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A Brief History, Mission, Vision

Fortis Healthcare Limited is a leading integrated healthcare services provider in India. It is one of the largest healthcare organizations in the country with 27 healthcare facilities, 4,300 operational beds and 400 diagnostics centers (including IVs). Fortis Escorts Hospitals, Jaipur, has 275 operational beds, 9 Operation Theatres (OTs), and 106 Intensive Care Unit (ICU) beds. The organization has also recently begun Robotic Joint Replacement treatment.

Mission: To be a globally respected healthcare organisation known for Clinical Excellence and Distinctive Patient Care.

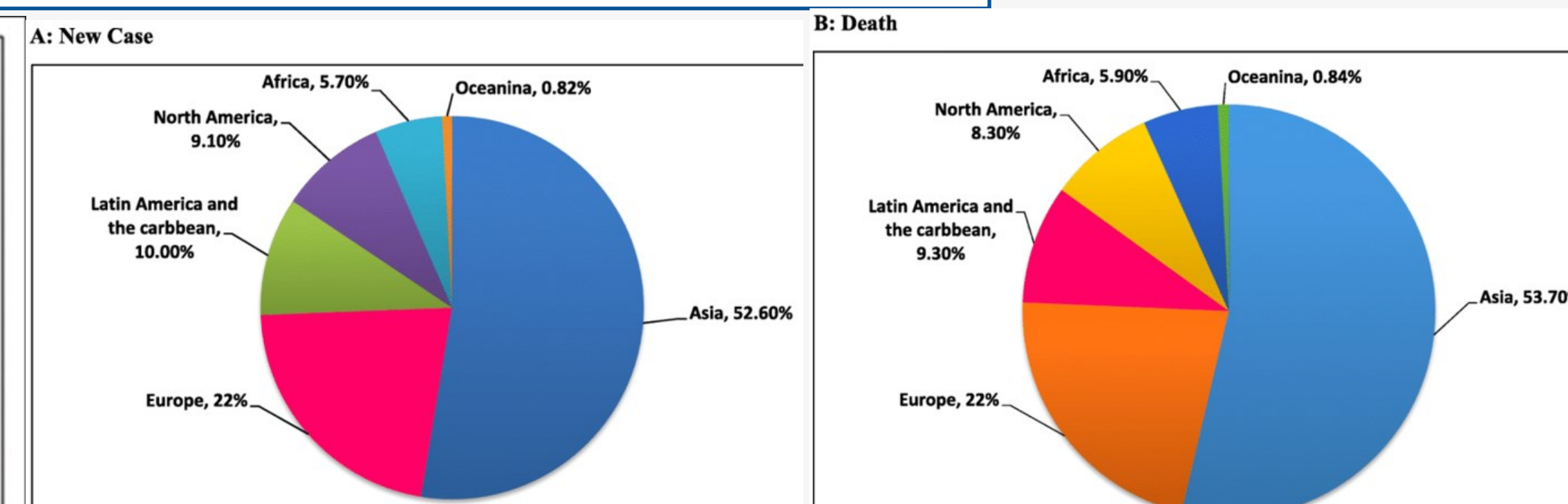
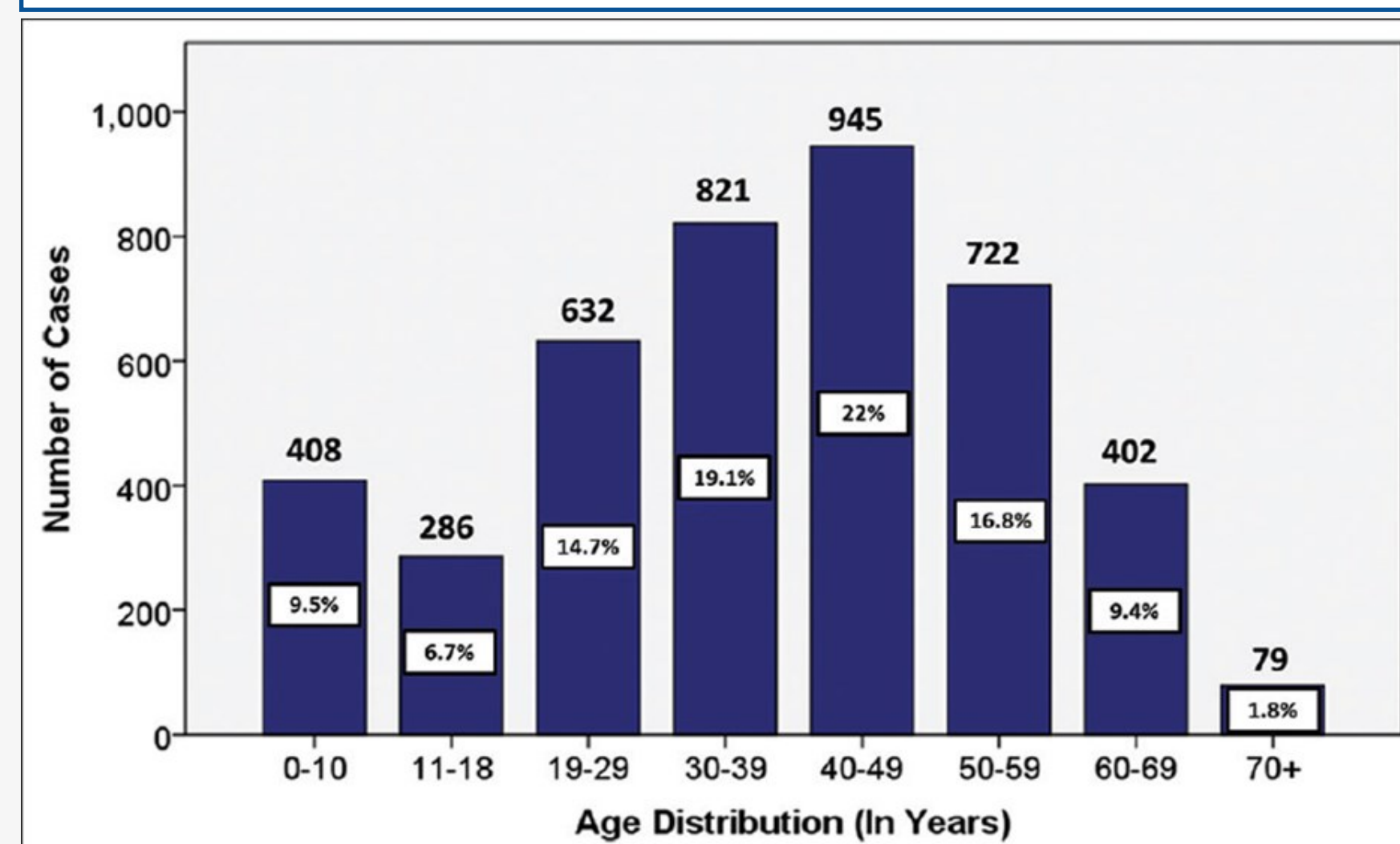
Vision: To create a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care.

FORTIS HOSPITAL NETWORK

Learnings and Value Additions

Objectives of the campaign:

- To spread awareness on the incidence, risk factors and treatment plans of brain tumour in India.
- To advertise the treatment packages offered by Fortis Escorts Hospital.



Results— 1. Increased footfall of brain tumour patients by 33% in diagnosis, and by 25% in care and treatment.

2. Increased turnover from brain tumour treatment packages by 41%.

Observation from Secondary Data:

According to the International Association of Cancer Registries (IARC), there are over 28,000 reported cases of brain tumors in India annually. Recent reports suggest a steady rise in brain tumor cases, with 20% of these cases affecting children. The incidence of central nervous system (CNS) tumors in India ranges from 5 to 10 per 100,000 population, constituting about 2% of all tumors. However, the incidence of malignant brain tumors in India is lower compared to some other regions. Globally, brain tumors have an annual incidence of around 3.5 cases per 100,000 population. Factors affecting well-being in brain tumor patients are also being explored for better management.

The Digital Marketing Campaign:

- The campaign focused on what brain tumour is, its incidence, mortality and how is it diagnosed.

The Types of Digital Marketing Campaign carried out –

- Internal Branding, in order to spread awareness regarding Brain Tumour inside the organization – the opportunities in the market, training, etc.
- External Branding, or advertising – in order to initiate people about the diagnosis, care and treatment provided to patients by the organization.
- Designed the advertising campaign to suit the Fortis mobile app.
- Aggressive campaigning in regions where Fortis already dominates the market, so that brain tumour patients are not lost to other competitors.
- Communicated with patient party directly through text messaging and calls—to offer treatment packages.
- Offered EMI payment method for patients with financial constraints.

SWOT Analysis

Strengths – Renowned team of onco-surgeons to offer the best care to patients; luxurious patient accommodation.

Weaknesses – Poor management of appointments; unavailability of sufficient neurologists to cater to the vast patient flow.

Opportunities – Strong brand image; increasing incidence of Non-Communicable Diseases in India.

Threats – Entry of competitors from southern India – Manipal Hospitals, Narayana Hospital, etc.; lack of Fortis' market penetration in southern India.

Suggestions – Offering of independent second opinion from a separate doctor, for surgery cases.

- Adoption of social media advertising campaigns, to target specific diseases in the upper-middle-class and richer sections of the market.