

Research Synopsis: Enhancing Patient Footfall Through Digital Marketing & Referral Network

1. Title Page

- Title: Increasing Patient Engagement and Footfall in Sankara Eye Foundation Units Through Digital Marketing and Referral Networks
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2. Abstract

This research explores strategies to increase patient footfall at Sankara Eye Foundation's (SEF) 14 hospitals across India using digital marketing and referral networks. With the rise of digital healthcare engagement, optimizing SEO, social media, Google Ads, and localized content can significantly enhance online appointments. Additionally, developing a referral program for ophthalmologists, general physicians, and opticians can drive patient referrals. This study identifies key patient segments—senior citizens, diabetics, and corporate employees—and proposes targeted marketing campaigns for each. A data-driven approach will be used to measure ROI and success metrics, ensuring efficient execution across SEF units.

3. Introduction

The demand for specialized eye care services is growing, and hospitals must adapt to digital trends to reach potential patients. SEF, with 14 hospitals across India, has the opportunity to leverage digital marketing and referral programs to expand its outreach.

Problem Statement:

Despite SEF's strong reputation, many potential patients remain unaware of its services due to limited online presence and referral-based engagement. Addressing this gap through targeted digital marketing and medical partnerships can help SEF maximize its reach and impact.

4. Literature Review

Studies highlight that 70% of patients research healthcare providers online before booking an appointment. Hospitals using SEO, targeted ads, and referral partnerships report an increase of 30-50% in patient footfall

5. Objectives/Aims of the Study

- Enhance SEF's digital marketing efforts across different locations.

- Develop a referral network with ophthalmologists, general physicians, and opticians.
- Increase patient bookings through optimized SEO, Google Ads, and social media campaigns.
- Identify key patient segments and create personalized outreach programs.
- Measure ROI and success metrics to refine strategies.

6. Methodology

Data Collection Methods:

- SEO & Social Media Analytics – Evaluating website traffic and engagement.
- Google Ads & Localized Campaign Performance – Tracking click-through rates and conversions.
- Referral Data Analysis – Assessing the number of patients referred from doctors.
- Surveys & Interviews – Engaging with doctors and patients to understand referral impact.

Data Analysis Techniques: Google Analytics, campaign tracking, and hospital visit records.

1. Digital Marketing Strategy

- SEO & Website Optimization: Target location-based keywords like “best eye hospital in Jaipur” or “affordable cataract surgery in Bangalore”.
- Google Ads: Run PPC campaigns for targeted city-wise outreach.

2. Referral Network Strategy

- Partnering with general physicians, optometrists, and local clinics in Bangalore, Mumbai, and Hyderabad to increase patient referrals.
- Conduct doctor engagement programs in Indore, Jaipur, and Ludhiana to strengthen referral partnerships.

7. Expected Outcomes

- Increase in patient appointments by 25-40% through digital and referral strategies.
- Higher patient engagement in local communities through targeted campaigns.
- Expansion of SEF’s brand awareness across key industrial and metro areas.
- Improved doctor-hospital relationships, strengthening referral networks.
- Clear ROI tracking to optimize future marketing investments.

8. Timeline

- Week 1-2: Research and assessment of SEF's current online presence.
- Week 3-4: Development of city-wise marketing and referral strategies.
- Week 5-6: Implementation of pilot campaigns in Bangalore, Jaipur, and Hyderabad
- Week 7-8: Evaluation of digital metrics and referral impact

9. Budget (if applicable)

- Google & Social Media Ads
- Referral Partner Incentives
- Campaign Materials (Flyers, Digital Content)

10. References

- Google Healthcare Insights. (2023). Trends in Patient Digital Engagement. Retrieved from <https://www.thinkwithgoogle.com>
- Harvard Business Review. (2021). Leveraging Digital Marketing in Healthcare.
- SEF Annual Report. (2023). Hospital Footfall Trends and Outreach Strategies. Retrieved from <https://www.sankaraeye.com>