

DISSERTATION SYNOPSIS

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

1. INTRODUCTION

In today's highly competitive healthcare landscape, brand reputation plays a crucial role in influencing patient trust, satisfaction, and loyalty. In India, where patients often rely on digital platforms and peer recommendations to select healthcare providers, hospitals must adopt robust branding and patient engagement strategies. Apollomedics Super Specialty Hospital, Lucknow, serves as a pertinent case study with its diverse services, growing presence, and strategic marketing initiatives focused on corporate engagement and patient outreach.

Despite numerous initiatives such as corporate tie-ups, health camps, and digital campaigns, the hospital faces challenges related to optimizing corporate conversion rates and enhancing digital engagement. This study examines the effectiveness of these efforts and provides actionable recommendations for strengthening brand reputation and patient acquisition.

2. RESEARCH QUESTION

How do corporate engagement and patient outreach strategies influence brand reputation management at Apollomedics Super Specialty Hospital?

3. OBJECTIVES

- To identify key challenges in managing brand reputation in the healthcare sector.
- To assess the role of corporate engagement in strengthening brand reputation.
- To analyze the impact of online patient feedback on brand perception.
- To evaluate the outcomes of existing marketing and outreach programs.

- To recommend evidence-based strategies for enhancing brand reputation.

4. MATERIAL AND METHODS

STUDY DESIGN: Case-study based observational research using a mixed-method approach.

SETTING: Apollomedics Super Specialty Hospital, Lucknow.

STUDY POPULATION:

- Corporate clients, repeat patients, insured patients, and general patients involved in the hospital's outreach programs.

INCLUSION CRITERIA:

- Patients who availed services under corporate tie-ups and participated in hospital outreach activities.
- Patients who completed the brand perception survey.

EXCLUSION CRITERIA:

- Non-participating or unreachable patients.

STUDY TOOLS:

- Structured patient surveys (questionnaire covering brand trust, satisfaction, and service experience).
- CRM data analysis, corporate engagement logs, and sentiment analysis of online reviews.

DURATION OF STUDY: March 2025 – May 2025.

SAMPLE SIZE:

- 50 corporate entities contacted, 375 corporate OPD patients analyzed.
- 52 corporate patients converted into long-term patients.
- Online reviews (Google, Practo, JustDial) analyzed for sentiment.

SAMPLING TECHNIQUE: Convenience sampling.

DATA COLLECTION PROCEDURE:

- Collection of CRM reports, corporate logs, and online reviews.
- Administration of structured patient surveys.

- Conducting sentiment analysis using NLP tools.

OPERATIONAL DEFINITIONS:

Brand Reputation: The overall perception of the hospital by patients and external stakeholders.

Corporate Engagement: Marketing and partnership activities targeted at corporate organizations.

Patient Outreach: Hospital-led initiatives aimed at community education, health promotion, and patient acquisition.

5. DATA ANALYSIS PLAN

- Descriptive Statistics: Frequency, percentages, averages, and conversion rates.
- Quantitative Analysis: Survey responses, corporate OPD conversion data.
- Qualitative Analysis: Thematic evaluation of open-ended responses and staff interviews.
- Sentiment Analysis: Categorization of online reviews into positive, neutral, and negative sentiments.

6. ETHICAL CONSIDERATIONS

- Informed verbal consent obtained from all participants.
- Data anonymized and stored securely.
- Ethical approval granted by the Institutional Ethics Committee of Apollomedics Super Specialty Hospital.

7. IMPLICATIONS OF RESEARCH

The findings offer valuable insights for healthcare administrators seeking to improve corporate marketing, digital branding, and patient engagement strategies. This research can help healthcare institutions optimize corporate tie-up conversion rates, enhance online reputation management, and design more patient-centric outreach programs.

8. REFERENCES

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