



ENHANCING THE EFFECTIVENESS OF HEALTHCARE MARKETING BY USING INTEGRATED MARKETING COMMUNICATION STRATEGIES

Presented by: Neha Nigam

Course: MBA in Hospital and Management

Roll no- 1552

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Introduction

Purpose of Research

- Explore Integrated Marketing Communication (IMC) strategies by Trizone Healthcare Consultants and assess their impact on HCG Hospitals' marketing, branding, digital marketing, and positioning.

Problem Statement

- With the healthcare sector becoming increasingly competitive and patient-centric, understanding effective marketing strategies is critical. Traditional marketing methods, such as print advertising and direct mail, are no longer sufficient on their own to engage today's digitally savvy patients. There is a growing need for integrated marketing communication (IMC) strategies that leverage multiple channels and approaches to deliver consistent and compelling messages to target audiences

Aim and Objectives

Aim

- To explore and analyze the integrated marketing communication strategies employed by Trizone Healthcare Consultants and evaluate their impact on healthcare marketing and branding, digital marketing, and Positioning of HCG Hospitals

Objectives

- Identify the key/major components of the integrated marketing communication strategies that have been used by Trizone Healthcare Consultants for HCG Hospitals and analyzing their impact

Literature Review

Integrated Marketing Communication (IMC) strategy combine various channels and approaches to deliver consistent messaging and enhance brand visibility. This approach aims to achieve the objectives of a marketing campaign through a well-coordinated use of different promotional methods that are intended to reinforce each other. IMC uses the intrinsic strengths of each communication channel in order to achieve a greater impact together.

Literature Review

Authors (Year)	Published in	Study Location	Sample Size	Sampling Techniques	Salient Features
Srikanth K, Deb M, & Das S. (2024)	Academy of Marketing Studies Journal	Hyderabad, India	373	Convenience Sampling	The study investigates the influence of Integrated Marketing Communication (IMC) elements on the brand image of hospitals. It focuses on three IMC elements: advertising, online media, and word-of-mouth communication. The findings indicate that online media and word-of-mouth significantly enhance the hospital's brand image, while advertising does not have a notable effect. The research highlights the growing importance of digital and personal communication channels in shaping consumer perceptions in the healthcare sector.
Ala'Eddin Mohammad Khalaf Ahmad (2016)	International Journal of Business and Management	Saudi Arabia	290	Purposive Sampling	The study explored impact of IMC (advertising, personal selling, PR, WOM) on brand image in private hospitals in Saudi Arabia and found positive effects on brand image except for sales promotion. Recommended adoption of IMC for enhancing hospital brand image.

Literature Review

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Annisa Soraya, Sri Wahyuni Nasution, Ermi Girsang, Chrismis Novalinda Ginting (2024)	International Journal of Health and Pharmaceutical	Royal Prima Hospital, Medan, North Sumatra, Indonesia	Head of outpatient installation, 3 medical staff, 3 old patients, 3 new patients	Purposive Sampling	Explored Integrated Marketing Communication (IMC) strategies (advertising, personal selling, PR, direct marketing, word of mouth) to increase outpatient visits. Found positive impacts on patient engagement and hospital visibility, recommended adoption of IMC strategies for enhancing outpatient visits.
Terefe, Hiwot (2021)	St. Mary's University	Private general hospitals in Addis Ababa, Ethiopia	400 distributed questionnaires, 302 valid responses	Convenience non-probability sampling	The study explores the effect of IMC on customer patronage. The findings reveal that advertising and personal selling have the most significant positive impacts on customer patronage, while direct marketing and public relations also contribute but to a lesser extent. Sales promotion showed no significant effect. The study recommends focusing on social media advertising and personal selling techniques to enhance customer loyalty.

Methodology

Research Design: Descriptive cross-sectional study.

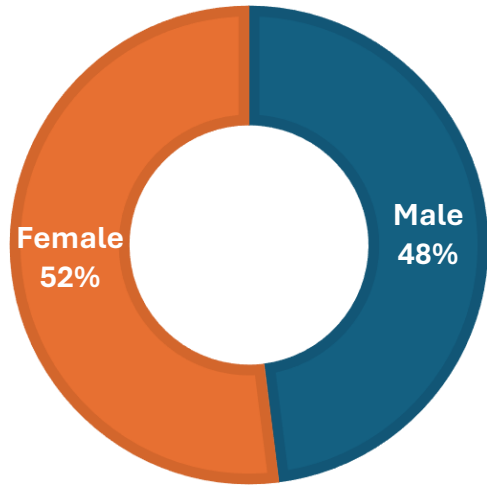
Study Setting: Trizone Healthcare Consultants and their client, HCG Hospitals.

Population and Sample: 25 stakeholders involved in marketing strategy development at Trizone Healthcare Consultants. Purposive sampling was used to select participants.

Data Collection: Semi-structured interviews focusing on IMC strategy components, implementation, and outcomes. Thematic analysis was employed for qualitative data to identify recurring themes and insights.

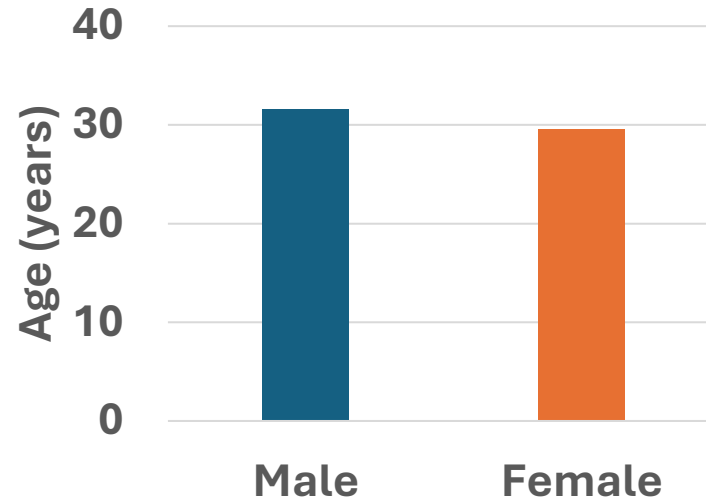
Results: Respondent Demographics

Gender of Respondents



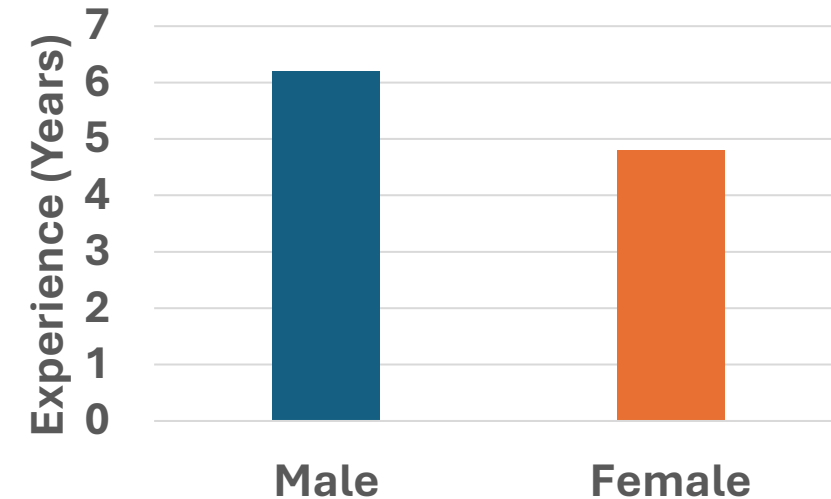
Female: 13 Nos
Male: 12 Nos

Average age of Respondents



Average Age: 30.5 years
Age Range: 24-45 years

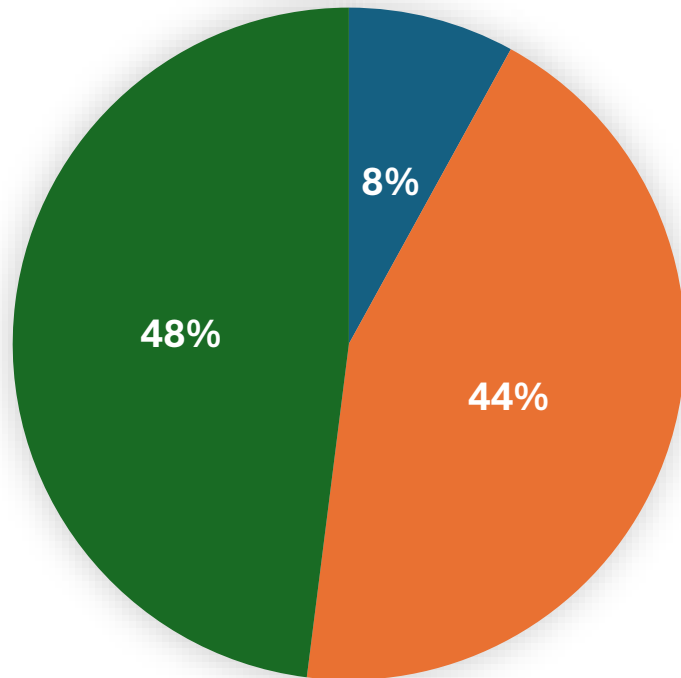
Experience in Healthcare/ Healthcare Marketing



Average Experience: 5.5 years
Experience Range: 1-18 years

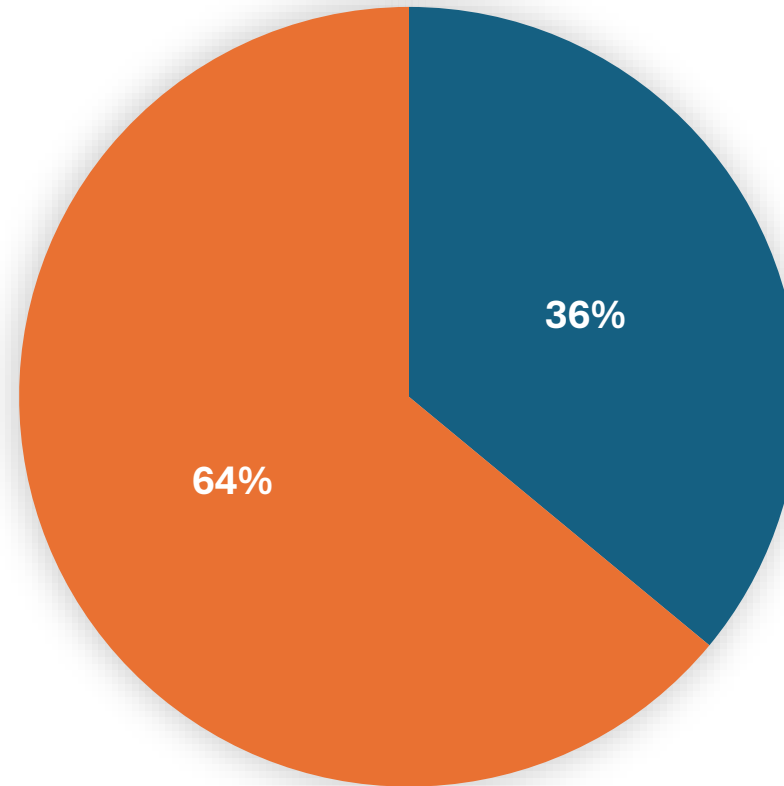
Results

**Impact of IMC Strategy on
Brand Recognition and
Reputation**



■ Marginally Improved
■ Improved
■ Significantly Improved

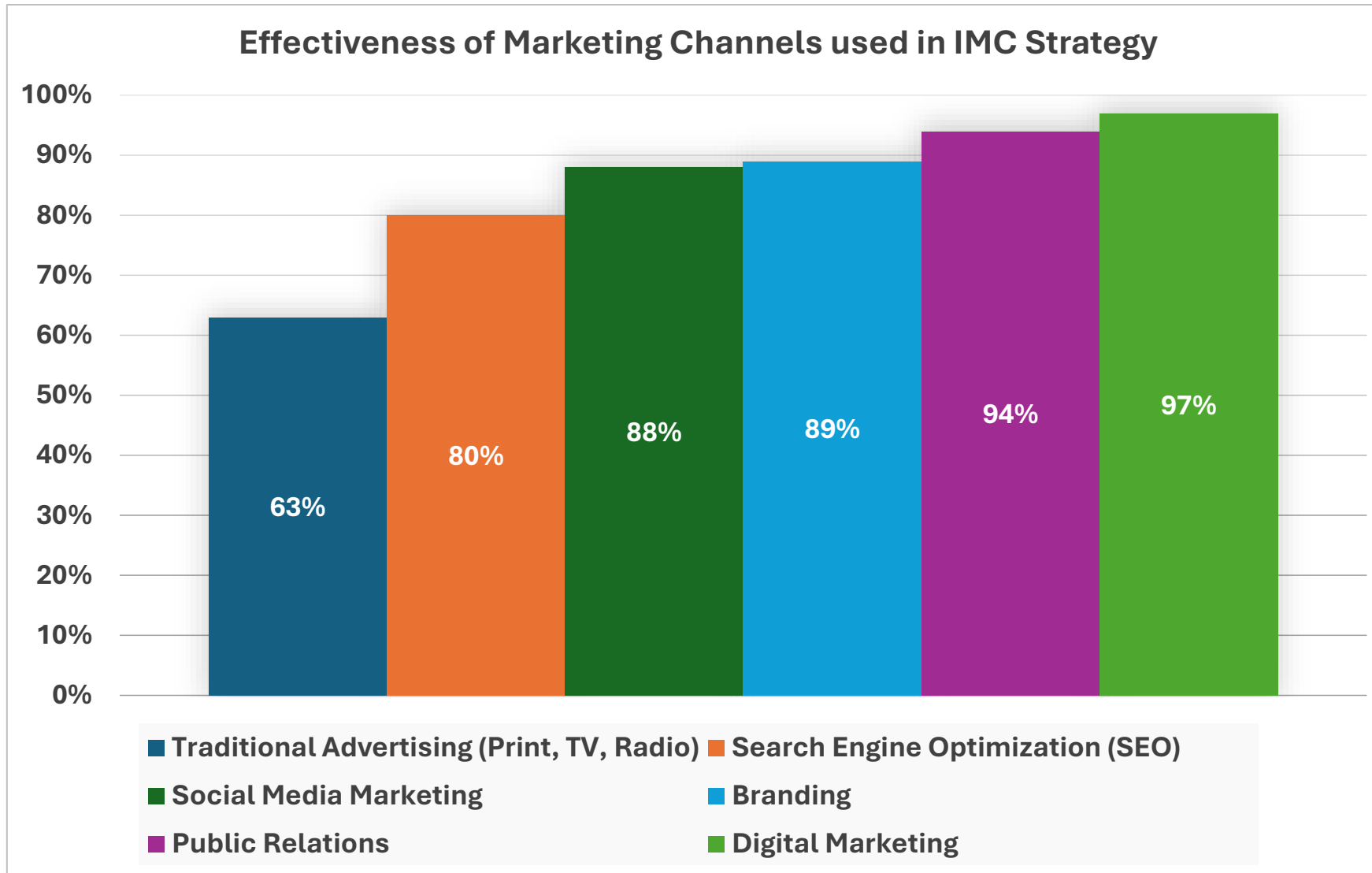
**IMC strategies is useful for
effective communication**



■ Agree ■ Strongly Agree

- 25% Increase in patient footfall and 30% increase in repeat customers.
- Positive customer feedback about improved communication and engagement.

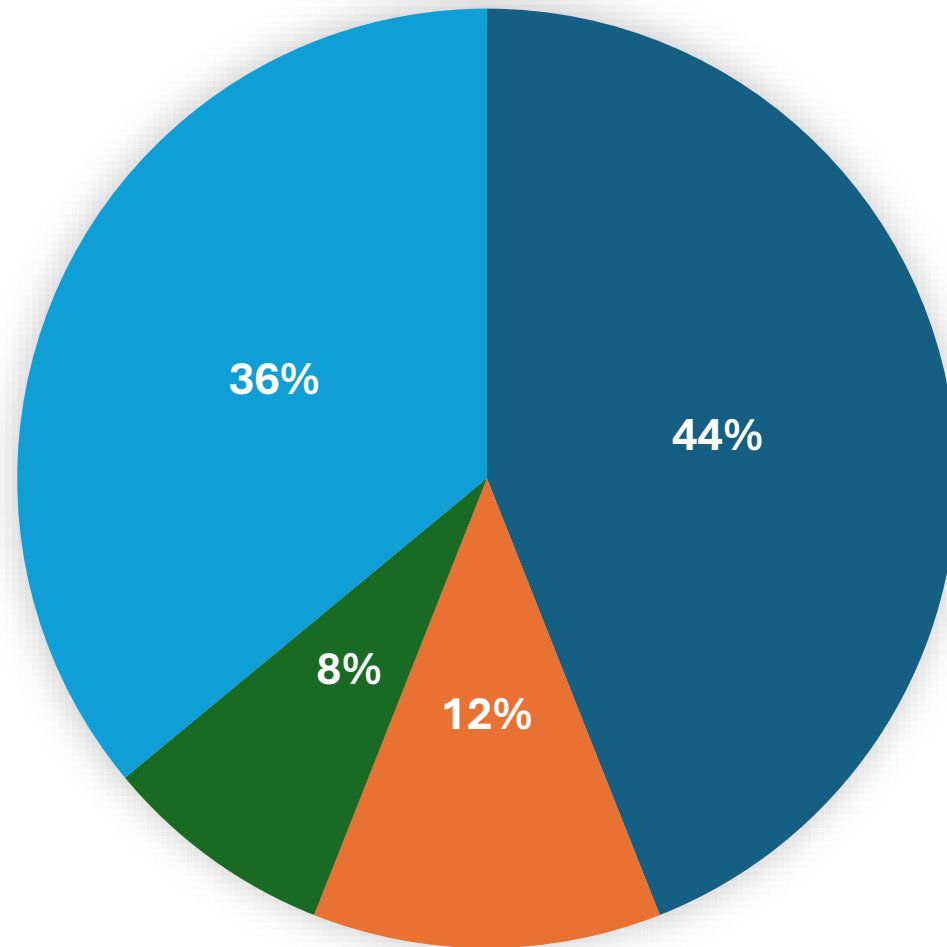
Results



Digital marketing and public relations are seen as the most effective marketing types, followed closely by branding and social media marketing. Traditional advertising is rated lower, reflecting a shift towards digital and interactive methods.

Results

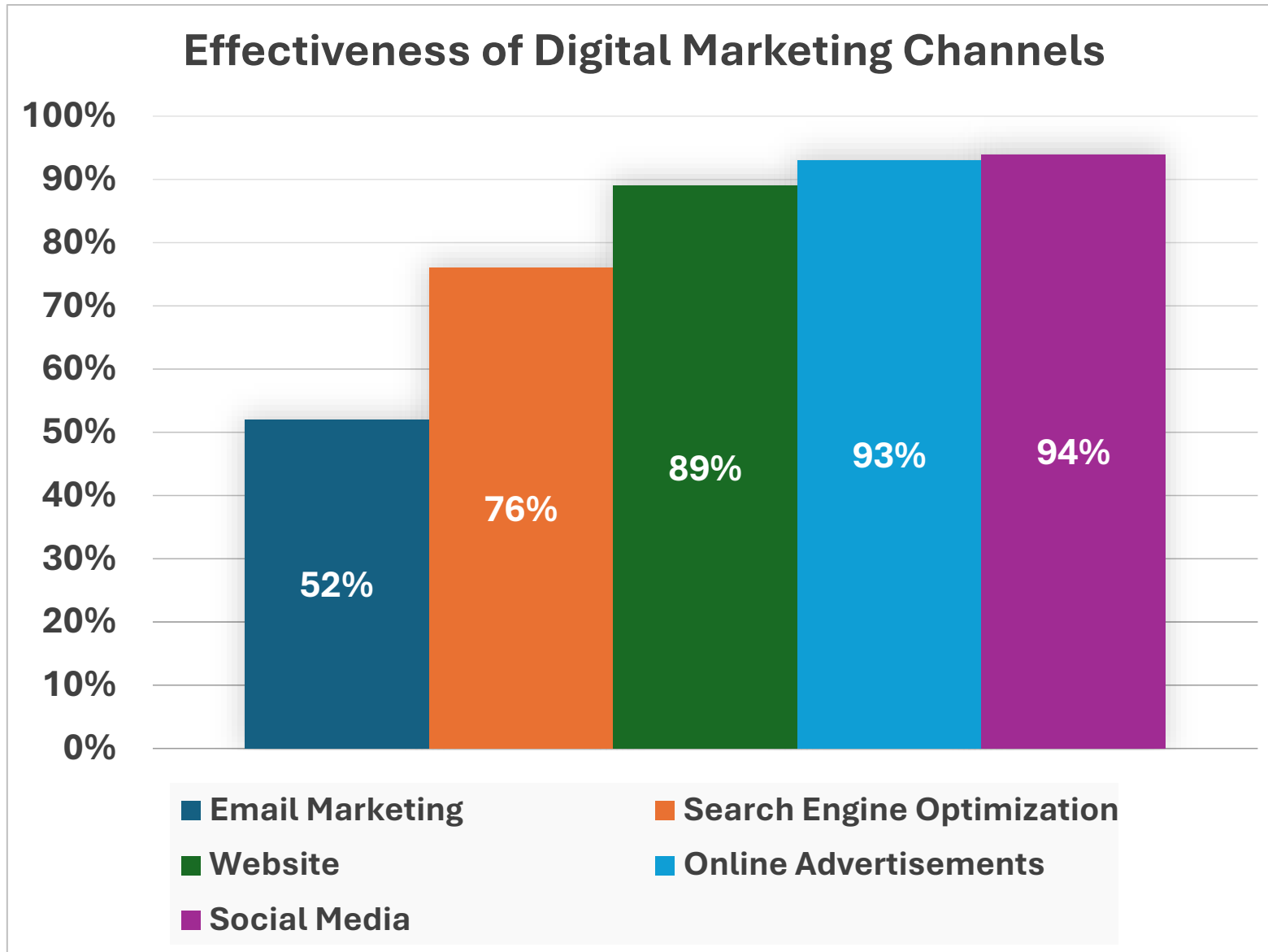
Most Successful Branding Activity



Brand messaging and positioning, along with a strong online presence, are perceived as the most successful branding activities. Community engagement and media coverage are less impactful, suggesting a preference for direct and digital interactions.

■ Brand Messaging and Positioning ■ Community Engagement Programs
■ Media Coverage ■ Online Presence

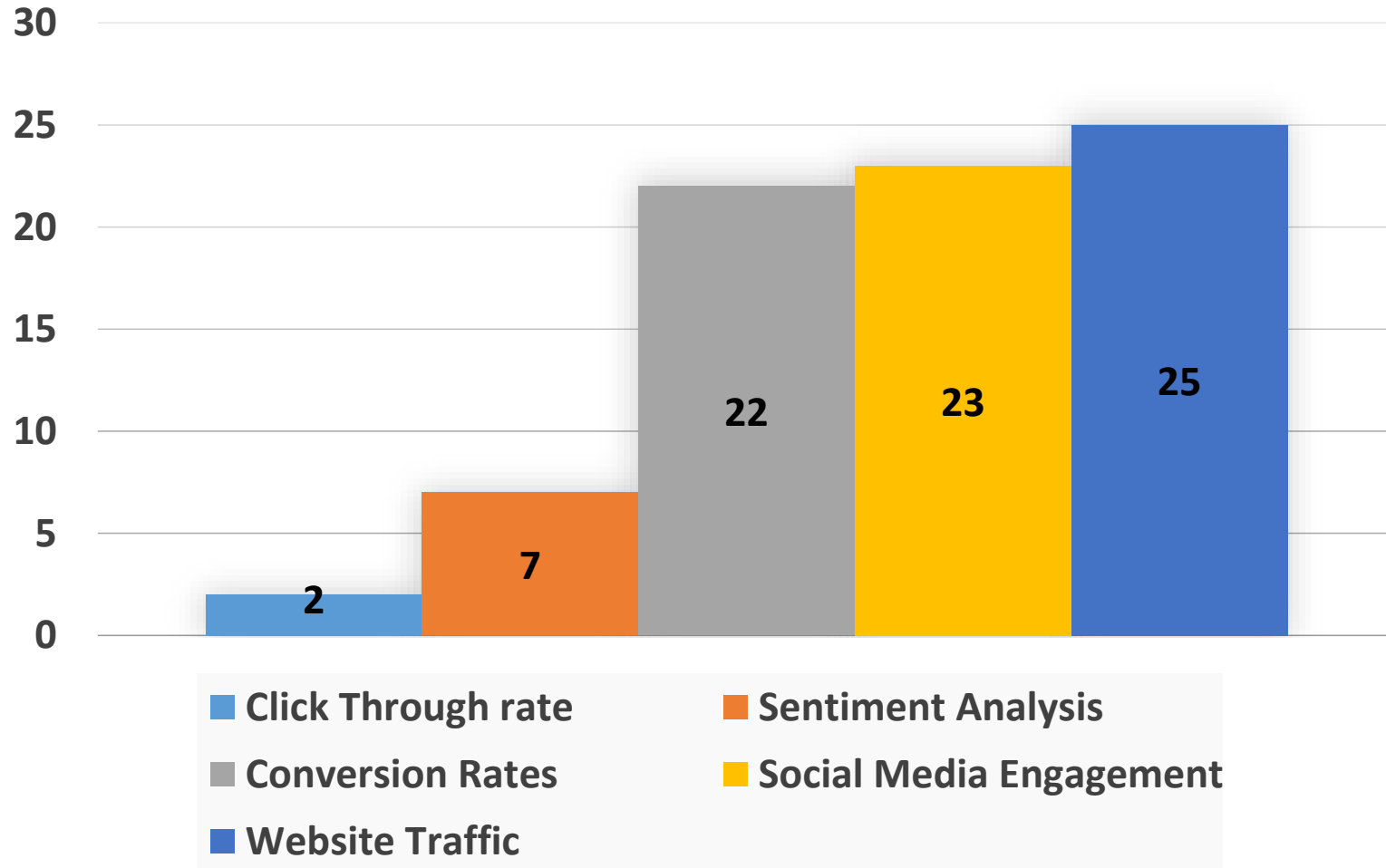
Results



Social media and online advertisements are rated as the most effective Digital Marketing channels for engaging the target audience, followed by the website and SEO. Email marketing is seen as less effective, indicating a potential area for improvement.

Results

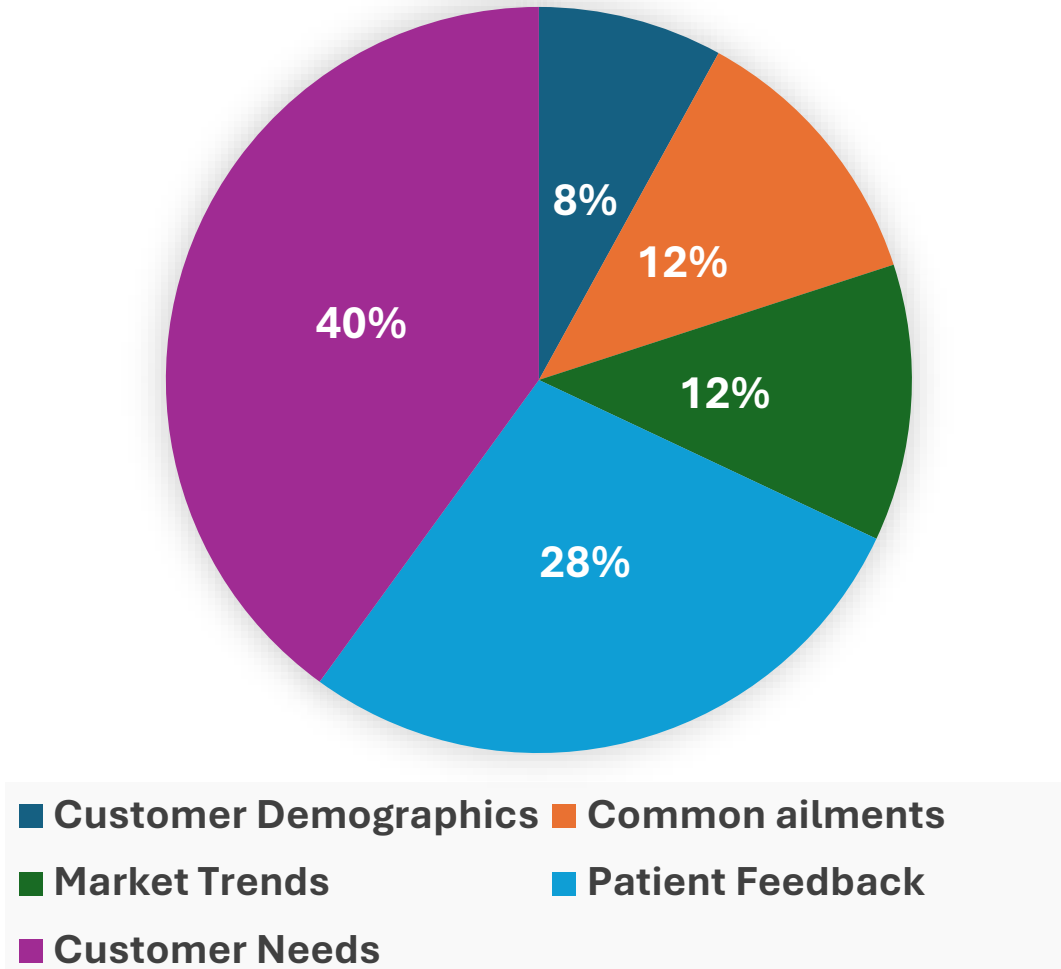
Most useful measures the success of digital marketing efforts



Website traffic and social media engagement are the most commonly used metrics, with conversion rates also being important. Click-through rates and sentiment analysis are less commonly used, suggesting that more advanced metrics might be underutilized.

Results

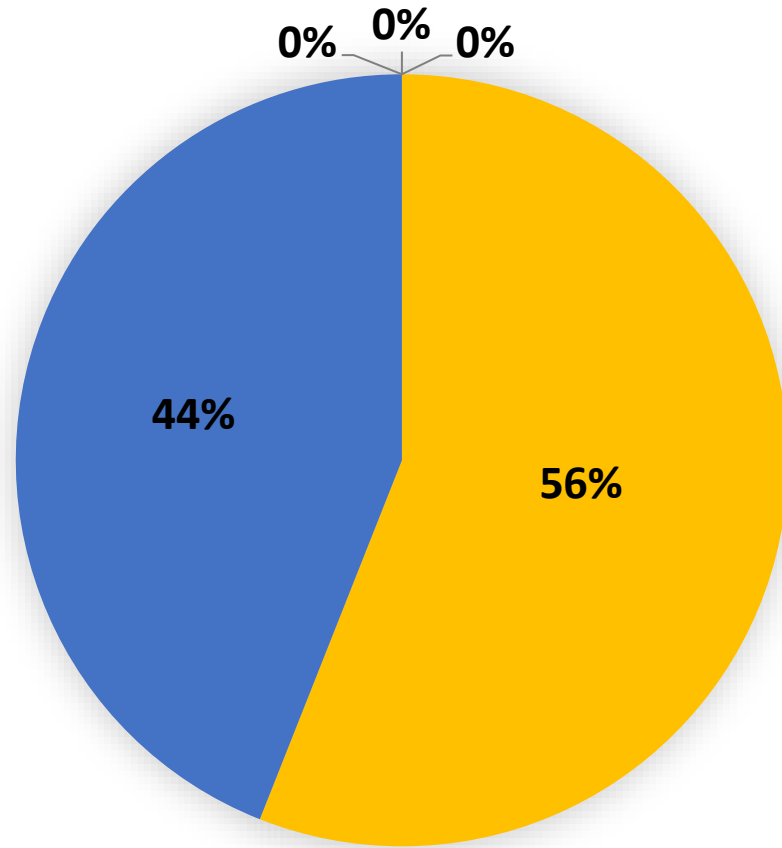
Most critical Data for developing effective marketing strategies



Understanding customer needs is considered the most critical data for developing effective marketing strategies, followed by patient feedback.

Results

Overall effectiveness of Integrated Marketing Communication Strategy



All respondents rated the Integrated Marketing Communication strategies as either good or very good, indicating a high level of effectiveness and satisfaction with the strategies implemented by Trizone Healthcare Consultants

Summary of Results

The results indicate a highly positive impact of Integrated Marketing Communication strategies on the brand recognition, reputation, and communication effectiveness of HCG Hospitals. Digital marketing and public relations are perceived as the most effective marketing types, with brand messaging and online presence being the most successful branding activities. Critical data such as customer needs and patient feedback are essential for developing effective marketing strategies. Overall, Trizone Healthcare Consultants' integrated marketing strategies are rated highly effective by the respondents.

- IMC strategies significantly enhance brand recognition and reputation.
- Digital and interactive marketing methods are more effective than traditional methods.
- Consistent messaging across channels improves communication and patient engagement.

Recommendations

- Allocating more resources to digital marketing channels, particularly social media and online advertisements, to engage target audiences effectively.
- Developing strong, consistent brand messages that resonate with the target audience and reinforce the organization's values and mission.
- Employing more advanced metrics, such as sentiment analysis and conversion rates, to measure the success of digital marketing efforts more comprehensively.
- Actively seek and utilize patient feedback to inform marketing strategies and improve healthcare services and patient satisfaction.

Strengths and Limitations

Strengths of the Study

- The research provides a detailed exploration of integrated marketing communication strategies in a healthcare context, a relatively under-researched area.
- The findings offer actionable recommendations for healthcare marketers to enhance their strategies and improve patient engagement and satisfaction.
- The study examines multiple dimensions of marketing effectiveness, providing a holistic view of IMC impacts.

Limitations of the Study

- **Sample Size:** The relatively small sample size (25 respondents) may limit the generalizability of the findings.
- **Sampling Technique:** Purposive sampling may introduce bias, as participants are selected based on specific criteria, potentially excluding other relevant perspectives.
- **Geographical Scope:** The study is limited to Trizone Healthcare Consultants and their clients, which may not represent the broader healthcare marketing landscape.

References

- Ahmad, A. M. K. (2016). The impact of integrated marketing communication on brand image in private hospitals in Saudi Arabia. *International Journal of Business and Management*, 11(11). [Link](#)
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- Srikanth, K., Deb, M., & Das, S. (2024). Impact of integrated marketing communication mix on brand image in Hyderabad corporate hospital: An empirical analysis. *Academy of Marketing Studies Journal*. [Link](#)
- Terefe, H. (2021). The effect of integrated marketing communication on customer patronage: The case of private hospitals in Addis Ababa. *St. Mary's University*. [Link](#)