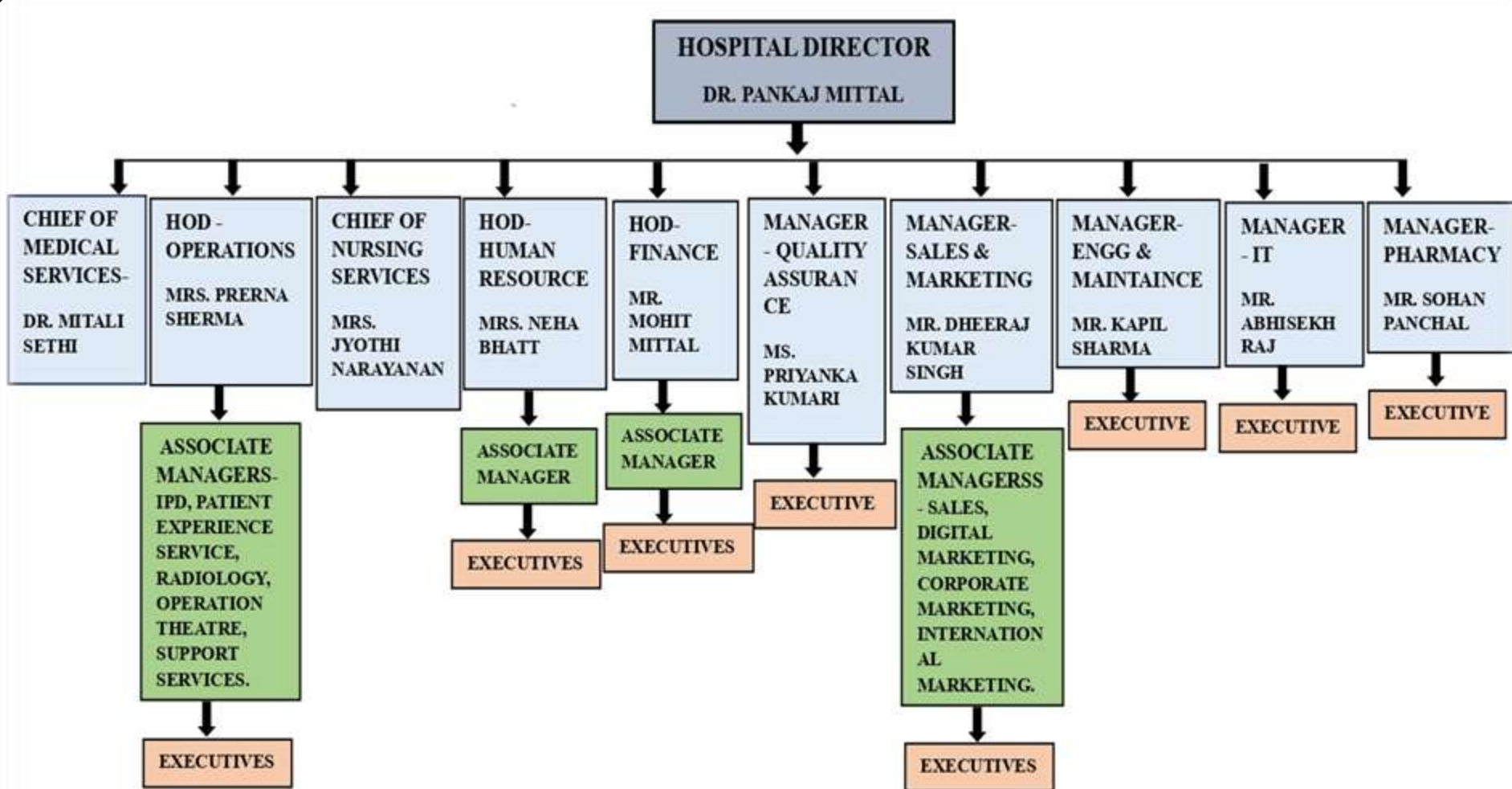


Overview: Manipal Hospitals is one of India's foremost multi-specialty healthcare providers catering to both Indian and international patients. We are a part of the Manipal Education and Medical Group (MEMG), a leader in the areas of education and healthcare. With more than 8300 operational beds, our commitment to the overall well-being of an individual is at the core of everything we do. Through our network of hospitals and experienced team of medical professionals, we provide quality and affordable healthcare to everyone.

At Manipal Hospitals, we are devoted towards clinical excellence, patient centricity, and ethical practices. Our commitment to clinical excellence is palpable in the high calibre of our team of medical practitioners. Our nursing staff and paramedical professionals are highly competent and provide great support to our clinical team our healthcare services are aligned towards our patients' needs. Creating a compassionate and supportive environment for patients and their caregivers is of utmost importance to us. Our values have constantly supported us to be the best hospital in Bangalore. Our patient-first approach has earned us the goodwill of patients not just from within India, but also from across the world including the Middle East, Africa, and South-East Asia. We attach the highest importance to ethical practices which is evident in our professional conduct, honesty, trust, and confidentiality.



Medical Tourism in India

- Federation of Indian Chambers of Commerce & Industry (FICCI) said that India received around 650,000 medical tourists in 2022.
- India drew 1.4 million medical tourists in past one year
- Market insights suggest that the demand forecast an increase at a robust 19% compound annual growth rate (CAGR) in 2022

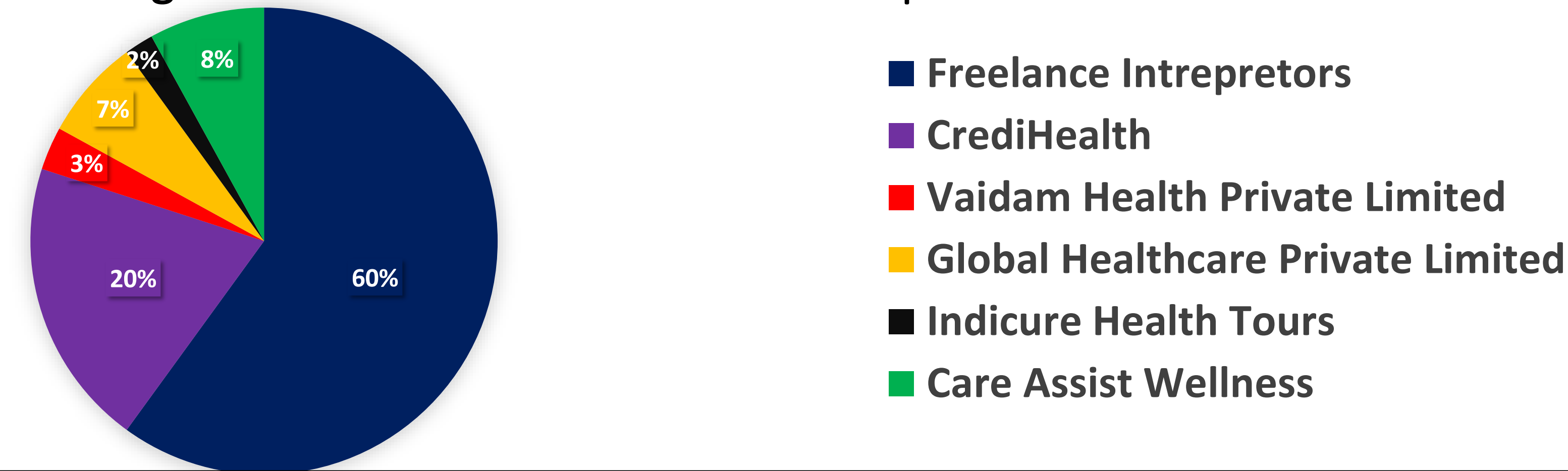
Introduction to the Project

- Marketing strategies to acquire international patients.
- The objective of the project.
- To study the various strategies followed by Manipal Hospitals, Gurugram to bring/acquire international patients.

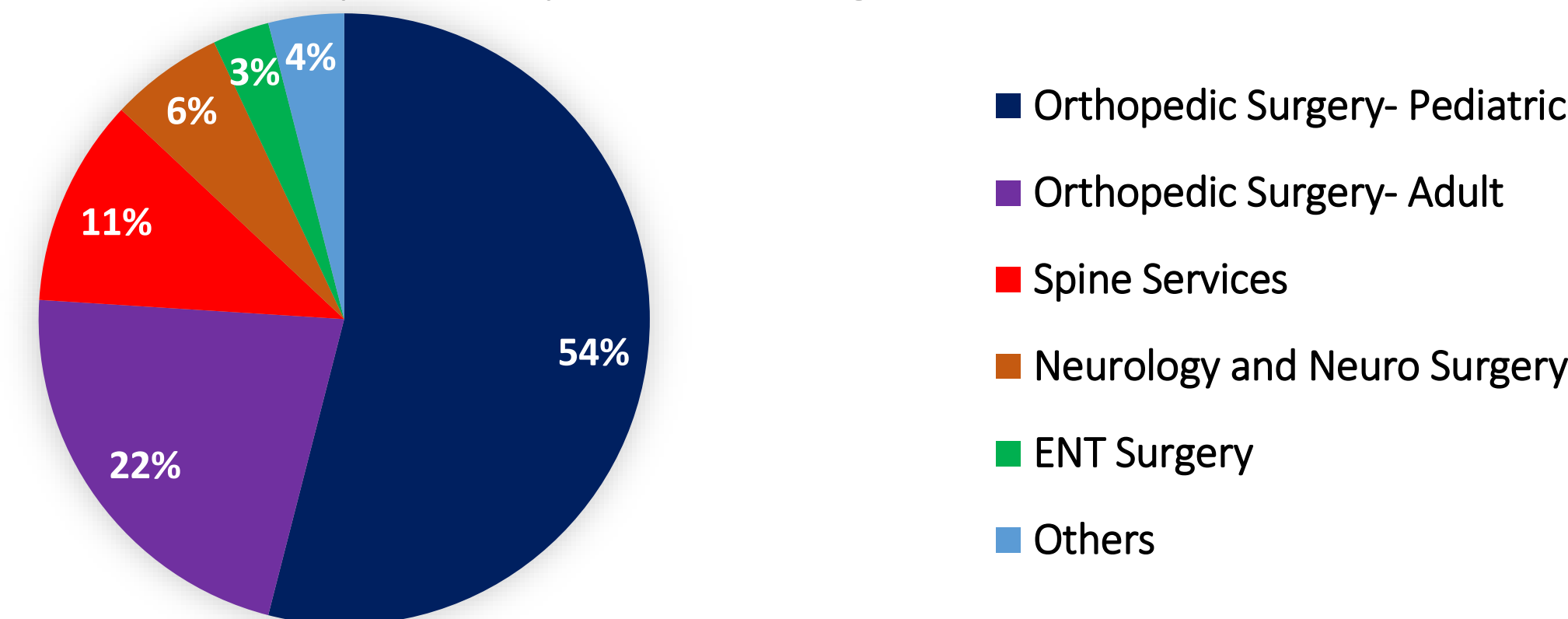
Summer Internship Program at Manipal Hospitals, Gurugram

A Study on the Process of International Marketing.

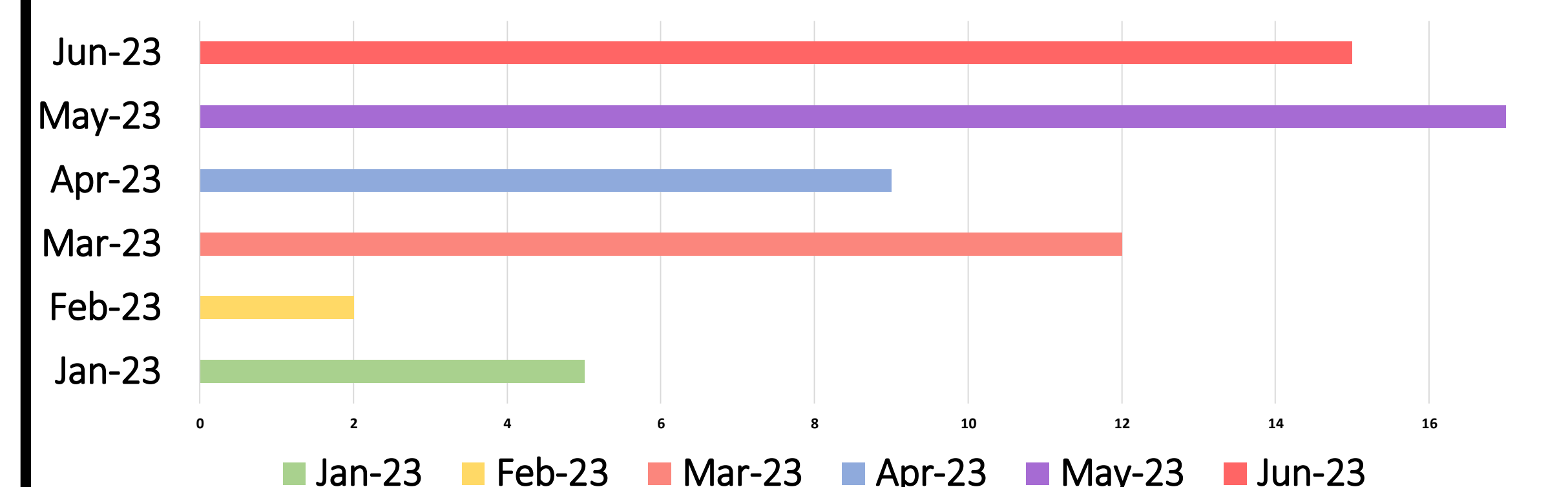
Medical Tourism Agencies Contribution of international patients.



Medical conditions for which international patients come to Manipal Hospitals Gurugram.



Total no of international patients coming to Manipal Hospitals, Gurugram over the tenure of past six months (Out-Patient and In-Patient departments combined).



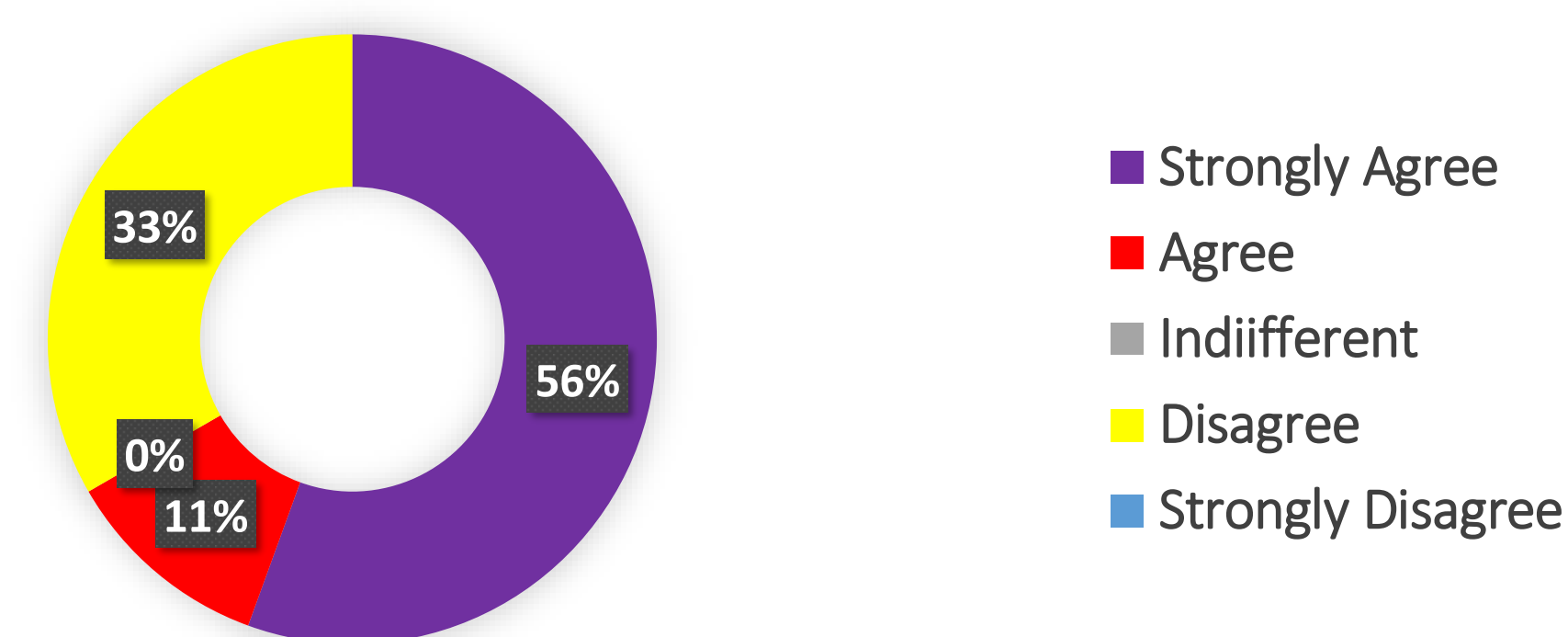
SURVEY DONE ON 10 STAFFS IN SALES & MARKETING DEPARTMENT

After rebranding of Columbia Asia to Manipal Hospitals, many road maps/signs have still Columbia Asia written on it. Changing it to Manipal Hospitals will create no dilemma among the patients.



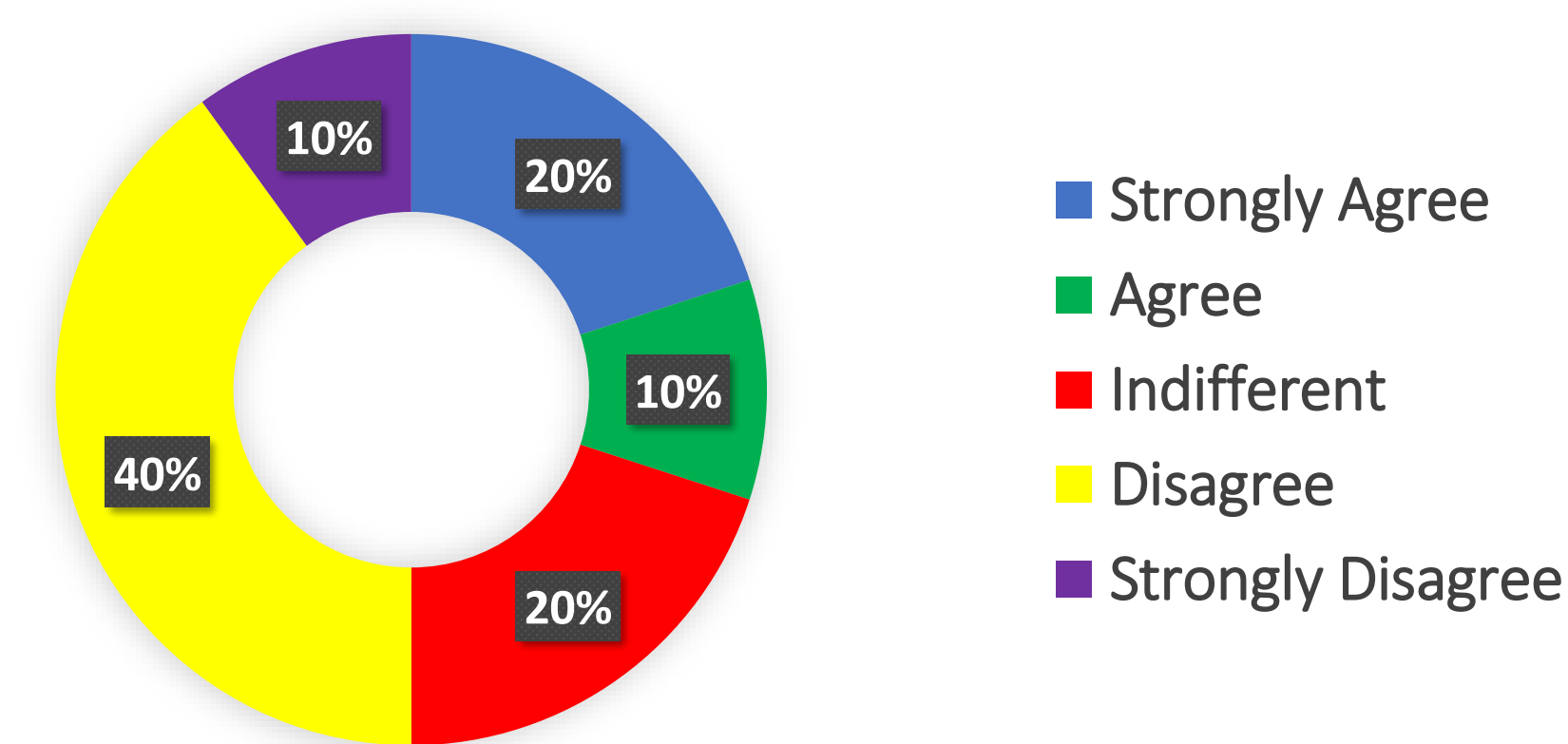
SURVEY DONE ON 10 STAFFS IN SALES & MARKETING DEPARTMENT

Pole banners should be installed in Gurugram with a specific message regarding any public health topic/issue with Manipal Hospitals, Gurugram's branding on it.



SURVEY DONE ON 10 STAFFS IN SALES & MARKETING DEPARTMENT

Doctor's profile in the official website of the hospital should also be in Arabic language



STRENGTH:

High quality medical care
Renowned team of doctors
Advanced medical technology

WEAKNESS:

Shortage of beds.
High cost of services
Long waiting time in billing and OPD

SWOT ANALYSIS

OPPURTUNITIES:

Increasing the bed capacity
Increase partnerships with medical tourism aggregators.

THREATS:

Availability of services at a reduced cost.
Constantly upgrading healthcare standards in vicinity.

Learning and value Additions done during internship:

- I learnt about the various processes and strategies of international sales & marketing.
- I learnt about digital marketing, how to promote the business/product in social media.

Usefulness of internship:

- Exposure to the working environment.
- It gave me insights into the marketing strategies of Manipal Hospitals, Gurugram to acquire international patients.

Challenges faced during internship:

- Counselling international patients to choose Manipal Hospitals, Gurugram.
- Management of people and getting them to perform tasks in assigned time frame.

Difference between practical exposure and theoretical work:

- Internship had helped me to gain and implement the concepts of International Sales & Marketing in hospitals

Findings

- High cost of treatment
- Patient conversion rate from OPD to IPD is very low
- Language barrier with international patients as most of them preferred Arabic language.
- Most international patients preferred hospitals in New Delhi as it is near the airport.

Suggestions to give to the organization

- There should be more testimonials of international patient's where they share their complete experience in Manipal Hospitals, Gurugram.
- Pole banners should be installed in Gurugram with a specific message regarding any public health topic/issue with Manipal Hospitals, Gurugram's branding on it.
- Not every Doctor's profile is updated/uploaded in the hospital's official website.



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