

Summer Training
At
Fortis Escorts Heart Institute
(01/04/2019-31/05/2019)

Digital Platform Management: A Descriptive Analysis of Leads

By
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Under the guidance of
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MBA Hospital and Health Management
2018-2020



CERTIFICATE

This is to certify that **Vibhor Gupta** has undergone Summer Training at **Fortis Escorts Heart Institute, Okhla, New Delhi** from 1st April 2019 to 31st May 2019.

The candidate himself completed the project assigned to him in summer training. His approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Hospital and Health Management.

I wish him success in all his future endeavors.

Jagjeet Prasad Singh

Name of Mentor- *Dr. J.P. Singh*
Designation- *Associate Professor*
IIHMR University, Jaipur



Dr. Piyush Kant Pandey
Dean Academic (Acting)
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May 31 , 2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Vibhor Gupta** has successfully completed his internship in **Marketing Department** and **Patient Experience Department** from April 1, 2019 to May 31, 2019 in **Fortis Escorts Heart Institute, New Delhi**.

We wish him all the best for his future endeavors.

For **FORTIS ESCORTS HEART INSTITUTE**



AUTHORISED SIGNATORY



NABH Accredited

ACKNOWLEDGMENT

I owe a great debt to the sales and marketing team at FORTIS ESCORTS HEART INSTITUTE, OKHLA, NEW DELHI, for their keen interest, valuable suggestions, inspiration and guidance.

My deepest sense of gratitude to **Mr. Uzair Shah** (Marketing & Sales HOD) and **Mr. Ajay Rawat** (PR & Communication head) for showing their keen interest in the study and for sharing their views in spite of their very busy schedule. It was my privilege to work under their supervision and leadership.

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I find no such measure adequate to quantify all that **our parents** have done for us. Words with me are insufficient to express the feeling of our heart to acknowledge them for educating me and keeping me in all comfort without which this work would not have seen the light of the day at all.

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ABBREVIATIONS

BPL – Below Poverty Line

CCU – Critical Care Unit

ECG –Echocardiogram

FEHI–Fortis Institute of Heart Institute

IPD – Inpatient Department

OPD – Outpatient Department

PPC – Pay Per Click

SEO – Search Engine Optimization

TMT –Treadmill Test

TPA – Third Party Administrator

List of Graphs

<u>Graph Number</u>	<u>Title</u>
1	Total leads FY 2018-2019
2	Channel wise leads FY 2018-2019
3	Total Revenue FY 2018-2019
4	Channel wise Revenue FY 2018-2019
5	Website Users
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ORGANIZATION OVERVIEW

FORTIS ESCORTS HEART INSTITUTE

ESCORTS HEART INSTITUTE AND RESEARCH CENTRE came into existence in October 1998 and had an eminent name in cardiac diagnostic, cardiac surgery and interventional cardiology. Fortis Healthcare, led by the vision of late Dr. Parvinder Singh of creating an integrated healthcare delivery system in India acquired this hospital in September 2005.^[1]

After the acquisition the name of the hospital was changed to **FORTIS ESCORTS HEART INSTITUTE**. In November 2018, Fortis healthcare was acquired by Malaysia based – **IHH HEALTHCARE** which is the world's second largest healthcare group by market capitalization, is operating in 9 countries with about 10,000 beds across 49 hospitals., offering the full spectrum of integrated healthcare services from clinics to hospitals to quaternary care and a wide range of ancillary services including medical education.

FEHI celebrated 30 years of Cardiac excellence in 2018 and it is recognized for its “path breaking work and service to numerous heart patients. Armed with clinical expertise and cutting-edge medical technology, the hospital has set enviable benchmarks in Cardiac Bypass Surgery, Minimally Invasive Surgery, Interventional Cardiology, Non-invasive Cardiology, Paediatric Cardiology and Paediatric Cardiac Surgery. The hospital is backed by the most advanced laboratories performing complete range of investigative tests in the field of Nuclear Medicine, Radiology, Biochemistry, Haematology, Transfusion Medicine and Microbiology”.

Till date, FEHI has successfully completed over “173,000 Coronary Angiographies, 53,000 PTCAs, 80,000 CABGs, 22,70,000 consultations, 3,16,000 admissions, 50,000 thallium scan tests, 18,020 congenital surgeries”, in addition to several life-saving procedures. The hospital also performed “India's first Transcatheter Aortic Valve Implantation (TAVI) and Bioresorbable Vascular Scaffold (BVS); Asia Pacific's first Directional Atherectomy, Angioscopy, Drug Eluting Stenting”, etc. Over the years, FEHI has cloned a Heart Care Network of 19 hospitals and Heart Command Centres in India and abroad. It has also launched the revolutionary e-ICU programme, enabling remote and timely access to critical care.

The hospital also incorporates Bone & Joint Institute, Liver and Digestive Diseases Institute and Kidney and Urology Institute to provide a comprehensive high-end care for wide spectrum of bone, joint, muscle, connective tissue, gastrointestinal, pancreatic, liver, nephrological and urological disorders. Today hospital has a capacity of 310 Beds (159 critical care beds), 9 Operation Theatres, 4 Cath labs, 3 Heart Command Centers and 2 Heart Stations.^[2]

Fortis Escorts Heart Institute has a vast pool of talented and experienced team of doctors, who are further supported by a team of highly qualified, experienced & dedicated support staff & cutting edge technology like the recently installed Dual CT Scan. Currently, more than 200 cardiac doctors and 1600 employees work together to manage over 14,500 admissions and 7,200 emergency cases in a year.

VISION

To create a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with passionate patient care.

MISSION

To be globally respected healthcare organization known for Clinical excellence and Distinctive Patient Care.

VALUES

Patient Centricity

- Commit to “best outcomes and experience for our patients”.
- Treat patients and their caregivers with compassion, care and understanding.
- Our patient needs will come first.

Integrity

- Be principled, honest and open.
- Model and live our values.
- Demonstrate moral courage to speak up and do the right things.

Teamwork

- Proactively support each other and operate as one team.
- Respect and value people at all levels with different opinions, experiences and background.
- Put organization needs before department /self-interest.

Ownership

- Be responsible and take pride in our actions.
- Take initiative and go beyond the call of duty.
- Deliver commitment and organization made.

Innovation

- Continuously improve and innovate to exceed expectations.
- Adopt a can-do attitude.
- Challenge ourselves to do things differently.

AWARDS and ACCOLADES

- “Best Private Cardiac Hospital in India” – The WEEK Magazine, 2014, 2015
- “Best Single Specialty Hospital” – Cardiology ICICI Lombard & CNBC TV18 India, 2013, 2014, 215
- NABL for Laboratory Services in 2011 and Re-accreditation in January, 2015
- NABH Accreditation for Blood Bank in 2009 and Re-accreditation in January, 2015
- “Best Comprehensive Cardiac Care Service Provider in India” – FROST and SULLIVAN, 2014
- NABH Accreditation for Hospital in 2008 and Re-accreditation in June, 2014
- “Best Institution Award” – Delhi Medical Association, 2013
- “Best Heart Care Center in North India” – Global Healthcare Excellence Award, 2013
- JCI Accreditation for Hospital in 2010 and Re-Accreditation in October, 2013
- “India’s most Caring Hospital” – Ministry of Consumer Affairs, 2012, 2009
- “Asian Hospital Management Awards” – Excellence Award, 2011
- “FICCI HEAL” Award for Poster Presentation, 2011
- “Best Cardiology Center in India” – Consumer Department (Gol)

MILESTONES

- First to launch “Criti-next” (Electronic ICU)
- Asia’s first Coronary artery Surgery using “Bioresorbable Vascular Scaffold” (BVS)
- Asia’s first “Intra – Operational Fluid Management Technologies”
- India’s first “Trans-catheter Aortic-Valve Implantation (TAVI) procedure”
- India’s first “Subcutaneous Defibrillator Implantation (S-ICD) procedure”
- India’s first pacemaker implanted via “Bundle pacing”
- India’s first ever “Left Ventricular Assist Device (LVAD)”
- India’s first ever Life Vest
- Electronic “Anaesthesia Charting”
- Optical Coherence Tomography
- Maximo – Oximetry

Source - <https://www.fortisescorts.in/>

HOSPITAL LAYOUT

FEHI has two buildings, the IPD building and rehabilitation center. Both the blocks are on opposite sides of road and are connected through a subway by using which the shuttle moves patients from one block to another.

Floor wise distribution of Rehabilitation Centre:

➤ Lower Basement

- Medical Record Department
- Laboratory
- Pathology

➤ Upper Basement

- Executive Health Centre
- Sample Collection Room
- Billing Desk
- Audiometry
- Dental/Dermatology
- Haematology
- Echo
- ECG
- TMT
- Staff Cafe

➤ Ground Floor

- Help Desk
- OPD Billing Counter
- Ortho Consultation Chamber
- Radiology
- Physiotherapy
- Pharmacy
- Report Room
- Dialysis Unit
- Food Court

➤ First Floor

- OPD Billing Counter
- 3 Nursing Stations
- Cardiologist Consultation Chambers
- Diabetologist Consultation Chamber

- Second Floor
 - Billing Counter
 - Reception
 - Re-hab Lab

- Third Floor
 - Centre for sight
 - Reception
 - Counselling room
 - Diagnostic lab
 - Surgical Lounge
 - Operation Theatre complex
 - Ophthalmologist Consultation Chamber
 - Optometrist

- Fourth Floor
 - Kidney and Urology Institute
 - Uroflowmetry and Urodynamic Study
 - Daycare
 - OPD Billing Counter
 - OPD Billing Counter for BPL patients
 - BPL Consultation Chamber

- Fifth Floor
 - Liver and Digestive Disease Institute
 - Billing Desk
 - Bariatric and Metabolic Surgery
 - Laproscopic, Gastrointestinal

- Sixth Floor
 - OPD Billing Counter
 - Critinext
 - ENT
 - Internal Medicine
 - Neurology
 - Neurosurgery
 - Nutrition and Dietetics

- Plastic Surgery
- Psychiatry
- Pulmonology

Floor wise distribution of IPD building:

➤ Basement

- Laundry
- Store
- CSSD
- Auditorium
- Board Room
- Library
- Administrative office
- Biomedical Engineering
- IPD Pharmacy
- Radiology
- Laboratory Services
- Blood Bank
- Foetal&Paediatric Echo lab/C-arm
- Paediatric OPD

➤ Ground floor

- Emergency
- Heart Station - I
- Heart Station-II
- Heart Command Centre – I
- Heart Command Centre – II
- ICU - I
- Daycare
- Dialysis Unit
- Emerald Lounge
- Platinum Lounge
- International Lounge
- Cafeteria
- Food & Beverages
- Patient Care Services
- Admission and TPA department

- Discharge
- Dietetics
- Nuclear Medicine
- Patient Welfare Department

➤ First Floor

- ICU – II& III
- Anaesthesia Department
- Operation Theatres
- Operation Theatre Attendant Lounge
- IT Department
- Recovery

➤ Second Floor

- Doctors' Office
- Gastro Liver ICU
- Gastro General ward: Bed no. 1 to 9
- Cath Recovery – I & II
- Cardiac Catherisation Lab

➤ Third Floor

- Block A (Old wing): Ward no. 301-331F
- Block B (New wing): Ward no. 332-359
- Cath Recovery - III

➤ Fourth Floor

- Block A (Old wing): Ward no. 401-431F
- Block B (New wing): Ward no. 432-453
- PS-I and PS-II
- CCU

➤ Fifth Floor

- Paediatric ICU-I
- Paediatric Wards
 - Ward no. 501-516
 - Step down I: Ward no. 517-521
 - Step down II: Ward no. 522-526

Digital Platform Management: A Descriptive Analysis of Leads

1. Introduction

A “lead” refers to any contact with a potential customer who show it’s interest in taking services being provided by the organisation. **Lead management** refers to the “process of capturing leads, tracking their activities and online behavior, qualifying them, giving them constant attention to make them sales-ready and then passing them on to the sales team”.^[3]



Fig: Steps in Lead Management System

- **Lead Capture**

It refers to a process of “saving lead information in order to attempt converting the lead into a paying customer. Lead capture automation ensures that all leads are fed into the system right at the point of origin, preventing lead leakage of any sort”.^[3]

- **Lead Tracking**

It is the process of determining the “source of leads, actively monitoring where leads are in the sales and marketing funnel, and pursuing the appropriate actions to move the lead to the next stage and close the sale”.^[3]

- **Lead Distribution**

After capturing the leads, they are passed to the relevant sales people. “A lead distribution system auto-assign the leads based on any pre-defined logic”.^[3]

- **Lead Qualification**

This step refers to the process of “filtering through the thousands of opportunities” or leads and finding the best ones.[3]

- **Lead Nurturing**

It is the process of “developing relationships with buyer at every stage of the sales funnel and through every step of the buyer's journey. It emphasizes marketing and communication efforts on listening to the needs of prospects and providing the information and answers they need”.^[4]

1.a.Digital Marketing activities for generating leads-

a) Search Engine Optimization

It is the process of optimizing the website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic your website receives. The channels that benefit from SEO include websites, blogs, and infographics.

To rank higher in the search results Fortis Escorts have some well researched keywords such as “Best heart hospital in India”, “Best Cardiac Institute”, etc. These keywords are used to increase the amount of organic traffic coming to the website and thus help in generating leads. These keywords make your website rank higher if they have greater search volume and intent.

- The rank of these keywords is also affected by the number of inbound links or backlinks. These backlinks guide the traffic to your websites. These backlinks are earned when you have networking with other publishers who write guest posts on their websites and link it to your website.^[4]

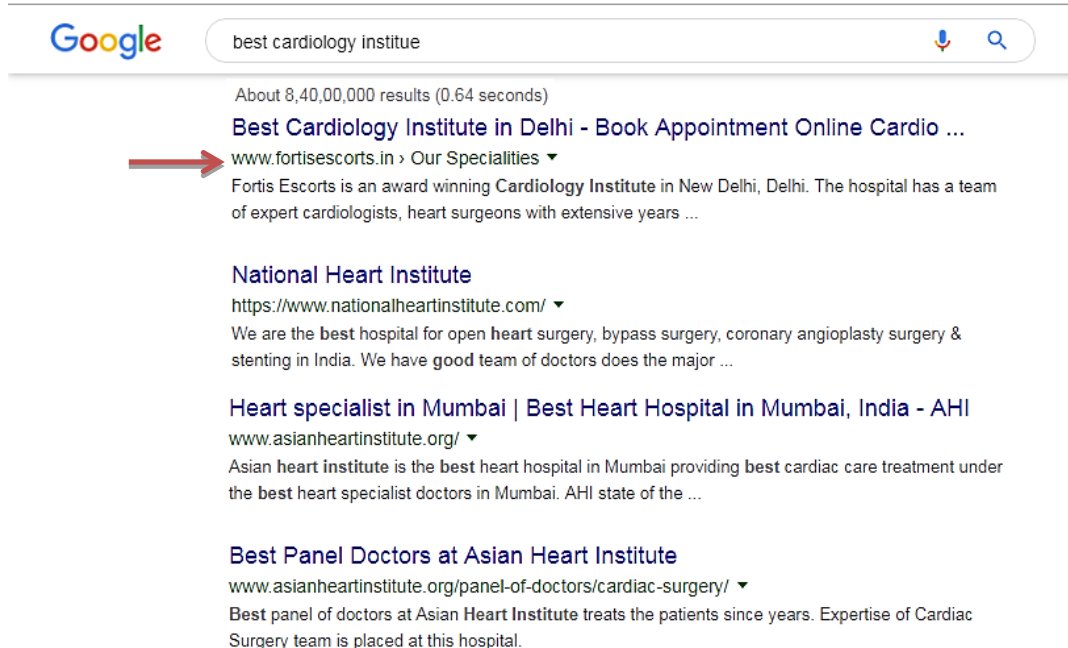


Fig.1 – FEHI in top search results with query “best cardiology institute”

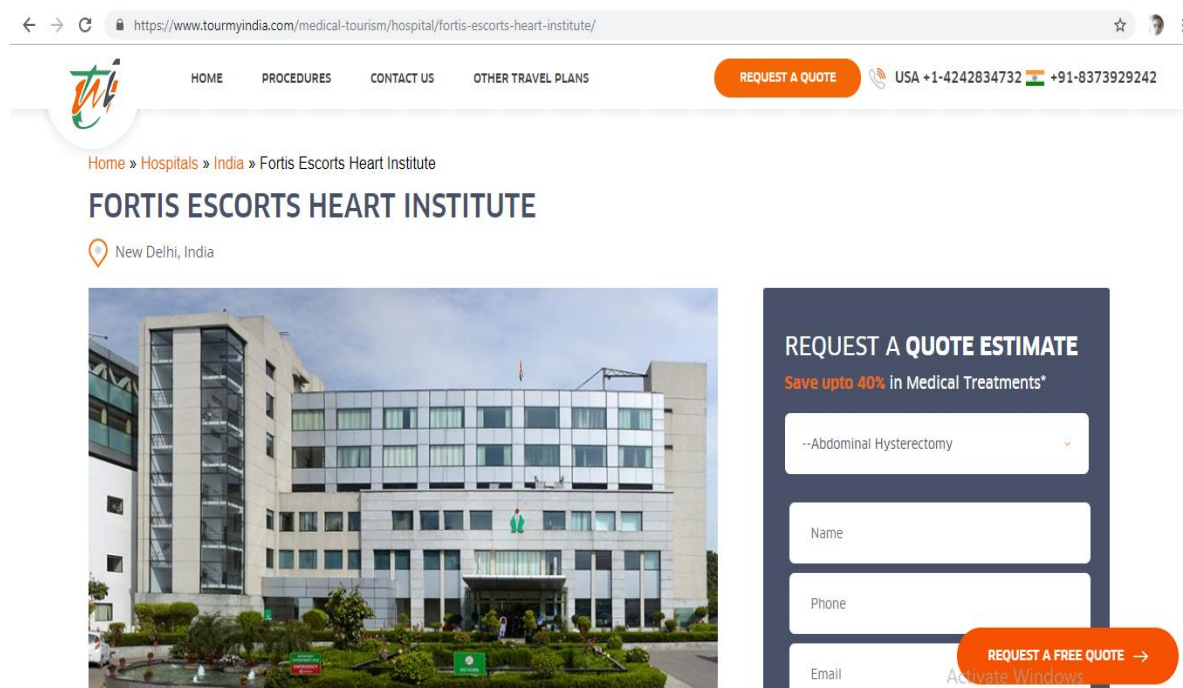


Fig.2 – FEHI post on Tour My India website page

https://essencz.com/cities/delhi/top-10-heart-surgery-hospitals-delhi-2/

Home Cities ▾ Doctors ▾ Hospitals ▾ Top 10 List Blood Banks Ayurveda Q

Contact on - 011 2030 0000

Fortis Escorts Hospital

- Fortis Escorts heart Institute and Research Centre ranks first on the [list of Delhi Hospitals](#) offering exceptional Cardiac services.
- It was awarded as the Best Cardiac speciality hospital at the India Healthcare Awards 2012. The hospital also won the Guinness World records for conducting number cholesterol tests in a single day.
- Fortis Escorts is teamed with well trained professionals, world class diagnostic equipments and treatments including medical management and surgical interventions for heart problems.
- It is a 300 bedded hospital with 5 Cath labs and nine Operation Theatres.
- Its expertise includes Pediatric heart care, cardio thoracic surgery, congenital surgeries for children, Preventive and rehabilitative cardiology.
- If required one can also [book an appointment](#) there.
- In case of second thoughts or whenever in the need of reassurance about the doctors' there, one can refer to their [journals](#).
- Address- New Friends Colony, New Delhi, Delhi
- Contact on- 011 4713 5000

Apollo Hospital

- Apollo is a reliable brand in the field of hospitals for its best of kind medical teams, OPD services and diagnostic and medical intervention services. The Apollo Cardiac center is one of the largest cardio thoracic centers in the world.

Activate Wi

Fig -3 FEHI backlink (in red circle) on other website page will direct the traffic to the appointment page of the FEHI website

b) Pay Per Click

It is a way of “driving traffic to your website by paying the publisher every time your ad is clicked. Google ads are one of the most commonly used PPC which allows you to pay for top slots on Google’s search engine page”. Other PPC includes Facebook Adwords, Paid ads on Youtube, Paid ads on Twitter and LinkedIn, etc. ^[4]

Fortis Escorts Heart Institute uses Pay per click type of Digital Marketing Strategy in order to gain maximum traffic to its website by displaying its ads only to those people which are searching for healthcare related services provided by the hospital. Ads are published in such a way so as to cater to the needs of the target audience.

c) Google Adwords

For displaying ads on top slots of Google Search Engine, FEHI pays the publisher a price “per click” of the links placed by the hospital.

Google

DR ASHOK SETH

All News Images Maps Videos More Settings Tools

About 23,90,000 results (0.55 seconds)

Fortis Healthcare Appointment | Consultation W/ Dr Ashok
[my.fortishealthcare.com/Okhla](#)
 Pay Online and Get 10% off. Book Your Appointment Now! 392+ diagnostic centres. MultiSpecialty Hospital. Expert team of surgeon. Approx.9000potential beds. JCI & NABH Certified. Services: Bone and Joint, Cardiology, Bariatric Surgery, Liver Transplant, Urology, Laser Treatment, Laparoscopy. [Book Appointment](#) [Contact Us](#) [World Class Care](#) [Leading team of Doctors](#)

Dr. Ashok Seth - Chairman & Cardiologist in Fortis Escort, Delhi
[www.fortisesorts.in](#) > [Cardiology](#)
 Dr. Ashok Seth is the current Chairman of Fortis Escorts Heart Institute, New Delhi and Head, Cardiology Council of Fortis Group of Hospitals. ... Dr. Seth has been the President of the Cardiological Society of India and Vice President of the Asian Pacific Society of Cardiology.

Dr. Ashok Seth - Cardiologist - Book Appointment Online, View Fees ...
<https://www.practo.com> > Delhi > [Cardiologist](#) > [Okhla](#)
 ★★★★★ Rating: 83% - 18 votes
 Dr. Ashok Seth is the current Chairman of Fortis Escorts Heart Institute, New Delhi and Head, Cardiology Council of Fortis Group of Hospitals. ... Fortis Escorts. ... Dr. SETH is a wonderfull personality and amazing doctor,rather he is next to God.

Dr. Ashok Seth - Best Cardiology;Cardiology - Interventional Doctor in ...
<https://www.fortishealthcare.com> > [Find A Doctor](#)

Ashok Seth
 Indian cardiologist

Ashok Seth is an Indian interventional cardiologist, credited with the performance of over 50,000 angiograms and 20,000 angioplasties, which has been included in the Limca Book of Records, a reference book for achievements and records from an Indian perspective. [Wikipedia](#)

Born: India
 Known for: [Interventional cardiology](#)
 Awards: [Padma Bhushan](#), [Padma Shri](#)

Activate Windows
 Go to Settings to activate Windows.

Fig: Fortis hospital advertisement on Google Page when the search is related to the services provided by the hospital or when somebody enquires about their doctors

d) Facebook Adwords

Fortis Escorts Heart Institute uses Facebook Adwords in order to reach users based on their location, demographic, and profile information. Facebook has over 2 billion monthly active users, which makes it a great social media channel to advertise on, and thus delivering its content to the vast pool of targeted audience.



Fig: FEHI advertisement on facebook

1.b. SOCIAL MEDIA MARKETING

This practice by Fortis Escorts Heart Institute is used for promoting its brand and services through social media channels which in turn leads to brand awareness, drive traffic, and generate leads for the business. Few Social Media Marketing platforms are-

a) Facebook

Fortis Escorts Heart Institute strongly promotes its brand and services on facebook through various activities such as facebook live and facebook posts.

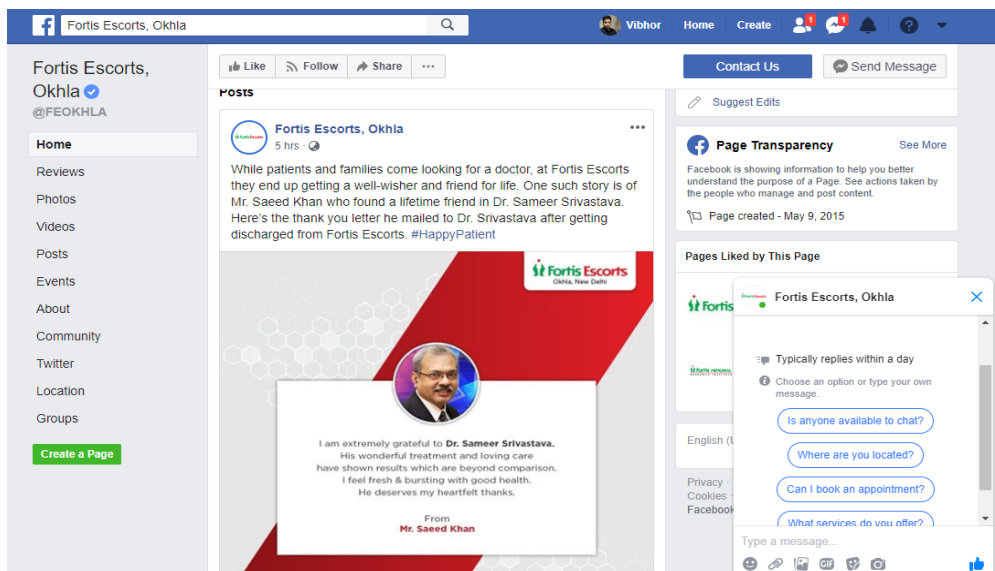


Fig: Customer feedback post on FEHI facebook page

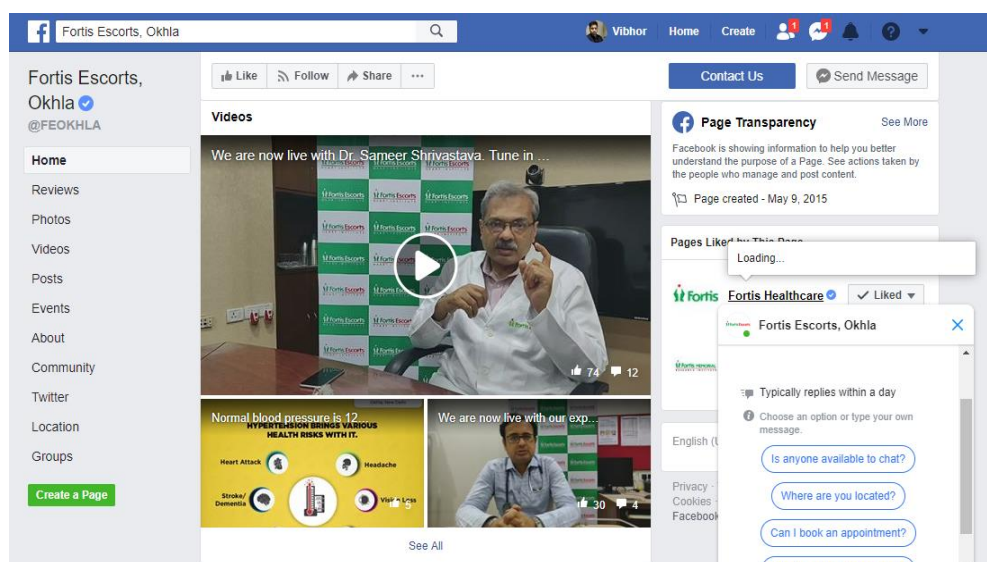


Fig: Fortis Escorts sharing FB live on its FB page

b) Twitter



Fig:FEHI on Twitter

c) Youtube

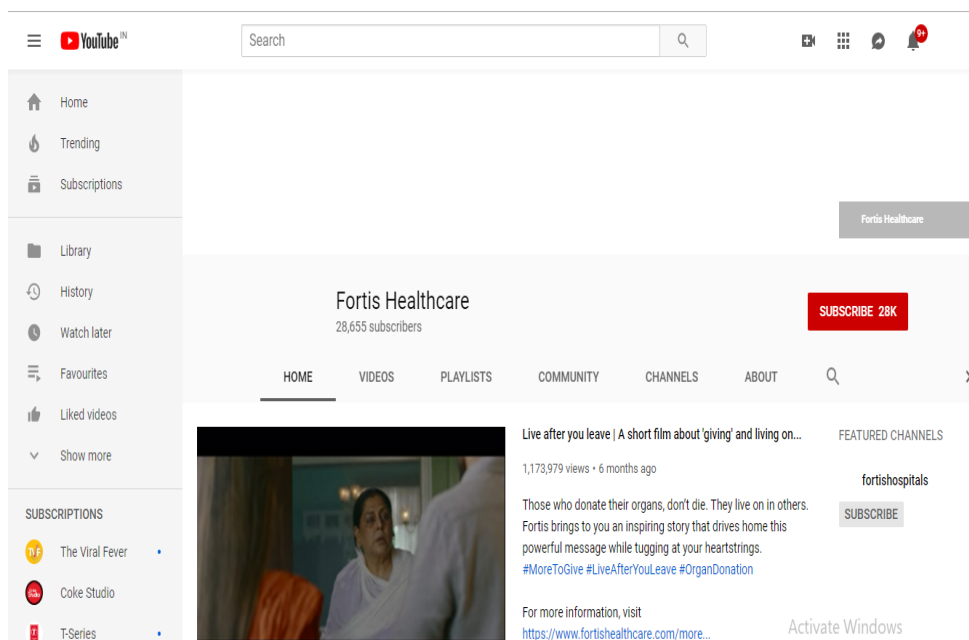


Fig: Fortis Healthcare on YouTube

2. Literature Review

P.S Raju and S.C Lonial., (2002). studied extensively “service quality and service marketing examining these areas simultaneously in terms of their impact on financial performance in the hospital industry. Drawing the information from the literature in the quality and service marketing areas, the area of service quality is represented in terms of the constructs of quality context and quality outcomes. Quality context (QC) refers to the environment related to quality practices within a hospital which generally encourages, promotes and enhances service quality while quality outcomes (QO) comprises of specific clinical and patient satisfaction outcomes of the hospital.”

Merrily Orsini., (2010) addresses how home “health care managers and owners can use marketing and public relations to generate sales leads. It lays out a process: Develop your brand and key messages and then use marketing and public relations activities , including a cohesive Web site, to reach your target audiences. The key is generating leads through relationship building by identifying referral sources and making certain they know how your company stands out from the crowd.”

Anastasiia Semenova., (2013). considers the importance of “marketing technologies in the country economic growth and development from the perspective of its influence on the factors of the business effectiveness and country welfare”.

Maria Teresa Pinheiro Melo Borges Tiago and Jose´ Manuel Cristo´vaõVeri´ssimo., (2014). in their study “adopts the perspective of the firm to facilitate an understanding of digital marketing and social media usage as well as its benefits and inhibitors”. Application based on internet enhances marketing efforts by allowing organizations to implement innovative forms of communication and co-create content with their customers.

Anvi Jain., (2018). through her study throws light on “how India has chosen and adopted digitalization as a vehicle for transformation into a knowledge driven economy. The government together with its ‘Digital India’ project and other initiatives by the stakeholders of the technology ecosystem are trying to digitally empower the nation. The study emphasizes on the positive impact of digitalization on all the sectors of the economy”.

3. Objectives:

This study focuses on following specific objectives-

- To map the process of lead management through digital platforms.
- To investigate the channel wise lead generation.
- To assess the contribution of different channels to the revenue generated through digital platforms.

4. Rationale:

The study was conducted taking into account FEHI website and mobile app because it was observed that these two were responsible for generating maximum leads for the hospital.

5. Methodology:

- Duration: 12 months
- Study Type: Descriptive Observational Study
- Sample Size: 2,483 leads
- Data Source: Annual Data of Digital platforms

6. Process:

The process of lead generation and lead management was observed minutely and it was mapped after the observation.

Also the analysis of 12 months data of all the digital marketing platforms was done.

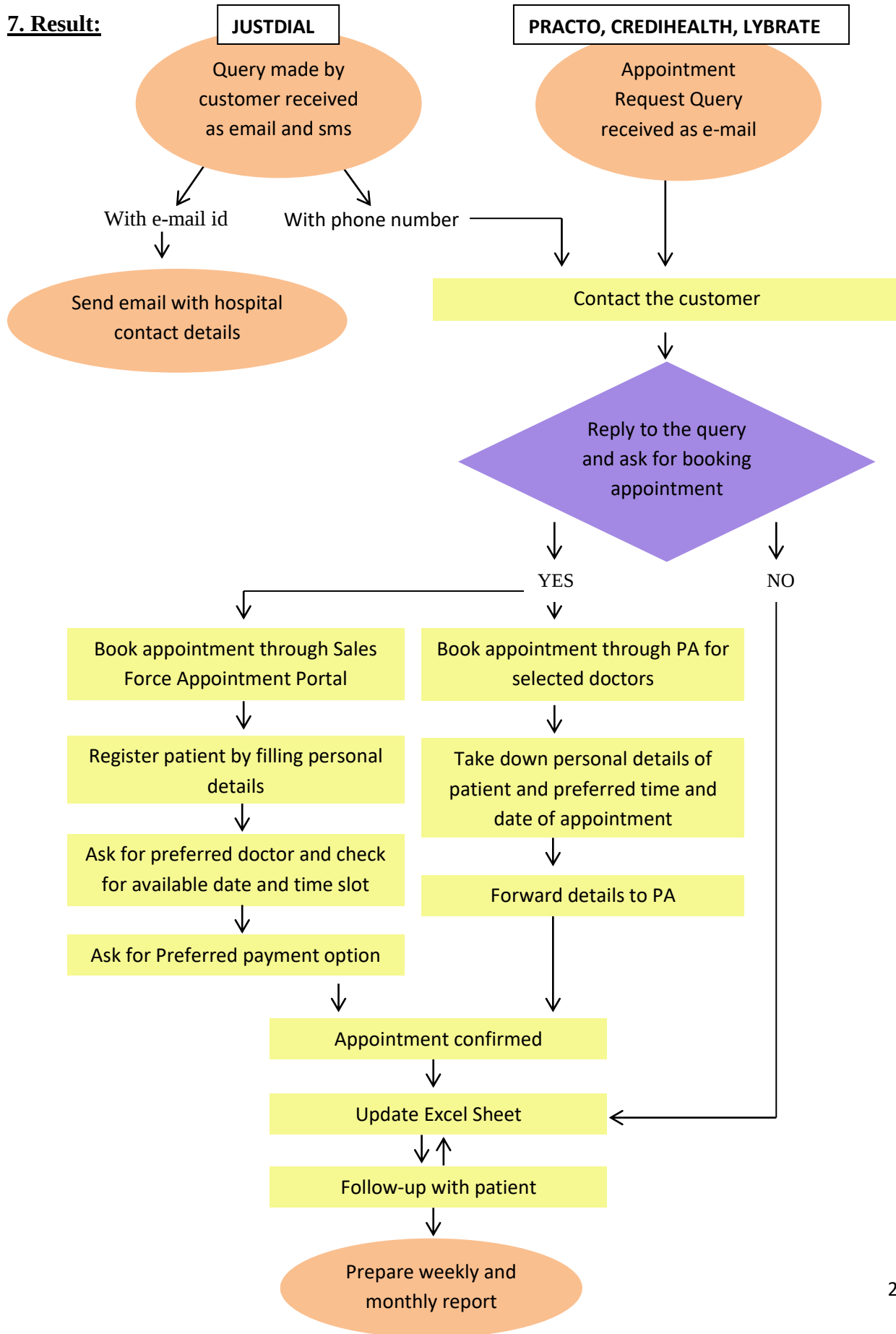
An effort sheet was prepared to have an array of data about all the different digital platforms and a summary sheet was prepared to know all the activities that were done on these platforms during the period of the study.

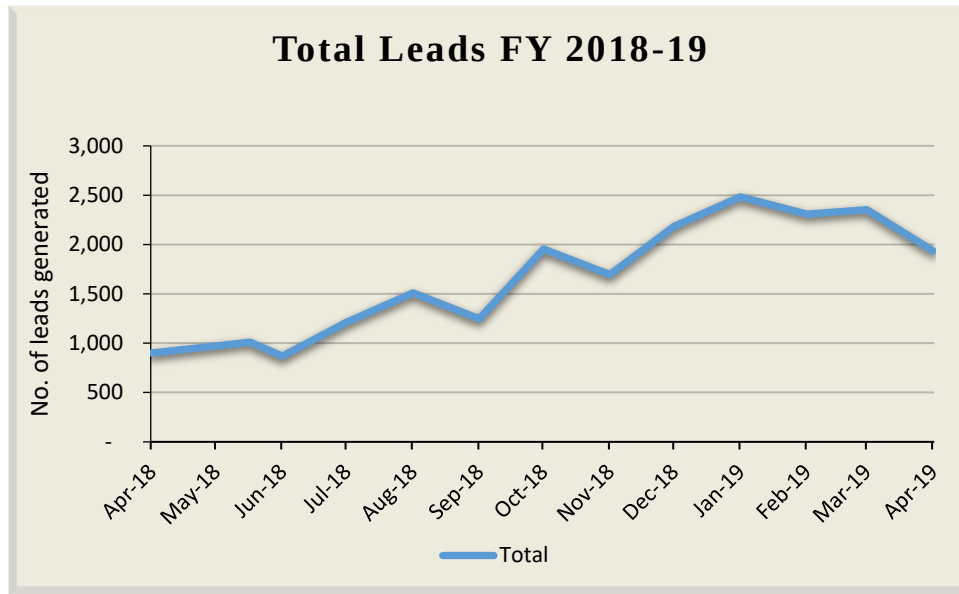
After this a lead generation sheet was prepared which contained the number of leads generated by the each digital platform in a month wise manner.

Also, a revenue sheet was prepared consisting of the revenue on the monthly basis from each digital platform.

All the sheets were analyzed to know the contribution of different platforms in the growth of the hospital in terms of number of leads generated and converted and also the amount of revenue generated.

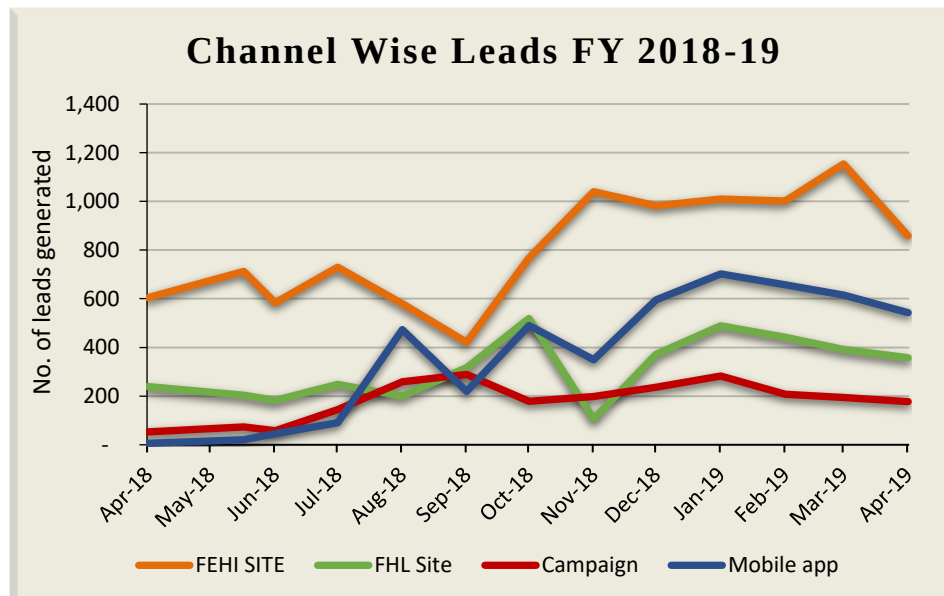
7. Result:





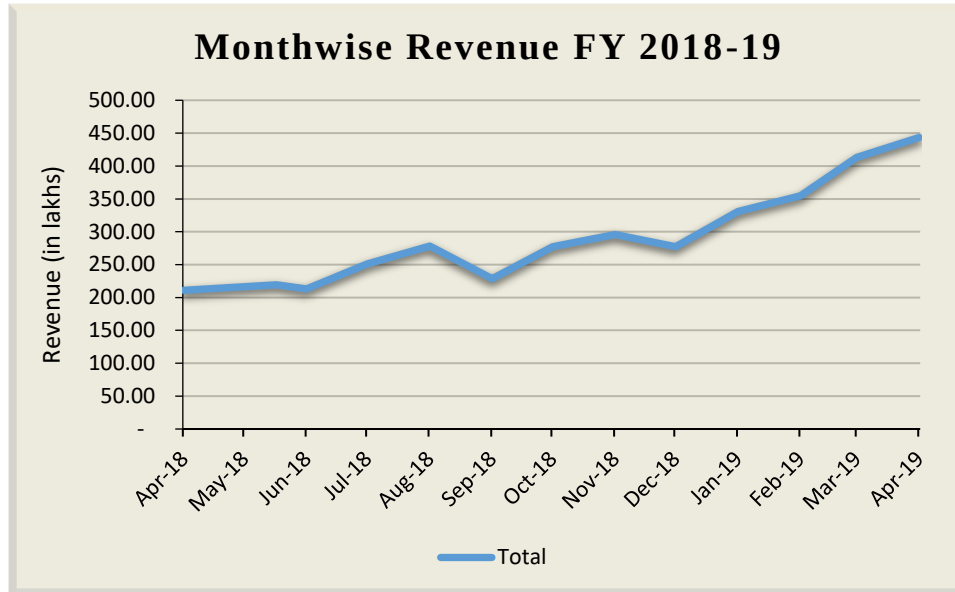
Graph No. 1

This graph shows intermittent rise and decline in the number of leads generated in financial year 2018-2019.



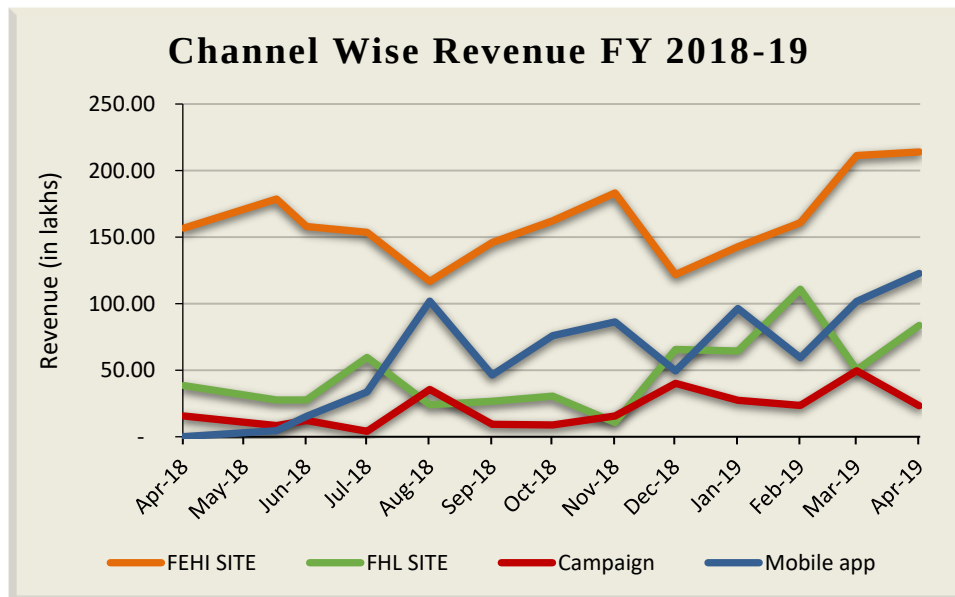
Graph No. 2

This graph depicts that the highest number of leads are generated by FEHI website and mobile apps from April'18 to April'19. It also shows that leads generated by FHL website, Campaign and Mobile app have been declining from January'19-April'19.



Graph No. 3

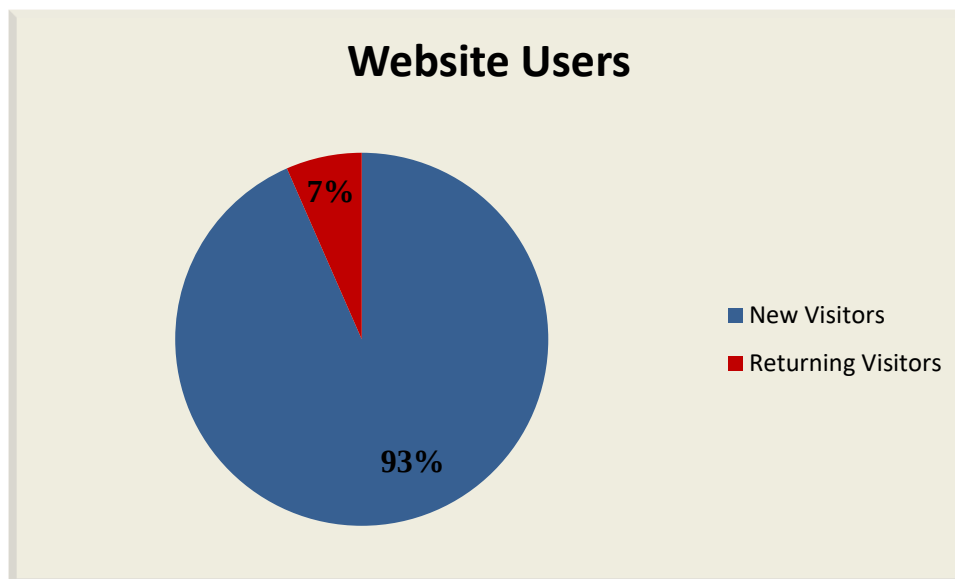
The graph shows rising trend for revenue through various digital platforms. A growth of approximately 125% was observed during the 12 months period of the study. Highest ever growth in revenue is also observed in the month of April'19.



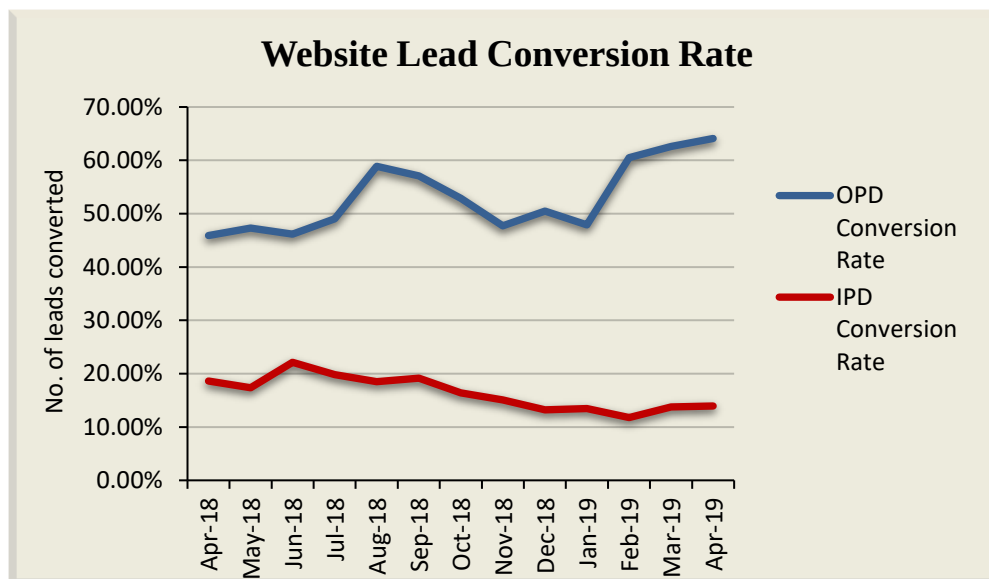
Graph No. 4

This graph shows that highest growth in revenue is generated through the mobile app which have majorly spiked in the months of March and April. Also, the maximum contribution in the revenue is made by FEHI website whereas the lowest contribution is made by campaign.

WEBSITE



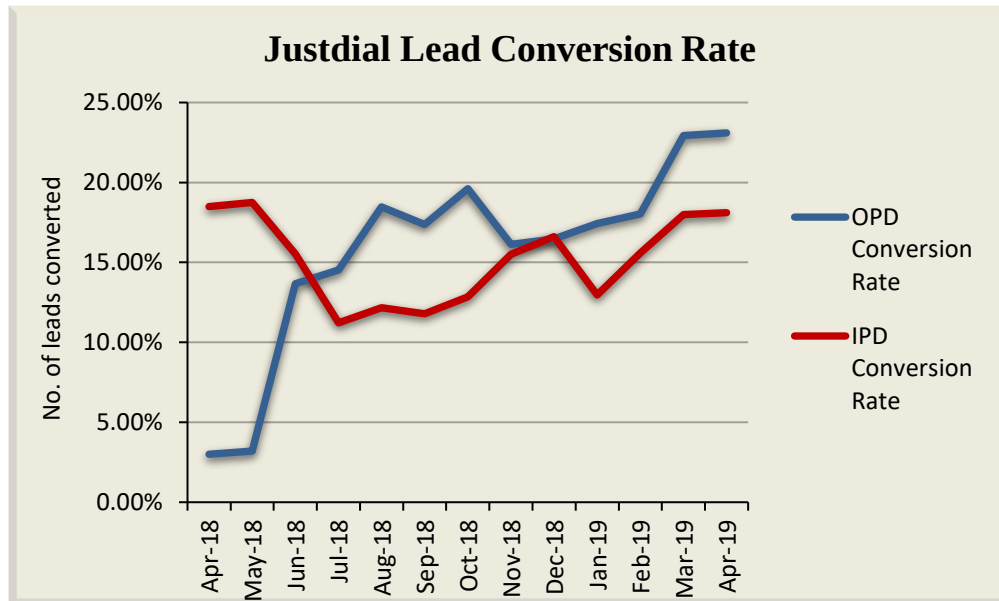
During the study period of 1 year, FEHI website came across a total of 2,52,061 visitors out of which only 16,562 visitors were old visitors.



Graph No. 5

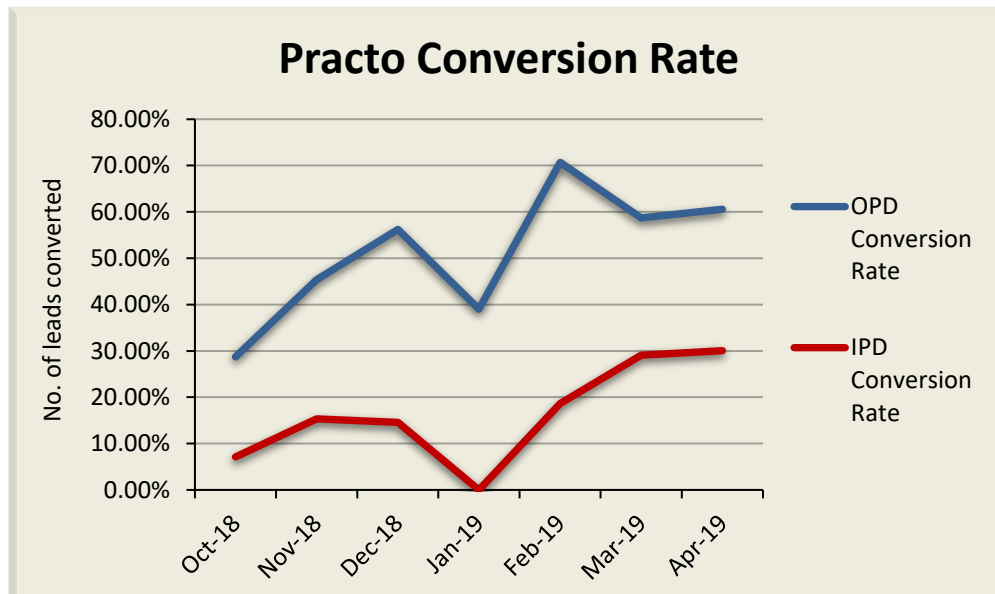
Lead conversion refers to the leads which were generated through various digital platforms actually turning out as a source of revenue for the hospital. Above graph depicts, OPD conversion rate for FEHI website is constantly more than double as compared to the IPD conversion rate.

Other Lead Generation Platforms



Graph No. 6

Justdial is a digital platform which FEHI uses to generate lead. The graph shows a good growth for the OPD conversion as compared with the IPD conversion through Justdial. A sharp increase in the OPD conversion rate can be seen in the June-2018 while the IPD shows no significant increase in the conversion rate through justdial.



Graph No. 7

Through Practo, both OPD and IPD have shown an increase in the conversion rate despite of a major downfall coming in the month of January, 2019.

Table No. 1

Revenue Per Lead	
Website	Rs.20,133
Mobile App	Rs.16,515

Table No. 2

Socia Media Performance Report				
Platform	Component	Fortis Escorts		
		January	February	March
Facebook	Likes	122,582	122,634	122,630
	Daily Post on an average	0.8	0.85	0.8
	Total reach	128,624	105,167	92,860
	Average likes on post	13	65.04	20
Twitter	Followers	290	293	295
	Impressions	10,100	6,500	9,800
	Engagement rate	0.40%	0.40%	0.40%
	Retweets	4	2	3

The table 2 shows that the total reach through Facebook has been constantly decreasing. Despite of this, the total likes per month have been constant. FEHI twitter account also has not observed any significant increase in total number of followers and engagement rate.

Conclusion:

With over 50 crores of internet users in India most of the hospital's patients and potential patients can be reached and communicated easily and effectively on the internet.

FEHI has its own website where they can showcase their doctors, facilities and procedures which are currently operational at the hospital. The above data shows that through FEHI website alone, the hospital was able to generate 50% of the total revenue generated through digital platforms. Thus having a website of its own had proved its worth to the organization.

Digital Marketing has been quite useful in generating revenue for the hospital, maximum revenue of 4crore can be seen coming from the month of April, 2019 which shows its great potential in the coming future for the hospital growth.

Thus overall from the report we can conclude that digital marketing is doing a great job in not only promoting the hospital in various digital platforms but also contributes in generating revenue through leads.

Suggestions:

- Highest number of leads is generated through mobile app and FEHI website. So, these platforms could be used repeatedly and more vigorously for lead generation.
- The updated website content could help gain more engaged customers.
- Content on the digital platforms should be synchronized which will help the patients to gain reliable information and better decision making.
- Content enrichment on the social media platforms could be done as the total reach from these platforms is constantly decreasing.
- Robust efforts could be made towards doctors' video promotion on facebook page which will help in increasing total reach and subsequently gaining more leads.
- Highest ever revenue has been achieved in Apr-2019 by FEHI digital platforms but the lead generation campaigns have shown steady growth. Therefore efforts should be focused towards getting more leads.
- More promotional activities should be done on the social media platforms to increase the total reach among the potential patients.

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