

DISSERTATION

ON

**A study on role of digital media
on selection of healthcare provider**

GUIDED BY
PROF. NEETU PUROHIT
(PROFESSOR)

SUBMITTED BY
Dr. MANYA SARASWAT
Roll No. 1540



Institute of Health Management Research

IIHMR UNIVERSITY, JAIPUR

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Introduction:

In the contemporary healthcare landscape, digital marketing has emerged as a pivotal tool for healthcare organizations to engage with patients effectively and acquire new ones. This synopsis investigates how innovative digital marketing strategies can be harnessed to maximize patient engagement and acquisition in healthcare organizations.

Research Question:

What are the characteristics of the use of digital media among patients to choose the healthcare providers in India?

OBJECTIVES:

- a. To identify the key factors that shape the selection of Healthcare Providers through digital channels.
- b. To understand how digital media influences patient selection of healthcare providers in India.

Hypothesis:

Innovative digital marketing strategies significantly enhance patient engagement and acquisition in healthcare organizations compared to traditional marketing approaches.

Material and Methods:

Study Design: This research will utilize a mixed-methods approach combining quantitative analysis of digital marketing metrics and qualitative assessment of patient engagement strategies.

Setting: The study will be conducted in various healthcare organizations ranging from hospitals to clinics, located in urban and suburban areas.

Study Population: The study will involve healthcare providers, marketers, and patients engaged with the selected healthcare organizations.

Duration of Study: The research will span over 3 months to capture seasonal variations in patient engagement and acquisition.

Sample Size: The sample size will be determined based on the population size of each healthcare organization, ensuring adequate representation across demographics.

Sampling Technique: Convenience sampling will be employed to select participants, ensuring accessibility and ease of data collection.

Data Collection Procedure: Data will be collected through surveys, interviews, and analysis of digital marketing metrics including website traffic, social media engagement, and conversion rates.

Operational Definitions:

Patient engagement will be defined as the level of interaction and participation of patients with healthcare organizations through digital channels. Patient acquisition will refer to the process of attracting and acquiring new patients through digital marketing efforts.

Data Analysis Plan:

Quantitative data will be analysed using statistical methods such as regression analysis, while qualitative data will be subjected to thematic analysis to identify key themes and patterns.

Ethical Considerations:

The study will adhere to ethical guidelines ensuring informed consent, confidentiality, and protection of participant data. Ethical approval will be obtained from relevant institutional review boards.

Implications of Research:

The findings of this research will provide valuable insights for healthcare organizations and digital marketers on effective strategies for maximizing patient engagement and acquisition. It will also contribute to the body of knowledge on the ethical considerations and regulatory constraints associated with digital marketing in healthcare.