

Strategic Community Engagement and Cancer Referral Optimization at Apollomedics Multi super specialty Hospital Lucknow (U.P.)

Dissertation Submitted to



The IIHMR University, Jaipur
For the partial fulfilment for the award of
the degree of (MBA) in
Pharmaceutical Management

By

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MBA PM-14

Under the supervision and Guidance of

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AIM

Enhance Community outreach programs

Increase cancer Referral Optimization

OBJECTIVE

RWA Collaboration and Health camps

CME and RTM Engagement in PHC and CHC

Cancer Referral Optimization in tier 3 cities

Research Methodology

Study Design

- **Type:** Descriptive study utilizing both qualitative and quantitative approaches.
- **Setting:** Corporate hospitals in India, with a specific focus on Apollomedics Multi Super Specialty Hospital.
- **Duration:** 3 months, from March to June 2024.

Sampling

- **Population:** Patients, healthcare providers, community members, and local healthcare specialists involved with cancer care and referral processes at corporate hospitals.

Sample Size:

- 174 cancer patients referred to corporate hospitals.
- 132 healthcare providers (doctors, nurses, and outreach workers).
- 42 community members engaged in healthcare programs.
- 20 local healthcare specialists involved in referral processes.

Sampling Technique:

- Purposive sampling for selecting healthcare providers, community members, and local healthcare specialists.
- Simple random sampling for selecting patients from the hospital's database.

Result

Sample size: **174**

This means 174 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within $\pm 5\%$ of the measured/surveyed value.

Confidence Level:?	95%	▼
Margin of Error:?	5	%
Population Proportion:?	13	% Use 50% if not sure
Population Size:?		Leave blank if unlimited population size.
Calculate ▶		Clear

Research Questions

Q1. What strategies can effectively identify and connect with the right contacts for collaboration during community engagement marketing for health activities?

Q2. How can we effectively outreach efforts to connect with and support cancer patients from tier 3 cities and villages?

Q3. What comprehensive strategies can effectively reach retirees and geriatric patients to ensure proper healthcare, addressing challenges like limited mobility, lack of digital literacy?

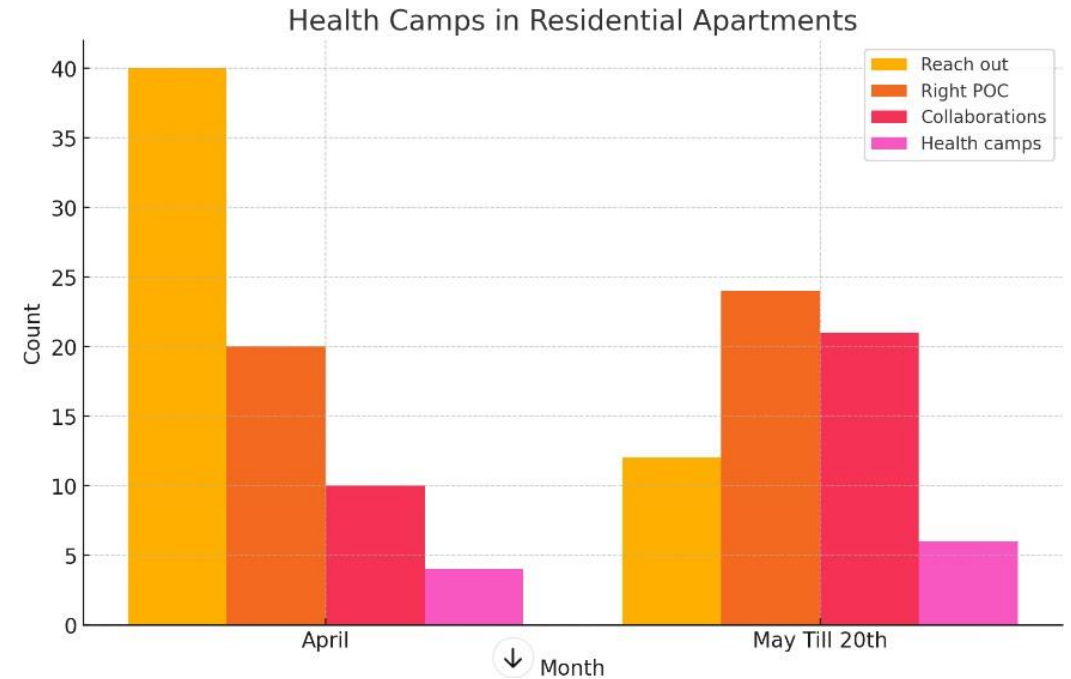
Q4. How can we maximize cancer patient referrals from local doctors and build strong, lasting relationships to ensure a steady referral stream?

— Results

Q1. What strategies can effectively identify and connect with the right contacts for collaboration during community engagement marketing for health activities?

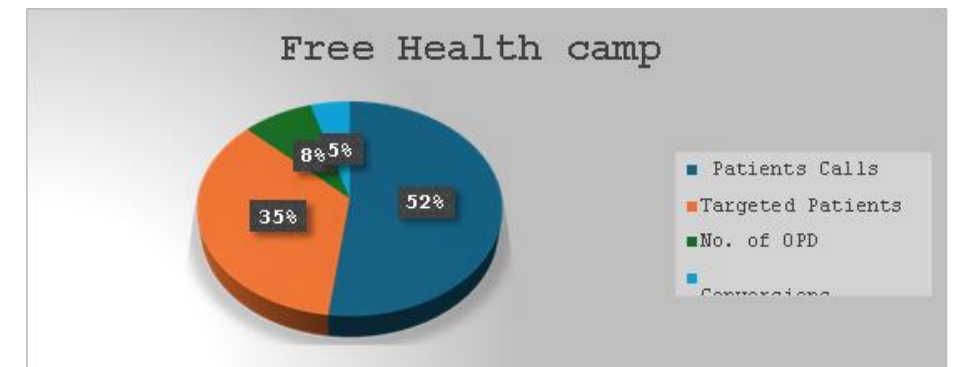
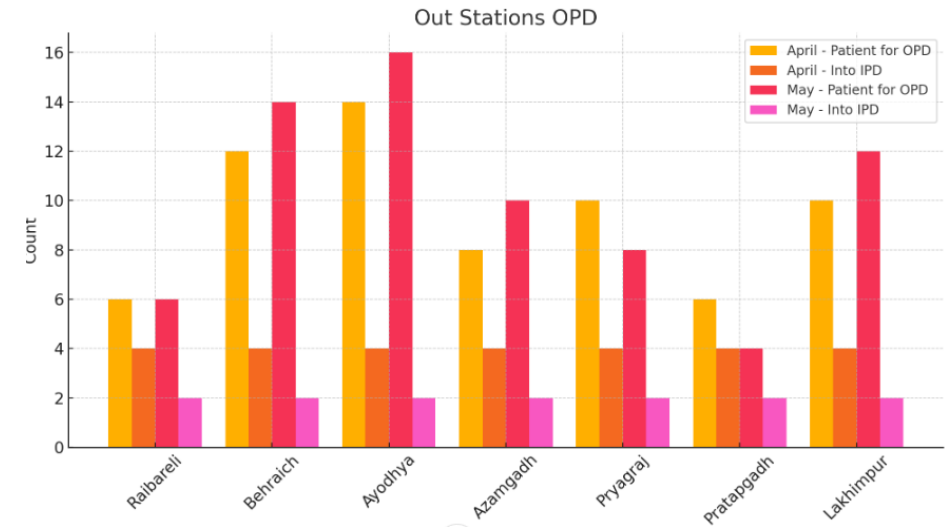
The graph illustrates:

- 1.**Reach out**: A decrease from 40 to 12.
- 2.**Right POC (Point of Contact)**: An increase from 20 to 24.
- 3.**Collaborations**: An increase from 10 to 21.
- 4.**Health camps**: An increase from 4 to 6

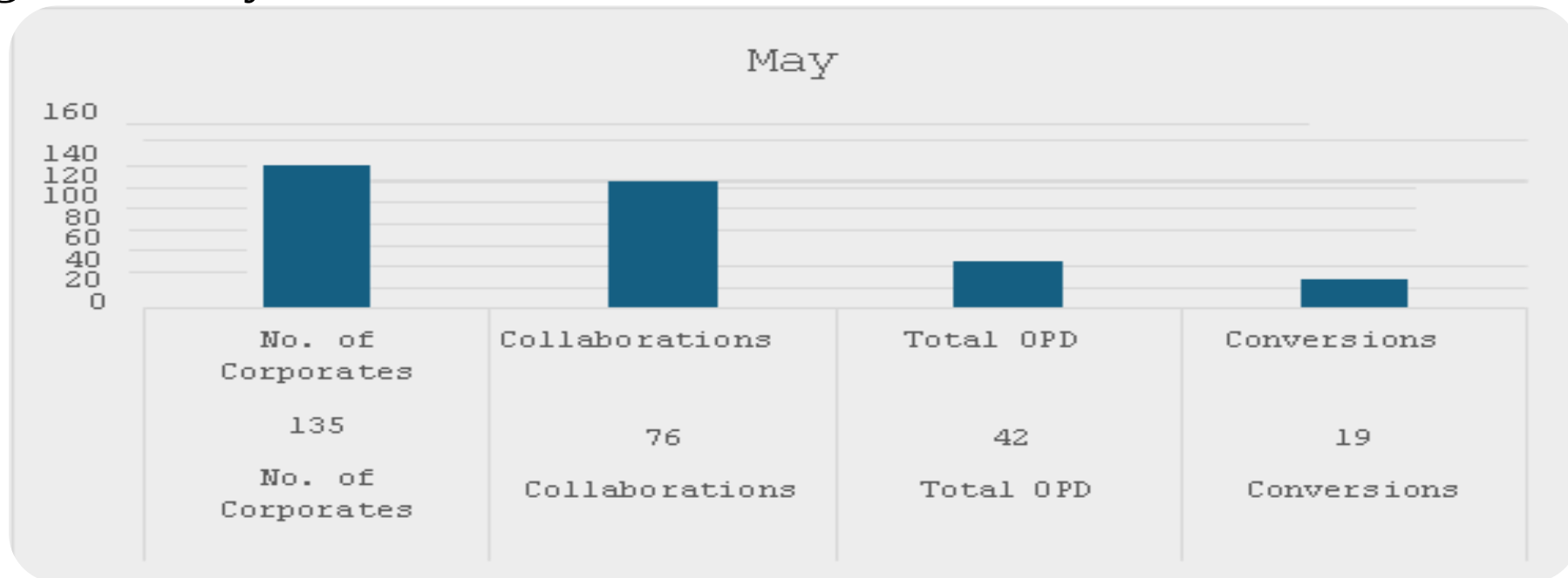


Q2. How can we effectively outreach efforts to connect with and support cancerpatients from tier 3 cities and villages?

- We started outstation OPD services for cancer patients in tier 3 cities three months ago. When we set out with our strategy, it involved the kind of branding / cancer awareness plays and partnerships we would do around local hospital to patient referrals.
- To access more doctors, we deliberated to connect with the PHCs and CHCs as well Civil Hospitals along regular CME (Continuous Medical Education) sessions & RTM. We also approached district hospitals to expand our network. We also started branding campaigns in front of government hospitals Lucknow to get more exposure.
- Earlier we have focused only on free outstation OPD camps organizing.



Q3. What comprehensive strategies can effectively reach retirees and geriatric patients to ensure proper healthcare, addressing challenges like limited mobility, lack of digital literacy?

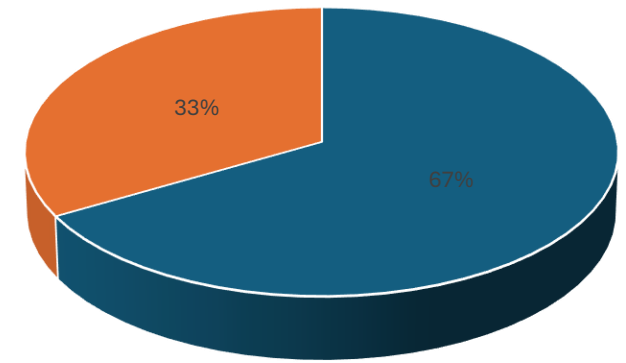


Our hospital attracts patients mainly through walk-ins and referrals. Initially, we organized OPD camps and health talks to raise awareness and attract patients from surrounding areas. However, recognizing the need for a more targeted approach, we began collaborating with private retirees' organizations and corporate entities to reach geriatric patients. These partnerships effectively increased the number of elderly patients, who require frequent medical care, thereby boosting patient retention and revenue. By shifting our focus to strategic partnerships, we enhanced patient acquisition among the geriatric population, improved financial performance, and expanded our hospital's reach.

Q4. How can we maximize cancer patient referrals from local doctors and build strong, lasting relationships to ensure a steady referral stream?

- Our hospital earlier did 70-80 IPD (Inpatient Department) consultation in-house OPDs per day. But surgical targets continued to elude us.
- We then began collaborations with the local clinics and hospitals to address this. We suggested a win-win situation: We allow listing these clinics as part of our hospital which in turn give authenticity to their OPD numbers. In exchange, they would refer in-patient surgeries to our hospital.
- That has worked phenomenally well. Therefore, we performed many more surgeries on a daily basis and as such our revenue increased

Chart Title



■ Day Care No. of OPD in a day 70 Referral Partnership
No. of OPD in a day

■ Day Care No. of IPD 12 Referral Partnership
No. of IPD

Conclusion

- Our hospital's strategic outreach initiatives have significantly enhanced societal impact and financial performance.
- By collaborating with Residential Welfare Associations (RWAs) and real estate developers, we expanded our reach and efficiently utilized health privilege cards.
- Introducing outstation OPD services in tier 3 towns, coupled with community partnerships and targeted marketing, attracted new patients and strengthened our presence in underserved areas.
- Addressing geriatric care needs through partnerships with retirement organizations and corporate bodies improved patient retention and revenue.
- Collaborations with local clinics for surgical operations demonstrated effective symbiosis, boosting both our and our partners' services.
- These comprehensive efforts have solidified our hospital's reputation and broadened our healthcare delivery network.

Thank you