

Repositioning of Existing Healthcare Centre - A Strategic Approach

Introduction:

The Indian healthcare landscape is witnessing a rapid transformation, with a growing demand for high-quality, accessible healthcare services. Prem Niketan Hospital, a 50-bedded facility located in Jaipur, Rajasthan, is a prime example of this challenge. Despite its dedication to patient care, Prem Niketan Hospital faces the pressure of competing with larger, more specialized hospitals in the city. To remain competitive and cater to the evolving needs of the Jaipur community, Prem Niketan requires a strategic repositioning effort.

This dissertation project delves into the specific challenges and opportunities faced by Prem Niketan Hospital. Through a comprehensive analysis the project aims to identify a strategic repositioning approach that optimizes its service offerings and increases patient capture within the Jaipur healthcare market.

Research Question:

How can Prem Niketan Hospital be strategically repositioned to optimize its service offerings and increase patient capture in the Jaipur healthcare market?

Objectives:

- The objective is to evolve the Prem Niketan Hospital to Multi-speciality Healthcare and wellness center to provide affordable and vulnerable facilities, while building around its existing strengths.
- The objective is to fulfil the needs (and wherever possible, the demands) of the population in an ongoing manner, so that it can lead to realisation of the full potential of the hospital.
- Proposing strategic initiatives for the repositioning of Prem Niketan Hospital to better align with the evolving healthcare needs and market trends with existing strengths.

Hypothesis:

Repositioning Prem Niketan Hospital as a specialized center will lead to a significant increase in patient footfall.

Methodology:

1. **Qualitative Analysis:**
Conducting in-depth interviews and focus group discussions with key stakeholders including hospital management, medical staff, patients, and community representatives to gather insights into the current challenges, opportunities, and perceptions regarding Prem Niketan Hospital.
2. **Quantitative Analysis:**
Utilizing statistical tools and data analysis techniques to examine patient demographics, service utilization patterns, financial performance metrics, and market trends relevant to Prem Niketan Hospital.
3. **Strategic Framework Development:**
Drawing upon findings from the qualitative and quantitative analyses, developing a comprehensive strategic framework outlining specific initiatives for the repositioning of Prem Niketan Hospital, encompassing areas such as service portfolio expansion, infrastructure enhancement, marketing strategies, and partnerships/collaborations.
4. **Impact Assessment:**
Employing scenario analysis and simulation techniques to assess the potential impact of the proposed strategies on key performance indicators (KPIs) such as patient volume, revenue generation, cost-effectiveness, and patient satisfaction scores.

Implications of Research:

The implications of this research extend beyond the confines of academic inquiry to practical implications for healthcare management, policy-making, and community welfare. By offering actionable insights and evidence-based recommendations, this dissertation seeks to empower Prem Niketan Hospital and similar healthcare institutions to navigate strategic challenges, capitalize on emerging opportunities, and deliver enhanced value to stakeholders and society at large.