

Promotion of trauma and emergency services

At Fortis Escorts Hospital, Jaipur

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ABOUT THE ORGANISATION

- Fortis Healthcare Limited is a leading integrated healthcare services provider in India. It is one of the largest healthcare organizations in the country with 27 healthcare facilities, 4,300 operational beds and 400 diagnostics centers . Fortis Escorts Hospitals, Jaipur, has 275 operational beds, 9 Operation Theatres (OTs), and 106 Intensive Care Unit (ICU) beds. The organization has also recently begun Robotic Joint Re- placement treatment.

VISION AND MISSION

- Mission:**
“ To be a globally respected healthcare organization known for Clinical Excellence and Distinctive Patient Care”.
- VISION:-**
“To create a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care”.



AIM

- Promotion of Trauma & Emergency

OBJECTIVE

- Increase the visibility and reputation of Fortis Escorts Hospital Jaipur as a leading provider of trauma and emergency care.

WHY THIS PROJECT?

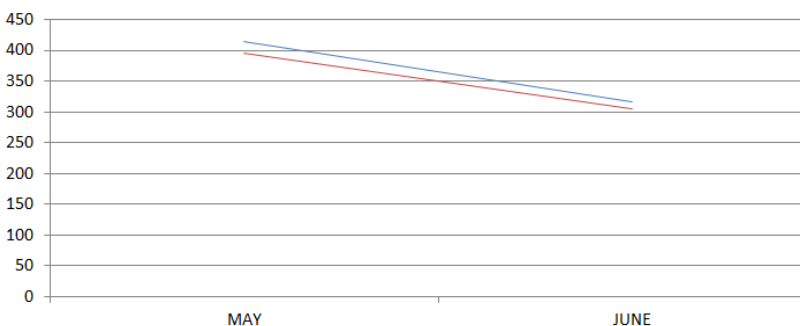
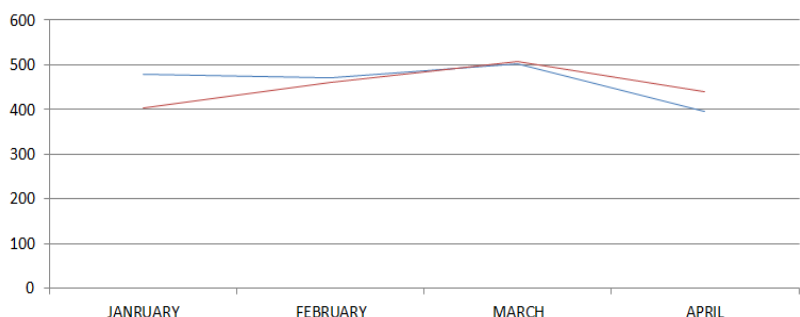
- Trauma and emergency services are essential for saving lives and providing urgent care.
- Raising awareness about these services helps the community by making sure more people get the help they need quickly.
- Effective marketing in this area can ensure people know where to go and what to do in emergencies, potentially saving lives.



STUDY METHODOLOGY

Study Type:- Retrospective

- Data Collection:** Collected trauma and emergency data from January to April 2024.
- Sampling Method:**
Convenience Sampling: Data was collected from readily available sources, including patient records from the emergency ward and feedback from surveys and focus groups. The sample includes patients who visited the emergency department between January and April 2024 and those from May to June 2024.



STUDY RESULTS

The graph indicates that patient footfall in both the IPD and OPD at Fortis Hospital was highest from January to March, peaking around 500 and 450 patients, respectively. However, there is a noticeable decline in May and June, with both departments seeing patient numbers drop to around 300.

LEARNINGS AND VALUE ADDITIONS

- Learned how to effectively reach out to community through workshops and media collaborations.
- Worked with various departments and professionals, improving teamwork and communication skills.
- understanding how to build and manage a brand's reputation and consistency in messaging.
- Gained hands-on experience with data analysis, campaign creation, and social media management.
- Developed skills in SEO, SEM, and content management to enhance the hospital's online presence.

USEFULNESS OF INTERNSHIP

- Provided hands-on experience in healthcare marketing .
- Improved ability to work with different teams and manage marketing campaigns .
- Helped build practical skills in data analysis, digital marketing, and community outreach.



SUGGESTIONS

- Increase efforts to make the hospital's trauma and emergency services more well-known in the community.
- Upgrade the hospital's website and social media channels to provide clearer information and engage more effectively.

CHALLENGES FACED

Hard to contact with the CMS (Custom Marketing staff) team for the approval of landing pages on hospital website .

SWOT Analysis

STRENGTHS

- Recognized for its high-quality trauma and emergency services, building strong community trust.
- The hospital has a knowledgeable marketing team that can run effective campaigns.

WEAKNESS

- Website has incorrect or outdated information.
- Social media and other digital tools are not fully utilized.
- Not enough budget and resources for extensive marketing.

OPPORTUNITIES

- Medical tourism.
- Growing healthcare market.
- Technological advancement.

THREATS

- Other hospitals offer similar services.
- Limited funds can restrict marketing efforts.

THEORITICAL UNDERSTANDING

In Marketing, market segmentation and targeting to identify specific demographics

the marketing mix (Product, Price, Place, Promotion) to formulate effective strategies.

In Research Methodology learned techniques for collecting and analyzing data to understand consumer behavior and market trends..

PRACTICAL EXPOSURE

- Developed targeted marketing campaigns based on demographic data.
- Planned and executed awareness campaigns, including making posters and banners.

Collecting patient data, conducting surveys, and using insights to create targeted marketing campaigns.

Research methods to track and analyze the importance of marketing campaigns and make improvements based on feedback.

