

Summer Training Report

on

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

By

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Abbreviations

MT	Medical Tourism
PRISMA	Preferred Reporting Items for Systematic Reviews and Meta-Analyses
GDP	Gross Domestic Product
HIC	High Income Country
MIC	Middle Income Country
LIC	Low Income Country
NCR	National Capital Region
US	United States
INR	Indian Rupee
JCI	Joint Commission International
GOI	Government of India
SEO	Search Engine Optimization
SEM	Search Engine Marketing
PPC	Pay per Click
CRO	Conversion Rate Optimization
ROI	Return On Investment
KPI	Key Performance Indicator
USP	Unique Selling Point

PART-1 REPORT ON WORK FROM HOME
(ASSIGNED by FACULTY)

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

Abstract

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.

Objective: To evaluate developing strategies in MT.

To estimate 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.

1. Introduction:

India is a highly diverse country with different religions, customs, languages, and traditions. It is one of the developing and second populous country in the world. To the developing country such as India, tourism has the main contribution to the country's economy, and the economy generated from tourism is around 2.9 trillion U.S. dollars to GDP in 2019. Along with the tourism sector, medical tourism industry is also growing rapidly.^[1,2]

In past years, people from underdeveloped countries travel to developed countries for medical treatment that is not available in their home country. Now the scenario got reversed, and people from High income countries (HIC) travel to middle-income countries (MIC) or lower-middle-income countries (LMIC) for medical treatment to minimize the cost of treatment and post-hospitalization costs.^[2] The purpose behind joining the term 'Tourism' with 'Medical' is people, visit different places for higher and advanced health care facilities. After receiving medical treatment, they sometimes can take advantage of their visits by sightseeing and other traditional tourism activities.

MT is classified into three types, they are, out-bound, in-bound, and intra-bound. Out-bound MT is, where patients from one country travel to other countries for treatment. In-bound MT is patients from foreign countries travel to the home country for treatment. Intra-bound, in this type of MT, patients of the home country make a travel to the center of excellence, which is in some other state, within the country. In other words, patients travel to another state, city, or region within the country. ^[1]

Particularly in India, MT 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.^[3] 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.

Using the US costs for a variety of specialities and procedures as standard benchmark, patient's average range of savings in their out of pocket expenditures for the most travelled destinations are:

COUNTRY	POCKET EXPENDITURE SAVINGS IN PERCENTAGE (%)
India	65-90%
Malaysia	65-80%
Thailand	50-75%
Costa Rica	50-65%
Mexico	45-65%
Taiwan	40-55%
South Korea	30-45%
Singapore	25-40%
Brazil	20-30%

Table 1 : Average range of savings of the medical tourists in most travelled destinations of the world.

In recent years, all over the world MT market has been grown and become one of the income-earning, job creation, competing industry and a modern field of advanced tourism. Hence, a large number of countries are looking to support and promote MT industry. One of the strategies for developing MT industry is using the marketing mix elements.^[4] The progress and the popularity of MT have captured the attention of policymakers, researchers, media, and the concept of MT have interlinked with marketing, finance, insurance, transport, corporate, human resources, and other electronic communication and technology.^[5]

Aim:

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:

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

2. Methods

Starting the study, depending upon the eligibility criteria, search strategy, study selection. The review method was reported according to the PRISMA standard model.^[6]

2.1 | Eligibility Criteria

Study articles were taken when they clearly scrutinize the impact of the marketing mix in MT. Included studies are 13 articles, 8 articles were excluded with reasons mentioned in (Figure 1). Articles only in English language was taken.

2.2 | 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. To prevent the deletion of appropriate articles, a comprehensive procedure was developed with the use of index terms such as 'Developing strategies' and 'Marketing mix' and 'Medical Tourism' and 'India'.

2.3 | Study Selection

In selecting articles for this study purpose more than 150 abstracts was read and the relevant articles with full text was 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.

3. Results**3.1 | Search Results**

Comprehensive search strategy was developed in obtaining articles and it results in 53 distinct articles. According to PRISMA guidelines for reporting systematic review (Figure 2) as well as the inclusion and excluding criteria screening results in 21 possible relevant articles. 8 Full text articles were excluded with reasons, this results in inclusion of 13 articles.

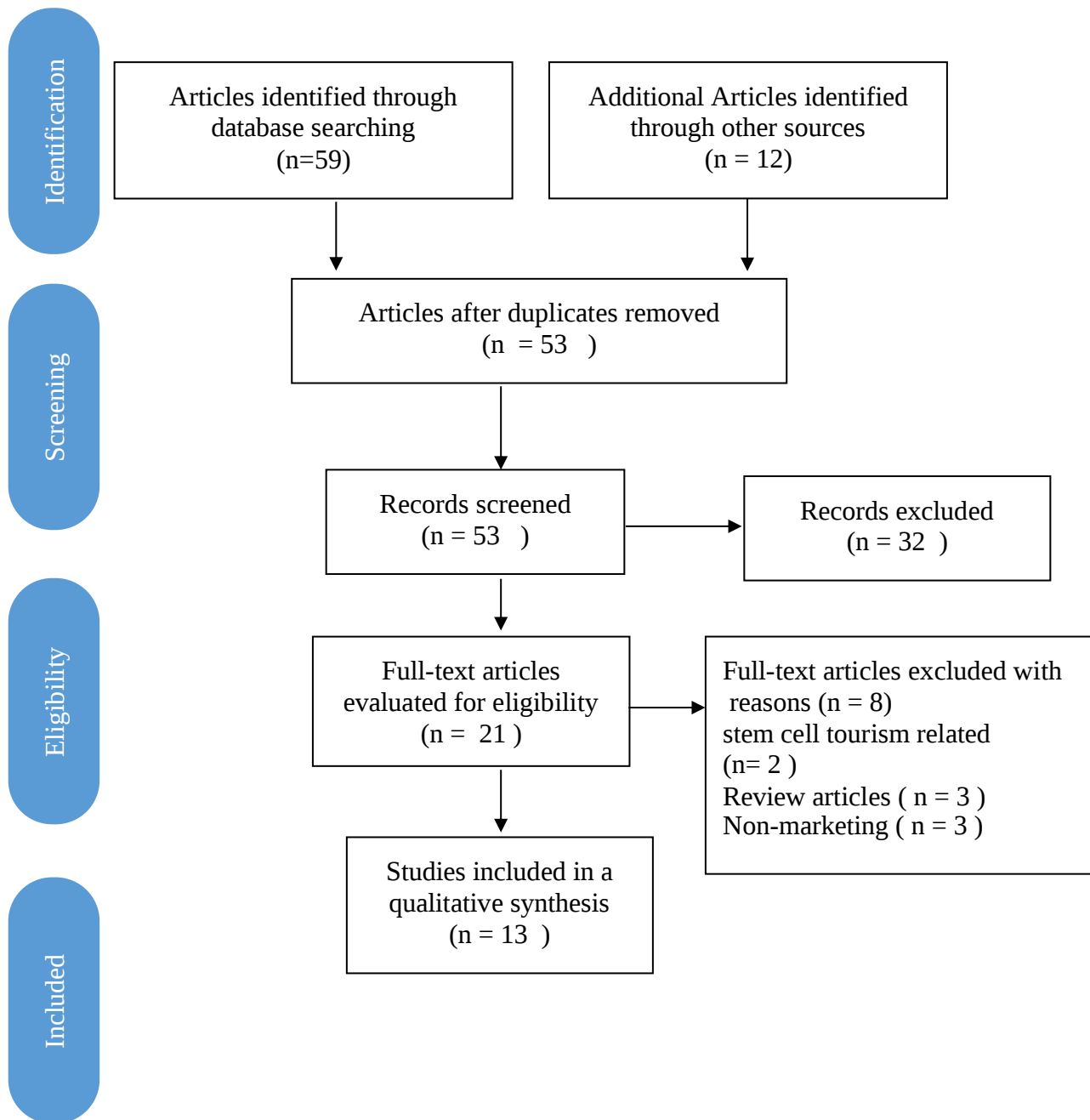


Figure 1 PRISMA (preferred reporting items for systematic reviews and meta-analyses) flow chart

3.2 | Study Attributes

The appropriate studies had been included are MT attributes, traveling overseas and main pull factors of MT.

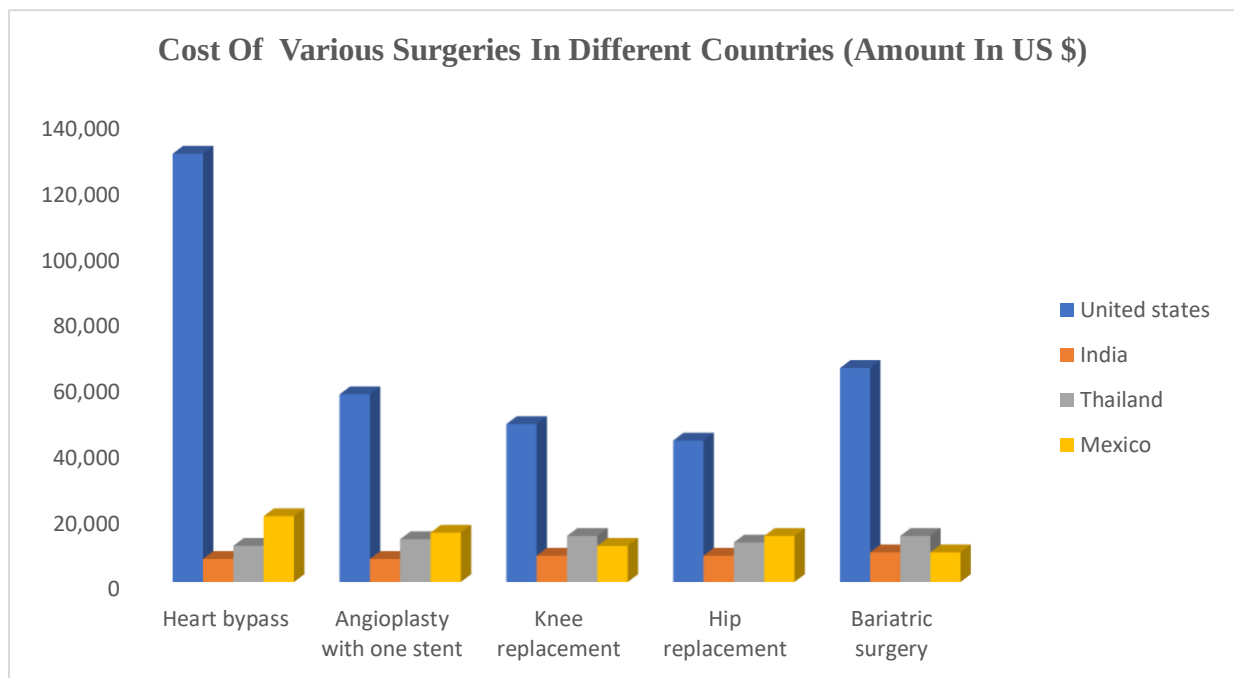
In the articles data was analysed and major findings are taken to compare the attractiveness of Medical tourists with or without marketing mix elements.

3.3 | Study findings

The study findings show India holds an advantage as a most preferable MT destination because of

- i. Most of the surgeons/practitioners/specialists who are working in Indian hospitals are well qualified. Some of the doctors have worked at some or other leading medical institutions of the world.
- ii. English is the second most spoken language in India, hence most of the medical tourists did not find any difficulty in communicating with doctors and nurses.
- iii. Top of the line, medical and diagnostic equipment's using for treatment purpose in India are from global international conglomerates.
- iv. The cost of major services is low in India when compared to other countries.
- v. In India private hospitals are offering world class quality healthcare.

Figure 2 Cost of various surgeries in different countries (Amount in US \$)



(Peacock.L, 2009)

3.3. | Main findings

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 insurance plans or any health schemes. Hence, health care provider should have detail knowledge on the out of pocket expenditures on Health among the patients in various countries all over the world, It will help in fixing the best affordable price for the patients. Therefore, the price is considered important element of the Marketing Mix in medical marketing. 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. Figure 3 gives a description of the cost of various surgeries in India (INR) in the year 2019.

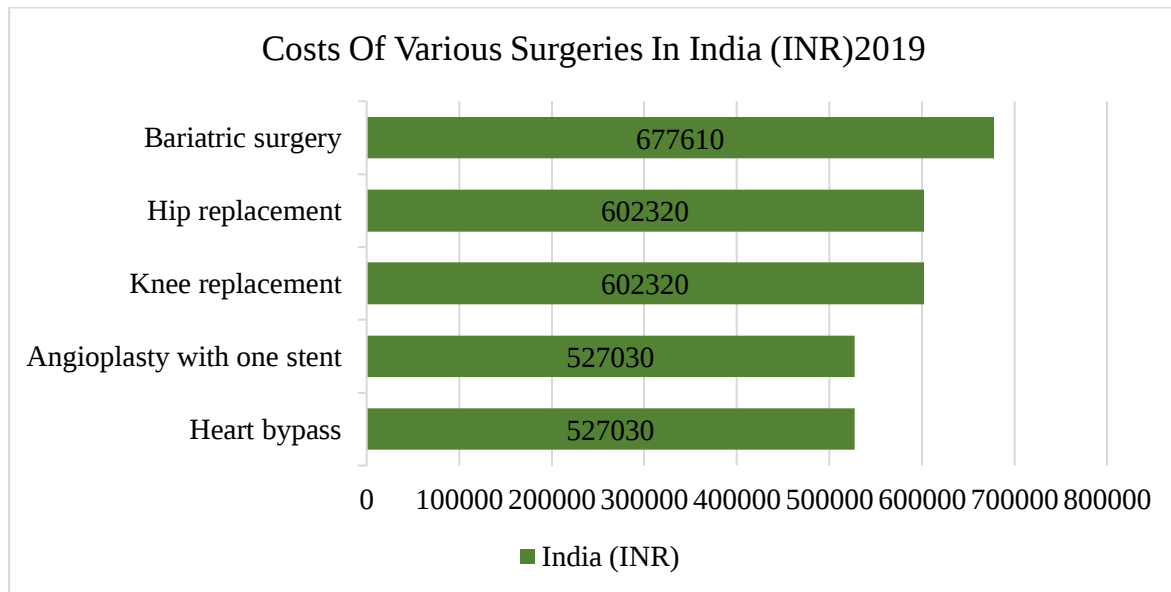


Figure 3: Costs Of Various Surgeries In India (INR)2019

Source: <http://www.indiahealthcaretourism.com/index.php>

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:

- a) Social Media
- b) Direct Marketing
- c) YouTube
- d) Television
- e) Newsletters
- f) Press Releases and Articles In International Health Magazines and Journals
- g) Referral Marketing

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.[7]

4. Discussion:

In this part, the status of attracting medical tourists through the marketing mix elements is going to be discussed. It should be noted that one of the limitation of this study was the lack of similar research in India. After determining the reliability of the checklist, the checklist came to 13 indexes.

Regarding attracting medical tourists through Marketing mix, One study expressed that the standards of service and treatment in Thailand is an advantage with low prices, and it can also be double, as Singapore has higher price for the medical treatment and services. Even though India is offering services in lower price, it created a negative image in the minds of many medical tourists. Indian and Malaysian prices are lower than in many Islamic countries.[2] Another researcher expressed that the marketing mix strategy is essential for medical organisations to guarantee their success. Thus, marketing mix strategy leads to a remarkable influence on the medical organizations including its performance, patient satisfaction[8]

Another study expressed that India is declaring that the government is upgrading the healthcare services for their residents by supporting more medical tourists and improving healthcare in those tourist centres. But, the reality is that most of the places in India, certainly in rural areas (all small towns and villages) do not have proper infrastructure hospitals and not even sufficient labor rooms and people suffer from overcrowded hospitals.[9]

After studying various research works, other dimensions, it was observed that the Indian Healthcare sector is growing rapid pace due to the number of doctors increased to 11,54,686 in 2018 from 827,006 in 2010^[10] and 'Ayushman Bharat' the world's largest government funded health scheme was launched, complex infrastructures, Modern technology, increase in income level, raised healthcare awareness and increased availability to health coverage are the key contributors. Private sector has made an appearance as a vibrant force in Indian's healthcare industry, and it accounts for almost 74% of the country's total healthcare expenditure. At the high end, the presence of world class super-speciality hospitals with the best-qualified doctors, and the experienced surgeons has strengthened India's position as a preferred destination for MT.^[10,11]

5. Suggestions:

Despite very positive, nurturing, and inexpensive conditions being gathered for MT, 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. 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.

6. Conclusion:

The findings of the current study showed that medical marketing and MT is the two side of a coin. Medical marketing though a very recent entry in the field of service marketing but it can produce a maximum share to the national income of a country through health care export. Marketing can also 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.[12,13]

This article identifies the various elements in 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. Therefore, Government of India should come up with innovative tax incentive schemes to encourage the local entrepreneurs for building hospitals, using latest medical equipment's, provide language training & cross cultural training to the healthcare professional to deals the patients coming from nook and corner of the world. Again Govt. can implement new visa regime to encourage travellers and promoting the country's capabilities and health facilities through advertisement's in the international media, creating port information, providing pamphlets and brochures for the tourists, informing the embassies of other countries, exhibiting the pictures of healthcare centres at the airport terminals can attract foreign direct investment in health care sector and adopt policies to promote the MT in India.

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PART-2 ONLINE COURSE REPORT

NAME OF THE COURSE

Fundamentals Of Digital Marketing .

DURATION :

40 Hours

WEBSITE/ VENUE :

Google Digital Garage

COURSE BACKGROUND :

Globally digital users are growing day by day and there are approximately 4.388 Billion (57%) (Figure 1) 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.



Figure 1 : Global internet users in year 2019.

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).

OBJECTIVES :

The broad objective of the course on Fundamentals of Digital Marketing is to develop Skills in Marketing and different mediums of Marketing. The specific objectives are :

- Introduction to the course.
- Identify the need to go digital
- Search engine basics like SEO, SEM, KPI's, Digital marketing, Social media marketing, Content writing.
- Develop a digital marketing plan that will address common marketing challenges.
- Articulate the value of integrated marketing campaigns across SEO, SEM, Social Media Marketing, Email Marketing, Display Marketing, Content Marketing.
- Recognize Key Performance Indicators tied to any digital marketing program.
- Improve Return on Investment for any digital marketing program.
- Launch a new, or evolve an existing, career path in Digital Marketing.

PROGRAM SCHEDULE :

S.NO	WEEK	NO.OF VIDEOS
1	WEEK-I	6
2	WEEK-II	13
3	WEEK-III	12
4	WEEK-IV	9

PROGRAM COVERAGE :

YouTube

COURSE CONTENTS :

1. Introduction
2. Take business online
3. Making it effortless for people to discover business on the web
4. Reach more people locally, on social media or on mobile
5. Reaching more consumers with promotion/advertising
6. Track and measure web traffic
7. Sell products or services online
8. Taking business International

LEARNING METHODOLOGY :

1. Lectures
2. Video
3. Reading material
4. Case studies
5. Assignments

LEARNING OUTCOMES :

1. When and how to use search engines, KPI's
2. How to think like customers and design website
3. How to stand out from the competitors
4. How to Launch a new, or evolve an existing, career path in Digital Marketing.
5. How web analytics tools can give you valuable information to help meet your objectives.
6. How brand and USP(unique selling point) help you to standout from competitors
7. How to expand business Internationally

COURSE COMPLETION :

