

Reach of Public Relations department to its patients through various Social Media platforms

Dissertation Submitted to



**The IIHMR University,
Jaipur**

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In Hospital and Healthcare Management

by

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Introduction

The Public Relation Department is responsible for implementation of hospital marketing programs, advertising, communication, patient satisfaction monitoring, etc. Not only does it help the hospital organization achieve its socio-economic goals but also helps in patient's well-being / speedy recovery.

Importance of Public Relations:

1. Builds Up The Brand Image
2. It's Opportunistic
3. Promote Brand Values
4. Strengthen Community Relations



A word cloud centered around the term "Public Relations". The words are arranged in a circular pattern, with "Public Relations" being the largest and most prominent. Other words include "Reputation", "Communication", "Media", "Social", "Brand", "Creative", "Two-way", "Stakeholders", "Events", "Image", "Broadcast", "Exposure", "People", "Key Messages", "Positive", "Brand", "Modern", "Creative", "Facebook", "Wow", "Open", "Media Training", "Feedback", "News", "Print", "Community Relations", "Audience", "Connect", "Traditional", "Online", "Marketing", "Effective", "Professional", "Results", "Share", "Target Public", "Reputation", "Media Training", "Feedback", "Media", "Social", "Wow", "Open", "Brand", "Modern", "Creative", "Facebook", "Two-way", "Communication", "Stakeholders", "Events", "Image", "Broadcast", "Exposure", "People", "Key Messages", "Positive", "Brand", "Modern", "Creative", "Facebook", "Wow", "Open", "Media Training", "Feedback", "News", "Print", "Community Relations", "Audience", "Connect", "Traditional", "Online", "Marketing", "Effective", "Professional", "Results", "Share", "Target Public".

Research Question:

How much Public Relations department has reached to its patients using Social Media through advertisements and events?

Research Objective

To study the reach of Public Relations department to its patients through various Social Media platforms like Facebook, Instagram, WhatsApp, Telegram and YouTube.

Methodology:

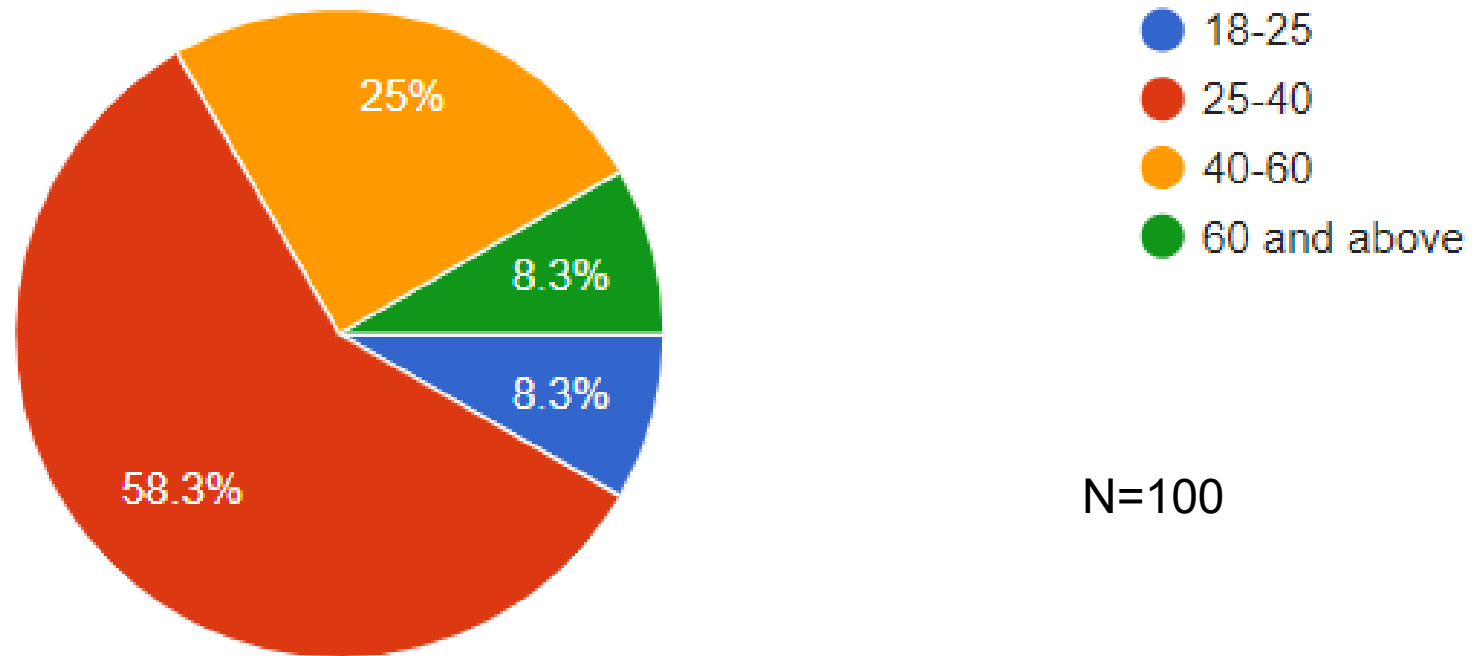
1. **Design:** A cross-sectional study was conducted.
2. **Study Period:** The study was undertaken during the dissertation period in the month of April - May, 2022.
3. **Sample Size:** Through the questionnaire 100 inputs were received
4. **Data collection tool:** The data collection was done using Google forms
5. **Data Analysis:** The collected data was analyzed using MS Excel.
6. **Study Population-** Out patients

Inclusion criteria: All the out-patients coming to the hospital in the month of April-May.

Exclusion criteria: In-patients in the hospital.

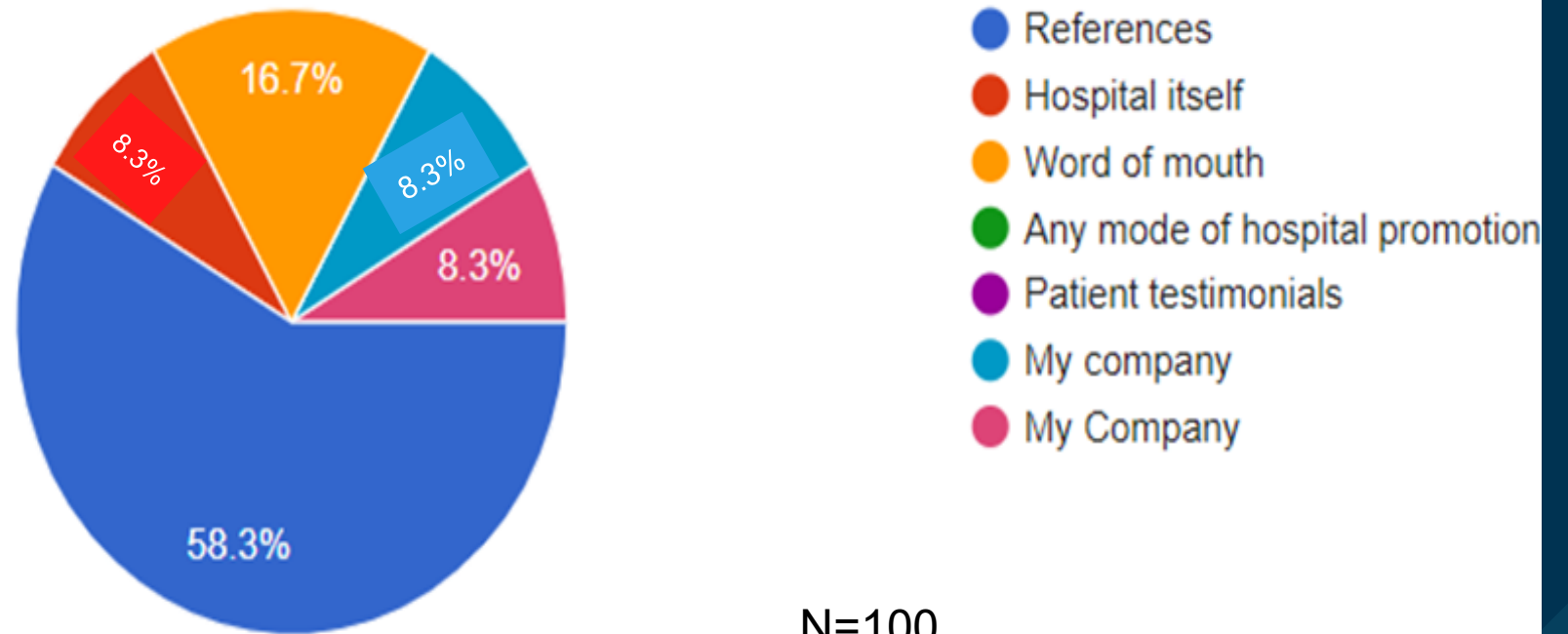
Findings

Percentage distribution of patients by Age Groups



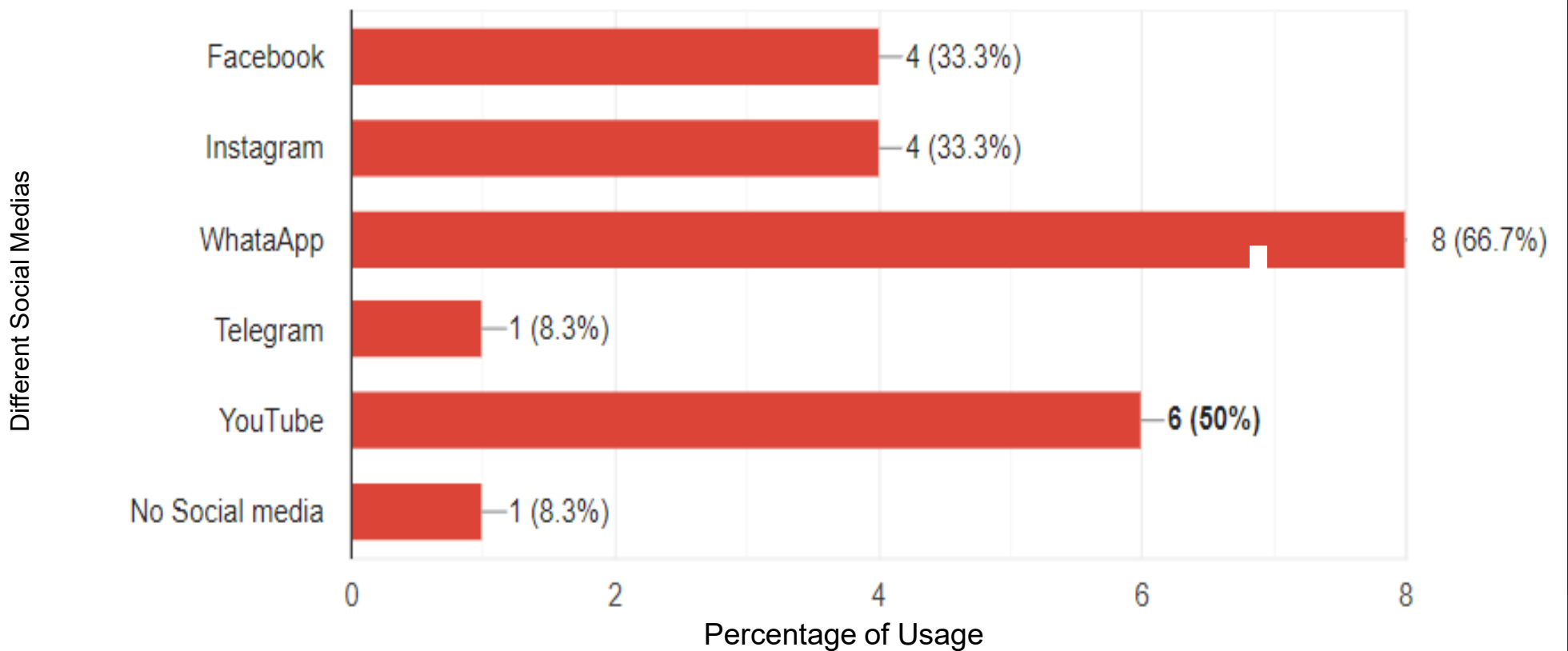
Findings

Percentage distribution of patients choosing Apollo



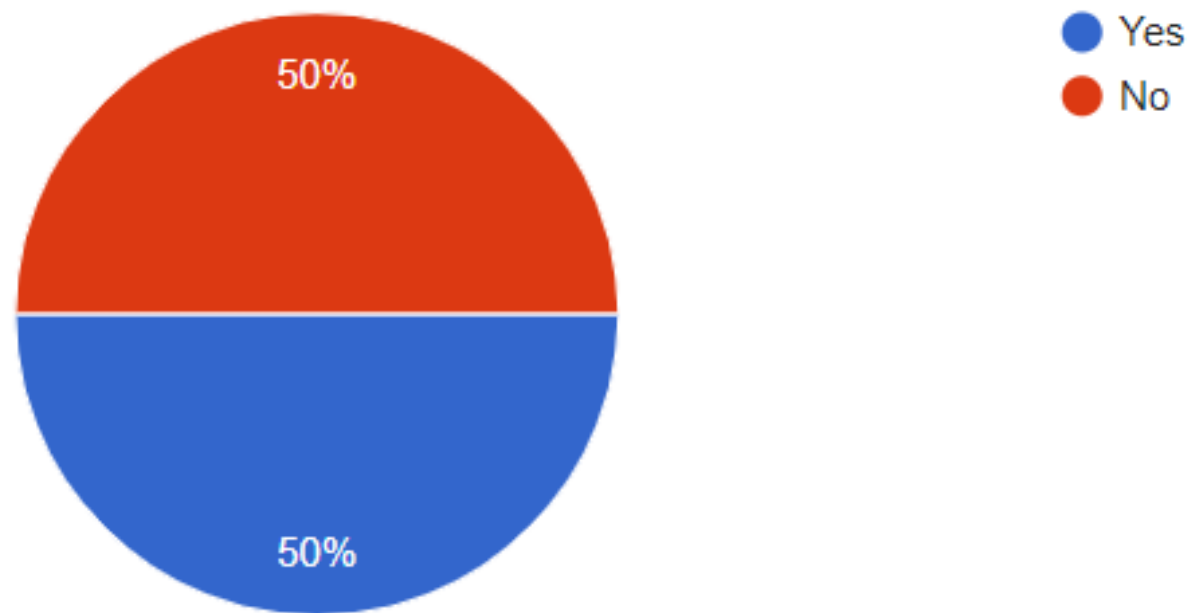
Findings

Patients using Social Media (Multiple answers) N=100



Findings

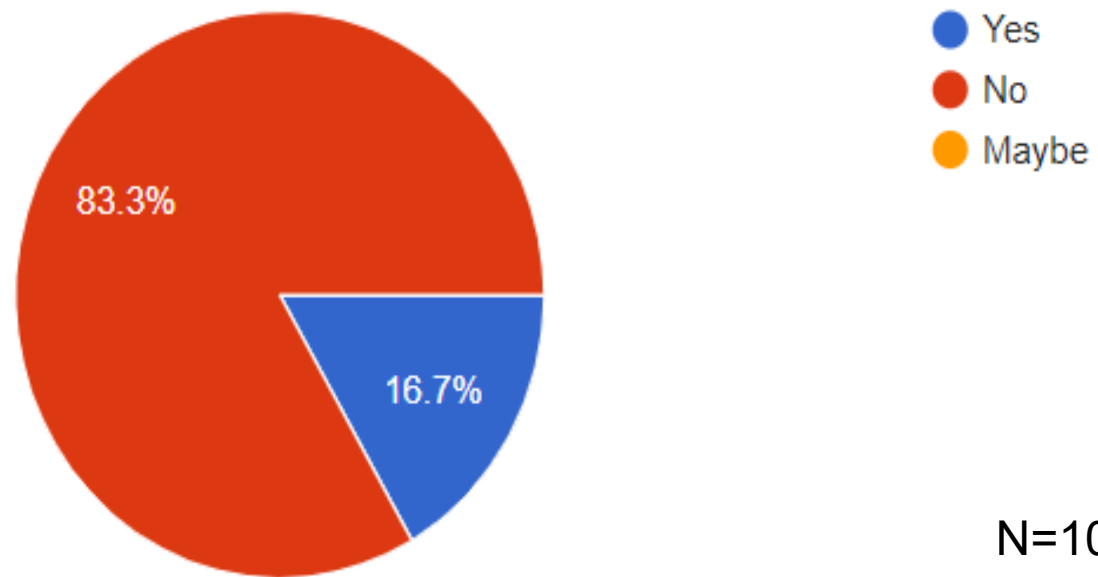
Percentage distribution of patients who saw Apollo advertisement in any social media



N=100

Findings

Percentage distribution of people who saw disease related promotional activities in social media



Results

1. From the data it can be very clearly understood that patient who are coming for treatment are mostly coming through references or word-of-mouth.
2. Very few of them had any idea regarding hospital promotions using Digital Platform.
3. Advertisements were mostly visible to them through conventional platforms like TV and Radio jingles.
4. Among various Social Media platforms like Facebook, Instagram, WhatsApp, Telegram and YouTube, they use WhatsApp as their medium of connection more.
5. To reach out to a more broader section of audience online, most used digital platforms should be utilized in an effective manner.

Suggestions

1. People aged between 25-40 are seen mostly using social media. So according to their age groups relatable advertisement and promotional activities can be prepared for better reach among them.
2. Looking at the life-style diseases - People aged between this age group must be going through some disorders. These can be addressed keeping them in mind as a target audience.
3. A Digital Marketing specialist who has knowledge about SEO and SEM should be appointed so that he can strategize and use these platforms to increase the reach of the content and posts.
4. Consistent branding should be maintained using the social media platforms.

Conclusion

The modern world around us has offered us new ways to live and explore our lives. Not only in terms of technology but also helping businesses and organizations, no matter how small or big they are, to reach their audience more effectively and to keep us with the changes happening around us.

Traditional methods of marketing have been replaced by online marketing to help your business grow and scale. Businesses have started working harder and investing more nowadays in their marketing strategy to ultimately benefit from the plans of digital marketing.

The future of digital marketing is actively focused on the fast-growing and profitable online market and its audience. There are more powerful tools and plans available to grow and upscale your business on the internet to connect you with new and potential customers online, generate leads, and sell your services and products more efficiently.

Thank You

Public Relations at Apollo Kolkata

Press Conferences:

Rare Congenital Condition Of Heart Treated, 35-Yr-Old Gets New Lease Of Life At Apollo Multispeciality Hospitals Kolkata
Dated:19.04.2



Live Telecast of Press Conferences in different Social Media Handles

Advertisements for different Social Media handles:



https://www.youtube.com/watch?v=RvCto_ICrWM



<https://www.facebook.com/ApolloMultispecialityHospitals/videos/1059070964986778>



<https://www.facebook.com/ApolloMultispecialityHospitals/videos/451976046693774>

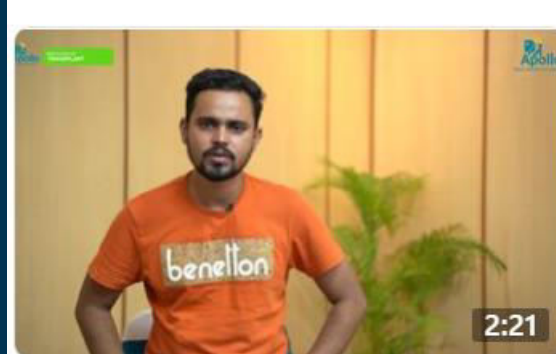
Patient Testimonials: Patient Testimonials are one of the main mode of reaching out to public followed by Apollo Multispeciality Hospitals Kolkata for both national and International Patients.



Listen to the successful journey of Jaidul Ishlam Jisan from his mother. Jaidul...

3 days ago · 192 views

<https://www.facebook.com/watch/?v=1127609764765117>



Listen to the successful journey of Ms Laboni Akter from her brother. Ms...

a week ago · 263 views

<https://www.facebook.com/watch/?v=7515309998539111>



"Cancer can be conquered with precise treatment and the caring hands of an..."

6 weeks ago · 289 views

<https://www.facebook.com/watch/?v=586396175980362>

Creatives/Posters for Social Media Platforms:



Different awareness posts on Social Media Platforms are posted for more engagement of audience in these platforms.

