

Evaluating the Role of Referral Teams in Enhancing Patient Inflow in Corporate Hospitals

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Research Objectives



Study referral
executives' roles.



Quantify admissions
& revenue.



Examine relationship
strategies.

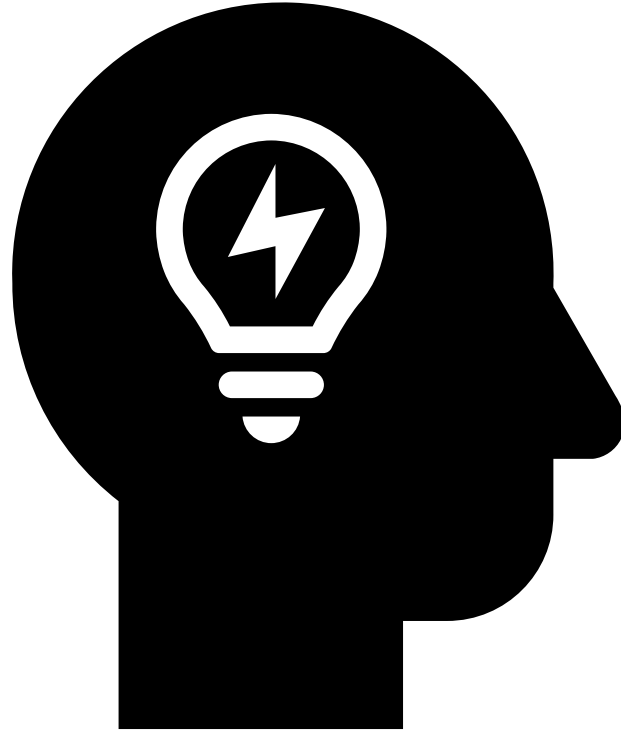


Identify operational
challenges.



Propose optimization
framework.

Problem Statement



- Absence of SOPs, training, and performance metrics.
- Departmental disconnection and inefficiencies.
- Viewed as peripheral units despite their strategic potential.

Literature Review Highlights



30% of tertiary admissions via referrals.



Trust and loyalty drive repeat referrals.



Key metrics: conversion ratio, revenue/referral, satisfaction.

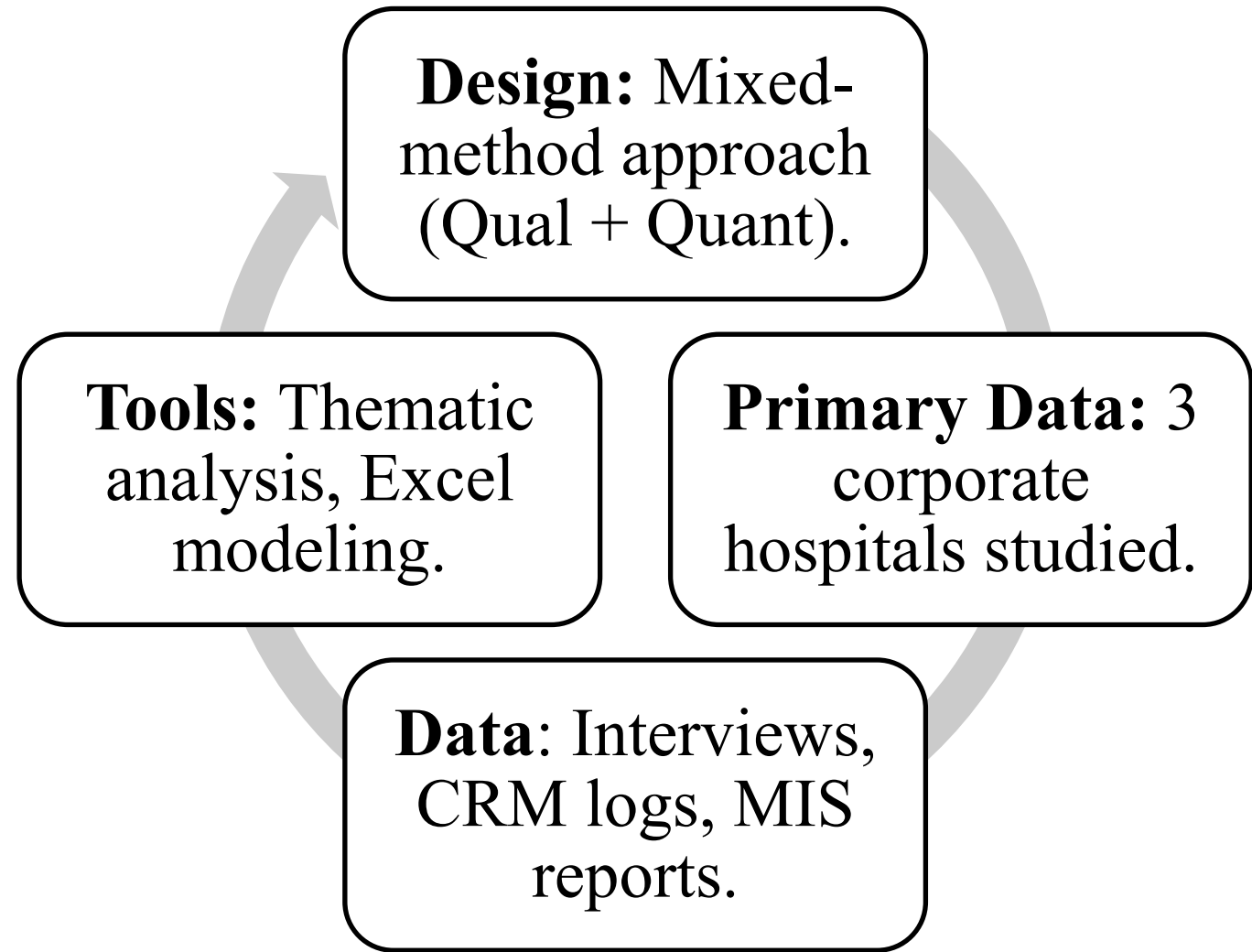


Gaps: lack of SOPs, frameworks, and digital tools.



Digital platforms can bridge trust gaps

Research Methodology



Key Results

- Referrals = 25–35% of admissions.
- Revenue = ₹40–70 lakhs/month.
- CRM improved follow-ups by 35%.
- 70% satisfaction among referring physicians.
- Digital tools = 15–20% better conversion.



Referral Performance Framework

- **5 Pillars:**
- Physician Engagement
- Performance Monitoring
- Incentive Integration
- Digital Enablement
- SOP Alignment

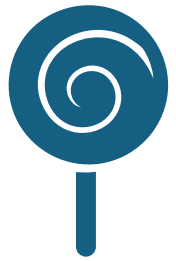


Conclusion

- Referral teams are key strategic units.
- Optimizing them boosts revenue, inflow, and brand equity.
- The 5-pillar model offers a scalable, systematic success strategy.

Recommendation

- Build Digital Referral Management System.
- Train and certify referral staff.
- Link KPIs to incentives.
- Develop loyalty programs.
- Hold regular review meetings.



THANKYOU

