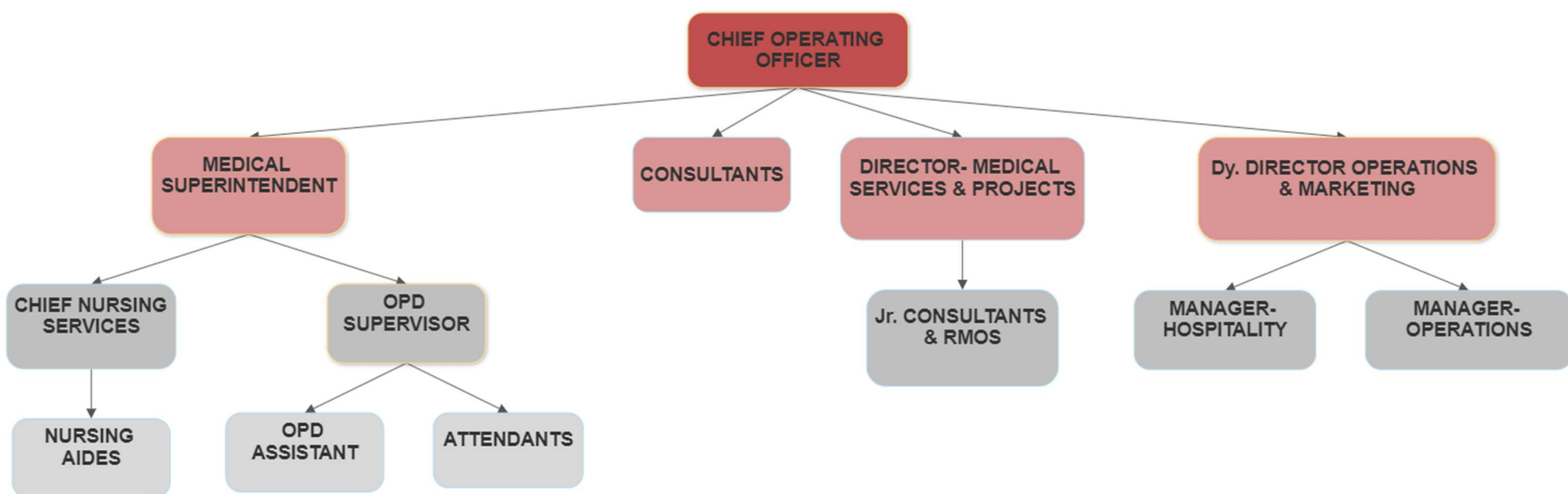


TO PROMOTE THE DERMATOLOGY DEPARTMENT OF THE LILAVATI HOSPITAL & RESEARCH CENTRE, MUMBAI

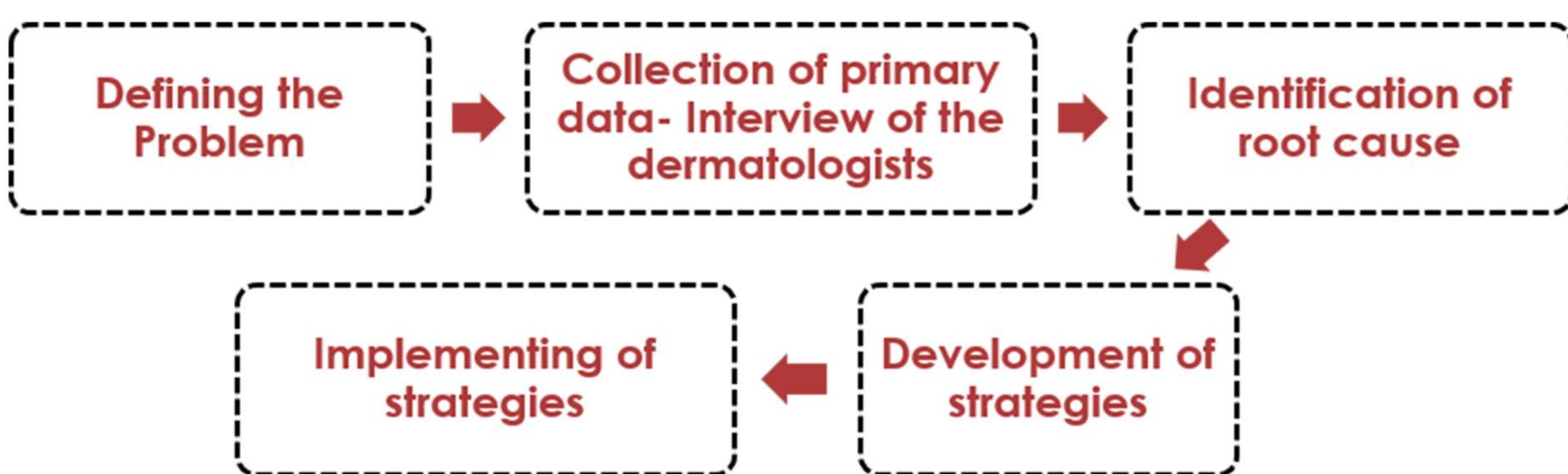
About the Organization

- Started by Late Shri Kirtlal Manilal in 1978.
- Run and managed by Lilavati Kirtlal Mehta Medical Public Charitable Trust.
- 326 bedded premier multispecialty tertiary care hospital located in the heart of Mumbai.
- Encompasses modern healthcare facilities and state of art technology.
- More than 300 consultants and manpower of nearly 1,800.
- 36 Specialty/ Department
- Attends to more than 10,000 In-patient, 40,000 Out-patient and performs thousands of surgeries every year.

Organization Structure



Methodology



Challenges



THEORETICAL EXPOSURE

- Punctuality in the daily schedules.
- Presence of sufficient manpower in the hospital.

PRACTICAL EXPOSURE

- Lot of delays in the work scheduled.
- Lack of sufficient manpower in the hospital.

Survey of the Dermatologists

DOCTOR	ISSUES	USP
Dr. Chetan Oberoi	- Lack of privacy - Lack of advertisements - Excessive competition and schemes available	Principle of not giving commissions
Dr. Jisha Pillai	Covid	USFDA approved machines
Dr. Nimesh Mehta	- Lack of awareness & advertisements - Covid	USFDA approved lasers & equipment
Dr. Paras Ramani	Excess competition	First hospital to start derma clinic in Bombay- 2007
Dr. Nilesh Goyal	- Season - Doctors calling patients somewhere else	6 consultants with different expertise and experience - Access to modern machines

Learnings

- It helped me in the overall personality development.
- Helped in building good networks with the industry people.
- Helped me to understand the challenges people face while working, how the things work in real life.

IN HOSPITAL MARKETING CHANNEL

- Follow up of the existing and the dropped out patients
- Collaboration with standalone clinics- cross referral system
- Display of banners and flex at the most patient visited area
- Loyalty programs for the customers

SOCIAL MEDIA MARKETING CHANNEL

- Collaboration with social media influencers- **Digital Campaigns**
- Testimonial of patients or celebrity
- Short clips of procedures and technology used- to be floated on every social media handle

MISSION

To provide affordable healthcare of international standard with human care

VISION

'More than healthcare, human care'.

Objective

- To develop the marketing strategy for the dermatology department to increase the footfall of the patients and to retain the existing patients.

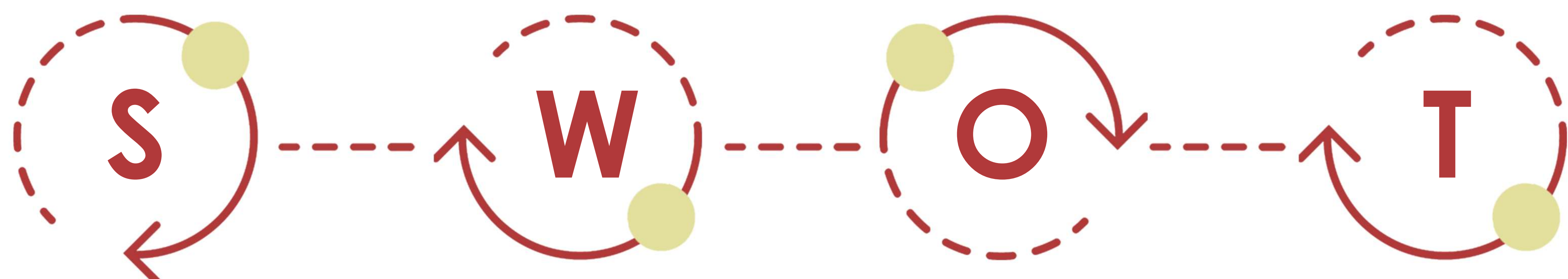
Design and Duration of Study

- A descriptive cross sectional study. May 1st, 2023 - June 15th, 2023.

Data Collection Procedure

- The primary qualitative data was collected from the dermatologists using interviews.

SWOT Analysis



- Strengths (S)**
- 1. High Class Infrastructure
 - 2. Highly qualified dermatologists- 15+ years
 - 3. Latest technology, equipment, products

- Weaknesses (W)**
- 1. High cost of treatment
 - 2. Nosocomial infection challenge
 - 3. Long OPD waiting time

- Opportunities (O)**
- 1. Collaboration with standalone clinics or companies.
 - 2. Research
 - 3. Innovation

- Threats (T)**
- 1. Competitors- VLCC, Kaya, Richfeel
 - 2. Inflation rate
 - 3. Increasing cost of drugs and supplies

My Suggestions

- EMPLOYMENT OF MORE MANPOWER IN THE MARKETING DEPARTMENT.
- PROPER TRAINING OF THE STAFFS FOR THE DEVELOPMENT OF THEIR SOFT SKILLS.
- MORE TIMELY AND DEDICATED ATTENTION TOWARDS INTERNS.

