



Digital Marketing Techniques used by Fortis Healthcare to maintain the brand's online presence



FARIDABAD

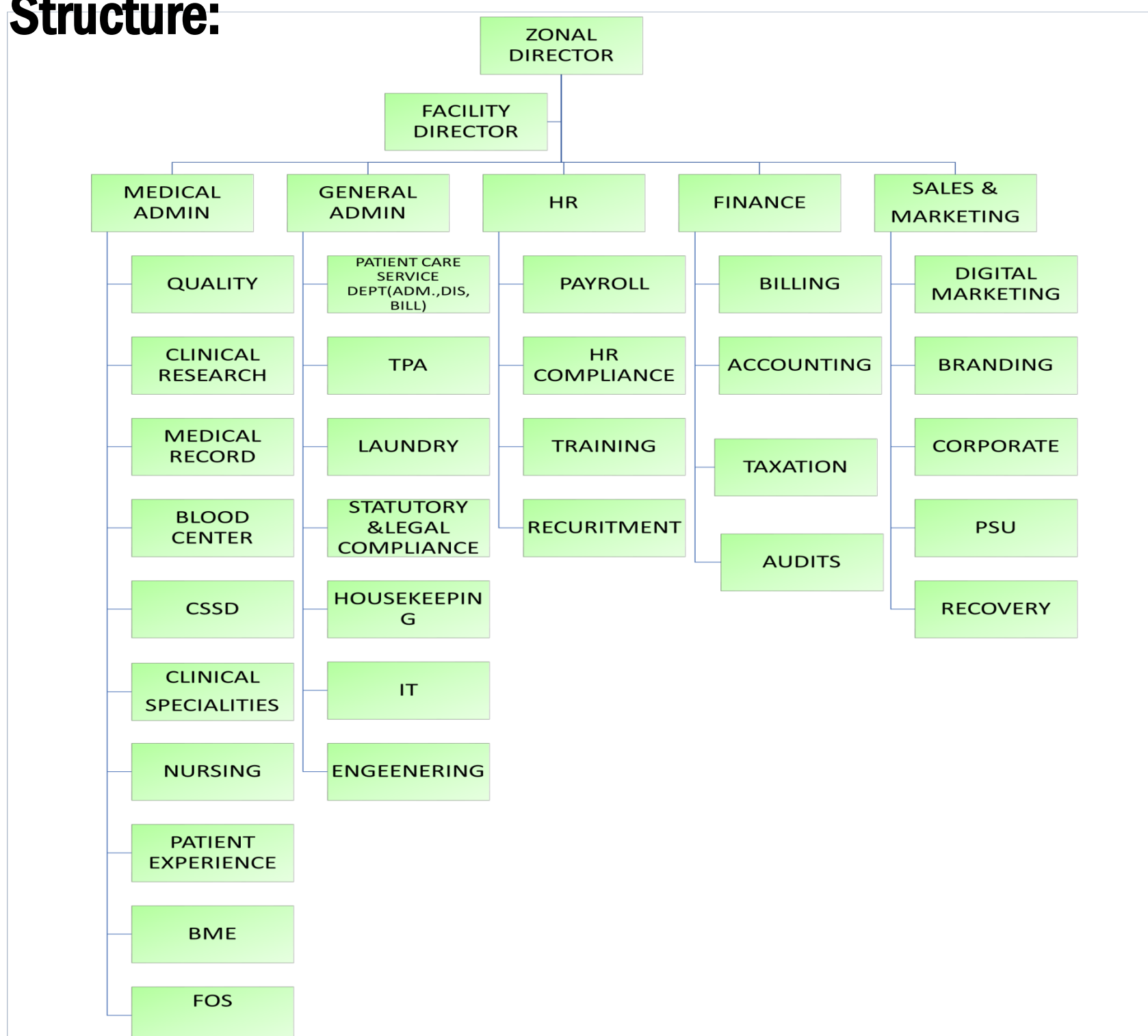
Fortis Healthcare Limited – an IHH Healthcare Berhad Company – is a leading integrated healthcare services provider in India. It is one of the largest healthcare organizations in the country with 27 healthcare facilities, 4,300 operational beds and 400 diagnostics centres. Fortis is present in India, United Arab Emirates (UAE), Nepal & Sri Lanka. Fortis offers a full spectrum of integrated healthcare services ranging from clinics to quaternary care facilities and a wide range of ancillary services.

Fortis Escorts, Faridabad commenced in 1982 and was the first NABH accredited multi-specialty hospital in Faridabad. Since then, it has become a leading healthcare services provider in the region and has been delivering exceptional clinical care. It is a 210 bedded hospital with 8 operation theatres and also consists of an in-house blood bank.



Vision: To create a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care.
Mission: To be globally respected healthcare organization known for Clinical Excellence and Distinctive Patient Care.

Organization Structure:



Theoretical learning and practical exposure:

Theoretical understanding provides the foundational knowledge required for effective marketing, while the practical exposure allows us to apply that knowledge in the hospital setting, adapting to industry specific challenges and gaining experience from real world implementation:

Theoretical understanding:

- Marketing principles, strategies, techniques etc.
- Understanding marketing mix (4Ps)
- Market Segmentation
- Market research
- Targeting
- Branding

Practical exposure:

- Executing marketing campaigns
- Managing digital marketing channels
- Interacting with patients & their families
- Collaborating with healthcare professionals (Doctors, Nurses etc.)
- Conducting various audits for digital platforms e.g., Website, application. And internal hospital audits.

Challenges faced during internship

- Reaching and resonating to different audiences
- Aligning with healthcare professionals
- Measuring ROI
- Dealing with sensitive topics
- Time management
- Maintaining confidentiality and consent of the patient

Website

All the branches/hospitals PAN India can be accessed through a single website.

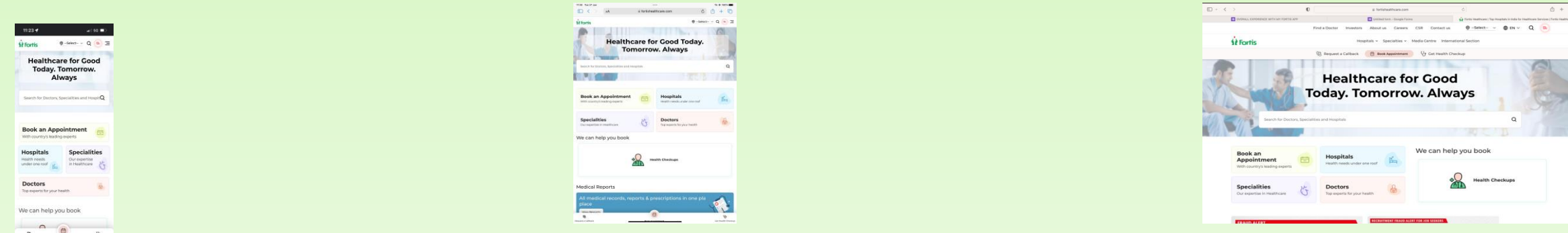
To increase website traffic and make the website user-friendly, the following techniques have been implemented by the hospital:

- Website Optimization: The process of improving website performance, speed, and user experience.

Optimizing web designs, content, images, and coding.

The purpose is to attract more visitors and create a smooth experience.

Also keeping in mind, How the website looks and functions on different devices.



- Content Marketing: Content such as Landing pages, Blogs, Newsletter subscription, social media posts, Doctors profile etc.

In doctor's profiles, all the information of the doctors is available from their language preferences to their education, achievements and consultation fee.

Also, the hospital has a feature of Booking appointments through the website itself with availability of the slots for the appointments.

In Landing pages, all the information of a particular department is mentioned, e.g., General information about the department, treatments and procedures offered, "Why choose us" points, etc. with all the important keywords.

- Search Engine Optimization: Organic marketing system, contains 53% of all website traffic.. Process of improving website to increase its visibility in Google and other search engines. Popular keywords are accessed through certain tools, & it is made sure that those keywords are mentioned in the Content posted in the website to increase the visibility of the Hospital's website.

E.g., The keyword "Best General Surgeon in Faridabad" was added in one of the landing pages of General surgery department to increase the website traffic.

Search Engine Marketing: It involves using paid advertisements that appear on Search engine result in the form of Pay-per-click ads.

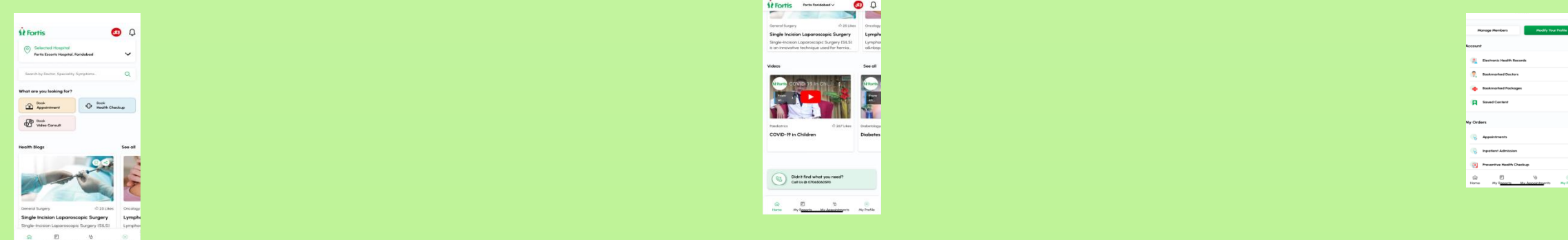
Application:

Launched in May 2021, **MyFortis App** is growing popular amongst people whose place of choice for getting treatment is Fortis.

It was made sure that the designing of the app is such that it can be easily used by any person who is familiar with a smartphone and is not too technical to understand, i.e., it is User friendly.

MyFortis app offers following services on the app for the patients/users:

- Virtual or online consultations for patients who cannot be physically present.
- Appointments booking: the patients can easily book in the available slots for the doctor they want to consult. They can come to the hospital according to the timing of the slot which saves unnecessary waiting time.
- Medical records: All the reports can be accessed at a single tap avoiding the fuss of maintaining and carrying all the physical copies of reports every time.
- A single app for whole family: Multiple members can be added to a single user ID.
- Engaging content is added to the app which can increase the time a user spends on the app. The content includes YouTube video thumbnails and health blogs which can contain information about any emerging health related issues and their prevention, advancement of technologies in clinical field etc.
- There is also a special feature in the app in which you can save the content you like and view it whenever you want.
- For securing the user's data in the app, there is an option to access the app through a password login or a biometric login only which can be setup in the app itself.



S.W.O.T Analysis:

Strengths:

- Easy & 24*7 accessibility.
- Virtual consultations.
- Can be done organically & inorganically.
- Sharing of content.
- Online booking saves time & energy

Threats:

- Hackable.
- Expensive
- Data is available for viewing even to the competitors.
- Negative feedback & reviews can be given by competitors to tarnish the brand's image/reputation.

Weaknesses:

- Can only be accessed by those who have access to the internet.
- A minimum amount of literacy required to understand the content.
- One way communication.
- Hazy feedback.

Opportunities:

- Caters new job opportunities.
- Sound awareness to the people.
- Can be integrated with AI as well.
- Won't saturate in the upcoming years.
- Expanding market.
- Other hospital's data easily available for comparison.

Social Media Marketing:

Objective: Measurement of Social Media effectiveness of Fortis Hospitals in comparison to other big chain hospitals in the NCR region.

- Methodology:** Identifying the competitors: Keywords used in the search engine: Big chain Hospitals in Delhi NCR; Multispecialty hospitals in Delhi NCR who belong to a brand chain; Brand hospitals in Delhi NCR.
- Data collection: the data was collected from 18th May 2023 to 18th June 2023 from various sources like Instagram, Facebook, LinkedIn and YouTube.



Corporate Communication

Corporate communication is a type of communication that involves communicating with the public, employees, and customers.

In Fortis, corporate communication is done internally and contains - Clinical excellence stories (Any rare/special cases performed by any doctor of Fortis) Non-clinical stories (Any event or launch of a new service in/by the hospital).

Suggestions:

The hospital should focus on posting more content on social media especially Instagram, Facebook, and YouTube.

More reels should be uploaded O Instagram to increase the overall reach of the page.

Reels should be also boosted to gain more views & increase traffic on profile.

On YouTube proper hashtags should be used to get more views on the content/videos.

Conclusion:

Fortis is one of the largest healthcare providers in India, hence, they should focus more on their hospitals' online presence as the digital market is growing & people are becoming digitally empowered. Therefore, the hospital must focus on maintaining a strong digital presence in order to reach to a larger number of audience compared to its competitors.

