

Study on Consumer Expectations from a Wellness Program



DISSERTATION AT JAINAM WELLNESS, MUMBAI
By
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Wellness : Introduction

'A condition of good physical, mental and emotional health, especially when maintained by an appropriate diet, exercise and other lifestyle modifications.'

- American Heritage Medical Dictionary

"Wellness is an active process through which people become aware of, and make choices toward, a more successful existence."

- National Wellness Institute

Wellness involves making conscious decisions to control risk factors that contribute to disease or illness.

Dimensions of Wellness

- ❖ Physical
- ❖ Emotional
- ❖ Intellectual
- ❖ Interpersonal
- ❖ Spiritual
- ❖ Environmental



Many experts believe there are two additional dimensions

- ❖ Occupational
- ❖ Financial

Rationale

Customer is king!



Give them all the royal treatment they deserve!!!

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"Customer is The King In Competitive Marketing World"

**"You are there because of the Customer;
the Customer is not there because of you."**

- Mahatma Gandhi

- ❖ Statistics show that for every four new products that enter development, only one becomes a commercial success.
- ❖ Research by Calantone and Cooper shows that the number one reason for failure of a new product is the lack of attention paid to the real needs and wants of the marketplace.

Aim of the study

To understand the consumer expectations from various Wellness Programs.

Research Questions:

- ❖ What are the various consumer segments for a Wellness Program?
- ❖ Who are the current existing players in Wellness industry?
- ❖ What are consumer's expectations from a Wellness Program in each segment?

Objectives

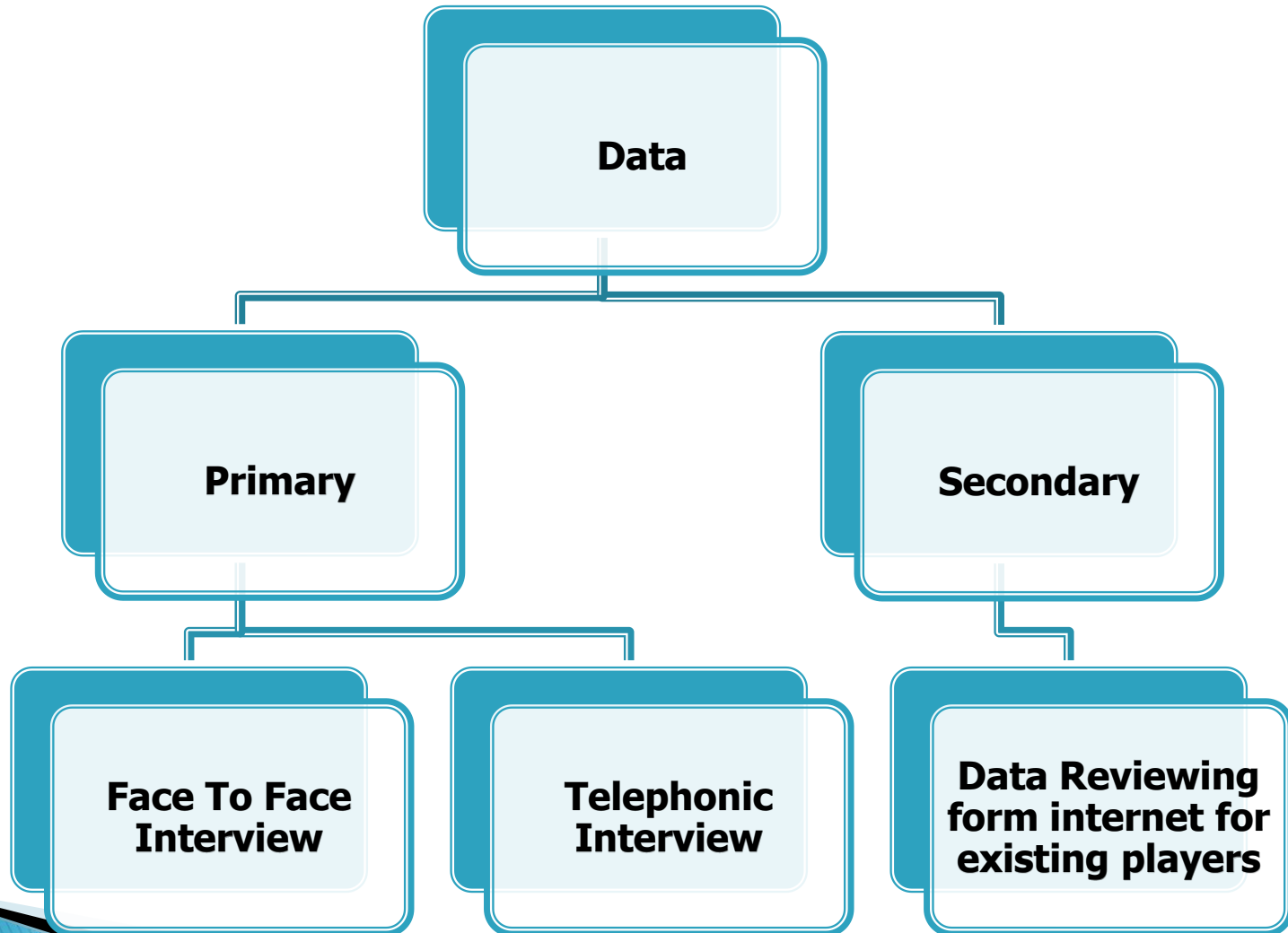
- ❖ To identify various consumer segments for a Wellness Program.
- ❖ To identify the major existing players in market in Wellness Industry.
- ❖ To learn the current wellness plans/ offerings available in Market.
- ❖ To learn and understand consumer need & expectation of each segment from a Wellness Program.

RESEARCH METHODOLOGY

Research design

- ❑ **Type of Research:** Qualitative Descriptive study
- ❑ **Location of study:** Mumbai
- ❑ **Sampling Method:** Convenient sampling
- ❑ **Sample size:**
 1. Family wellness Program: 12 respondents
 2. Corporate/ Worksite Wellness Program: 12 respondents
 3. School Wellness Program: 5 respondents

Data collection method



❑ *Data Collection Tool*

- ❖ Three different interview schedules were used for
 - a. Families
 - b. Corporate
 - c. Schools.

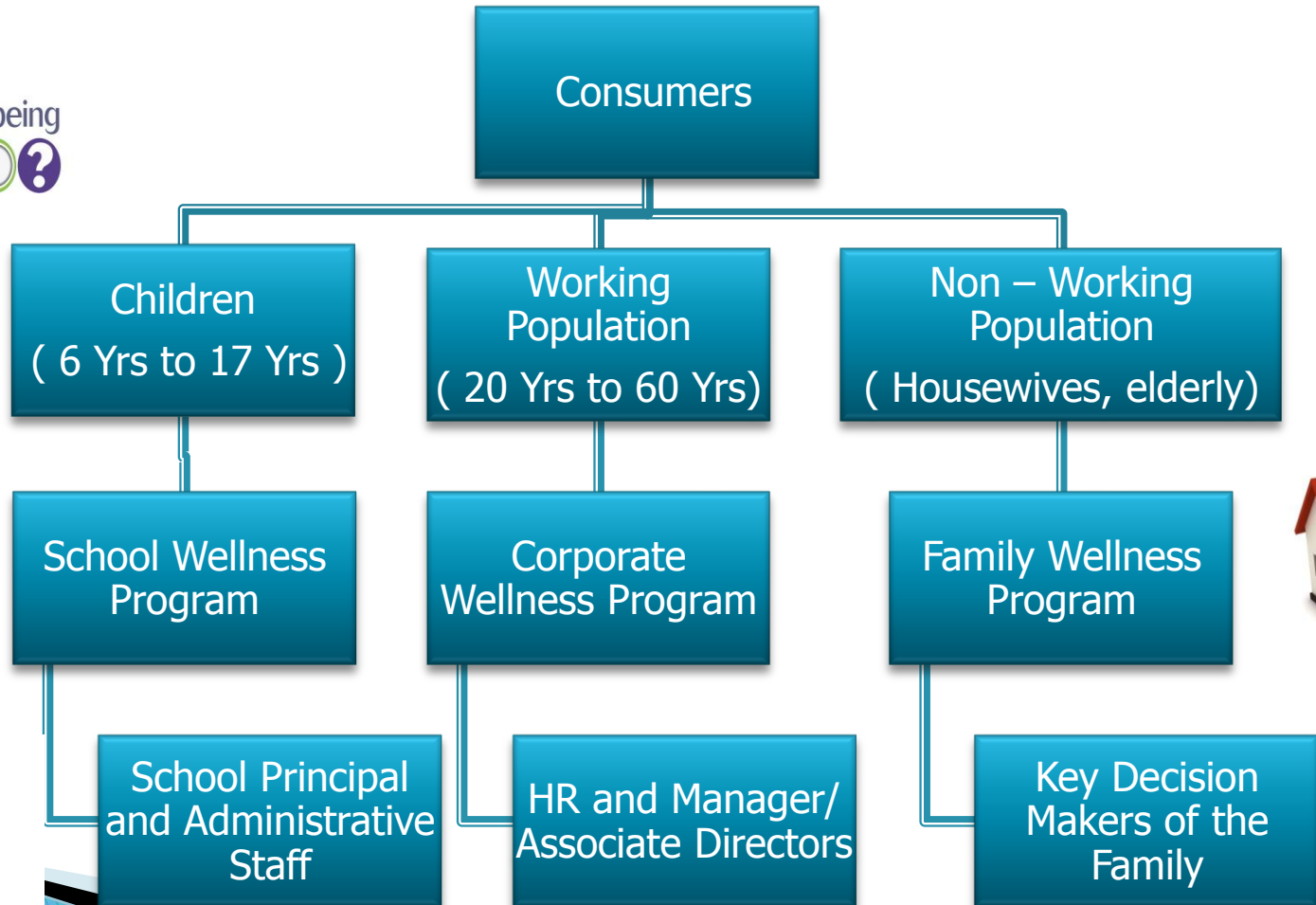
to understand the consumer needs and expectations from a wellness program in each segment.

❑ *Data Analysis*

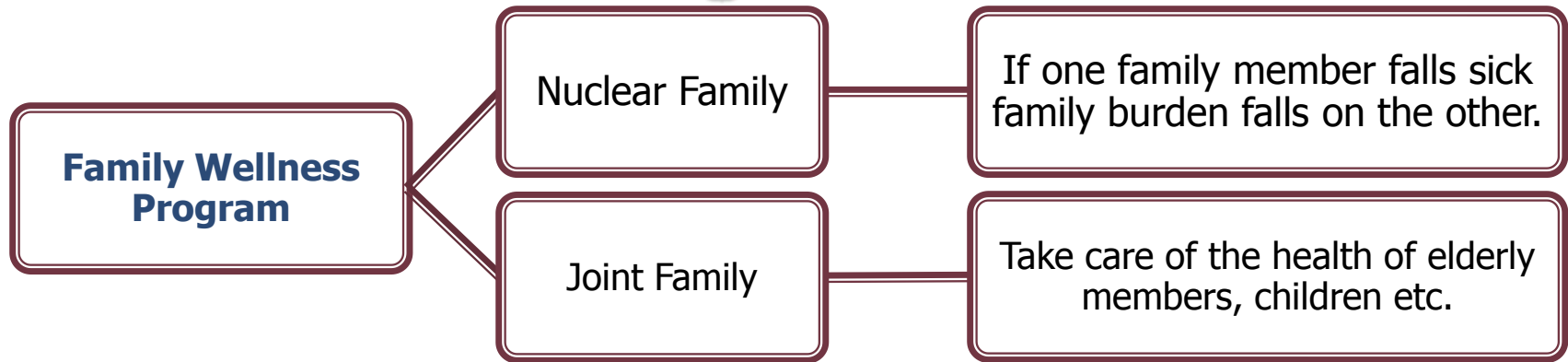
- ▶ Data was analyzed based on three themes:
 - ❖ **Theme1:** Consumer Segments for Wellness Programs.
 - ❖ **Theme 2:** Existing Players in the Wellness sector & their offerings.
 - ❖ **Theme 3:** Consumers Expectations from Wellness Programs in each of the segments.

RESULTS

Theme1: Consumer Segments for Wellness Programs



Need for Wellness Programs in these segments



School Wellness Program –Comprehensive School Wellness program:

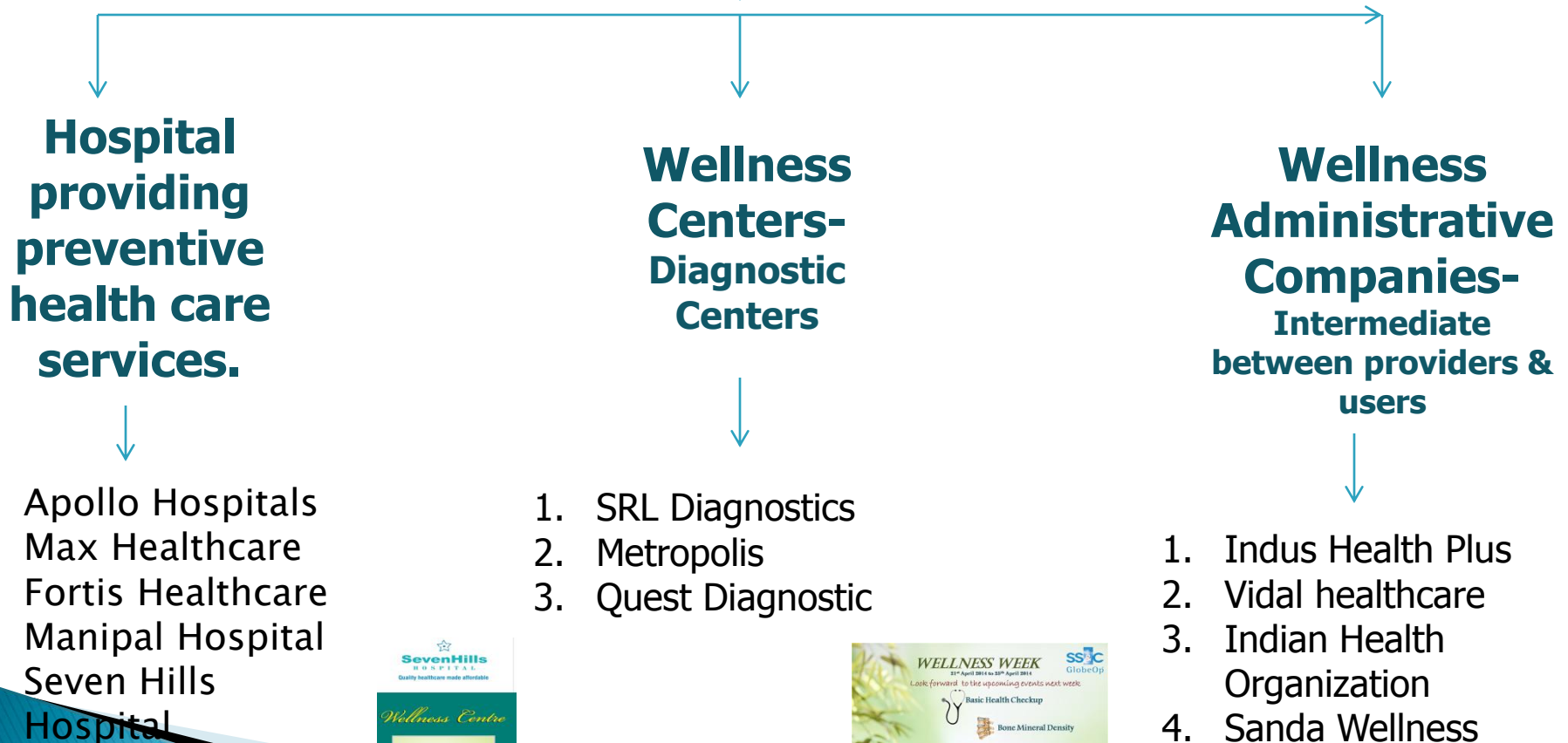
- Early identification of diseases
- Instills healthy habits

Corporate Wellness Program - Helps in early detection and management of chronic and life style diseases like CVD, Diabetes etc.

- It also helps in maintaining proper work life balance by managing work place stress.

Theme 2: Existing Players in Market in the Wellness sector & their offerings

Players

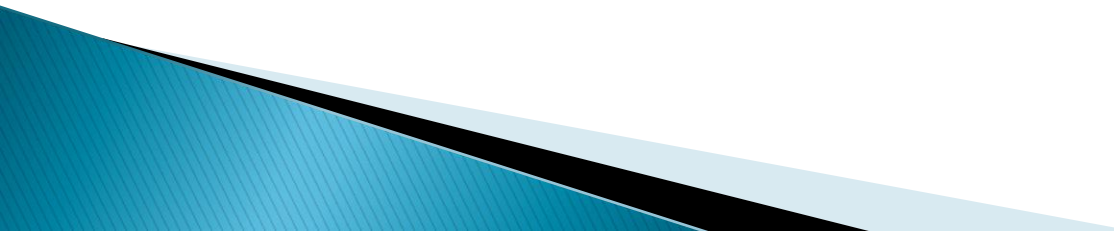


Wellness Offerings of the Key Players

- ❑ Different packages for all age groups – focusing on Investigations and medical checkups – package cost varies depending on number of investigations.
- ❑ Max Healthcare – 7 different Packages
- ❑ Apollo hospital – 19 Packages
- ❑ Seven Hills Hospital – 25 Packages
- ❑ SRL Diagnostics – It has different offerings for
 1. Individual
 2. Corporate
 3. Occupational Health
- ❑ Vidal Healthcare – It has 3 different packages for corporate Silver, Gold & Platinum
- ❑ Indus Health Plus - It provides Health Checkup packages for
 1. Men
 2. Women
 3. Elderly
 4. Family



***Theme 3: Consumers Expectations
from the Wellness Programs in
each of the segments.***



Consumers Expectations from School Wellness Program

1. General body checkup
2. Dental Check up
3. Eye Check up
4. Nutritional Deficiency Check
5. Counseling by Psychologist
6. Various Health Awareness programs like Healthy habits, Basic First Aid, Balanced diet, Safety measures for children.



Consumers Expectations from Corporate Wellness Program

1. General Body Examination
 2. Eye Check Up
 3. Physiotherapist Consultation
 4. Psychologist consultation/ counselor
 5. Basic Diagnostic Tests like CBC, BP, Blood sugar, Urine examination, Cholesterol Check
 6. Health Sessions like Emergency Management, Stress Management, Session on diet.
- Services like 24/7 call center, yoga, meditation, EMR, environmental audit etc – can be provided depending on the requirements.



Consumers Expectations from Family Wellness Program



▶ Services in Home Healthcare:

1. Periodic General checkup – 3 to 4 times a year along with doctor consultation
2. Basic Diagnostic test- CBC, Urine test, Blood sugar and cholesterol
3. 24/7 Health Helpline
4. Hospitalization assistance
5. Priority appointment booking
6. Few people also felt the need of Electronic Medical Record.

DISCUSSION

- ❖ Wellness Industry has immense scope – 1% increase in consumer expenditure can potentially create an additional opportunity of Rs 600 crore for wellness players (pwc).
- ❖ With change in Indian economy and rise in income levels people are giving more importance to their health.
- ❖ Current market offerings in wellness are majorly focused on Investigations and Medical check ups.
- ❖ Need to cover other aspects of wellness like 24/7 call center for health queries, yoga, meditation, hospitalization assistance, environmental audit, health awareness sessions on prevailing health issues.

CONCLUSION

- Wellness industry is at its nascent stage in India.
- Family wellness program
 - People do not fully understand wellness.
 - Give more importance to curative care rather than preventive care.
- Corporate wellness program
 - Almost all corporate sectors have some health checkups.
 - Conducted as an employee benefit program
 - Not conducted in a comprehensive way.
- ❖ School wellness program
 - Health checkups in schools has become a trend
 - Carried out for promotion.
- ❖ Need of the hour is wellness programs should be tailor made depending upon consumer needs & requirements.

SUGGESTIONS

- ▶ Wellness should not be limited to preventive health checkups but it should fulfill all the six different aspects of wellness.
- ▶ Among families – need is to increase awareness through involvement of media along with family doctors.
- ▶ Elderly family members – wellness programs – health insurance.
- ▶ Schools – Need of counseling along with check ups
In primary classes parents should also be a part of the program



**Indirect Medical
Costs 2-3 times
Direct Medical Cost**

Healthy employees
have fewer
health claims.

**Direct Medical
Cost**

• **Medical**
• **Pharmaceutical**

**Indirect Medical
Cost**

• **Presenteeism**
• **Absenteeism**
• **Workers
Compensation**
• **Short term
disability**

- ▶ In corporate – need to understand that it is not only employee benefit program but how it would increase productivity – by decreasing absenteeism & presenteeism.
- ▶ Wellness companies can do tie up with Insurance companies providing insurance in corporate – help in knowing the health status of employees as well as planning their premiums.
- ▶ Wellness programs in corporate should be tailor made depending on the sector by understanding their specific needs.

Thank You!

