

Brand Reputation Management and Patients Engagement

Submitted to- P.R. Sodani
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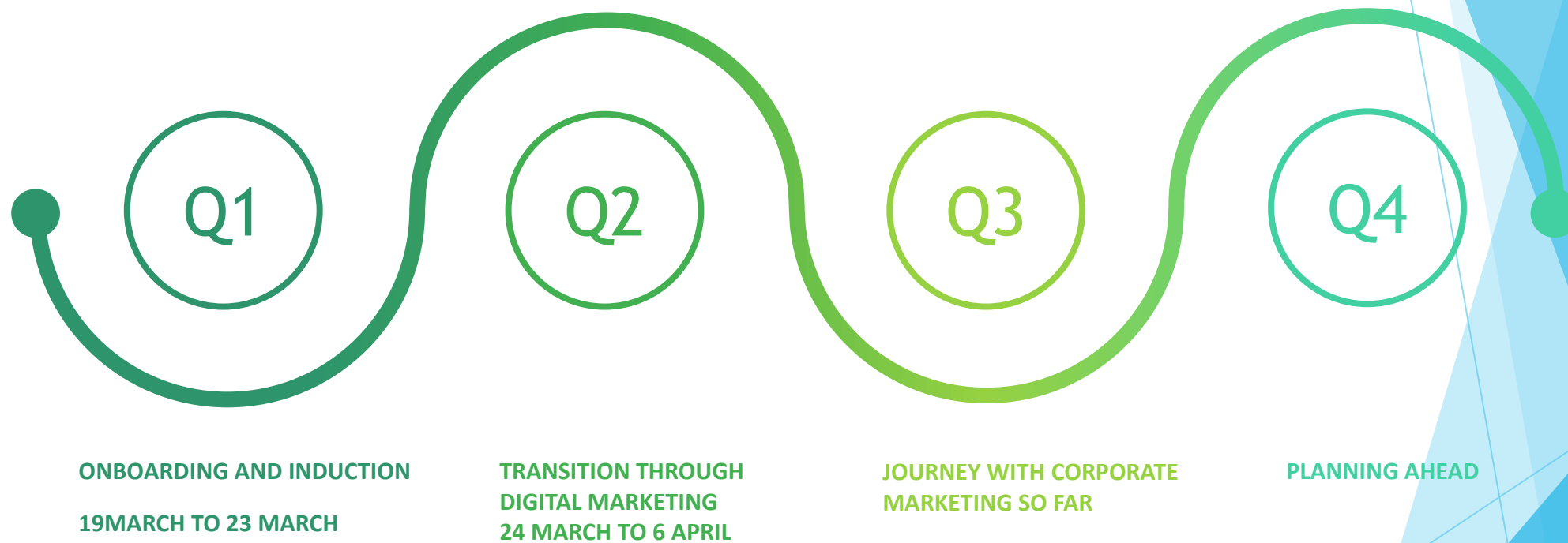
HM-27

Roll no.-1551

Organization – Apollomedics Hospital Lucknow

Department – Marketing and communication

Roadmap



Digital Marketing

- ▶ Learned about how we handle Google Business Pages
- ▶ How we run Facebook campaigns.
- ▶ Social media marketing on platforms like YouTube, Instagram, Facebook, LinkedIn.
- ▶ How to use WhatsApp Chatbot.
- ▶ How we do branding.

What I did was

- ▶ Upload all the Retail Packages of PHC on Google page to promote our PHC Page
- ▶ Getting reviews done to enhancing patient engagement, establishing trust and credibility and improving search visibility. **(from 6 to 50 approx. 733%)**
- ▶ Coordinate Autism Awareness session **(No of people 70-80)**
Promote MY Pro Health which is customised packages of PHC
Getting reviews done for oncology 50 reviews in a day

Learnings so far in Corporate Marketing

- Visited in-house doctors by specialty.
- Gained an understanding of PHC (Preventive Health Checkups) processes, what My Pro Health is, and how we book appointments there.
- Learned about the corporate marketing processes in hospitals.
- Visited some health checkup camps.
- Gained an understanding of the Medical services we provide at Apollo.
- Learned how we prepare health check packages.
- How we prepare mous and getting tie-ups done.

What I have done so far

- Coordinated camps in corporate offices.

Corporate Name	Area	Purpose
TK Elevators	Gomati Nagar	Health checkup Camp
Havells	Hazartganj	Health checkup Camp
Samsung India	Gomati Nagar	Health Talk (oral Cancer)
Reliance	Gomati Nagar	Ortho Opd
SBI General Insurance	Hazartganj	Health checkup Camp
RBI	Gomati Nagar	Health Talk (stress management)
Britannia	Barabanki	Health checkup Camp
APCO Infratech India Pvt. Ltd.	Gomati Nagar	Health checkup Camp
Gyan Dhara	Sandila	Health checkup Camp
Vivo Zonal office	Gomati Nagar	Health checkup Camp
Indigo Airlines	Airport	Health checkup Camp
Directorate of Urban local Bodies	Gomati Nagar	Paid sample Collection By Creating UHIDs

Corporate visits

Location	Corporate
Hazratganj	SBI General Insurance
Hazratganj	Kotak securities
Hazratganj	Kotak life
Hazratganj	Bharti Axa
Hazratganj	BSNL Circle office
Gomti Nagar	SBI life Insurance
Gomti Nagar	Star Union Dai-Ichi Life
Gomti Nagar	Torrent Gas
Gomti Nagar	Dish India
Gomti Nagar	oppo
Gomti Nagar	Asian paints

- ▶ Visited corporate offices to gather information about the organization, employee strength, and insurance status. Also pitched health check packages.
- ▶ Activity planed for:-
- ▶ SBI general insurance
- ▶ SBI Life insurance
- ▶ BSNl central office
- ▶ Star union Dai-Ichi life

objective

- ▶ To identify the key challenges that the hospitals face in managing their brand reputation in the digital age. and Strategies applied in the digital landscape at the moment by hospitals to manage their brand reputation.

Some challenges that I observe

- Negative Online Reviews and Comments:** Unfavorable feedback on platforms such as Google,
- Misinformation and Rumors:** False or misleading information can spread rapidly online,
- Data Privacy Concerns:** Ensuring the confidentiality and security of patient data in a time of frequent cyber-attacks and data breaches is a significant challenge.
- Managing Multiple Digital Channels:** Hospitals need to maintain a consistent and positive presence across numerous platforms,
 - including social media, review sites, and their own websites.
- Rapid Response Expectations:**
- Balancing Transparency and Legal Constraints:** While transparency is essential for building trust,
- Cultural and Linguistic Diversity:** Catering to a diverse patient base requires careful communication strategies that consider different languages and cultural nuances.
- Integration of Digital and Traditional Branding:** Ensuring a cohesive brand image both online and offline can be challenging, especially for larger hospital networks with multiple locations.

Strategies applied in the digital landscape at the moment by hospitals to manage their brand reputation.

1. Proactive Online Reputation Management:

- **Monitor and Respond to Reviews:** Use tools to track reviews and comments on various platforms. Respond promptly and professionally to both positive and negative feedback.
- **Encourage Positive Reviews:** Request satisfied patients to leave positive reviews, enhancing the overall rating and mitigating negative comments.

2. Enhance Data Privacy and Security:

- **Robust Cybersecurity Measures:** Invest in advanced cybersecurity protocols to protect patient data.
- **Staff Training:** Regularly train staff on data privacy practices and the importance of patient confidentiality.

3. Balance Transparency and Legal Constraints:

- **Clear Communication Policies:** Create policies that outline what information can be shared and what must remain confidential.
 - **Legal and PR Coordination:** Ensure legal and public relations teams work closely to manage sensitive information and maintain transparency within legal boundaries.
- **Integrate Digital and Traditional Branding:**

What we do for corporate marketing and their tie-ups

❑ Corporate Engagement Activities for relationship Building: -

- ✓ Health check-up camps
- ✓ Outstation OPDs (Outpatient Departments)
- ✓ Health Talks
- ✓ CME (Continuous Medical Education) for corporate doctors and PSUs
- ✓ Community Outreach programs

❑ For corporate tie-ups:-

- ✓ We provide them exclusive offer on OPD, IPD
- ✓ 15% discount on OPD consultation.
- ✓ 10% on OPD Investigation.
- ✓ 5% on IPD bed Charges.
- ✓ Provide PHC Health Check up Packages which is customized one.

Research questions for Patients Trust and Satisfaction

▶ Perception and Trust

- On a scale of 1 to 10, how would you rate your overall trust in Apollomedics Super Specialty Hospital?
- What specific factors influenced your trust in our hospital?

▶ Experience and Satisfaction

- How satisfied are you with the care and services provided by Apollomedics? (Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied)
- What aspects of your experience at Apollomedics could be improved?

▶ Online Presence and Reviews

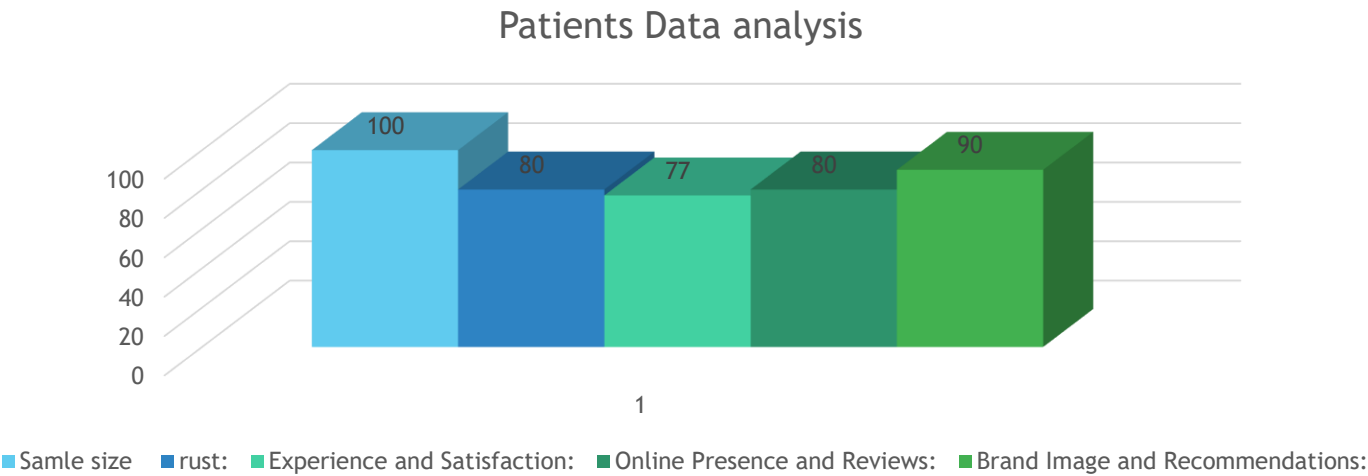
- How often do you rely on online reviews when choosing a healthcare provider?
- Have you ever posted a review about your experience at Apollomedics online? If yes, what motivated you to do so?

▶ Brand Image and Recommendations

- How would you describe Apollomedics' brand image in one or two words?
- Would you recommend Apollomedics to your friends and family? Why or why not?

Analysed data

Sample size	Trust:	Experience and Satisfaction:	Online Presence and Reviews:	Brand Image and Recommendations:
100	Overall Trust Rating: 8 out of 10	Satisfaction with Care and Services: Very Satisfied or Neutral	Frequency of Relying on Online Reviews: Very Often	Brand Image Description: Global Health Care
	Specific Factors Influencing Trust: Services and Care	Aspects for Improvement: Time Management	Posting Reviews and Motivation: Patient Care and Satisfaction	Recommendation to Friends and Family: Yes
	Trust Percentage: 80%	Satisfaction Percentage: 77%	Online Reviews Percentage: 80%	Recommendation Percentage: 90%



Inhouse Activities

- Visited IPD to address grievances of patients admitted from corporates that are already empaneled and to establish new tie-ups.
- ▶ Coordinate inhouse programme:-
- ▶ Autism Awareness programme (4th March)
- ▶ Pehal programme for the females (26th May)
- ▶ Retirees association activities on 21 June with LIC retirees.
- ▶ Inhouse Patients coordination and provide better care services.

Next Plan

- ▶ Engage with all major fintech and insurance companies to explore more and for relationship building.
- ▶ Identify and approach new companies for strategic tie-ups.
- ▶ Develop a comprehensive annual activity plan to ensure consistent engagement.
- ▶ Promote PHC health check packages to potential partners.

Work in Progress

Sr. No	Account Manager	Corporate Name	Agenda discussed
1	Neha Mishra	GAIL(Gas Authority Of India Limited)	Onsite OPD discussion for Cardiology & Endocrinology
2	Neha Mishra		CME & Health Awareness Session on topic Industrial Hazard & Trauma by Dr. Nikhil Puri (Plastic Surgeon) along with Dr. Ashutosh Pandey (Vascular Surgeon)
3	Neha Mishra		Robotic knee transplant to be added in MOU
4	Neha Mishra		Health awareness session to be conducted virtually on few concerns like Typhoid, Malaria, Dengue
5	Neha Mishra		Clinical observation to be facilitated at Apollo Hospitals, Lucknow for Doctors, Paramedics & Nursing staff from GAIL
6	Neha Mishra		CAR-T Cell therapy presentation to be given for inclusion of the same in MOU
7	Neha Mishra	Central Bank of India	Onsite OPD proposal given
8	Neha Mishra	State Bank of India	Discussion to be done at SBI for starting Nephrology OPD.

Future Initiatives from Learnings

- ▶ Scarcity
- ▶ Emotional connect
- ▶ Some videos that we can show for the awareness
- ▶ For example:- if we are taking preventive health care how preventive health care prevent future expenses Diabetic- chronic and Acute complications like retinopathy, Heart Attack, Nephropathy, Neuropathy,
- ▶ Acute-
- ▶ Hypos and Hyper

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue, creating a modern, layered effect.

Thank you
