिक्त कुछ भी न दें, पानी भी नहीं क्योंकि माँ के दूध में 97% पानी की मात्रा होती हैं।
- शिशु के छः महिने होने पर अन्नप्राशन शुरू करें निम्न दिशा निर्देशों अनुसार

आयु	खिलाने की आवृत्ती	खाद्य पदार्थ विकल्प
6 -12 माह	स्तनपान जारी रखें एवम् पूरक आहार शुरू करें (आधा-1 कटोरी दिन में 3 बार)	दलिया, खिचड़ी, दही, जूस, इत्यादी
12 माह -2 वर्ष	सुविधानुसार स्तनपान जारी रखें एवम् पूरक खानपान शुरू करें - (1 से 1½ कटोरी दिन में 5 बार)	ऊपर लिखें हुए एवम् ब्रेड, रोटी, फल, अंडा, उपमा, इत्यादी
2-5 वर्ष	सुविधानुसार स्तनपान एवम् पूरक आहार लगभग (2-3 कटोरी 3 से 5 बार)	सामान्य आहार

दस्त (डायरिया) एक महामारी

5 वर्षो तक के बच्चों में कुपोषण एवम् मृत्यू का मुख्य कारण दस्त होता हैं।

प्रश्न :- दस्त किस अवस्था को कहते हैं?

उत्तर :- दिन में तीन या उससे अधिक बार पानी जैसा पतला पाखाना (स्टूल/मल) को दस्त (डायरिया) कहते हैं।

प्रश्न :- दस्त का कारण क्या होता हैं?

उत्तर :- दस्त का सामान्यतः मुख्य कारण वायरल इन्फेक्शन या संक्रमण होता हैं।

प्रश्न :- दस्त का इलाज?

उत्तर :- सबसे आसान और आम इलाज ORS (ओरल रिहाईड्रेटिंग सोल्युशन) का घोल होता हैं। जिसे नियमित रूप से बार बार देते रहें।

- ज्यादातर शिशुओं को दस्त में एन्टीबायोटिक्स की आवश्यकता नहीं पड़ती।
- दस्त के दौरान भी, डॉक्टर के परामर्श अनुसार आहार जारी रखें।

निम्न स्थिति में डॉक्टर से परामर्श लें :-

- (मल/स्टूल) में खून आना।
- धंसी हुई आँखे एवम् 8 घंटे तक पेशाब ना करना।
- बच्चे को लगातार उल्टी की शिकायत होना।

दस्त की अवस्था में भी शिशु का स्तनपान जारी रखें।

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5.6ORTHOPEDIC DEPARTMENT CAMP

The Orthopaedic department has started at the earlier phases when the operative area was not ready to care of Total knee Replacement, Total hip replacement cannot be accomplished. So the older patients of the doctor could not turn up into business. Therefore such kind of promotional activity was very much in need . Thus twice he camp were organised in periphery as well in the premises which have given good results to the organisation.

Thus the results can be interpreted as follows:

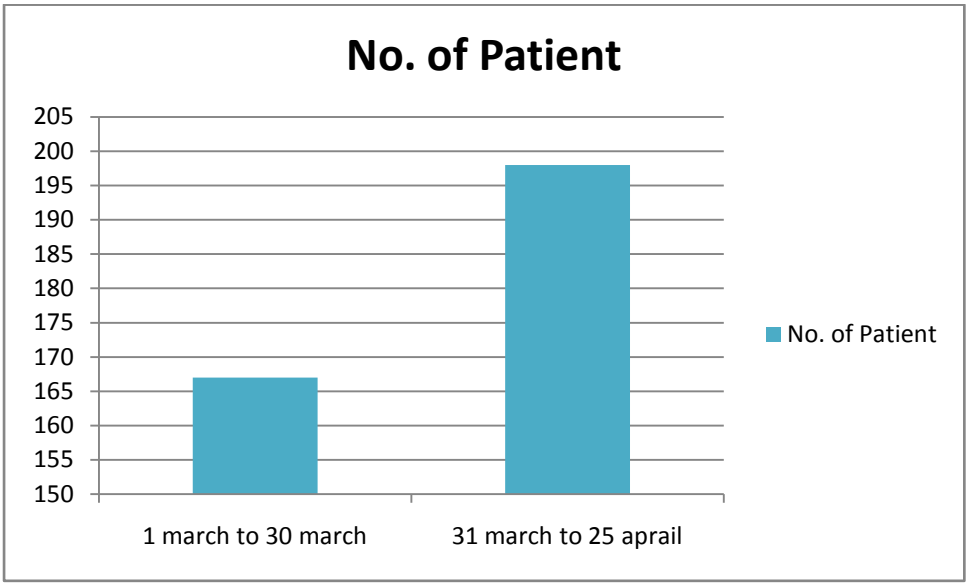

Figure 8. Patients in Orthopaedic department OPD

FINDINGS

Dates	Number of Days	Number of patients	Average patient per day
From 1st march to 30th march	30	166	5.533333333
31st march to 25 april	25	198	7.92

Thus from this graph we can interpret that in a month from 1 march to 30 march the count of patient was 168 patient registered in INSTA HMIS but after the camp on 30th march which was organized after promoting it on radio, TV, News paper,banners, standy etc the count of patient for the next month increased to approx 200. With about 12 Knee Replacement and Six hip replacement which

cost around 1.5 lakh in the market , Bansal was offering the same service in 1.40 Lakh rupees to its patient. Thus this market strategy proved good for the organisation to build brand and brings credibility to the organization

CONCLUSION

After this study the conclusion can be drawn as the events like free medical camp are more beneficial at the initial phases of hospital growth. As the investment require organizing a camp to not big amount as the consultants are available with the hospital on full time basis.

The patients coming for the free medical screening camp for any department also visits the other departments and has a view of the world class hospital infrastructure which was earlier lacking in the city. Also it generated revenue and we get return on investment of the camp as the diagnostic , radiological and pathological patients are fully utilized. Patient referral to other specialist of the Hospital is also observed which develops cordial relationship among various department and patient gets all the facilities under one roof.

Word-of-mouth publicity occurs during such events as a single patient is accompanied by family and friends and after seeing such a organized clinical facility, they give their feed back to others also. The most important screening camps turns patient for long time business going to take any king of surgery and procedure and generating revenue for the hospital .

And as the Specialists, surgeons or doctors coming from different places both from within India or outside India require a huge marketing to promote them in this new place and generate patient for them. Whether patient comes or not they draw a lumsum salary from the organization which becomes hard to pay in the initial phases in the absence of patients. Thus atleast this mode is utilized to generate patient for themselves on long term basis.

Thus other mode of marketing or promoting cannot be evaluated to this extent to reach to any kind of conclusion and in the absence of incentive practice for referral patient this is the best suited option for its future growth.

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