

Synopsis for Dissertation Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Hospital and Health Management

By

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2024

- **TITLE- A STUDY ON MARKETING STRATEGIES OF HOSPITAL LOCATED IN MUMBAI.**

- **INTRODUCTION:**

In the competitive healthcare landscape of Mumbai, effective marketing strategies are essential for hospitals to stand out and attract patients. Godrej Memorial Hospital, a renowned healthcare institution in Mumbai, understands the importance of strategic marketing in delivering its message and services to the community.

This study delves into the marketing strategies employed by hospitals in Mumbai, with Godrej Memorial Hospital serving as a prime example. It aims to explore the innovative approaches and tactics used by hospitals to differentiate themselves and capture the attention of potential patients in a crowded market.

By examining the various marketing techniques utilized within the healthcare sector, this study seeks to uncover how hospitals like Godrej Memorial Hospital effectively promote their services, establish brand identity, and engage with their target audience. From digital marketing campaigns to community outreach programs, hospitals employ a diverse range of strategies to reach and resonate with patients.

Through an in-depth analysis of marketing efforts within Mumbai's hospital sector, this study aims to provide insights into the best practices and emerging trends in healthcare marketing. By understanding the strategies that drive success in this dynamic industry, hospitals can better position themselves to thrive in the competitive Mumbai market and fulfill their mission of providing quality healthcare to the community.

- **OBJECTIVES :**

1. To analyze the current marketing strategies employed by Godrej Memorial Hospital and other hospitals in Mumbai.

2. To assess the effectiveness of various marketing channels and tactics in reaching and engaging the target audience.
3. To evaluate the impact of marketing initiatives on brand awareness, patient acquisition, and retention within the competitive healthcare market of Mumbai.
4. To identify opportunities for innovation and improvement in hospital marketing practices based on industry trends and consumer preferences.
5. To explore the correlation between successful marketing strategies and overall organizational performance, including revenue growth and community impact.

- **HYPOTHESIS:**

Implementation of robust internal marketing strategies, combined with targeted digital marketing efforts, will significantly enhance employee satisfaction and engagement within hospitals in Mumbai, leading to improved organizational performance and brand reputation.

Material and Methods:

I. Study Design:

A mixed-methods approach will be utilized to assess employee satisfaction and the impact of internal marketing initiatives within hospitals in Mumbai. This study aims to evaluate the effectiveness of internal marketing strategies, including digital platforms, in fostering a positive work environment and enhancing employee morale.

II. Setting:

The study will focus on hospitals in Mumbai, specifically targeting employees across various departments and hierarchical levels.

III. Study Population:

- Inclusion criteria: Employees working in hospitals in Mumbai, including front line staff, administrative personnel, and management.

- Sampling method: Convenience sampling will be used to select a sample size of 25 employees from different departments within each hospital.

IV. Study Tools:

Employee satisfaction surveys will be administered to gather quantitative data on job satisfaction, work environment, and perceptions of internal marketing efforts. Additionally, qualitative data will be collected through semi-structured interviews to gain deeper insights into employee experiences and preferences.

V. Duration of Study:

The data collection period will span 1-2 months, allowing sufficient time for survey administration, data analysis, and interpretation.

VI. Sample Size:

To ensure comprehensive representation across all departments, we will be selecting a sample size of 25 employees from each department. This approach guarantees a diverse cross-section of job roles and responsibilities within the organization.

VII. Data Collection Procedure:

Employee satisfaction surveys will be distributed electronically through secure channels, ensuring anonymity and confidentiality. Semi-structured interviews will be conducted with a subset of employees to explore key themes and emerging issues related to internal marketing and employee satisfaction.

VIII. Operational Definitions:

- Internal marketing: The strategic process of communicating and promoting organizational values, goals, and culture to employees to enhance their motivation, engagement, and job satisfaction.
- Employee satisfaction: The extent to which employees feel fulfilled, valued, and supported in their roles within the organization, as measured through surveys and qualitative feedback.

Data Analysis Plan:

Data collected from employee satisfaction surveys and interviews will be analyzed using both quantitative and qualitative methods to evaluate the effectiveness of internal marketing strategies and digital initiatives within hospitals in Mumbai.

Quantitative Analysis:

- Descriptive statistics, including means, standard deviations, and frequency distributions, will be used to summarize survey responses and identify key trends in employee satisfaction levels.
- Paired t-tests will be conducted to compare employee satisfaction scores before and after the implementation of internal marketing interventions, assessing for statistically significant improvements.
- Correlation analyses may be performed to explore relationships between different aspects of internal marketing (e.g., communication effectiveness, training programs) and employee satisfaction metrics.

Integration of Findings:

Quantitative and qualitative findings will be integrated to provide a comprehensive understanding of the impact of internal marketing strategies on employee satisfaction within hospitals in Mumbai. Triangulation of data sources will enhance the validity and robustness of study conclusions.

Ethical Considerations:

- Confidentiality and anonymity of participants will be strictly maintained throughout the data collection and analysis process.
- Informed consent will be obtained from all participants prior to their involvement in the study, and they will be informed of their right to withdraw from the study at any time.