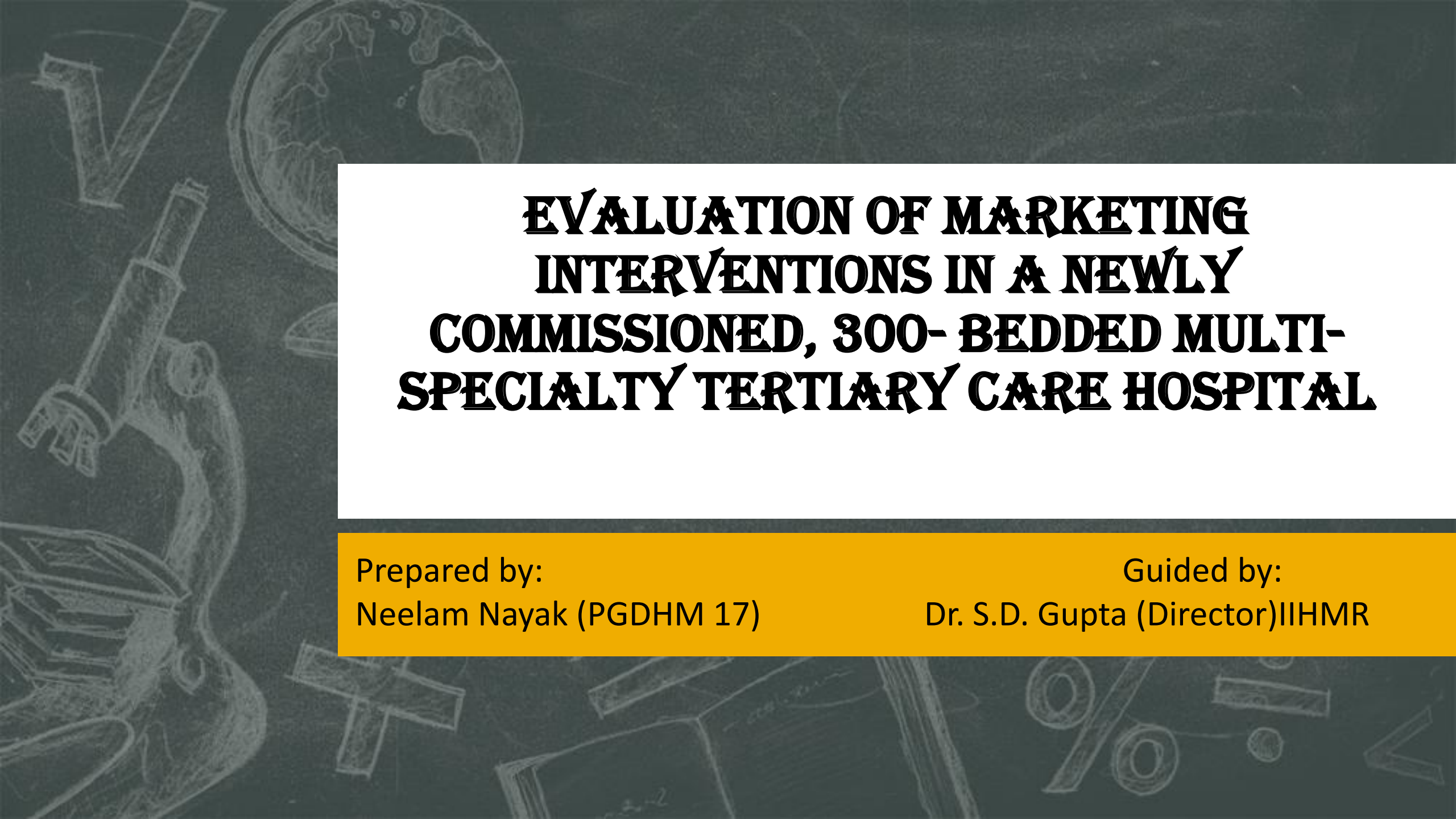




EVALUATION OF MARKETING INTERVENTIONS IN A NEWLY COMMISSIONED, 300- BEDDED MULTI- SPECIALTY TERTIARY CARE HOSPITAL

Prepared by:
Neelam Nayak (PGDHM 17)

Guided by:
Dr. S.D. Gupta (Director)IIHMR

INTRODUCTION

STUDY DONE AT : -BANSAL HOSPITAL, BHOPAL, (M.P.)

300 bedded Multi- Specialty Tertiary Care Hospital

MISSION

- **To provide the highest standard of comprehensive, affordable and holistic care under one roof.**
- **Provision of excellent medical services by eminent, highly qualified doctors.**
- **Maintaining highest ethical standards in patient care**
- **Provision of different disciplines of health care under one roof**
- **Utilization of latest techniques and equipment in health care**
- **Provision of services by qualified and dedicated nurses and paramedical staff.**
- **Provision of health care services in a supervised ,safe environment.**
- **Active participation in continuous medical education**

DEPARTMENTS AT BANSAL

- **CARDIAC SCIENCES**
- **NEUROSCIENCES**
- **RENAL SCIENCES**
- **MINIMAL ACCESS SURGERY**
- **EMERGENCY MEDICINE**
- **CRITICAL CARE**

- **GASTROENTEROLOGY**
- **ORTHOPEDICS AND TRAUMA**
- **OBSTETRICS & GYNAE.**
- **REPRODUCTIVE MEDICINE**

- **ONCOLOGY**
- **RHEUMATOLOGY**
- **PEDIATRICS**
- **PATHOLOGY**
- **INTERVENTIONAL RADIOLOGY**
- **NUCLEAR MEDICINE**

- **HEALTH CHECK UP**
- **PATHOLOGY**
- **PHYSICAL MEDICINE AND REHABILITATION**

INTRODUCTION TO THE STUDY

Research Question:

- 1. What all marketing interventions can be used to promote a newly commissioned hospital?
- 2. What is the output of those interventions to raise patient footfall in the hospital?

Objectives of Study:

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

AIM:

- To find out the Marketing Interventions used in a newly Commissioned hospital and ascertain which suits the best on the verge of cost, profitability and patient flow.

Need For 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, managing the transition from volume to value
- Marketing will then change focus to enhancing visibility, quality of service and brand building.

Study design and Methods

METHODOLOGY

Type of study:

- Descriptive Observational Study

Location of study

- Bansal Hospital, Bhopal

Study Subjects

- Registered Patients in HMIS

Sample Size

•2000 Patient

Selection process

- Patients being registered in HMIS both inpatient and outpatient.

Data (information) to be collected:

- **Primary Data:** Details of Patient, Consultant, Date, IPD or OPD, Diagnostic Details and other data.
- **Secondary Data:** Review of various relevant literature for marketing strategies used in hospital industry.

INTERVENTIONS USED TO MARKET BANSAL HOSPITAL

❖ **HOARDINGS**

❖ **CONTINUOUS MEDICAL EDUCATION**

❖ **NEWS PAPER ADVERTISEMENT**

❖ **RADIO ADVERTISEMENT**

❖ **FREE MEDICAL CAMPS**

❖ **PAMPHLET**

❖ **STANDY**

❖ **CELEBRATION OF SPECIFIC DAYS**



❖ **INFORMATIVE AND INTERACTIVE WEBSITE**

❖ **BROCHURE**

❖ **INTERNATIONAL CONFERENCES**

❖ **HEALTH TALK**

❖ **CONDUCTING INTERVIEWS OF SPECIALISTS ON VISUAL MEDIA**

❖ **PRINTING AND MAKING READILY AVAILABLE VARIOUS EMERGENCY OR APPOINTMENT NUMBERS
ARE THE COMMONEST MARKETING TOOLS**

❖ **LAUNCH or OPENING**

HOARDING

- To reach a wide audience of all classes
- Best locations so that your brand reaches our target audience
- Economic as well as cost effective

“ Madhya Bharat mein pehli bar Vishwastarya suidhayein yukt Bansal Aspatal ab apne shahar Bhopal mein

CONTINUOUS MEDICAL EDUCATION

- Physicians attend continuing medical education (CME) programs to update their knowledge.
- Consists of educational activities
- Medical council of India has already stated that Doctors are suppose to attend 30hrs on CME in a tenure of 5yrs to re-register themselves.
- HOLEP LASER PROSTECTOTOMY TRICKS OF TRADE (First CME in Bansal Hospital)**

NEWSPAPER ADVERTISEMENT

- **Reach**
- **Affordability**
- **Flexibility and Timeliness**
- **Impact and Effectiveness**

RADIO ADVERTISEMENT

- **Market listens to the radio**
- **Advertising works by repetition**
- **Sound is memorable**
- **Can reach your customer on the radio throughout the day or night**

FREE MEDICAL CAMPS

- **Increasing brand equity and business**
- **Patient get translated into business**
- **Minimum resources gives maximum return**
- **Increases Patient footfall**

PAMPHLET

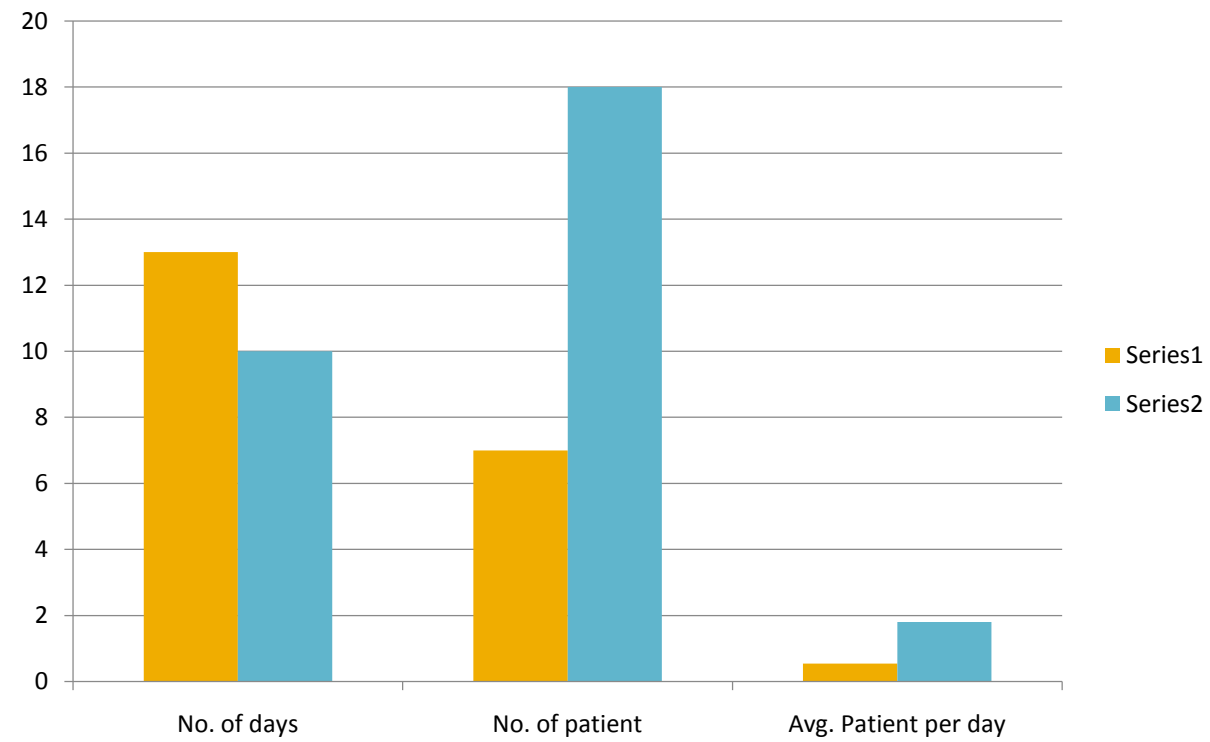
- **High attention factor**
- **Low costs**
- **The creative can be of any size**
- **Reaches out the local target market**

WEBSITE

- **“Go on-line.” Information technology can improve care and promote consumer choice**
- **Patient education**
- **Information resources and vehicles for advertising**
- **Important Updates**

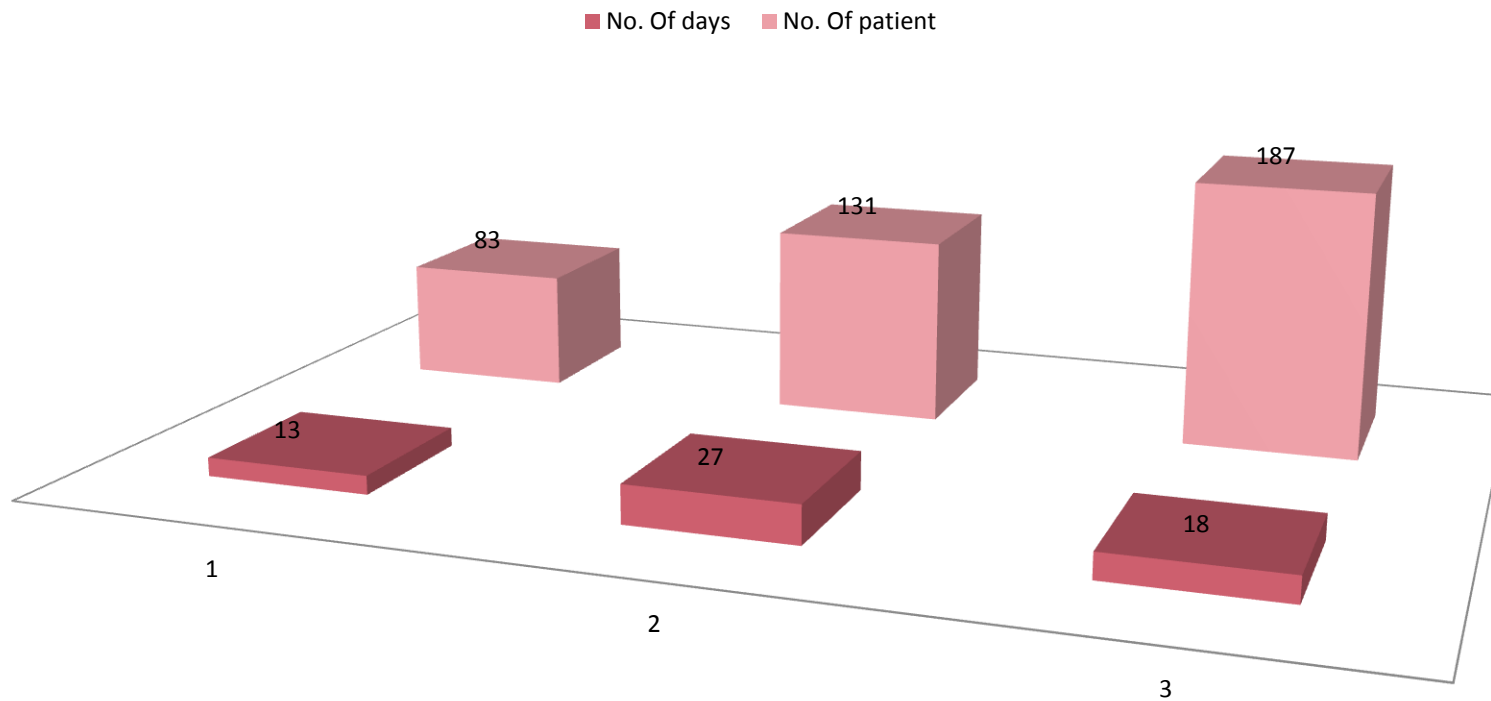
BROCHURE

- **To introduce a organization**
- **Impression of quality**
- **Brief description on hospital infrastructure , facility ,etc**
- **Grey Literature**

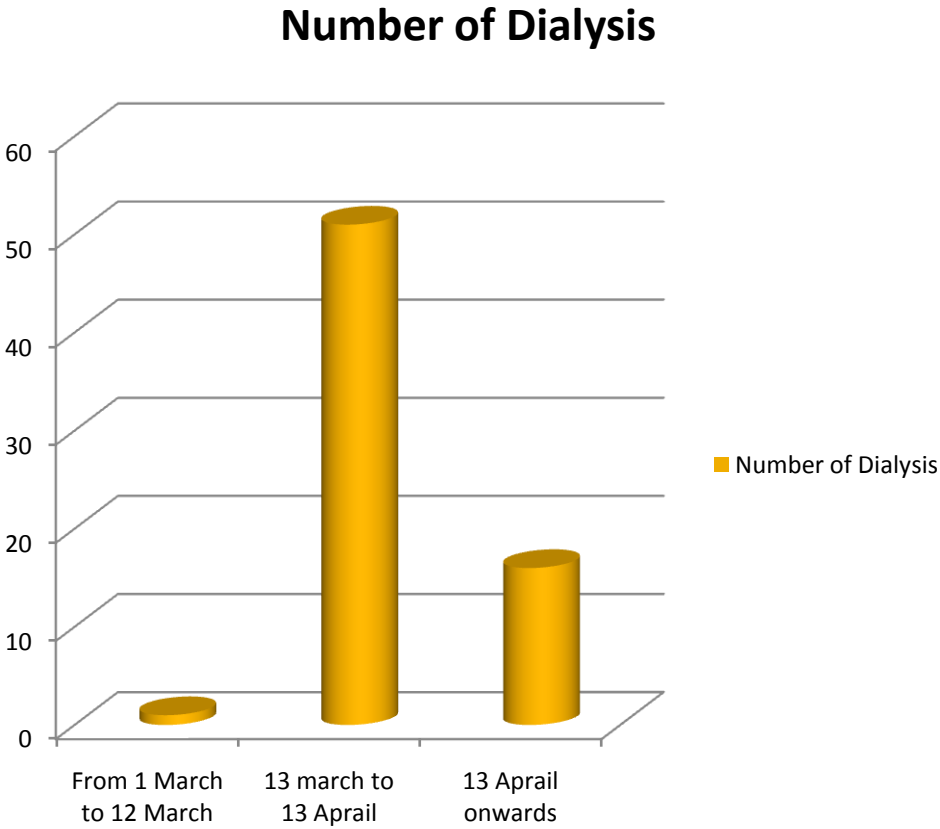


GASTROENTEROLOGY CAMP

Reproductive Medicine Department

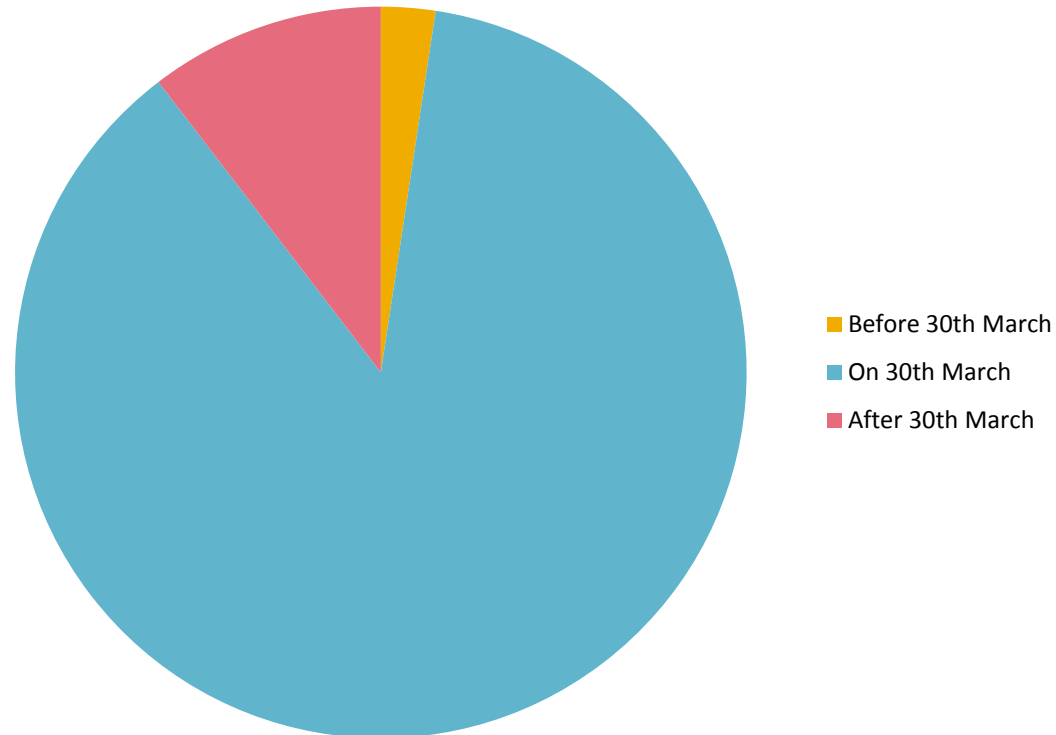


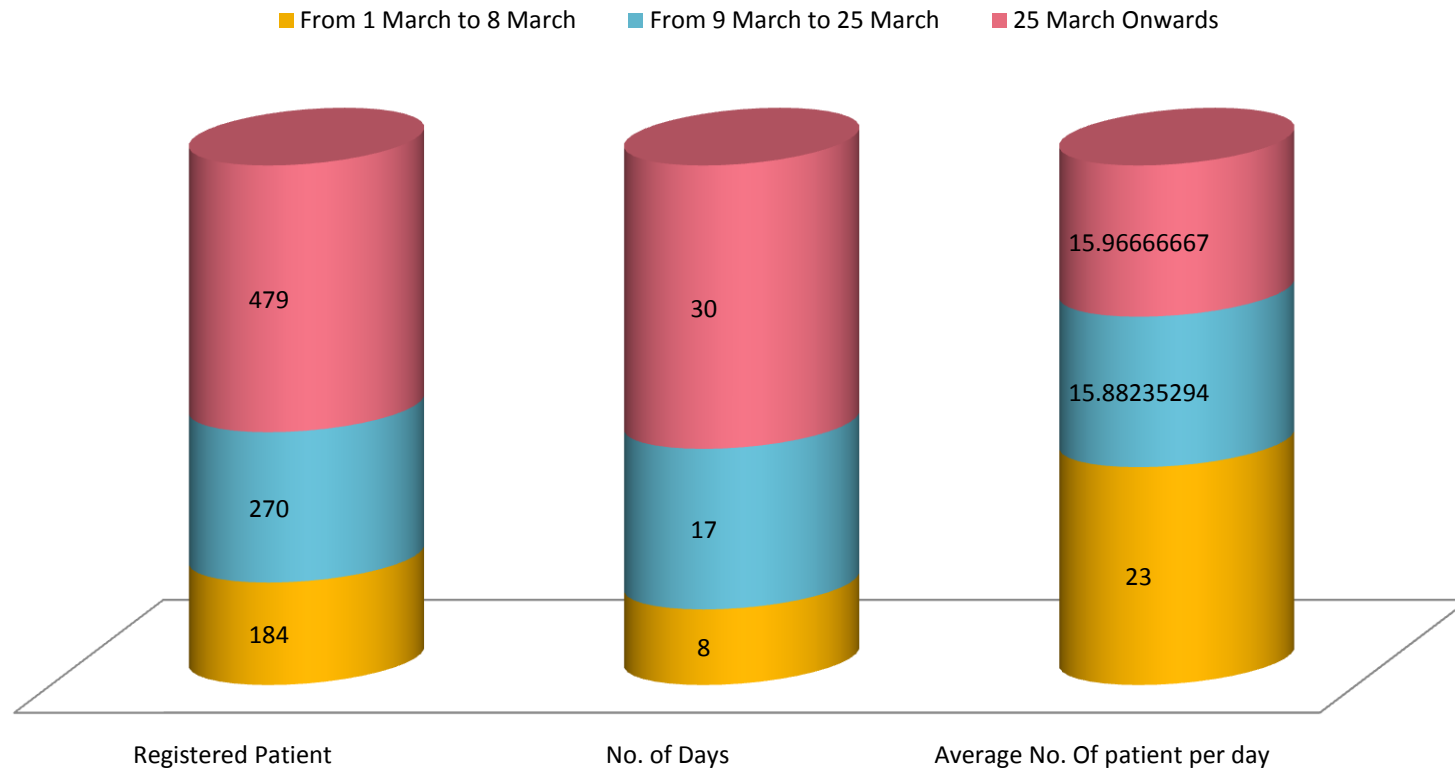
NEPHROLOGY DEPARTMENT CAMP



PEDIATRIC DEPARTMENT CAMP

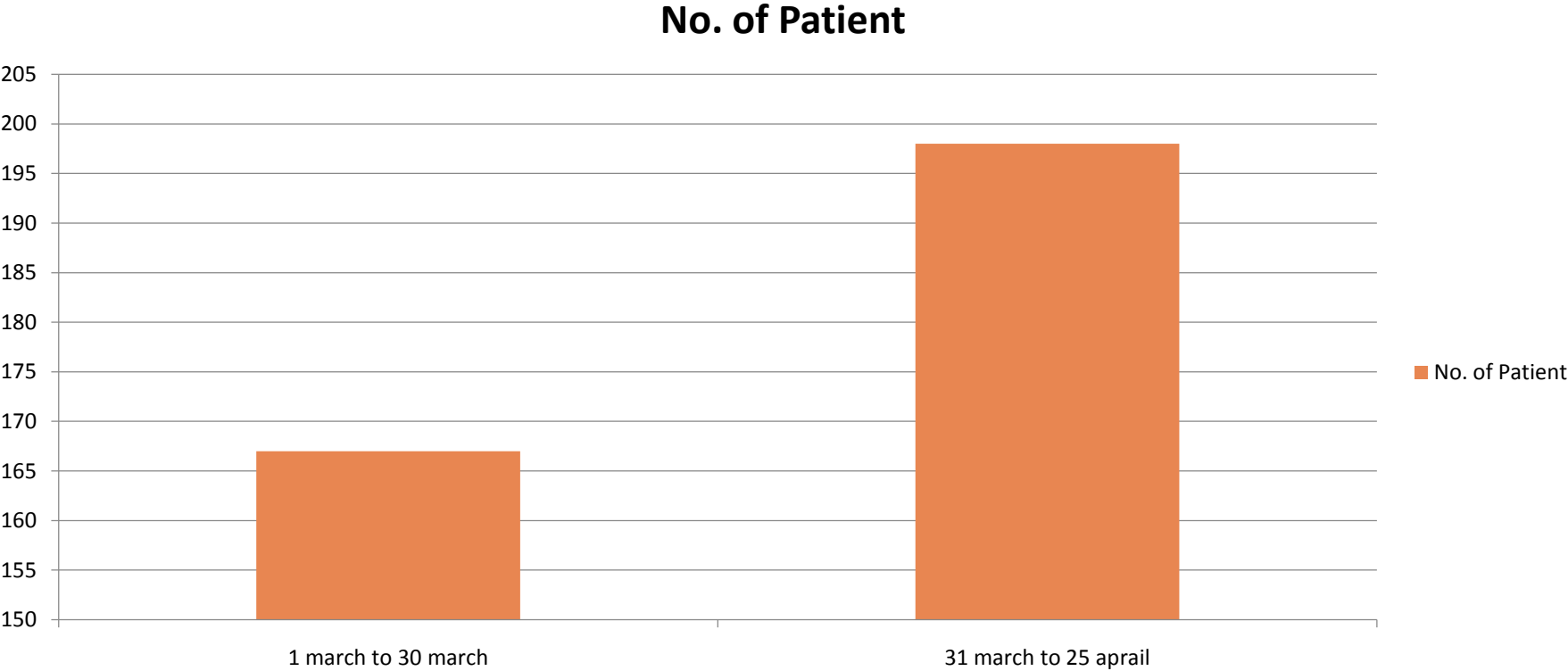
No. of Patient





NEUROLOGY DEPARTMENT CAMP

ORTHOPEDIC DEPARTMENT CAMP



CONCLUSION

- ☐ Among all the Promotional methods used in this newly commissioned hospital organising free medical camp was most beneficial for hospital promotion
- ☐ As every body entering the hospital for one speciality takes a look of other departments also.
- ☐ On the day of camp income generation is also noted due to diagnostic and pathology service utilisation.
- ☐ The screening camp results in patient transformation to long time business.
- ☐ Word -of-mouth publicity
- ☐ Increase in OPD and IPD patient.
- ☐ Less investment required to organise camp.
- ☐ Accordingly good strategy to introduce a eminent Doctor to a new place.



THANK YOU

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