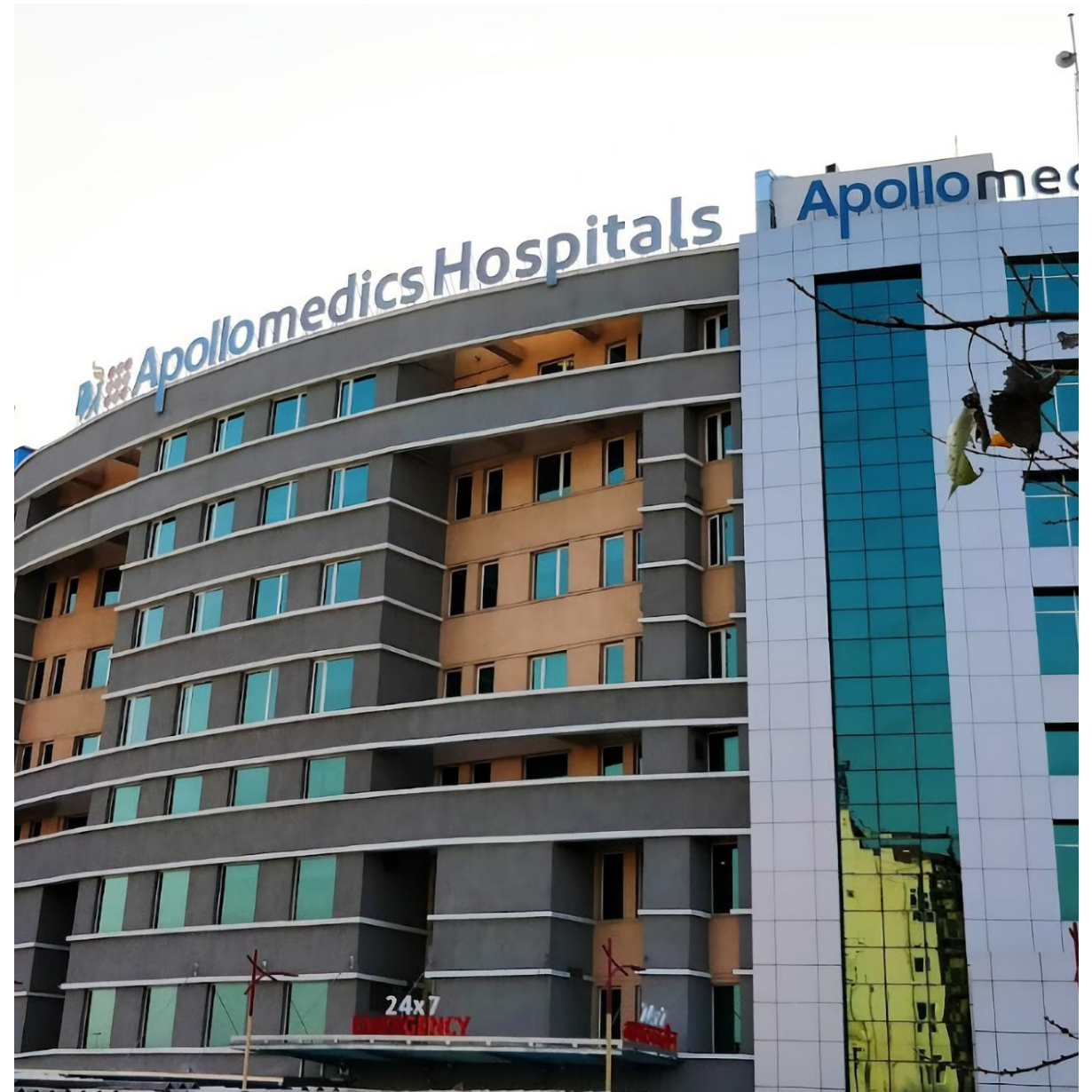


Enhancing Brand Reputation through Corporate Engagement and Patient Outreach: A Study at Apollomedics Super Specialty Hospital

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Introduction

◆ Background

- Brand reputation is a key driver of patient trust, loyalty, and hospital growth.
- In India, healthcare choices are increasingly influenced by digital platforms and online reviews.
- Apollomedics Super Specialty Hospital, Lucknow, offers diverse services and uses strategic marketing to build its brand.
- Despite efforts like corporate tie-ups and digital campaigns, reputation management remains challenging in the digital age.
- Social media and review sites empower patients to share experiences publicly, affecting hospital perception.
- Effective reputation management requires ongoing monitoring, engagement, and adaptive strategies.

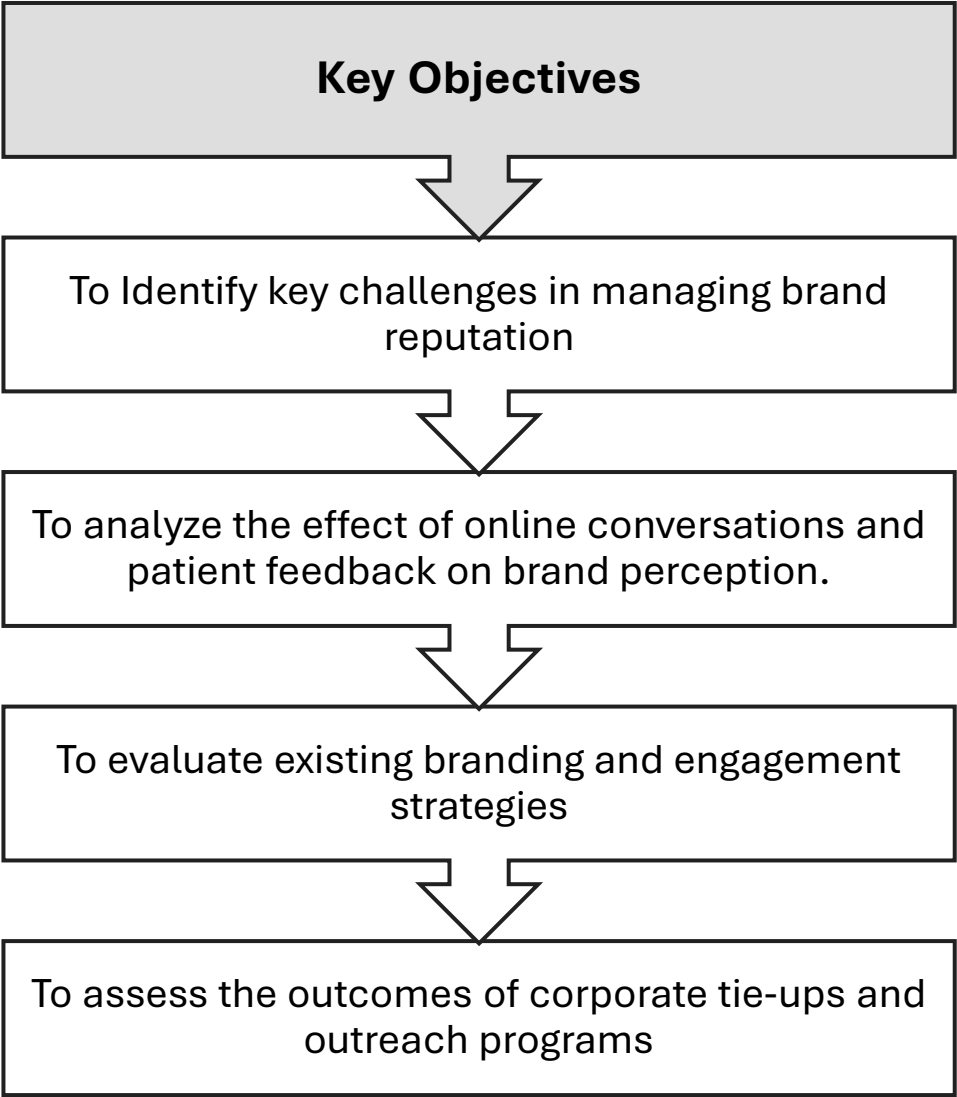
◆ What is Brand Reputation in Healthcare?

Brand reputation refers to public perception shaped by service quality, trust, and engagement. In healthcare, it influences patient loyalty and corporate partnerships.

◆ Aim

To analyze and strengthen brand reputation strategies employed by Apollomedics Super Specialty Hospital through corporate marketing and patient engagement initiatives.

Research Focus & Impact



Stakeholder	Significance
Patients	Builds trust, influences healthcare decisions, and encourages loyalty.
Hospital Management	Enhances competitive advantage, attracts patients, and supports growth.
Healthcare Staff	Improves morale and pride, aids in talent retention and recruitment.
Corporate Partners	Fosters confidence in collaborations and long-term business partnerships.
Digital Audiences	Provides reliable information, shapes public perception through reviews.
Regulatory Bodies	Reflects commitment to quality standards and compliance.

Methodology

Research Design:

- Mixed-method approach combining quantitative and qualitative data.
- Captures measurable outcomes (e.g., patient satisfaction) and contextual patient insights.

Data Collection Methods

Primary Data

- Patient surveys (inpatients & outpatients) with Likert-scale and open-ended questions on:
 - Brand trust and perception
 - Service experience (cleanliness, staff behavior)
 - Digital reputation (online reviews)
 - Recommendation and loyalty
- CRM reports on patient trends and corporate conversions.
- Sentiment analysis of online reviews.
- Corporate tie-up documentation for marketing evaluation.

Methodology



Study Duration:

March 2025 – May 2025



Sampling & Sample Size:

Convenience sampling of eligible inpatients and outpatients.



Data Collection Tool:

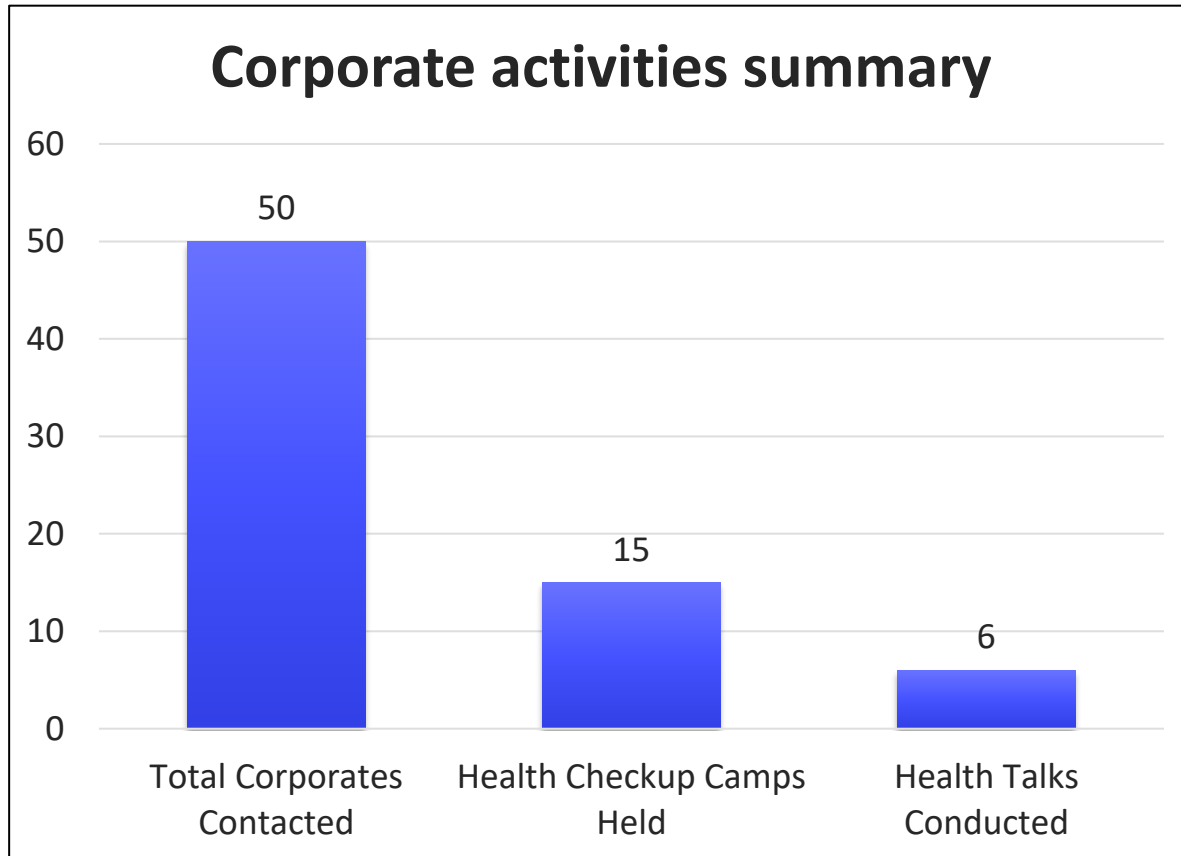
Structured questionnaires were distributed to a sample of both inpatients and outpatients at the hospital.



Data Analysis Plan:

- **Quantitative:** Descriptive statistics (mean scores, frequencies), bar and pie charts.
- **Qualitative:** Thematic analysis to identify key themes like trust, communication, and outreach effectiveness.

Results

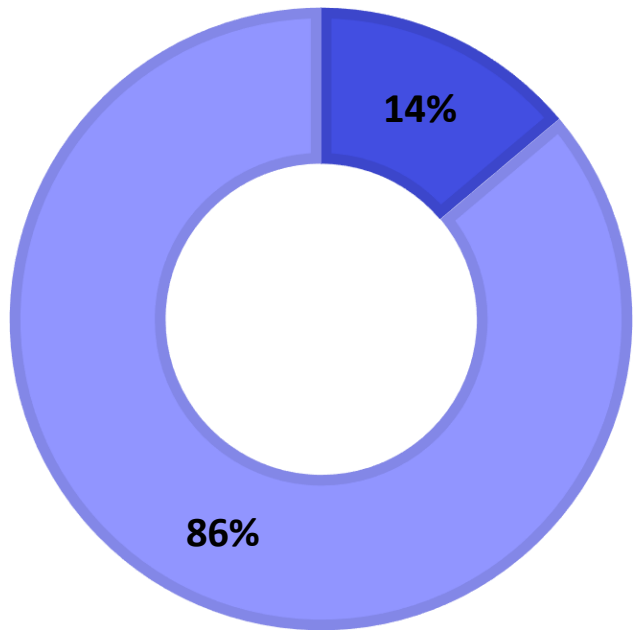


- Contacted 50 corporates.
- Conducted 15 health checkup camps and 6 health talks.
- High outreach but lower conversion to activities.
- Health checkup camps had better participation than talks.
- Active engagement with room to improve conversion rates.

Results

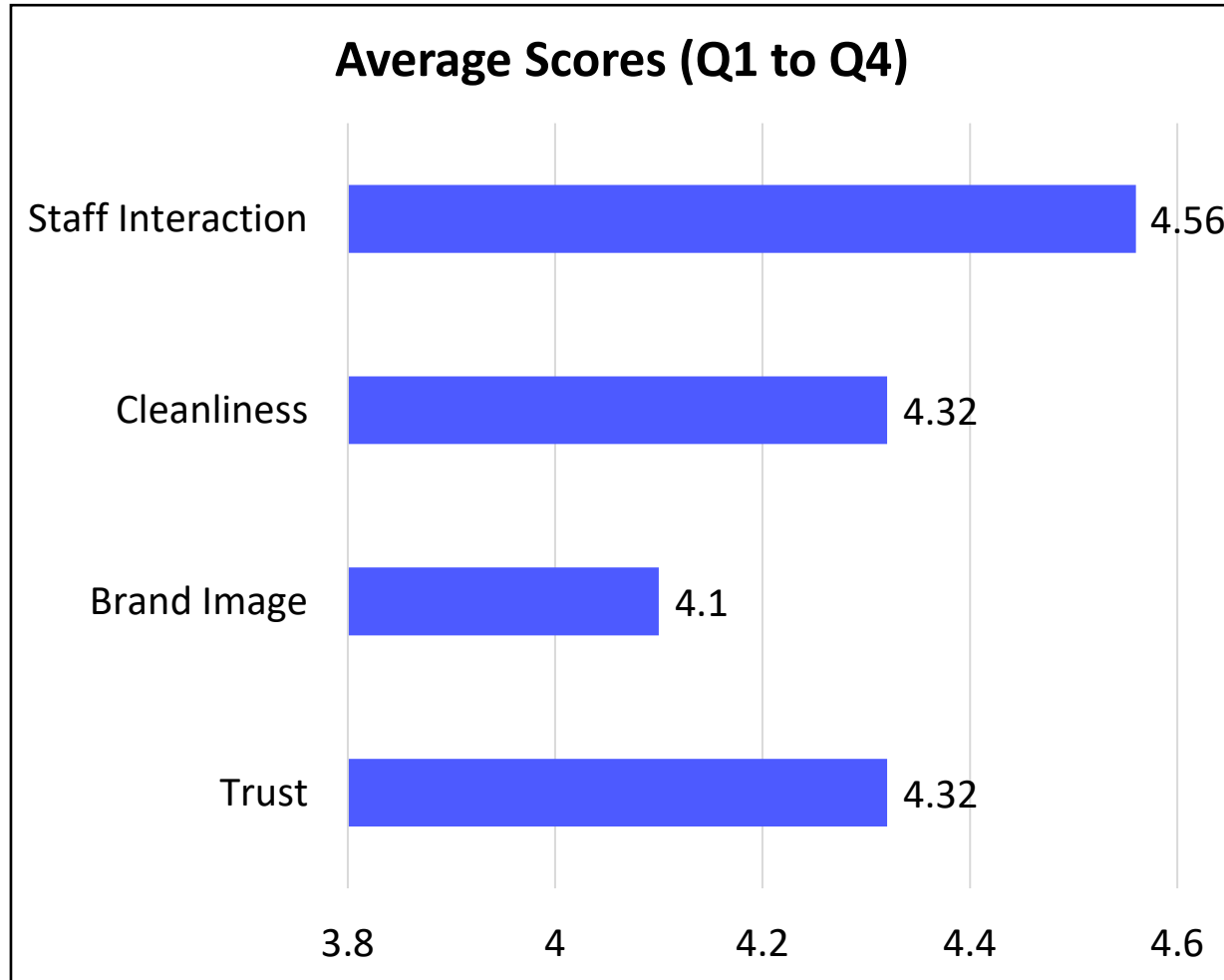
CONVERSION RATE OF CORPORATE OPD

■ Converted Patients ■ Non-Converted Patients



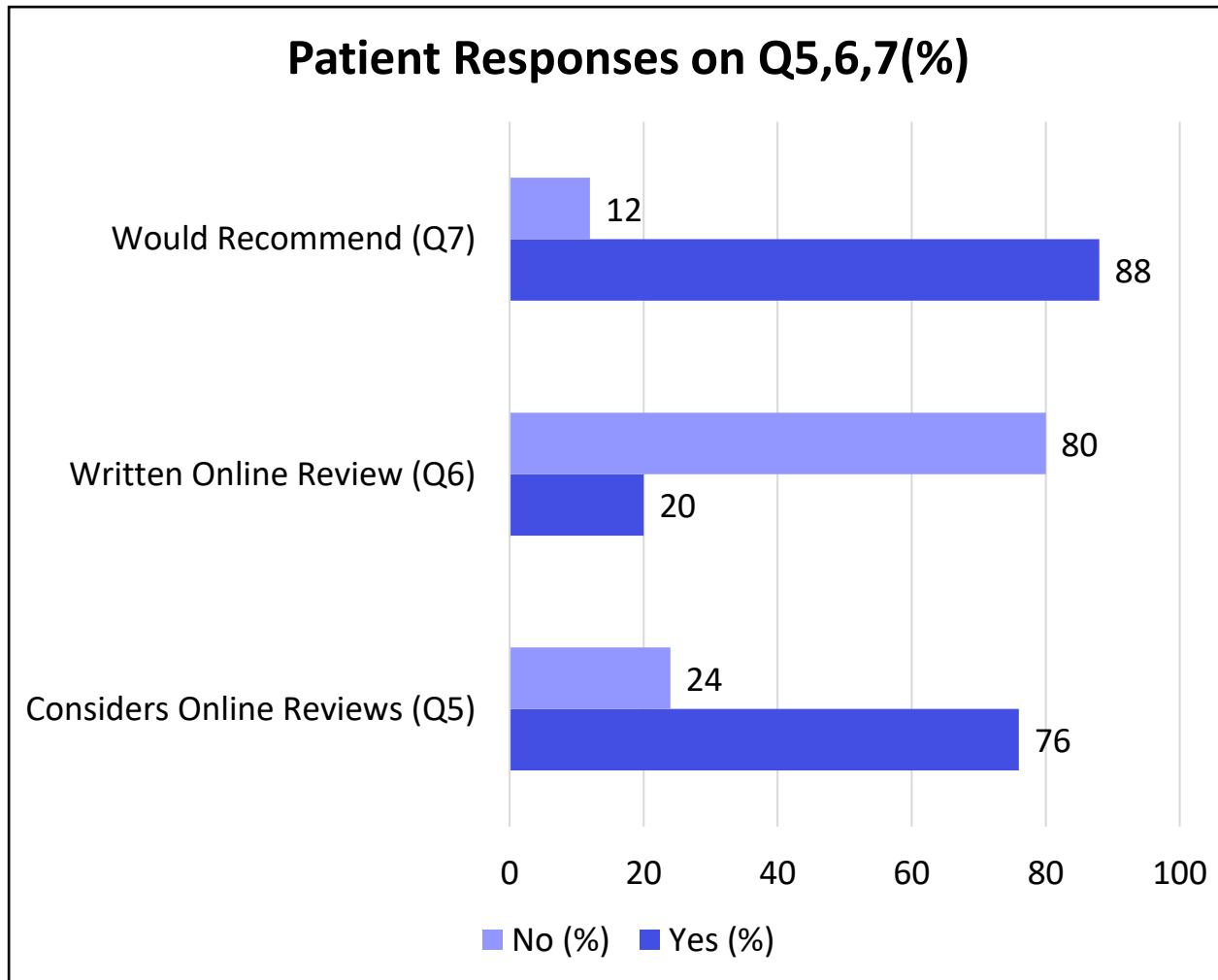
Out of 375 corporate OPD patients, only 52 (13.87%) converted to further treatment, meaning 86.13% did not proceed. This low conversion rate suggests gaps in follow-up, patient counseling, and service alignment. Strengthening engagement strategies, improving consultation experience, and addressing patient concerns could boost future conversion rates.

Patient Perception Scores



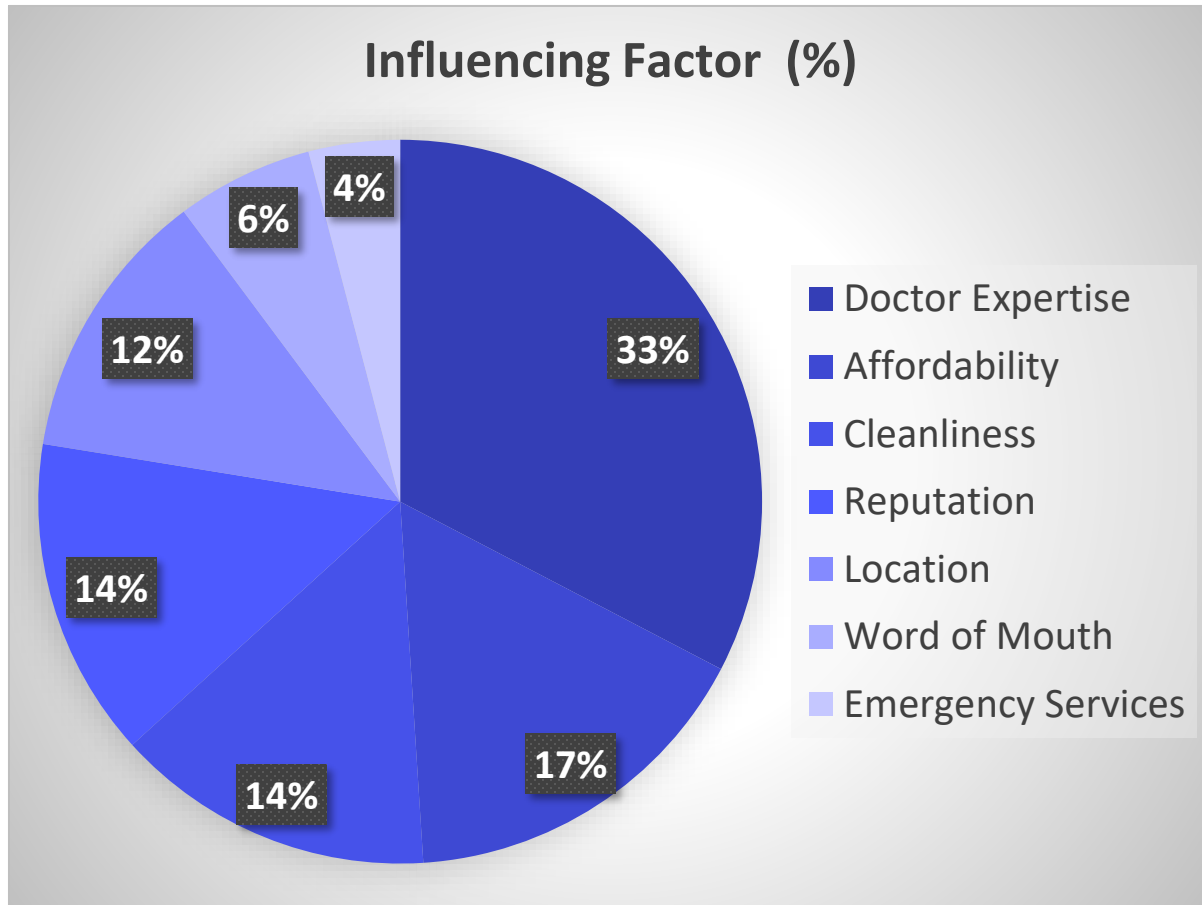
The bar graph shows average patient ratings for Trust, Brand Image, Cleanliness, and Staff Interaction. Staff Interaction scores highest at 4.56, showing strong patient satisfaction with hospital staff. Trust and Cleanliness both scored 4.32, reflecting confidence and appreciation for cleanliness. Brand Image scored 4.1, indicating a positive but slightly lower perception. Overall, the hospital is viewed favorably, especially for staff and cleanliness.

Patient Perception Scores



76% of patients check online reviews before choosing healthcare, showing digital feedback is very influential. However, only 20% have written a review, showing a gap in active feedback. Still, 88% would recommend the hospital, showing strong satisfaction. This highlights the need to maintain patient satisfaction to boost word-of-mouth and online reputation.

Influencing Factors for Healthcare Choice



The data shows that doctor expertise (32%) is the top factor in choosing a hospital. Affordability (16%) and cleanliness (14%) are also important, along with reputation (14%). Location (12%), word of mouth (6%), and emergency services (4%) play smaller roles. This highlights that patients consider a mix of practical and trust-based factors when making healthcare choices.

Recommendations

- **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.

Conclusion

- Apollomedics demonstrates strong brand performance, especially in staff interaction, trust, and cleanliness, as reflected in high patient satisfaction scores.
- Corporate outreach efforts are extensive, but the 10.67% conversion rate indicates the need for stronger follow-up strategies and personalized engagement.
- The hospital enjoys a largely positive digital image, with 68% favorable reviews, yet only 20% of patients actively share feedback—despite 76% relying on reviews before choosing a provider.
- This gap highlights the importance of encouraging patient reviews and building a culture of open, digital feedback.
- To strengthen its brand reputation further, Apollomedics should focus on enhancing patient communication, transparency, and continuous service improvement.
- A well-rounded, patient-centered branding approach will be key to sustaining trust, improving loyalty, and driving long-term growth.

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Thank You!

