

Enhancing Healthcare Marketing Effectiveness through Integrated Strategies



The IIHMR University, Jaipur

Master of Business Administration

in

Health Management

Neha Nigam

Roll no- 1552

Title of the Study: Enhancing Healthcare Marketing Effectiveness through Integrated Strategies: Trizone Healthcare Consultants

Introduction: Healthcare delivery is becoming increasingly competitive and patient-centric, the role of integrated marketing strategies is pivotal. This dissertation aims to delve into the intricacies of integrated marketing strategies employed by Trizone Healthcare Consultants and their impact on healthcare marketing and branding, digital marketing, and data-driven strategy development.

Research Questions:

How do integrated marketing strategies, including healthcare marketing and branding, digital marketing, and data-driven strategy development, contribute to the success of Trizone Healthcare Consultants' client engagement and healthcare outcomes?

Objectives:

- To explore the components and implementation of integrated marketing strategies at Trizone Healthcare Consultants.

Hypothesis :

- Integrated marketing strategy has made positive effects on enhancing brand recognition & reputation, engaging target audience, and improving client outcomes.

Study Design:

Descriptive cross-sectional study.

Setting:

Trizone Healthcare Consultants and its client base.

Study Population:

Inclusion Criteria: Trizone Healthcare Consultants' clients and stakeholders involved in marketing strategy development.

Exclusion Criteria: Non-healthcare-related entities.

Study Tools:

Semi Structured Questionnaire

Duration of Study:

3 months (18 Mar 2024 – 18 Jun 2024).

Sample Size:

25 interviews.

Data Collection Procedure:

Data will be collected through semi-structured interviews, document analysis, and surveys. Triangulation of data sources will be employed to ensure validity and reliability.

Operational Definitions:

Integrated marketing strategies, client engagement, healthcare outcomes.

Data Analysis Plan:

Thematic analysis will be used to analyze qualitative data obtained from interviews and document analysis. Quantitative data will be analyzed using descriptive statistics and inferential tests where applicable.

Ethical Considerations:

Ethical considerations, including informed consent and confidentiality, will be adhered to throughout the research process.

Implications of Research:

The findings of this study will offer valuable insights into the effectiveness of integrated marketing strategies in the healthcare industry and provide actionable recommendations for Trizone Healthcare Consultants and other healthcare organizations to enhance their marketing efforts and achieve better healthcare outcomes for their clients.

References: