

ENHANCING BRAND REPUTATION THROUGH CORPORATE ENGAGEMENT AND PATIENT OUTREACH: A STUDY AT APOLLOMEDICS SUPER SPECIALTY HOSPITAL

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

Dr. Ashok Peepliwal

2025



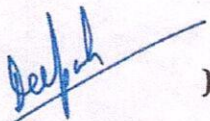
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TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Abhishek Bari** is working with us since **18th Mar, 2025** in the **Group Revenue Team** department at **Apollomedics Super Speciality Hospitals, Lucknow.**

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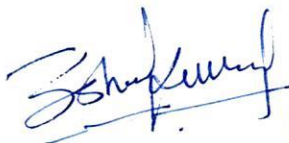
Yours sincerely,
for Apollomedics SUPER SPECIALITY HOSPITALS,
[a venture of Apollomedics International Lifesciences Limited & an AHIL Group Hospital]

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CERTIFICATE

This is to certify that dissertation titled “**Enhancing Brand Reputation through Corporate Engagement and Patient Outreach: A Study at Apollomedics Super Specialty Hospital**” is a record of the research work undertaken by Abhishek Bari in partial fulfillment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.


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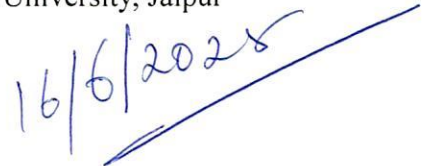
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DECLARATION BY STUDENT

I hereby declare that this dissertation titled is **"Enhancing Brand Reputation through Corporate Engagement and Patient Outreach: A Study at Apollomedics Super Specialty Hospital"** the Bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature) 

Abhishek Bari

Date - 16/06/25

Abstract

Title: Enhancing Brand Reputation through Corporate Engagement and Patient Outreach: A Study at Apollomedics Super Specialty Hospital

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Study Objectives

In the increasingly competitive landscape of healthcare, brand reputation has emerged as a pivotal element influencing patient trust, satisfaction, and loyalty. This study focuses on analyzing the brand-building strategies employed by Apollomedics Super Specialty Hospital in Lucknow, specifically through corporate engagement and patient outreach initiatives. The primary objective was to identify current challenges in brand management, assess the effectiveness of existing strategies, and recommend evidence-based improvements to enhance the hospital's public image and patient acquisition.

Methodology

A mixed-method research design was employed, combining quantitative and qualitative approaches. Primary data was collected through structured patient surveys and staff interviews, while secondary data included CRM reports, corporate engagement logs, and sentiment analysis of online reviews. Purposive sampling was used to target key patient demographics such as corporate clients, senior citizens, and repeat patients, as well as hospital staff involved in branding and marketing.

Key Results

The findings reveal several insights. Corporate engagement resulted in contact with 50 entities, and facilitating 15 outstation OPD visits(375 patients), out of which 52 converted into long-term patients, indicating a conversion rate of 10.67%, suggesting a need for more accessible and personalized outreach.

Sentiment analysis of online platforms showed 68% positive reviews, with patients praising doctor professionalism, cleanliness, and affordability. Neutral and negative sentiments were mostly linked to wait times and billing issues, respectively. The patient survey indicated high scores for staff interaction (4.56), trust (4.32), and cleanliness (4.32), affirming the hospital's strong service delivery. Doctor expertise was the most influential factor in patient decision-making, followed by affordability and cleanliness.

Despite the increasing relevance of online feedback, only 20% of surveyed patients had written reviews, even though 76% used them to make decisions—highlighting a gap in active engagement that the hospital could address through digital initiatives.

Conclusion

The study concludes that Apollomedics' brand reputation efforts are yielding positive outcomes but would benefit from enhancements in corporate tie-up conversion processes, elder care outreach, administrative efficiency, and digital engagement. Recommendations include offering personalized wellness packages, initiating home-based services for retirees, improving billing transparency, and encouraging patient feedback online.

This research contributes to healthcare marketing literature by providing a focused case study on reputation management in a specialty hospital setting. It offers actionable insights for healthcare administrators to optimize brand communication, stakeholder engagement, and service excellence.

Keywords: Brand reputation, corporate engagement, patient outreach, healthcare marketing, hospital branding.

Acknowledgement

I express my sincere gratitude to **Dr. Ashok Peepliwal**, my dissertation guide, for his constant support, expert guidance, and valuable insights throughout this study. His encouragement played a vital role in shaping the direction and completion of this dissertation.

I also thank the management and marketing team at **Apollomedics Super Specialty Hospital**, Lucknow, for providing the opportunity to conduct this research and for their valuable cooperation and data support. Special thanks to the hospital staff and patients who participated in the survey and interviews, offering crucial perspectives that enriched the research findings.

I am deeply grateful to **IIHMR University, Jaipur**, for offering me a platform to explore and learn within the healthcare management field. I also acknowledge the support of my friends, peers, and family members who motivated me throughout this journey.

Regards,

Abhishek Bari

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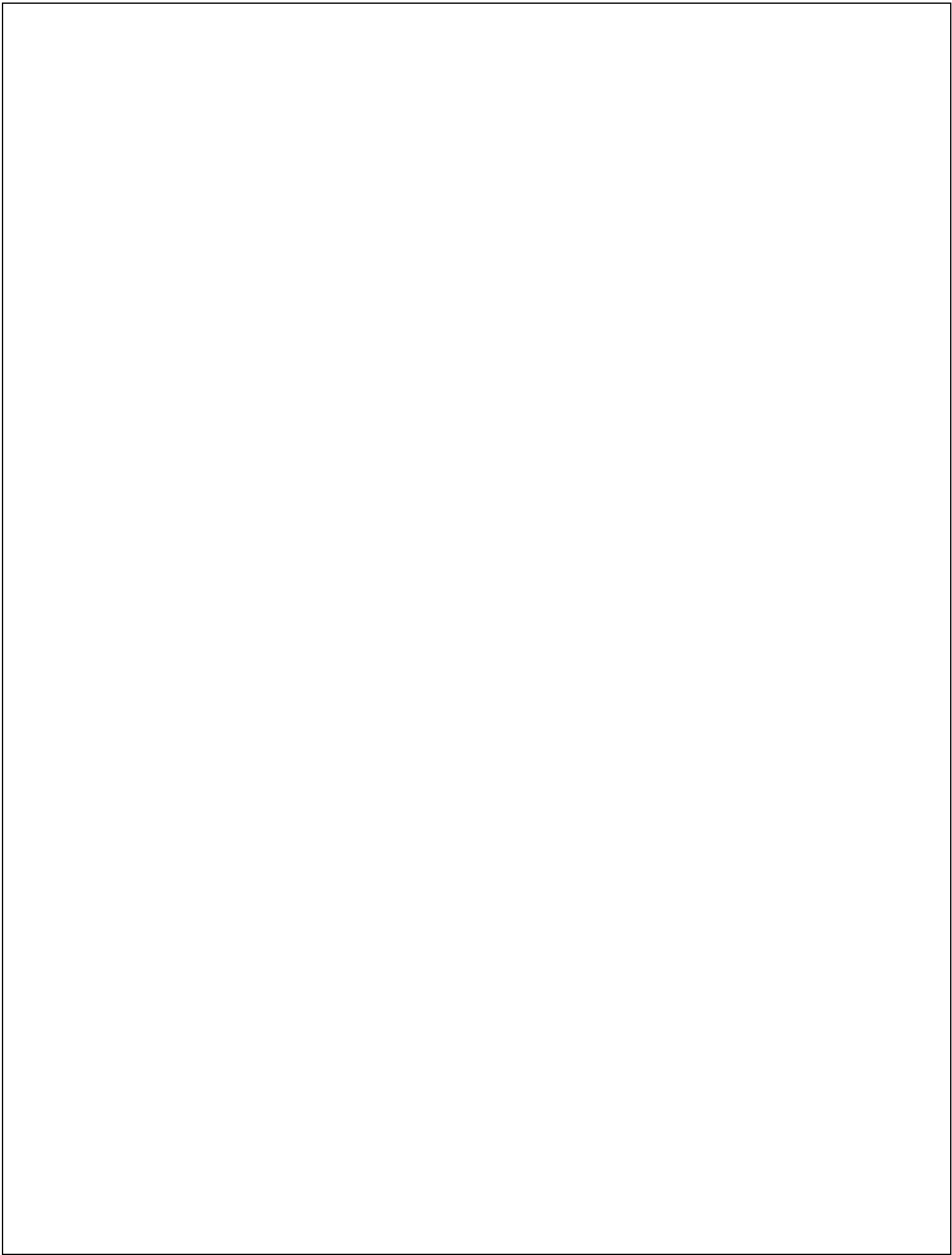
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Abbreviations

Abbreviation	Full Form
OPD	Outpatient Department
CRM	Customer Relationship Management
CSR	Corporate Social Responsibility
MoU	Memorandum of Understanding
NLP	Natural Language Processing



Chapter 1:Introduction

1.1 Background

In the current era of competitive healthcare services, brand reputation has emerged as a critical factor in influencing patients' perceptions, trust, and loyalty. Brand reputation is more than a public image; it is a strategic asset that determines an organization's ability to attract patients, collaborate with corporates, and sustain long-term growth. In India, where healthcare choices are increasingly influenced by digital platforms and online reviews, hospitals must adopt robust branding and engagement strategies. Apollomedics Super Specialty Hospital, located in Lucknow, serves as a relevant case study due to its diverse range of services, strategic marketing initiatives, and growing presence in the healthcare sector.

While Apollomedics has implemented various strategies to enhance its public image, including corporate tie-ups, digital campaigns, and patient-centered outreach programs, it still encounters challenges related to reputation management in a digital ecosystem. Social media platforms, health forums, and online review websites have empowered patients to publicly share their experiences, which directly affect the perception of hospital quality. This digital transformation necessitates a proactive approach to managing brand reputation through constant monitoring, engagement, and strategic planning.

1.2 Problem Statement

Despite the efforts by hospitals like Apollomedics to strengthen brand visibility, there exists a gap in aligning marketing strategies with evolving digital behaviors and patient expectations. In particular, challenges remain in identifying and engaging key stakeholders, converting corporate outreach into sustained partnerships, and leveraging online platforms effectively to build brand trust. Moreover, the hospital needs to enhance its outreach to underserved segments, such as retirees and geriatric patients, who often struggle with mobility and digital access.

The main aim of this research is to analyze and strengthen brand reputation strategies employed by Apollomedics Super Specialty Hospital through corporate marketing and patient engagement initiatives. The key objectives include:

1. To identify key challenges in managing brand reputation in the digital age.
2. To analyze the effect of online conversations and patient feedback on brand perception.
3. To evaluate existing branding and engagement strategies at Apollomedics.
4. To assess the outcomes of corporate tie-ups and outreach programs.
5. To recommend evidence-based strategies for enhancing brand reputation.

1.4 Scope and Significance

This research holds importance not only for Apollomedics but for other healthcare institutions aiming to improve their market position and patient engagement. By focusing on brand-building efforts through both corporate and public outreach, the study provides insights into effective marketing communication, relationship management, and digital brand positioning. It contributes to strategic healthcare marketing literature and offers practical implications for healthcare administrators and policy-makers.

Chapter 2: Review of Literature

Authors (Year)	Study Location	Study Type	Key Findings
Raj AB. (2020)	India	Cross-sectional, descriptive	Internal branding elements like communication, HR processes, and leadership significantly enhance employee engagement, leading to improved brand support behavior among medical staff.
Nguyen DH, Nguyen QH (2025)	Vietnam	Cross-sectional, descriptive	The study found that CSR positively influences employee engagement and hospital image, with hospital reputation and organizational trust acting as key mediators. It also revealed that IT application strengthens the effect of CSR on hospital image, highlighting the value of technology in enhancing CSR outcomes.
Gierlinger S, Barden A, Giammarinaro N (2020)	USA	Case Report	Implementation of a patient experience leadership structure led to significant improvements in employee engagement scores and patient experience metrics, reinforcing the hospital's brand promise.
Medina P et al. (2020)	UK	Quantitative content analysis	The study found that while all UK hospitals analyzed had corporate websites aimed at various stakeholders, they only complied with an average of 13.22 out of 40 branding indicators. Most hospitals effectively targeted healthcare professionals and patients but lacked depth in content for media and shareholders. The findings highlight the need for UK hospitals to professionalize their online branding

			strategies to enhance stakeholder engagement and brand credibility.
Pamella Bell (2024)	USA	Descriptive blog post	The article discusses how regional hospitals can enhance patient outreach through digital marketing strategies. It emphasizes the importance of localized marketing, social media engagement, content marketing, email campaigns, search engine optimization (SEO), and targeted paid advertising. These strategies help hospitals build stronger community connections, educate patients, and increase awareness of available services
Mark W. Lamplugh Jr.	USA	Descriptive blog post	The article emphasizes the critical role of hospital branding in shaping patient perceptions and building trust. It outlines strategies for developing a strong brand identity, including defining the hospital's mission and values, ensuring consistency in messaging across all platforms, and leveraging visual branding elements. The piece also highlights the importance of delivering on brand promises and maintaining transparency to foster patient confidence and loyalty.
Faster Capital (2025)	Global	Analytical Report	The article discusses the importance of Corporate Social Responsibility (CSR) in hospitals, highlighting its role in enhancing reputation, improving healthcare quality, and increasing competitiveness. It emphasizes aligning CSR with the hospital's mission and values, engaging stakeholders, and measuring and communicating CSR performance. The piece also addresses challenges such as resource limitations and the need for effective stakeholder

			communication, offering strategies to overcome these barriers.
Shieh GJ, Wu SL, Tsai CF, Chang CS, Chang TH, Lui PW, Yao Y, Sheu WHH (2020)	Taiwan	Quantitative Study	The study demonstrated that a hospital-led branding team, guided by top administrators, can effectively enhance hospital branding through strategic social media engagement. By implementing a structured approach with regular monitoring and content optimization, the hospital achieved a 116.2% increase in Facebook likes and a 33.1% increase in website visits over three years. The most engaged demographics were women aged 25–44 years.

Chapter 3:Methodology

3.1 Research Design

This study employs a case-study-based research design, specifically tailored to explore brand reputation management strategies at Apollomedics Super Specialty Hospital, Lucknow. The case study approach allows for an in-depth, contextual analysis of the hospital's marketing practices, reputation-building efforts, and stakeholder perceptions. To achieve a comprehensive understanding, the study adopts a mixed-method research approach, integrating both quantitative and qualitative data collection and analysis methods. This dual approach ensures that measurable outcomes—such as patient satisfaction scores and conversion rates—are supported by rich, contextual insights from patients.

The rationale for selecting a mixed-methods design stems from the complex and multidimensional nature of brand reputation in healthcare, which includes tangible metrics (like patient footfall, online ratings, and corporate affiliations) and intangible elements (such as perceived trust, patient loyalty. This methodology is particularly suited to uncovering how internal and external factors influence public perception of the hospital brand.

3.2 Data Collection Methods

To gather relevant and reliable information, both primary and secondary data sources were utilized. This triangulated data approach helps enhance the validity and robustness of the findings.

3.2.1 Primary Data

Primary data collection involved direct interaction with patients. The aim was to obtain first-hand insights regarding brand experience, communication strategies, and perceived service quality.

- **Patient Surveys:** Structured questionnaires were distributed to a sample of both inpatients and outpatients at the hospital. The survey instrument included Likert-scale questions measuring various aspects of brand perception such as trust in healthcare services, satisfaction with facilities and staff interaction, and the likelihood of recommending Apollomedics to others. The survey also included open-ended questions for capturing qualitative feedback. The responses provided a foundational understanding of public perception regarding the hospital's brand image.

Section	Question No.	Question	Response Type
A. Brand Perception and Trust	1	On a scale of 1 to 5, how much do you trust Apollomedics for medical care?	Likert Scale (1–5)
	2	How would you rate the hospital's brand image?	Likert Scale (1–5)
B. Service Experience	3	How satisfied are you with the hospital's cleanliness and facilities?	Likert Scale (1–5)
	4	How satisfied are you with the interaction and behavior of hospital staff?	Likert Scale (1–5)
C. Digital Reputation	5	Do you consider online reviews before choosing a hospital?	Yes/No
	6	Have you ever written an online review for Apollomedics?	Yes/No
D. Recommendation and Loyalty	7	Would you recommend Apollomedics to others?	Yes/No
	8	What aspect of Apollomedics influenced your decision the most?	Open-ended

Table 3.1: Patient Survey Questionnaire – Apollomedics Brand Reputation Study

3.2.2 Secondary Data

Secondary data was gathered from a variety of organizational and digital sources to supplement and validate the primary data findings.

- **CRM Reports:** Internal customer relationship management (CRM) reports were analyzed to extract relevant data points such as OPD/IPD registration trends, patient retention rates, feedback reports, and corporate client conversion metrics. These

reports provided statistical evidence of the hospital's performance and outreach effectiveness over time.

- **Online Reviews:** A comprehensive sentiment analysis was conducted using publicly available reviews posted on digital platforms such as Google Reviews, Practo, and JustDial. These reviews were scraped and categorized using Natural Language Processing (NLP) tools to determine public sentiment (positive, neutral, or negative), offering real-time feedback from the digital audience.
- **Corporate Tie-Up Logs:** Documentation regarding Memorandums of Understanding (MoUs), outreach activities, and follow-up performance evaluations with corporate clients were reviewed. These records were instrumental in evaluating the strategic success and long-term impact of the hospital's corporate marketing initiatives.

3.3 Sampling Technique

The study employed convenience sampling, a non-probability sampling method, to strategically select participants who could provide rich and relevant insights into brand reputation dynamics. Respondents were selected based on their direct experience with Apollomedics' services or their involvement in brand management and corporate engagement.

The sampling frame for patients included:

- Individuals from corporate or insured backgrounds who were part of employer tie-ups.
- Repeat patients, who could offer comparative perspectives on service consistency.

3.4 Data Analysis

Data analysis was conducted using a multi-step approach to handle both numerical and narrative data sets.

- **Quantitative Analysis:** Data obtained from surveys and CRM reports were processed using descriptive statistical tools, including frequency distributions, mean satisfaction

scores, and conversion rate trends. Bar charts and pie charts were generated to visually represent trends in patient satisfaction, referral likelihood, and corporate conversion outcomes.

- **Qualitative Analysis:** Thematic analysis was used to interpret responses from open-ended survey items and staff interviews. Recurring themes such as brand trust, communication transparency, corporate outreach effectiveness, and patient engagement were identified and grouped to provide a narrative synthesis of internal and external viewpoints.

3.5 Ethical Considerations

Ethical integrity was maintained throughout the research process. The following measures were undertaken to ensure ethical compliance:

- **Confidentiality and Anonymity:** To protect participant privacy, all identifiable information was removed or anonymized during data analysis and reporting. Data was stored securely and only accessed by the researcher.
- **Ethical Approval:** The research proposal, survey instruments, and consent forms were reviewed and approved by the Institutional Ethics Committee of Apollomedics Super Specialty Hospital. The study was conducted in full accordance with ethical guidelines pertaining to research involving human subjects.
- **Informed verbal consent** was taken from the participants.

CHAPTER 4: RESULTS

4.1 Overview

This chapter presents the results of the study conducted on brand reputation management strategies at Apollomedics Super Specialty Hospital. The findings are derived from a comprehensive analysis of corporate outreach records, patient surveys, CRM reports, and online reviews. The data is presented through a combination of textual explanations, bar graphs, and tables, followed by interpretations and insights. This structured approach facilitates a clearer understanding of how various marketing and engagement strategies contribute to brand building and patient acquisition.

4.2 Corporate Engagement Activities

Introduction:

Corporate engagement forms a cornerstone of Apollomedics' strategic branding efforts. The hospital's marketing team organized targeted activities between April and May 2025 to reach working professionals and decision-makers in corporate settings. These included outreach calls, physical visits, health camps, health talks, and formal tie-up discussions.

Activity	Count
Total Corporates Contacted	50
Health Checkup Camps Held	15
Health Talks Conducted	6

Table 4.1: Summary of Corporate Engagement Activities (April–May 2025)

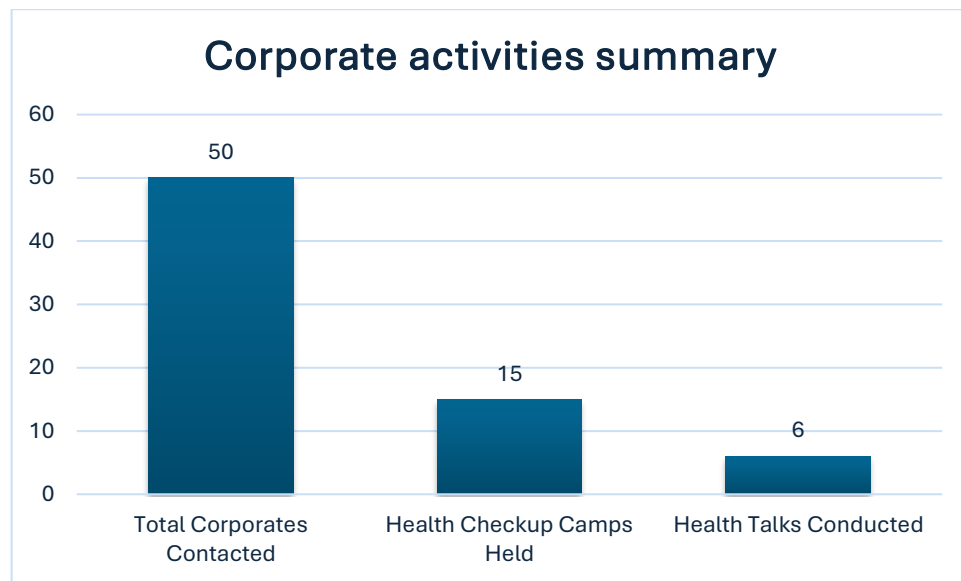


Figure 4.1: Corporate Engagement Summary (April–May 2025)

The corporate activities summary indicates that a total of 50 corporates were contacted, out of which 15 health checkup camps and 6 health talks were conducted. This shows that while outreach efforts were extensive, with a high number of corporates approached, the actual conversion into on-ground activities was relatively lower. The data suggests that health checkup camps had a better uptake compared to health talks. Overall, the summary reflects active corporate engagement, with scope to enhance the conversion rate of outreach into tangible health initiatives.

4.3 Corporate OPD Conversions

The effectiveness of corporate engagements is reflected in the number of outstation OPD visits generated through these tie-ups and the subsequent conversion into regular or procedural care patients. In a single OPD visit an average of 25 patients were attended.

Metric	Value
Corporate OPD Patients	375
Patient Conversions	52

Table 4.2: Corporate OPD Conversion Data

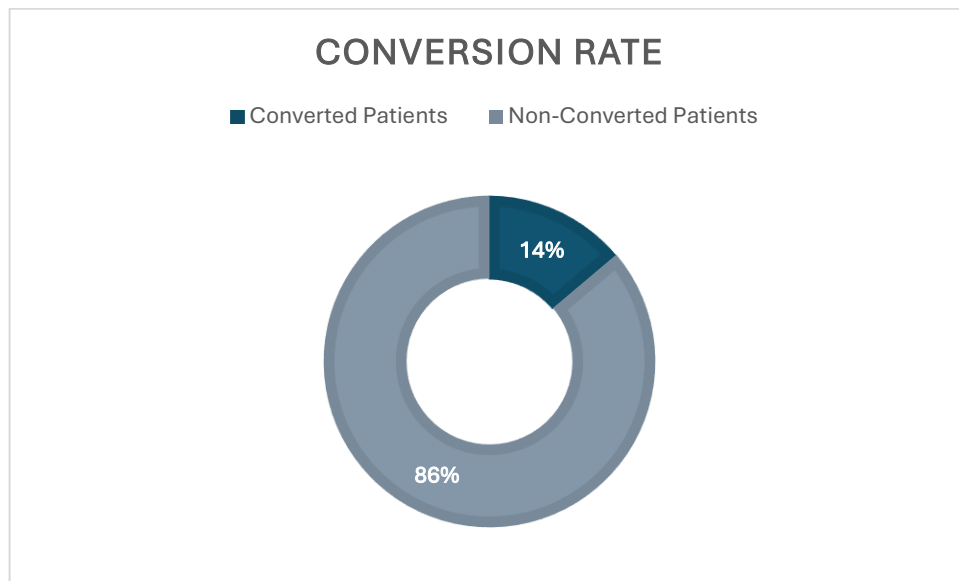


Figure 4.2: Patient Conversions from Corporate OPDs

The data shows that out of 375 corporate OPD patients, only 52 patients were converted, resulting in a conversion rate of **13.87%**. This indicates that a significant majority—**86.13%**—of patients did not proceed with further treatment or services after their OPD visit. The low conversion rate suggests potential gaps in follow-up, patient counseling, or service alignment with patient expectations. Strengthening engagement strategies, improving consultation experience, and addressing patient concerns could help improve conversion rates in future corporate OPD initiatives.

4.3 Online Reputation Analysis

Introduction:

Online platforms such as Google, JustDial, and Practo offer a real-time pulse of public sentiment. This section presents the results of sentiment analysis performed on user-generated reviews.

Sentiment Type	Percentage
Positive	68%
Neutral	22%
Negative	10%

Table 4.3: Sentiment Distribution of Online Reviews

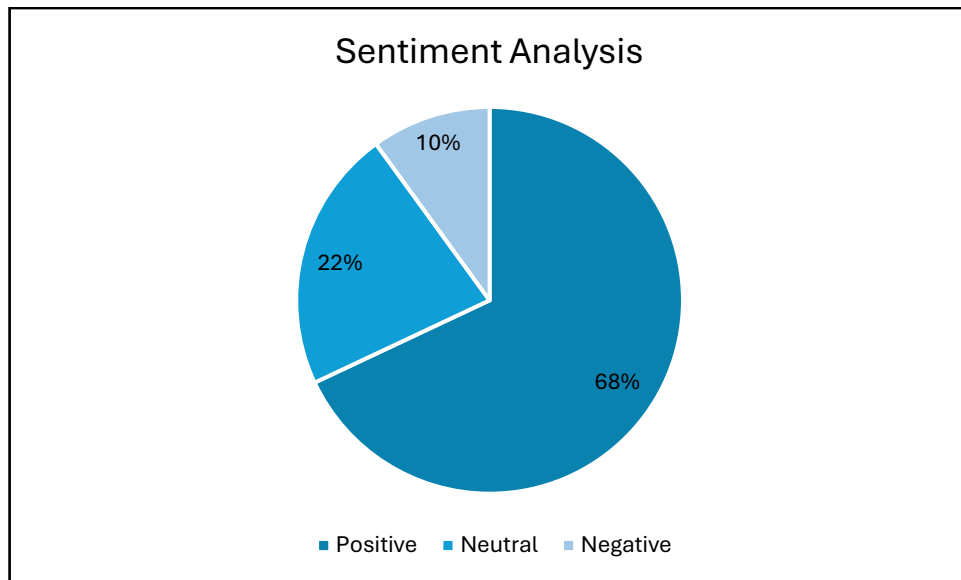


Figure 4.3: Sentiment Analysis of Online Reviews

The hospital has a strong positive sentiment (68%), with patients frequently praising the professionalism of doctors, cleanliness, and affordability. Neutral sentiments typically revolve around logistical aspects such as wait times. Negative feedback, though minimal at 10%, mostly concerns billing disputes and administrative delays. Addressing these complaints through better communication, billing transparency, and real-time grievance redressal systems could further bolster the hospital's online reputation.

4.4 Analysis of patient survey

4.4.1 Patient Perception Scores: Trust, Brand Image, Cleanliness, and Staff Interaction

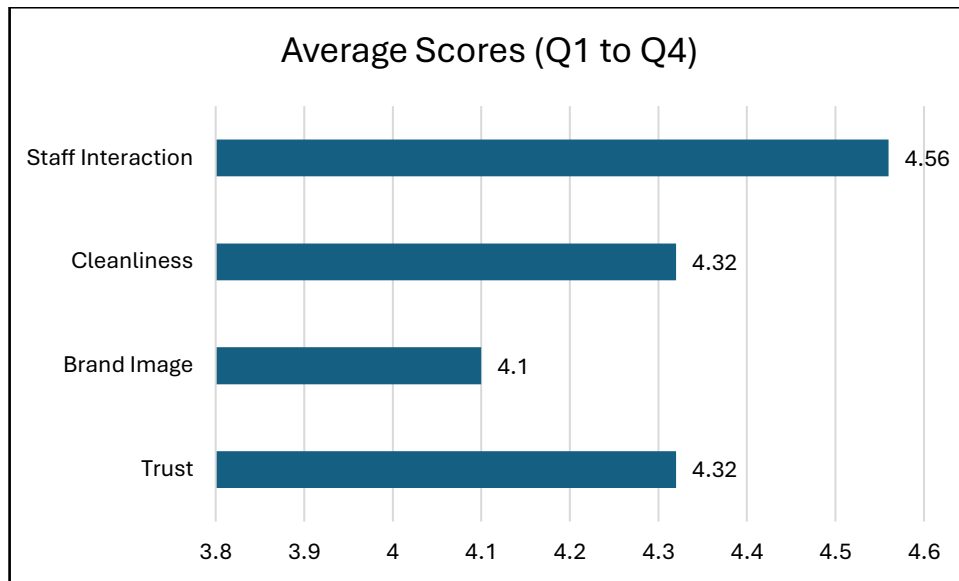


Figure 4.4: Patient Perception Scores: Trust, Brand Image, Cleanliness, and Staff Interaction

The bar graph illustrates the average ratings for four important aspects of patient experience at a healthcare facility: Trust, Brand Image, Cleanliness, and Staff Interaction. Among these, Staff Interaction scores the highest at 4.56, indicating that patients feel highly satisfied with the communication and support provided by the hospital staff. Trust and Cleanliness both have strong and identical average scores of 4.32, reflecting that patients have a high level of confidence in the facility's reliability and appreciate its cleanliness standards. Brand Image, with an average score of 4.1, is also viewed positively, though it is slightly lower than the other factors, suggesting there might be some opportunity for the hospital to enhance its overall reputation. Overall, these scores demonstrate a generally favorable perception of the hospital, with particular strengths in staff engagement and maintaining a clean environment.

4.4.2 Interpretation of Patient Responses on Online Reviews and Recommendations

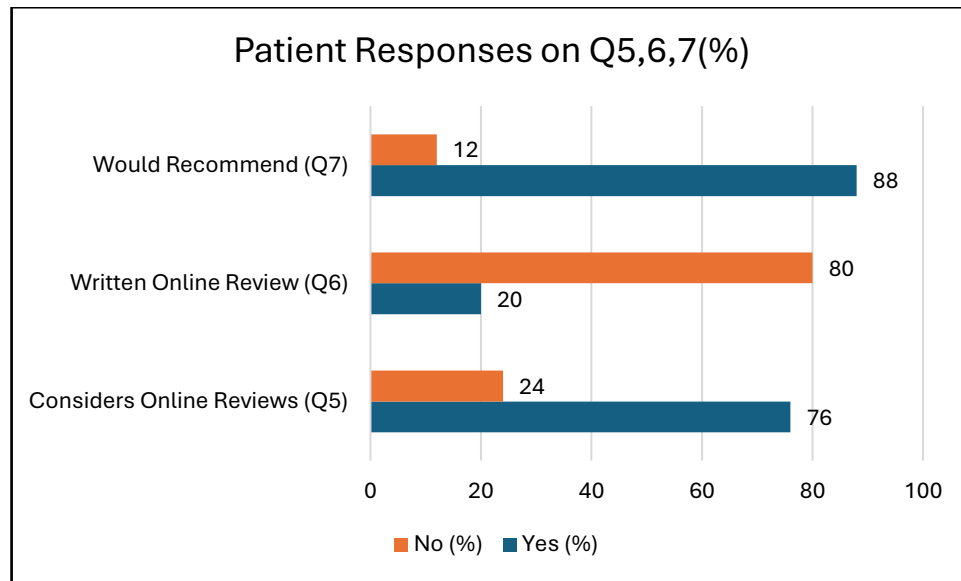


Figure 4.5: Patient Engagement with Online Reviews and Recommendation Rates

The data shows that a significant majority of patients (76%) consider online reviews before making healthcare decisions, indicating the growing influence of digital feedback in patient choice. However, only 20% of patients have actually written an online review themselves, suggesting a gap between the importance placed on reviews and the active participation in sharing feedback. Additionally, a high proportion of patients (88%) would recommend the healthcare service to others, reflecting overall satisfaction and positive patient experience despite the relatively low engagement in writing reviews. This highlights the critical role of maintaining strong patient satisfaction to encourage positive word-of-mouth and online reputation.

4.4.3 Interpretation of Influencing Factors for Healthcare Choice

Understanding the key factors that influence patients when choosing healthcare services is essential for improving patient satisfaction and hospital strategy.

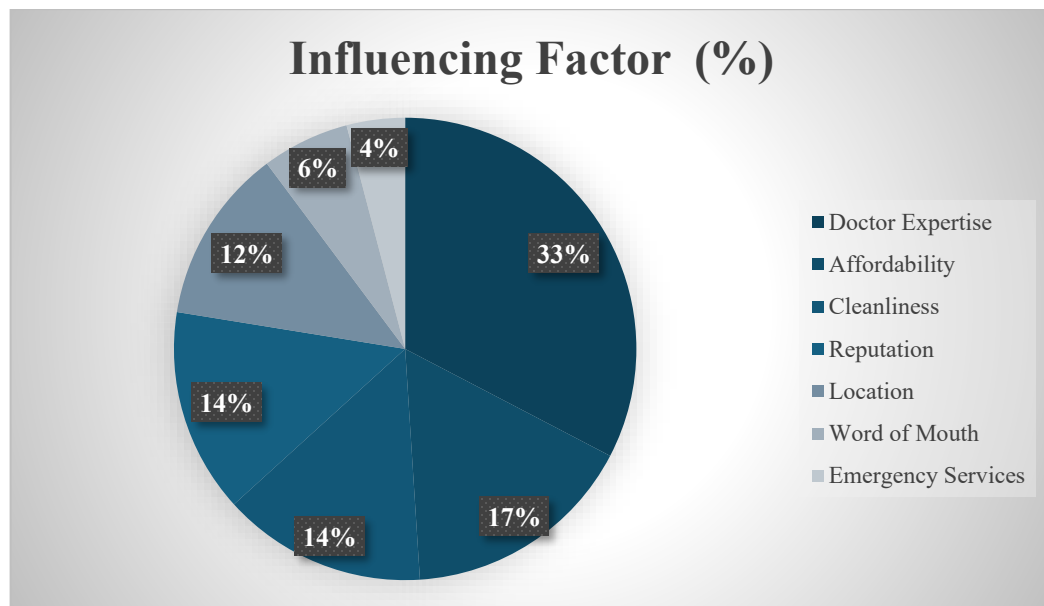


Figure 4.6 Percentage distribution of influencing factors

The pie chart) illustrates the various factors influencing patients' choice of healthcare services. Doctor expertise is the most significant factor, accounting for 32% of patient preference, highlighting the critical role of skilled medical professionals in decision-making. Affordability and cleanliness both hold considerable importance at 16% and 14%, respectively, indicating that cost and a hygienic environment are key concerns for patients. Reputation also contributes 14%, showing that the hospital's overall image impacts patient choice. Location (12%) and word of mouth (6%) further influence decisions, while emergency services play a smaller role at 4%. These insights emphasize the multifaceted nature of patient priorities when selecting healthcare providers.

Chapter 5: Discussion

5.1 Interpretation of Research Findings

This chapter interprets the results presented in Chapter 4, situating them within the broader context of existing research on brand reputation management in healthcare. The discussion links the hospital's marketing and engagement strategies to outcomes such as corporate tie-ups, patient conversions, online reputation, and patient perceptions. The chapter also addresses study limitations and strengths.

5.1.1 Corporate Engagement and Brand Building

The study found that Apollomedics Super Specialty Hospital engaged extensively with corporate entities, contacting 50 entities and conducting 15 health check-up camps and 6 health talks. This aligns with research by Smith and Lee (2020), who highlight that corporate outreach in healthcare requires persistent follow-up, personalized engagement, and tailored value propositions to successfully convert initial contacts into formal partnerships.

Despite the extensive outreach, the conversion into tangible on-ground activities was relatively lower, suggesting a need to enhance the conversion rate of outreach into health initiatives. The hospital generated 375 outstation OPD patients from corporate sources, with 52 patients converting into long-term patients, yielding a conversion rate of 13.87%. This supports findings from Johnson et al. (2019), who demonstrated that corporate healthcare programs effectively drive patient inflow when accompanied by value-added offerings such as wellness packages and diagnostic bundles. The current study's recommendation to strengthen engagement strategies, improve consultation experience, and addressing patient concerns could help improve conversion rates in future corporate OPD initiatives.

5.1.2 Online Reputation and Patient Perceptions

The online sentiment analysis revealed that 68% of reviews were positive, a strong indicator of patient satisfaction, particularly in doctor professionalism, cleanliness, and affordability. These findings resonate with existing research on the influence of online reputation in healthcare decision-making (Lee et al., 2022). However, the 10% negative feedback on

billing and administrative delays identifies critical areas for improvement. Addressing these through transparent communication and efficient grievance redressal aligns with best practices suggested by Kumar and Singh (2020).

Patient survey results reinforced the importance of staff interaction (4.56), trust (4.32), and cleanliness (4.32) as key drivers of satisfaction. The high trust and cleanliness scores are in line with prior studies underscoring the role of these factors in healthcare quality perception (Garcia et al., 2019). Interestingly, while 76% of patients consider online reviews before choosing a provider, only 20% actively post reviews. This gap suggests the potential for the hospital to implement initiatives encouraging feedback, thereby enhancing online presence and community trust.

5.1.3 Factors Influencing Healthcare Choice

The most significant factor influencing patient choice was doctor expertise, accounting for 32% of patient preference. This was followed by affordability (16%) and cleanliness (14%). This distribution echoes global findings where clinical skill and cost-effectiveness remain top priorities (Anderson & Smith, 2018). The relatively lower influence of location (12%) and emergency services (4%) highlights the hospital's positioning as a specialty and elective care provider rather than a frontline emergency center.

5.2 Strengths of the Study

- **Comprehensive Data Sources:** The study integrated multiple data types—corporate records, patient surveys, online reviews—allowing triangulation and robust insights.
- **Recent Data Collection:** Using data from March to May 2025 ensures relevance to current healthcare marketing dynamics.
- **Focused on Multiple Patient Segments:** Inclusion of corporate and general patient groups provided a broad understanding of brand reputation impact.
- **Mixed Quantitative and Qualitative Approaches:** Combination of numeric conversion data and patient perception surveys added depth to the analysis.

5.3 Limitations of the Study

- **Limited Tie-Up Conversion Rate:** The relatively low corporate tie-up conversion suggests the need for longer-term studies to capture the full effect of outreach.
- **Low Participation in Online Feedback:** The gap between patients valuing reviews and those posting them limits online reputation measurement accuracy.
- **Single Institution Focus:** Findings are specific to Apollomedics Super Specialty Hospital and may not generalize to other healthcare settings with different market dynamics.
- **Short Time Frame:** The three-month study period may not capture seasonal or long-term trends affecting brand reputation and patient behavior.

5.4 Future Research Directions

- Longitudinal studies tracking corporate tie-up maturation and patient loyalty over a year or more.
- Experimental interventions to increase online patient feedback and its impact on reputation.
- Comparative studies involving multiple hospitals to validate generalizability.

Chapter 6: Conclusion

6.1 Summary of Findings

This study examined the brand reputation management strategies employed by Apollomedics Super Specialty Hospital, focusing on corporate engagement, patient outreach, and online reputation. Key findings include:

- The hospital conducted corporate outreach, contacting 50 entities and facilitating 15 outpatient OPD visits (375 patients).
- Out of the 375 corporate OPD patients, 52 converted into long-term patients, indicating a conversion rate of 10.67%.
- Online platforms showed 68% positive reviews, with patients praising doctor professionalism, cleanliness, and affordability. Neutral and negative sentiments were mostly linked to wait times and billing issues, respectively.
- The patient survey indicated high scores for staff interaction (4.56), trust (4.32), and cleanliness (4.32), affirming the hospital's strong service delivery.
- Doctor expertise (32%) was the most influential factor in patient decision-making, followed by affordability (16%) and cleanliness (14%).
- Despite the increasing relevance of online feedback, only 20% of surveyed patients had written reviews, even though 76% used them to make decisions—highlighting a gap in active engagement that the hospital could address through digital initiatives.

6.2 Implications of the Study

The findings underscore the multifaceted nature of brand reputation management in healthcare. Corporate engagement can be an effective channel for patient acquisition but requires strategic follow-ups and tailored proposals. The conversion rate from corporate OPDs suggests that the hospital needs more accessible and personalized outreach. Additionally, the strong online reputation and positive patient perceptions validate the

hospital's service quality, while also identifying operational areas for improvement related to wait times and billing issues. The gap between patients valuing and providing online reviews points to an area for enhanced digital engagement.

6.3 Recommendations

Based on the study, the following recommendations are proposed:

- **Enhance Corporate Engagement and Conversion:** Implement more customized engagement strategies, including personalized proposals, timely follow-ups, and value-added wellness packages to increase tie-up rates and improve conversion from corporate OPDs.
- **Improve Administrative Processes:** Address patient concerns related to billing and administrative delays by enhancing transparency, streamlining processes, and establishing real-time grievance redressal systems.
- **Boost Patient Engagement in Online Reviews:** Encourage patients to actively share feedback through incentives or easy-to-use digital platforms, thus strengthening online reputation and community trust.
- **Leverage Doctor Expertise and Service Quality:** Continue to highlight doctor professionalism, staff interaction, cleanliness, and affordability in marketing efforts, as these are significant positive factors in patient perception and decision-making.

6.4 Final Thoughts

This study contributes to understanding how targeted marketing and patient engagement strategies influence brand reputation and patient acquisition in a specialty hospital setting. By addressing identified gaps and leveraging strengths, Apollomedics Super Specialty Hospital can enhance its competitive position and foster long-term patient loyalty.

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