

Impact of Localized Marketing on Diagnostics

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IIHMR-U/01/2023-25/1700

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Research Objectives



Study ADEH's
localised marketing
strategies



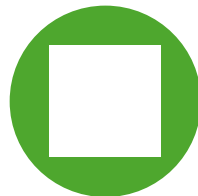
Compare diagnostic
usage before vs. after
campaigns



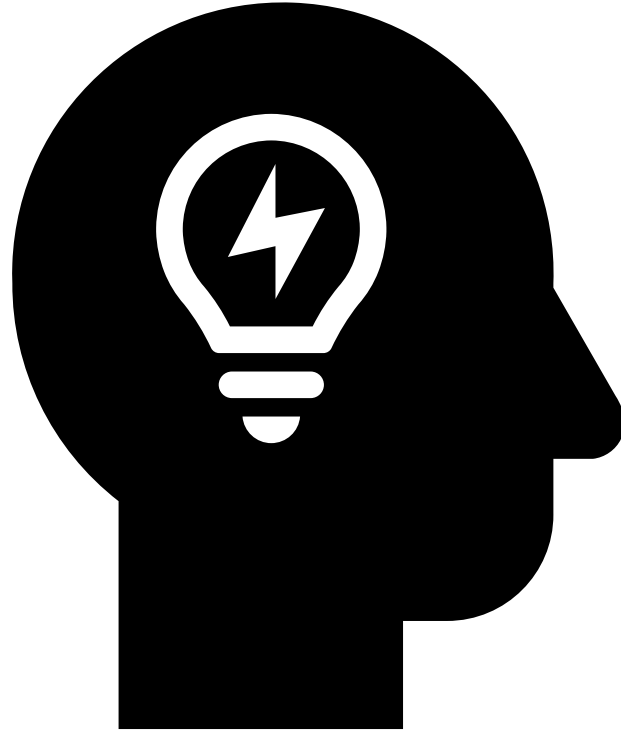
Understand patient
and staff feedback



Recommend
improvements for
better ROI



Problem Statement



- Diagnostic services were underutilized due to low local engagement and awareness.
- Conventional marketing lacked personalization and failed to build community trust.
- \ADEH Care needed to evaluate the impact of localized marketing on patient footfall and service usage.

Literature Review Highlights



21 % conversion of via the campaign.



Trust and loyalty drive repeat test.



Key metrics: conversion ratio, revenue, satisfaction.

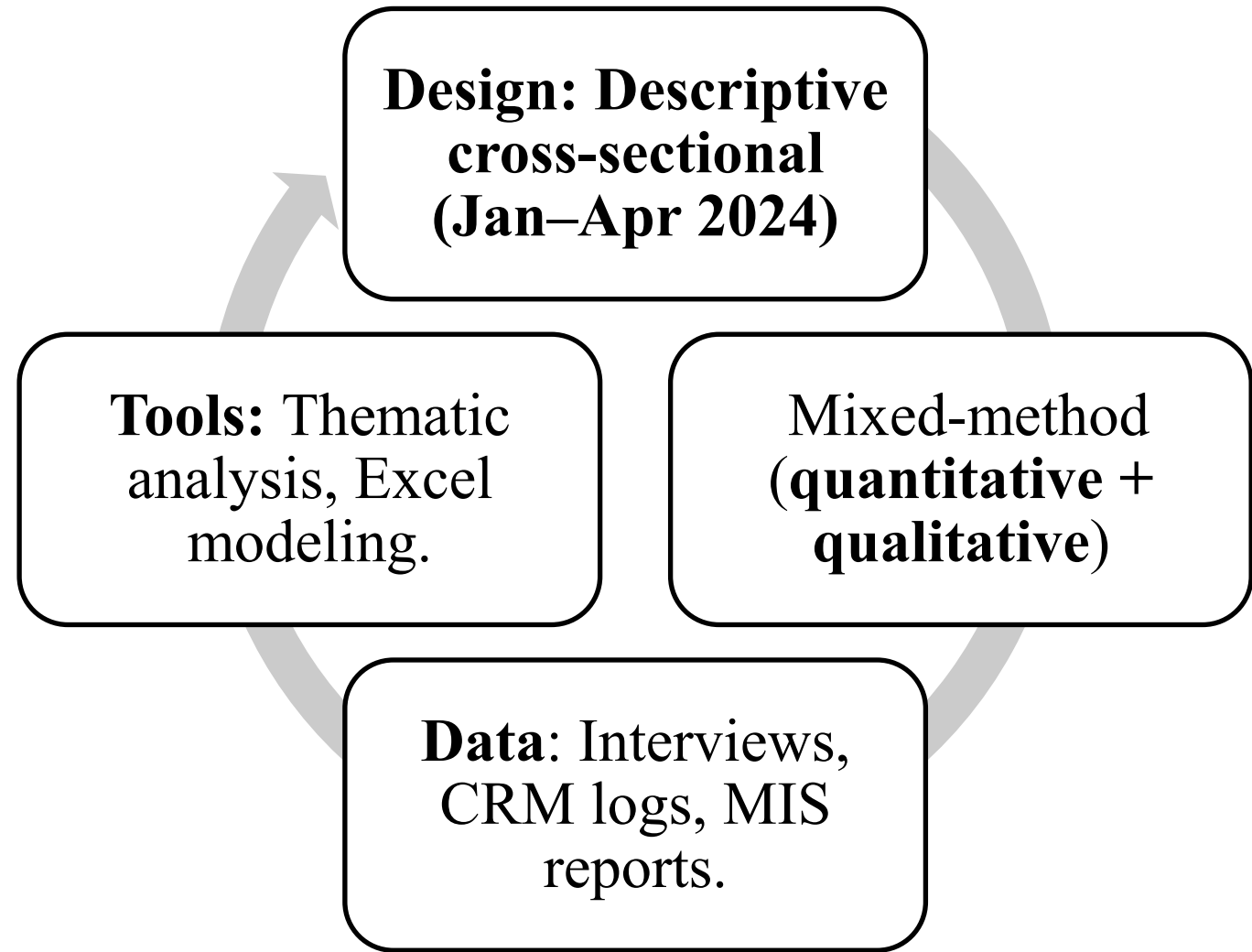


Gaps: lack of SOPs, frameworks, and digital tools.



Digital platforms can bridge trust gaps

Research Methodology



Key Results

- Patient footfall: +33.1%.
- Revenue growth: +30.5% CRM improved follow-ups by 35%.
- Most popular tests: HbA1c (+53.6%), Vitamin D (+76.7%)
- Conversion rate: 21%, Repeat visits: 18%



Performance Framework

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

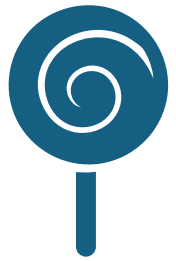


Conclusion

- Localised campaigns significantly boosted diagnostics
- Physical + digital strategy = best results
- Long-term success needs tech + personalized follow-up

Recommendation

- Integrate CRM with WhatsApp/SMS automation
- Build loyalty programs and re-engagement tools
- Design campaigns in local languages
- Use data-driven planning for zones and test offers



THANKYOU

