

BRIEF INTRODUCTION AND HISTORY

Global Health Limited-Medanta, is an Indian hospital chain started by cardiac surgeon Naresh Trehan and Sunil Sachdeva. Medanta - The Medicity in Gurgaon in 2009, a 1391-bed superspecialty hospital with 800+ Experienced Doctors, It is spread over 43 acres which was built at a cost of about ₹1,200 crore.

ORGANISATION VISION AND MISSION VISION:

Vision :To be a globally recognized leader in providing innovative and compassionate healthcare services, focused on improving the lives of patients.

Mission: To deliver exceptional and comprehensive healthcare services with the highest standards of clinical excellence, cutting-edge technology, and personalized care.

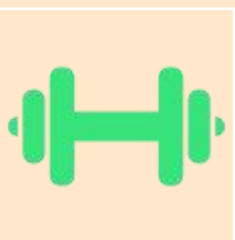
ABOUT - THE PROJECT

The purpose of this project is to conduct a detailed analysis of the marketing mix of Medanta. The study aims to provide valuable insights into the organization's marketing strategies and tactics. The findings and recommendations resulting from this analysis will serve as a valuable resource for both Medanta - The Medicity and other healthcare organizations seeking to optimize their marketing efforts.

OBJECTIVES



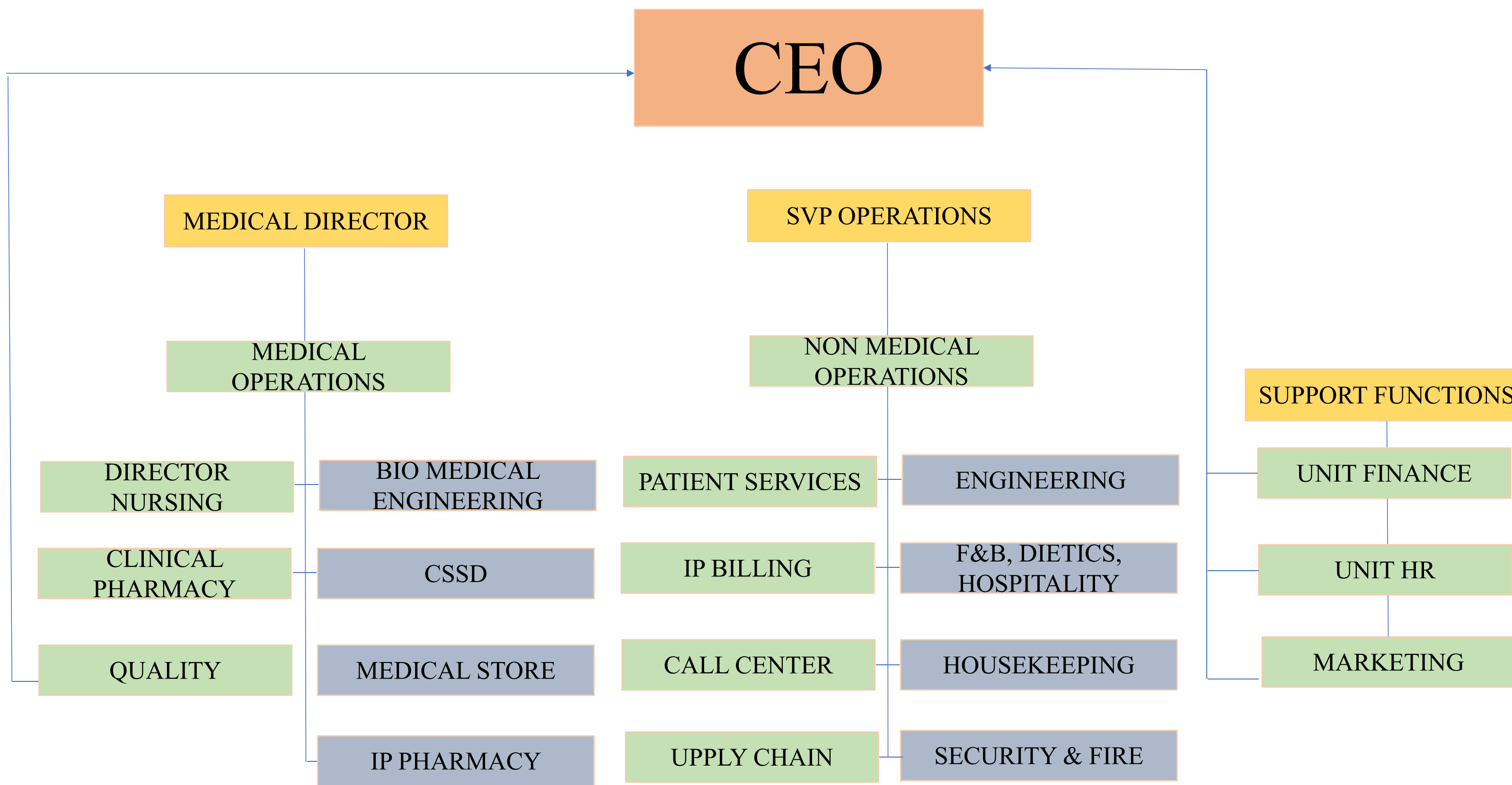
To evaluate the promotional activities and communication channels utilized, including digital marketing methods, to determine their impact on customer engagement.



To conduct a SWOT analysis, highlighting its internal strengths and weaknesses, as well as external opportunities and threats.



To provide recommendations based on the analysis findings to help improve its marketing mix strategies and address any weakness or challenges

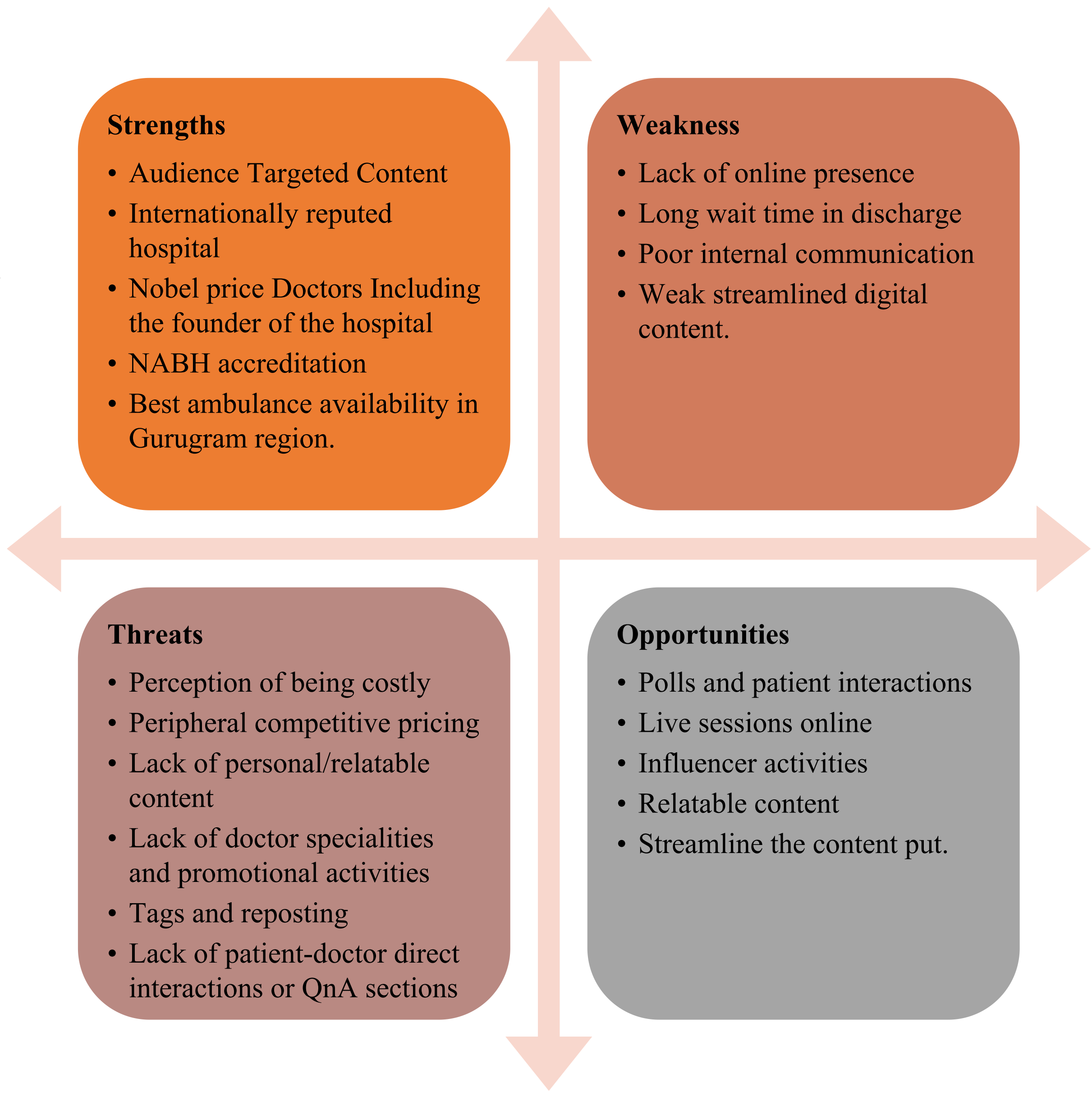
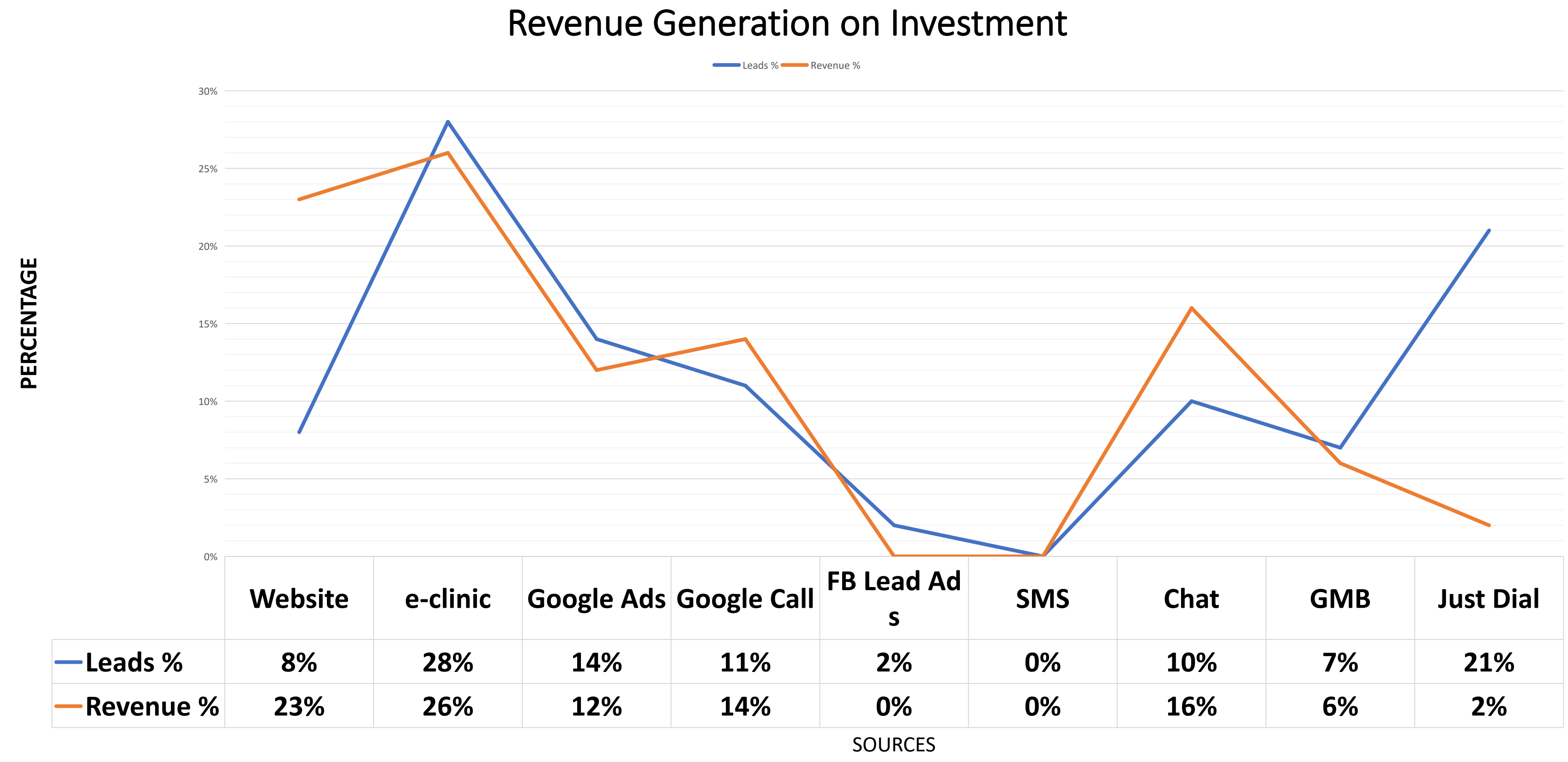


METHODOLOGY

- **Research design** – Observational Descriptive Study
- **Data collection methods** – primary – Form filled by the target audience of Delhi NCR and secondary data – data provided by the hospitals and the concerned people in the marketing department
- **Study area** – Medanta the medicity
- **Sample size** - 110
- **Sampling** – purposive sampling
- **Study duration** – 2 months
- **Instrument** – a questionnaire was floated among the peers and data was collected
- **Statistical tool** – Microsoft excel



Comparison between various marketing methods adopted in Medanta and the revenue generated



SUGGESTION

- Streamlining the social media content according to the time and date of the content.
- More relatable and short meaning full content.
- Highlighting the super specialities and the advanced procedures performed at the organisation.

CHALLENGES FACED

- Limited Healthcare Knowledge
- Fast-paced Environment
- Emotional and sensitive situations
- Data Privacy and Confidentiality
- Interdisciplinary Collaboration

Presented by :- Dr. Harshita Garg (HM 27; 1505)

Organisation Mentor :- Ruchika Singh

Faculty Mentor :- Dr. JP Singh

CONCLUSION

It is being noted Lead generation being the main objective of marketing of Medanta; the maximum lead generation is via E-Clinics and Just Dial whereas the Highest revenue generated is by focusing on the Website of the Organisation. The FB lead ads being one of the least one to act and affect in either of the two.



The importance of website and social media presence in today's world.



The thoughts and efforts that go behind a normal video/ad shoot.



Refined the Microsoft office skills.

LEARNINGS