

SUMMER TRAINING REPORT ON

**A STUDY ON HEALTHCARE ORGANIZATION MARKETING MIX TO STRENGTHEN MEDICAL
TOURISTS IN INDIA**

**AND
FUNDAMENTALS OF DIGITAL MARKETING**

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Background: India is a place where one can afford treatment at minimum cost when compared to other countries. Medical tourism (MT) refers to people travel from one country to other countries for treatment, if the treatment is not accessible or not affordable in their own country. The term tourism also indicates that combining health care with holiday travel. This study was aimed to provide information on the marketing mix in attracting medical tourists to India.

Methods: Different surveillance databases such as PubMed, Google Scholar, Medline were used to evaluate standardized published articles with reference to medical tourism in the intervening period of 2010-2020. Inclusion and exclusion criteria were followed based on PRISMA guidelines and the articles only in English language was taken.

Results: In India, private sectors have expanded in every aspects of medication services, infrastructures, technologies, and corporate treatment with an affordable price paid by the patients accompanying with the government health coverage scheme assistances. It is noticeable that tourism is one of the indicators to enhance the GDP of Indian economy. MT is also growing rapidly and contributing major part to Indian economy. In the Health system, marketing plays a vital role by helping medical marketers to anticipate, to create, to communicate, to provide value, to build trust and to maintain a continuous relation with the target group.

Conclusion: Of marketing mix elements view 7P's (price, production, placement, promotions, people, process, and physical evidence) can update the status of the hospital consequently, results in attracting more medical tourists to India.

Keywords: Medical tourism, India, Healthcare Marketing mix, Reviews of medical tourism.

Medical tourism (MT) refers to people travel from one country to other countries for treatment, if the treatment is not accessible or not affordable in their own country. The term tourism also indicates that combining health care with holiday travel. MT is classified into three types, they are, out-bound, in-bound, and intra-bound.

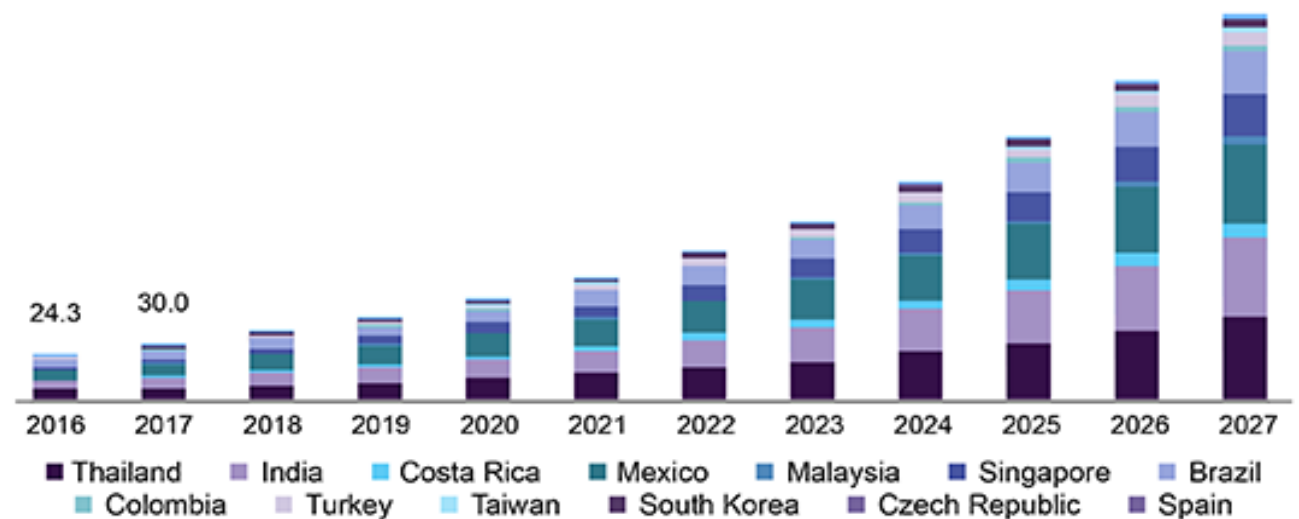
MT Market is growing by 30% each year. It has been estimated that India's MT industry could be worth \$9 billion, and account for 20% of the global market share by 2020. India is considered as one of the top medical tourism destination when compared to other developed countries because India is providing World class best facilities accompanied with best quality services and competitive prices.

TOP 14 MEDICAL TOURIST DESTINATIONS BY VOLUME OF CARE

1-Thailand	8-Costa Rica
2-Hungary	9-Brazil
3-India	10-Mexico
4-Singapore	11-South Korea
5-Malaysia	12-Columbia
6-Philippines	13-Belgium
7-United States	14-Turkey

Source: Frost & Sullivan

Global medical tourism market size, by country, 2016 - 2027 (USD Billion)



Source: www.grandviewresearch.com

Today India is offering excellent medical services matching with any of the western countries, with best hospitals, best-qualified surgeons, best possible medical facilities, accompanied with best competitive costs, with modern technology and infrastructure and one can get the treatment done in India at the lowest charges. The procedures for which MT is adopted include complicated surgeries, dental works, kidney dialysis, organ transplantation, joint replacement, cardiac surgery, cosmetic surgeries, genetic disorders, and psychiatry.

India is also rich in offering a variety of alternative therapies such as Ayurvedic, Naturopathy, Reiki, Homoeopathy, etc. And has become the top healthcare destination for foreign patients primarily from southeast Asian countries. Singapore, Thailand, India, Malaysia, Taiwan, Mexico, and Costa Rica are the famous destinations in the world for medical tourists. Chennai, Kolkata, Mumbai, Hyderabad, Bangalore, and the National Capital Region (NCR) are most preferred MT destinations for the medical patients who utilize treatments in India.

Rationale

This study aims to provide information on the growth of the MT industry and how marketing will help in developing strategies to promote growth and attracts medical tourist to India.

Objectives

- To evaluate developing strategies in MT.
- To estimate the marketing mix in attracting medical tourists to India.

1

ELIGIBILITY CRITERIA



Study articles were taken when they clearly examine the impact of the marketing mix in MT. Included studies are 13 articles, 8 articles were excluded with reasons

2

DATA SOURCES AND SEARCHES



Different surveillance databases such as PubMed, Google Scholar were used to evaluate standardized published articles with reference to medical tourism in the intervening period of 2010-2020 with the use of index terms such as 'Developing strategies' and 'Marketing mix' and 'Medical Tourism' and 'India'.

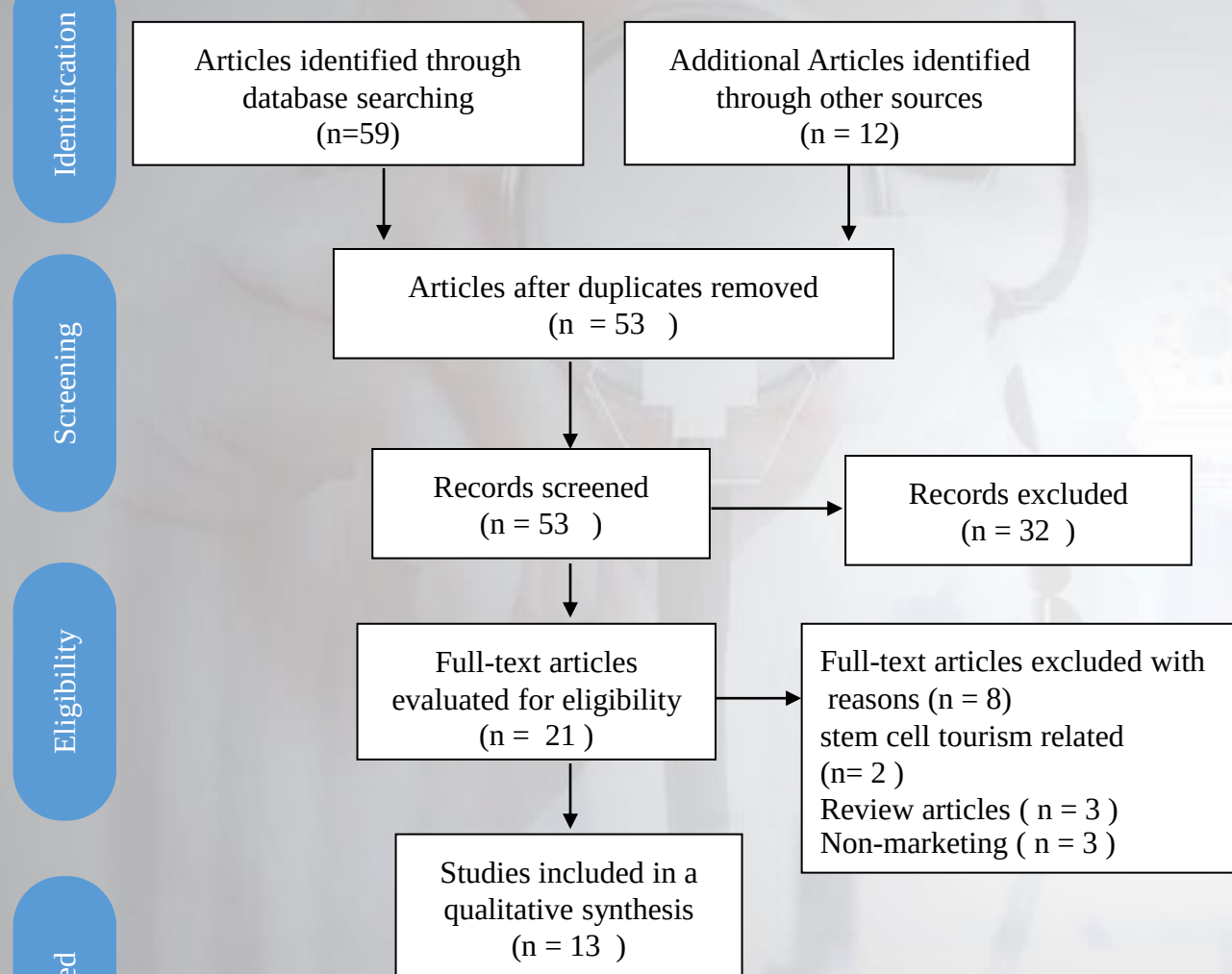
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STUDY SELECTION



In selecting articles for this study purpose more than 150 abstracts were read and the relevant articles with full text were taken into consideration. Duplicate articles were excluded, and the eligible articles are 13 articles. Out of 13 articles, seven are research articles, two are case studies and the remaining four were review articles.

Search Results



Study findings

India holds an advantage as a most preferable MT destination because

Most of the surgeons/practitioners/specialists who are working in Indian hospitals are well qualified.

English is the second most spoken language in India. so, medical tourists did not find any difficulty in communicating with doctors and nurses.

Top of the line, medical and diagnostic equipment's using for treatment purpose in India are from global international conglomerates.

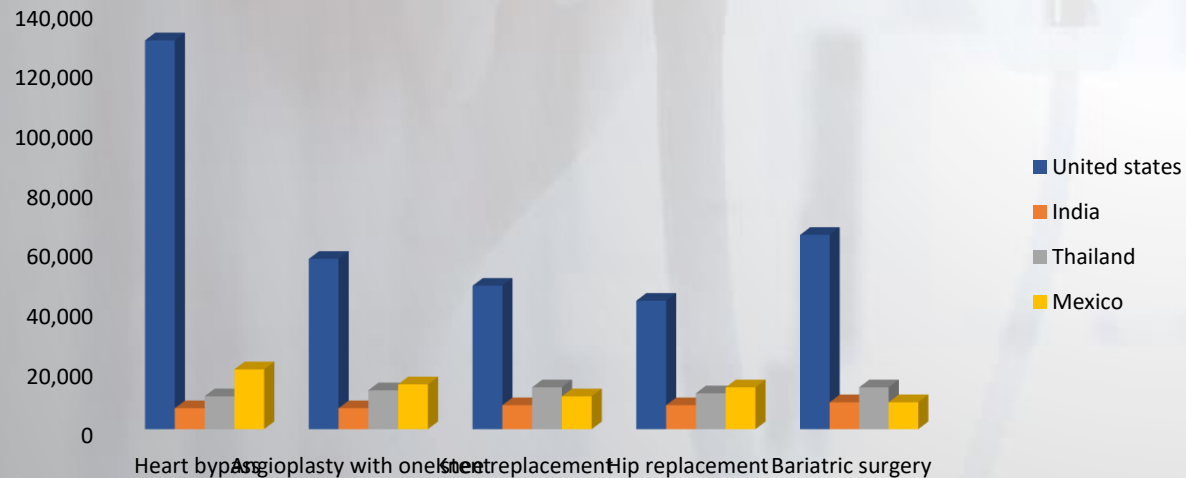
The cost of major services is low in India when compared to other countries.

Figure 1 PRISMA (preferred reporting items for systematic reviews and meta-analyses) flow chart

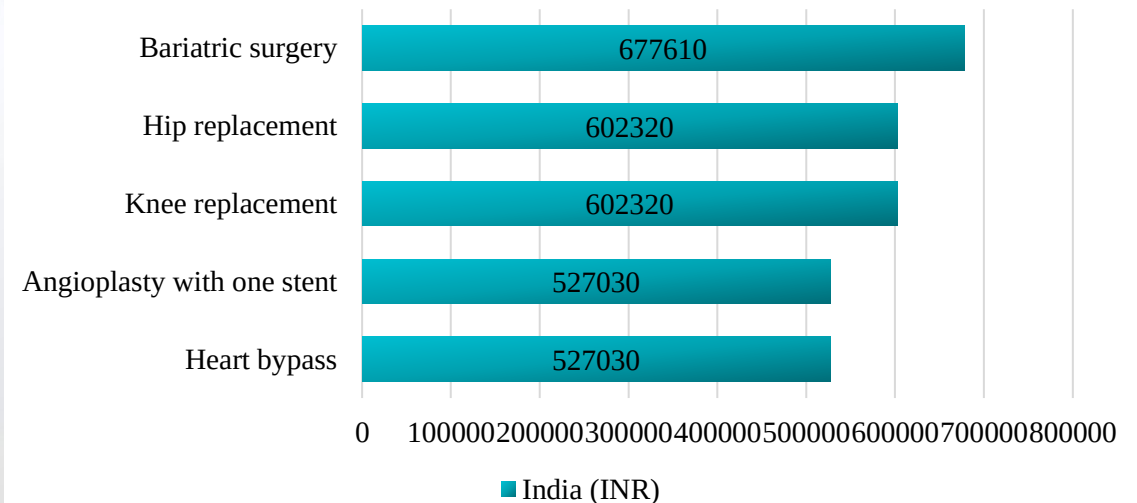
The marketing mix contains 7P's of marketing strategies

Price is the only element in the marketing that brings revenue to the company. All the rests are costs. In Health Care Service price is the out of pocket expenditure for diagnosis and treatment. Due to raise in burden of diseases, cost of health care services are also increasing. Price is the main issue for the patients, especially, for the people who do not have any Health coverage schemes. Hence, health care provider should have detail knowledge on the out of pocket expenditures on Health. In promoting MT in India, Price plays an important role to attract the patients (both national and foreign patients) in choosing the hospitals for treatment of their diseases.

Cost Of Various Surgeries In Different Countries (Amount In US \$)



Costs Of Various Surgeries In India (INR)2019



Product in the health care is often defined as quality services, available medical equipment's, super-specialty health care services, available medicines, technology, infrastructures, testing kits, etc. Therefore, providers while going for medical marketing should give maximum importance as to the timely availability of all these products. The products or services in medical marketing play an important part in capitating patients across the globe and considered as the prime factor in deciding the hospitals for treatment in MT.

place is another important P among the 7P's of Marketing Mix. If the health care service is available in a backward location where the communication is very poor and the service is available to the patients for the day hour only, then the patients remain at risk and the provider also doesn't get the opportunity to serve the patients. The accessible place of the hospitals can reduce the convenience time for the patients which is very important for any foreign patients in choosing a hospital.

Promotion of the hospital and its service is the major aspect of the marketing mix in Medical Marketing. Promotion plays an important role in catching the attention of target audiences. There are various promotional tools.

The provider and the Government can use social media such as Facebook, Twitter, etc in promoting MT as it is one of the cheapest promotional method in modern marketing.



People are considered as another important factor for Marketing Mix in Medical Marketing. Since the quality of health care rely up on the education & experience of the health care professionals i.e. doctors, nurses, etc. It is seen that in some hospitals staff are more emphasized to attract and capture the attention of the international patients.

Process In the health care industry, quality is considered as most concerning factor among the patients. International accreditation is one of the biggest drivers in the growth of the medical tourism market.

Physical Evidence Though the health care service provided by the doctors & advice of the medical experts is intangible, it is also accompanied by various other physical products like medicines, surgical instruments, etc. The service of a hospital is also visualized in terms of good hospital infrastructures, the latest advanced technologies, medical devices, types of machinery, good ambiance with spacious and luxurious rooms, and excellent facilities.

Recommendations

Though MT is being positive some of the major issues and challenges could be visa restrictions, litigation, legal issues, patient safety, negligence, malpractices by patients or attendants, concessions and taxation, narrow existence of global health insurers, more number of specialists migrating from public health sector to the private sector, import of unknown infections, follow-up services, malpractices by patients/attendants, legal stay and India has only 39 JCI (Joint Commission International) accredited hospitals for MT

GoI must take some interventions to minimize the issues faced by the medical tourists starting from the procedure to the post-treatment follow-ups and increasing the greater number of accredited hospitals for MT can increase the choices for medical tourists for seeking medical treatment in India. Not only medical tourists, but special importance must be given for local citizens as well.

Conclusion

Marketing contribute a lot to the tourism industry in the form of MT in India which will not only create a brand image of the hospitals among the patients across the globe but also a simultaneous expansion can take place in terms of employment generation, transportation, human resource development through offering a healthy life and finally helps in increasing the GDP of the country.



Marketing mix '7 Ps' Price, Product, Place, People, Promotion, Process, Physical Evidence can be applied in medical marketing to promote medical tourism in India. Marketing plays a very important role in helping medical marketers to anticipate, to create, to communicate, to provide value, to build trust and to maintain a continuous relation with the target group.

ONLINE COURSE

TOPIC- FUNDAMENTALS OF DIGITAL MARKETING

COURSE BACKGROUND :

Globally digital users are growing day by day and there are approximately 4.388 Billion (57%) people who are online every day and the number is accelerating which means 40% of the world's population are in online. Most of the people are browsing the internet through their computers or desktops. Total time spent on online media, social marketing, web pages, updating blogs, reading news also increasing this gives more opportunity for Marketers to gain the attention of consumers online. Digital marketing is a component of marketing that uses online and internet-based technologies to reach the customers.



The most important components of Digital Marketing are Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, Pay per click Advertising (PPC) Content Marketing, Email Marketing, Conversion rate Optimization (CRO), Web Analytics, Sales funnels.

Course Description :

In 2019, average time spent by a person on mobile phone is 200 minutes a day and it is growing to 300 minutes a day in 2020. As the time spend on online increases, so do the digital opportunities available. Over the past few decades, digital marketing has evolved at a rapid pace. Digital marketing helps the creators to build online business strategies to create, communicate, reach more customers, improve the online performance. Means of Marketing shifted from Traditional Marketing to Digital Marketing to reach maximum customers, Instant Communication, In Time Results and Return On Investment (ROI).

Learning Methodology :

Lectures, video, Reading Material, Case studies, Assignments

Key Learnings:

When and how to use search engines, KPI's

How to think like customers and design website

How to stand out from the competitors

How to Launch a new, or evolve an existing, career path in Digital Marketing.

How web analytics tools can give you valuable information to help meet your objectives.

How brand and USP(unique selling point) help you to standout from competitors

How to expand business Internationally

Search engine optimization(SEO) is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results and excludes direct traffic and the purchase of paid placement.

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages primarily through paid advertising.

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.

pay-per-click(PPC) is a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to “earn” those visits organically. Search engine advertising is one of the most popular forms of PPC.

Content marketing is a form of marketing focused on creating, publishing, and distributing content for a targeted audience online.

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.

conversion rate optimization (CRO) is a system for increasing the percentage of visitors to a website that convert into customers, or more generally, take any desired action on a webpage.

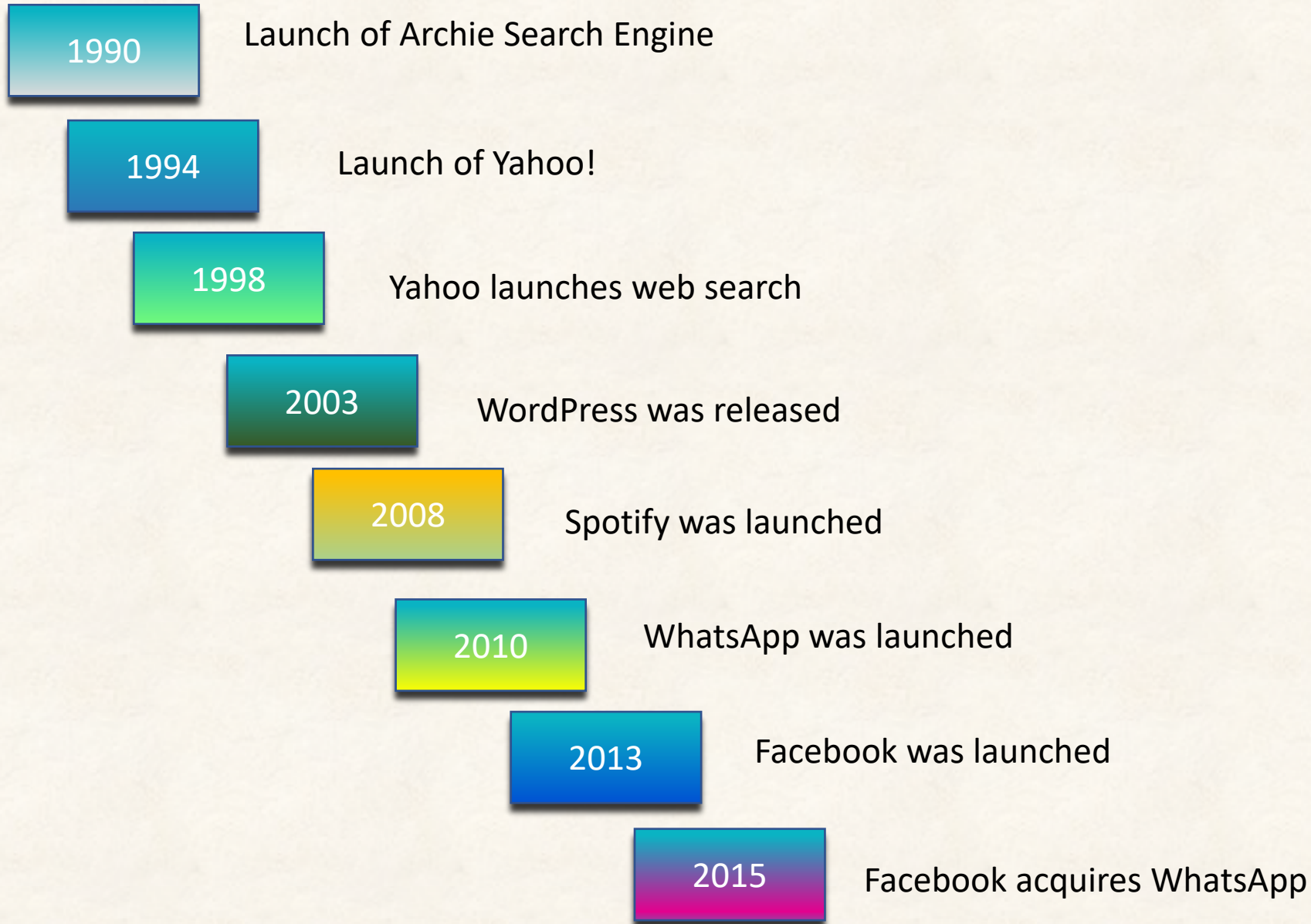
Web analytics is the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage.

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

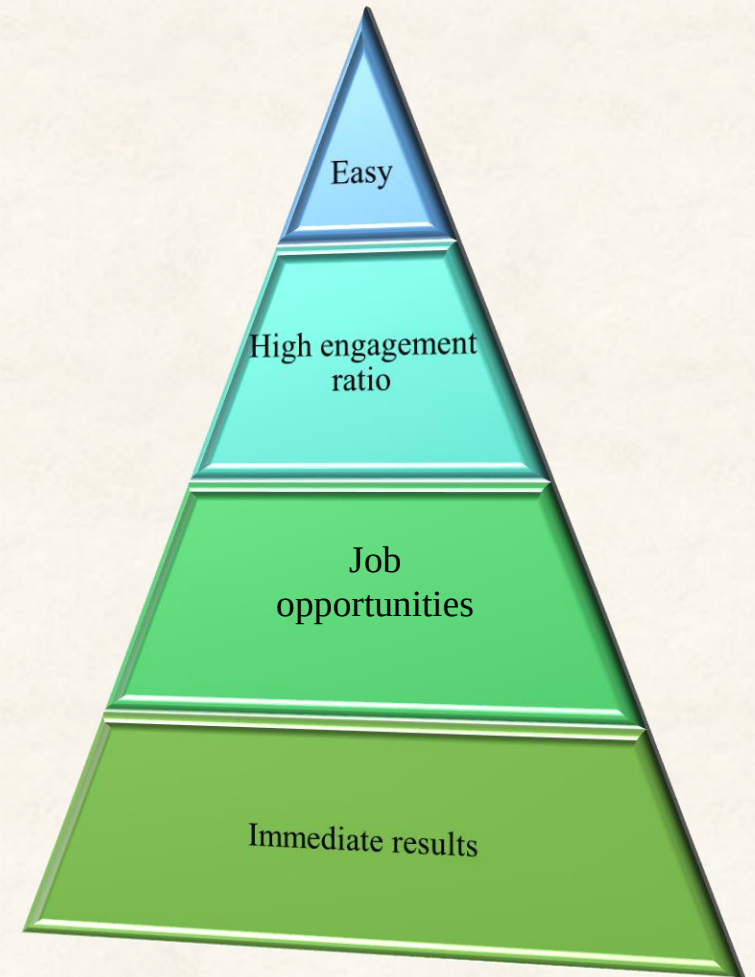
Unique selling point (USP) is the one thing that makes your business better than the competition. It's a specific benefit that makes your business stand out when compared to other businesses in your market.

key performance indicator (KPI) is a type of performance measurement. KPIs evaluate the success of an organization or of a activity in which it engages.

Evolution Of Digital Marketing



Scope Of Digital Marketing



9 Steps to Build A Great Digital Marketing Strategy



How to stand out from competitors

Deliver extraordinary service

Address customer pain points

Do business differently than your competitors

Focus on Narrow niche

How to expand business internationally

Develop a strategy and business plan

Establish a broad-minded team

Product Readiness

Organizational Readiness

Establish a Go-to-Market strategy

Legal Readiness

Tax and Finance Readiness

How to think like customers and design website

See

All users who are potential customers

think

Users who have identified their needs and are considering a purchase

Do

Ready to buy users who are looking for a specific solution

Care

Users who have bought and would actively recommend the product or company

Thank you