

INTERNSHIP REPORT

KESHAVANAND PAWAR

PM-14 0394

Community Marketing and Expansion Strategy Report

I. Overview

Our community marketing strategy has traditionally focused on engaging Residential Welfare Association (RWA) teams within residential buildings. These RWAs oversee security, maintenance, and cultural activities, making them ideal partners for our health awareness initiatives. However, this approach proved time-consuming due to the need to individually approach each building. To streamline our efforts and expand our reach, we have shifted our focus to include real estate development companies, which manage multiple residential societies. This report details our initial strategies, the subsequent expansion, outcomes achieved, and future recommendations for continued growth and effectiveness.

II. Initial Strategy and Achievements

1. RWA Engagement

Focus:

- Conducting health awareness activities such as free health camps and Basic Life Support (BLS) training.
- Issuing family health privilege cards, offering benefits to patients who visit our hospital.

Achievements:

- **Reach:** Initially targeted 40 buildings; reduced to 12, allowing for more in-depth engagement with each.
- **Right Point of Contact (POC):** Increased from 20 to 24, indicating more effective targeting of influential individuals within RWAs.
- **Collaborations:** Grew from 10 to 21, reflecting successful engagement and partnership efforts.

- **Health Camps:** Increased from 4 to 6, indicating enhanced community health outreach.

Challenges:

- Time-consuming nature of engaging each RWA individually.
- Variability in RWA responsiveness and commitment to health initiatives.

Strategic Shift:

- Expanded target audience to real estate development companies, which oversee numerous residential buildings, allowing for more efficient outreach and collaboration.

2. Outstation OPD Services for Cancer Patients

Initial Strategy:

- Branding initiatives related to cancer awareness.
- Partnerships with local hospitals for patient referrals.

Expanded Strategy:

- Collaboration with Primary Health Centers (PHCs), Community Health Centers (CHCs), and Civil Hospitals.
- Conducting Continuing Medical Education (CME) sessions and Round Table Meetings (RTMs).
- Engaging with district hospitals to enhance network reach.
- Launching branding campaigns in front of government hospitals in Lucknow for increased visibility.

Results:

- Broadened reach in tier 3 cities.
- Enhanced patient referrals and brand visibility.
- Increased number of cancer patients visiting OPD both in Lucknow and tier 3 cities.

3. In-House Free OPD Camps for Cancer Patients

Strategy:

- Shifting focus from solely organizing outstation OPD camps to initiating in-house free OPD camps.

Outcome:

- Significant increase in the number of cancer patients visiting our OPD, enhancing both local and outstation patient inflow.

Summary of Initial Efforts:

- The combination of RWA engagement and expanded outstation OPD services effectively increased patient outreach and improved community health awareness. However, the individual engagement approach was less efficient, prompting a strategic pivot towards collaborating with larger entities such as real estate development companies.
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III. Expansion and Strategic Partnerships

1. Collaboration with Private Retirees' Organizations and Corporates

Focus:

- Targeting geriatric patients who require more frequent and specialized medical care.

Strategic Approach:

- Establishing partnerships with private retirees' organizations and corporate entities to reach a larger number of elderly patients.

Outcome:

- Increased number of geriatric patients visiting our hospital.
- Higher patient retention rates due to the ongoing medical needs of this demographic.
- Boosted revenue from increased demand for healthcare services.

2. Partnerships with Local Clinics and Hospitals

Strategy:

- Proposing a mutually beneficial arrangement where local clinics use our hospital's name to enhance their OPD numbers, in return referring surgical patients to us.

Outcome:

- Significant increase in the number of daily surgeries performed.
- Improved operational efficiency and financial performance due to the higher volume of surgical procedures.

3. Health Camps and CME Sessions

Focus:

- Conducting health camps and Continuing Medical Education (CME) sessions in collaboration with local health centers and district hospitals.

Strategic Approach:

- Regularly organizing health camps to raise awareness and provide free health services.
- Conducting CME sessions to educate and collaborate with local healthcare providers, fostering better referral networks.

Outcome:

- Enhanced community health awareness and improved professional relationships with local healthcare providers.
- Increased referrals and patient inflow due to heightened visibility and community engagement.

Summary of Expansion Efforts:

- Strategic partnerships with retirees' organizations, corporate entities, and local clinics effectively increased patient volume and revenue.
 - The focus on geriatric care and surgical referrals addressed key areas of growth and operational efficiency, contributing to overall hospital performance improvement.
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IV. Summary of Outcomes

1. Overall Improvement:

- The strategic shift from individual RWA engagement to partnerships with real estate developers and retirees' organizations significantly expanded our reach.
- Enhanced patient acquisition and retention rates through targeted partnerships.
- Improved financial performance due to higher patient volumes and increased demand for healthcare services.

2. Increased Geriatric Care:

- Successful collaboration with retirees' organizations and corporate entities led to a steady inflow of geriatric patients.
- This demographic's ongoing medical needs resulted in higher patient retention and increased service demand.

3. Enhanced Surgical Procedures:

- Partnerships with local clinics and hospitals effectively increased the number of surgeries performed, boosting operational efficiency and revenue.

4. Improved Health Awareness:

- Health camps and CME sessions contributed to community health awareness and strengthened professional networks.

Summary:

- Our community marketing and expansion strategy successfully enhanced patient acquisition, increased healthcare service demand, and improved financial performance. Strategic partnerships and targeted outreach initiatives were key to these outcomes.

V. Recommendations for Future Actions

1. Strengthen Real Estate Developer Partnerships:

Focus:

- Building and maintaining relationships with real estate developers to access more residential buildings efficiently.

Actions:

- Develop targeted marketing materials and presentations tailored for real estate development companies.
- Organize regular meetings and networking events with real estate developers to foster collaboration.

Expected Outcome:

- Increased reach and engagement with residential buildings, enhancing health awareness and patient acquisition.

2. Expand Outstation OPD Services:

Focus:

- Identifying additional tier 3 cities for outstation OPD services.

Actions:

- Continue branding and partnership efforts with local hospitals, PHCs, CHCs, and civil hospitals.
- Explore new regions and potential partnerships for expanding outstation OPD services.

Expected Outcome:

- Broadened patient reach and enhanced brand visibility in tier 3 cities.

3. Enhance Geriatric Care Initiatives:

Focus:

- Deepening collaborations with private retirees' organizations and corporate entities.

Actions:

- Develop specialized programs and services tailored to the needs of elderly patients.
- Organize health awareness workshops and medical camps specifically for the geriatric population.

Expected Outcome:

- Increased geriatric patient inflow, higher patient retention, and improved revenue from ongoing medical care needs.

4. Maintain and Grow Local Clinic Partnerships:

Focus:

- Monitoring and evaluating the effectiveness of existing partnerships with local clinics.

Actions:

- Regularly review and assess the performance of local clinic partnerships.
- Explore new potential partnerships to continue increasing surgical procedures and overall patient volume.

Expected Outcome:

- Sustained growth in surgical procedures and enhanced operational efficiency.

Conclusion

Our strategic shift from individual RWA engagement to broader partnerships with real estate developers, retirees' organizations, and local clinics has proven effective in expanding our reach, enhancing patient acquisition, and improving financial performance. Continued focus on these strategic partnerships and targeted outreach initiatives will further strengthen our community marketing efforts, ensuring sustained growth and success for our hospital.