

Digital marketing In Hospitals

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OVERVIEW

➤ **Title**: A Study on Current Digital Marketing Strategies with reference to Cancer Hospitals

➤ **Objectives** :

- i. To review various digital marketing techniques in hospital sector.
- ii. To study current digital marketing strategy in a 300 bedded hospital.
- iii. To analyse feasibility of digital marketing strategies in a 300 bedded cancer hospital and recommend most feasible strategy.



Introduction:



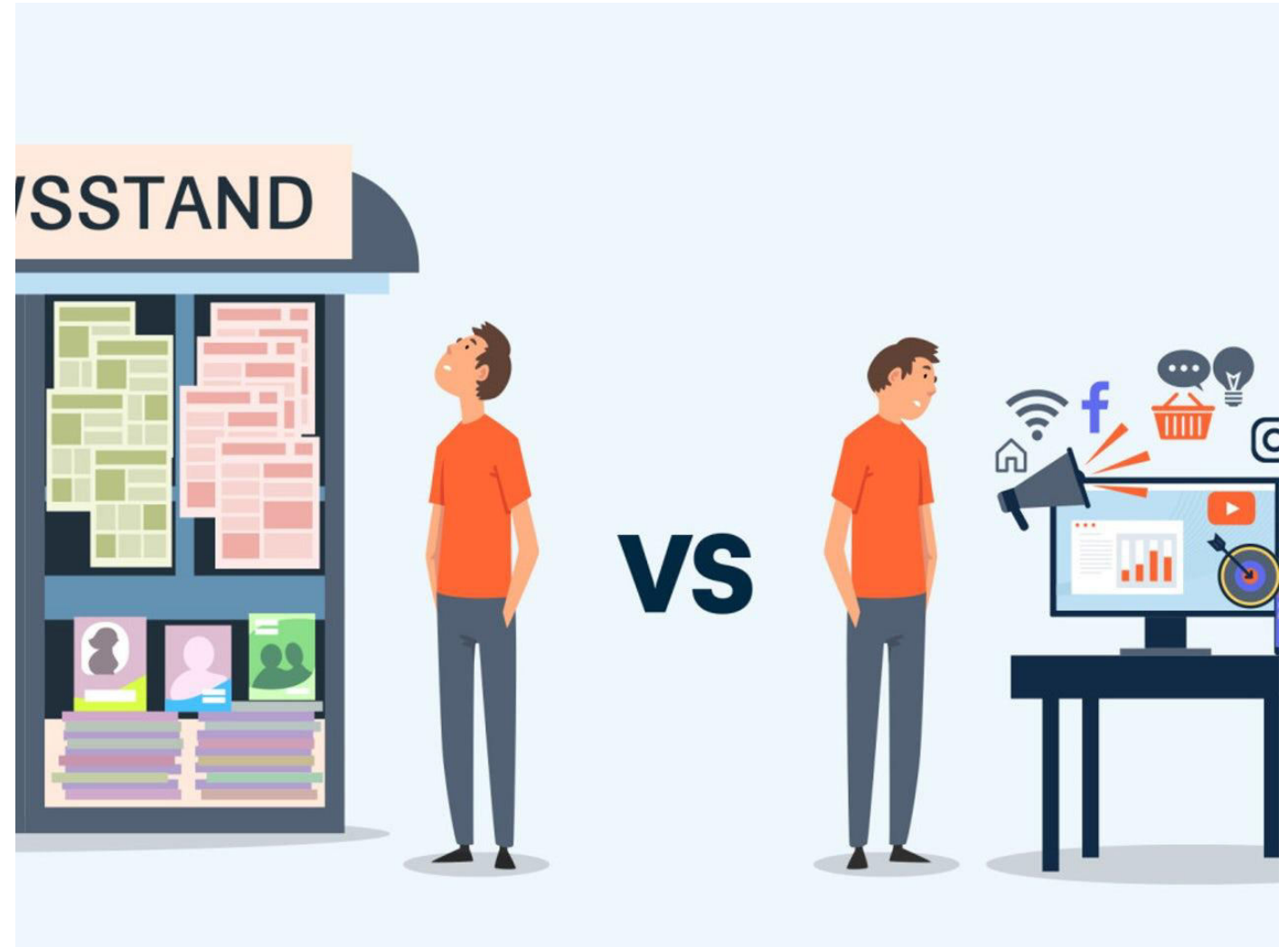
- Digital marketing is the marketing of goods and services via digital technologies.
- The Internet, for example, is a type of digital technology. However, it is not the only one. Digital marketing also includes marketing services and products using display advertising, mobile phones, and other digital media



- Digital promoting has provided doctors and health specialists the chance to display their quality service to the online or virtual world, on the far side their neighbourhood.
- Digital promoting permits Health specialists to proclaim experience to potential patients and to build skilled territory also to boost health care name.

Digital Marketing versus Traditional Marketing

- The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. While traditional marketing uses traditional media like magazines and newspapers, digital marketing uses digital media, such as social media or websites.
- Level of interaction with customer varies.
- Audience size differs to a large extent.



Types of Digital Marketing



Methodology

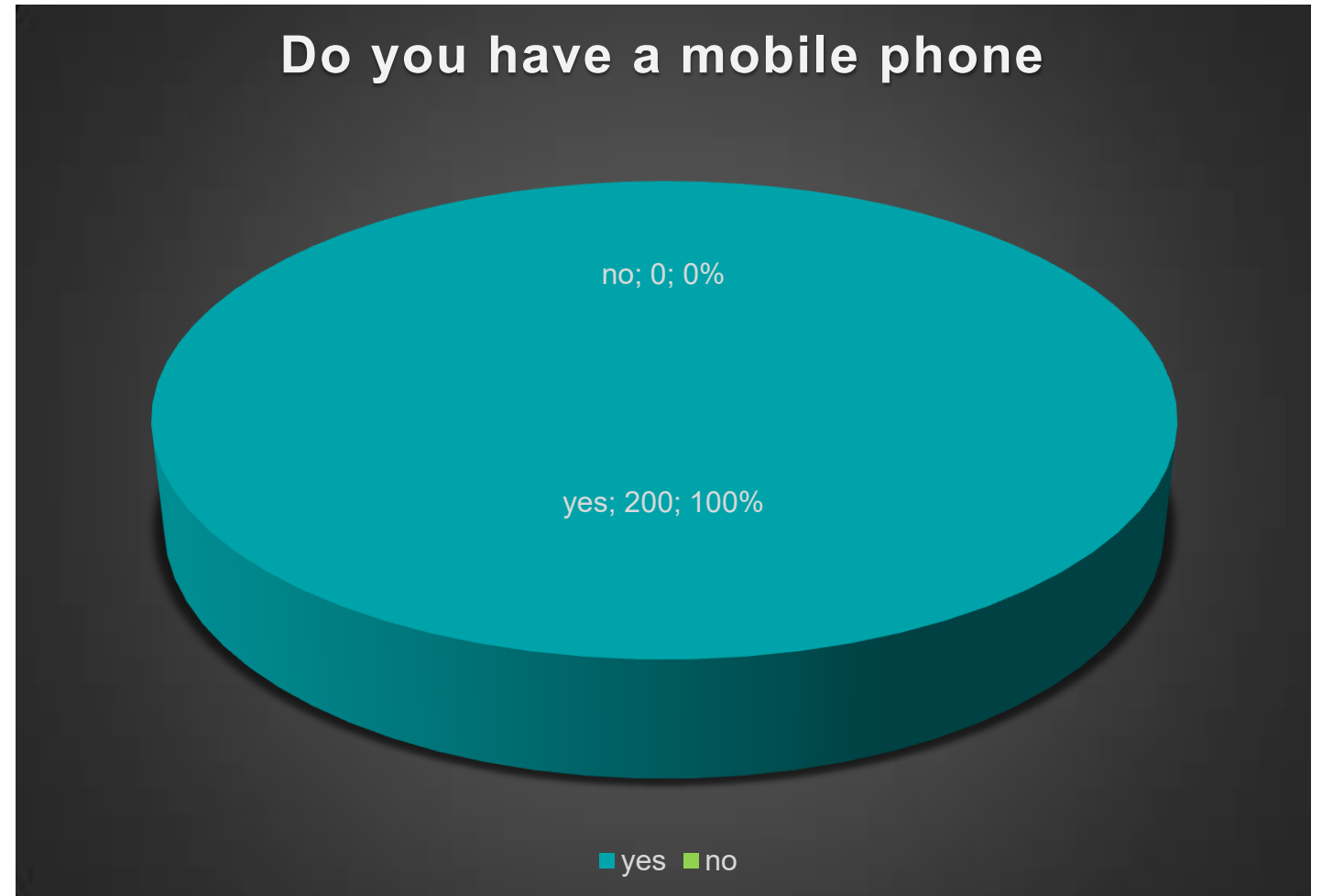
- **Type of Study:** Descriptive Study
- **Sampling Method:** Systematic Sampling is used for collecting data. Patients registered in OPD (were numbered starting from 1 everyday, and the patients having multiple of 5 were interviewed.)
- **Size:** 200 Patients. 10 patients per day in a sequence of multiple of 5 from OPD registration for **Sample** 20 days .
- **Data Collection Method :** Data was collected through interview schedules which consisted of 10 questions to gain information on the usage of mobile phones, social media, and the reach of marketing strategies of the hospital.



↑ RESULTS



To analyze the reach and effectiveness of the digital marketing strategies of Hospital, the questionnaire began with the most basic question that if the patients possess a mobile phone. It was found that all the respondents had a mobile phone thus making a way for the digital marketing tactics.

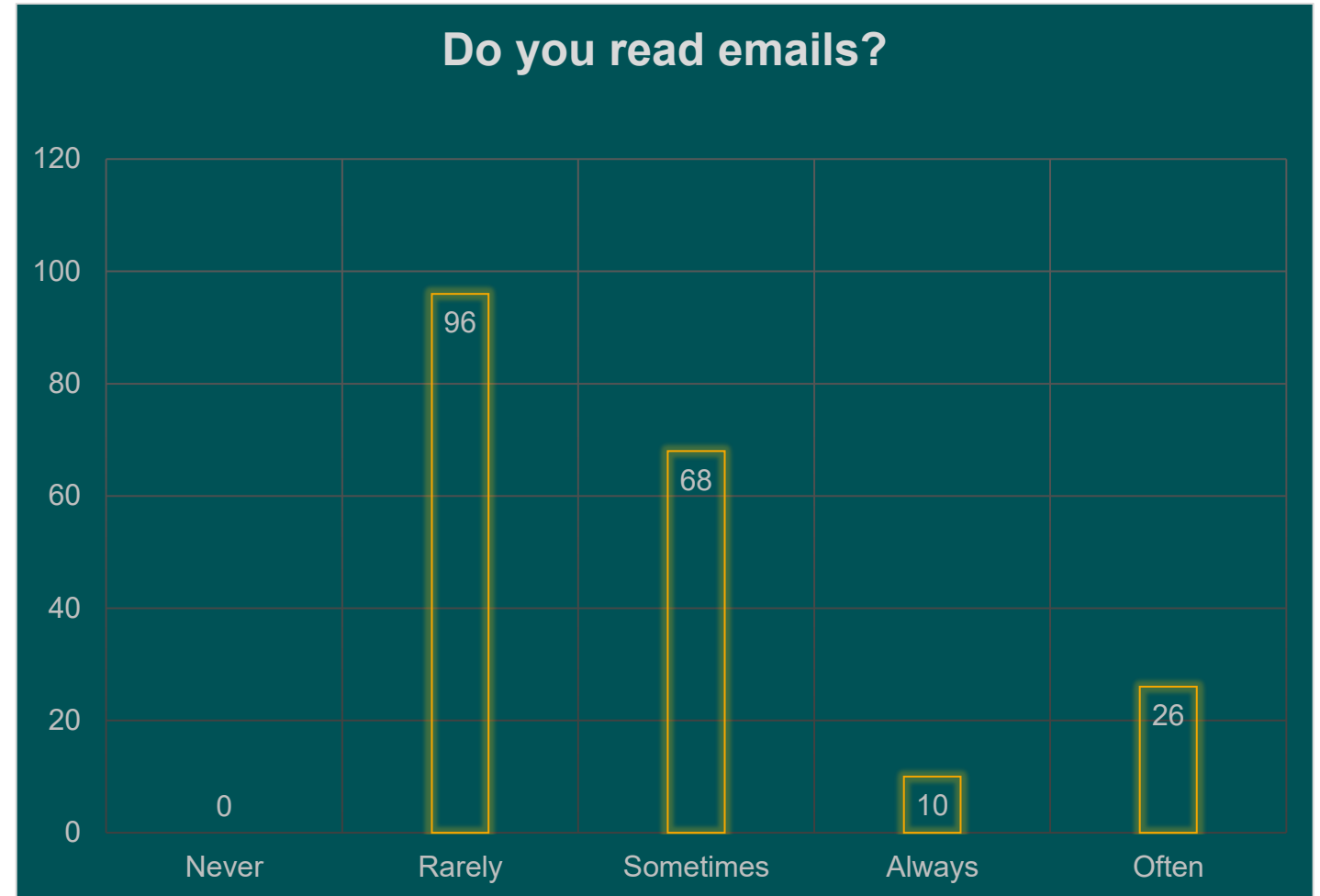


It was found that 162 respondents were actually active on text messages which accounts for about 81% of the total respondents and thus they are easily accessible through text messages.

11% of the respondents are moderately using and checking text messages and only 8% of respondents are nearly inactive.



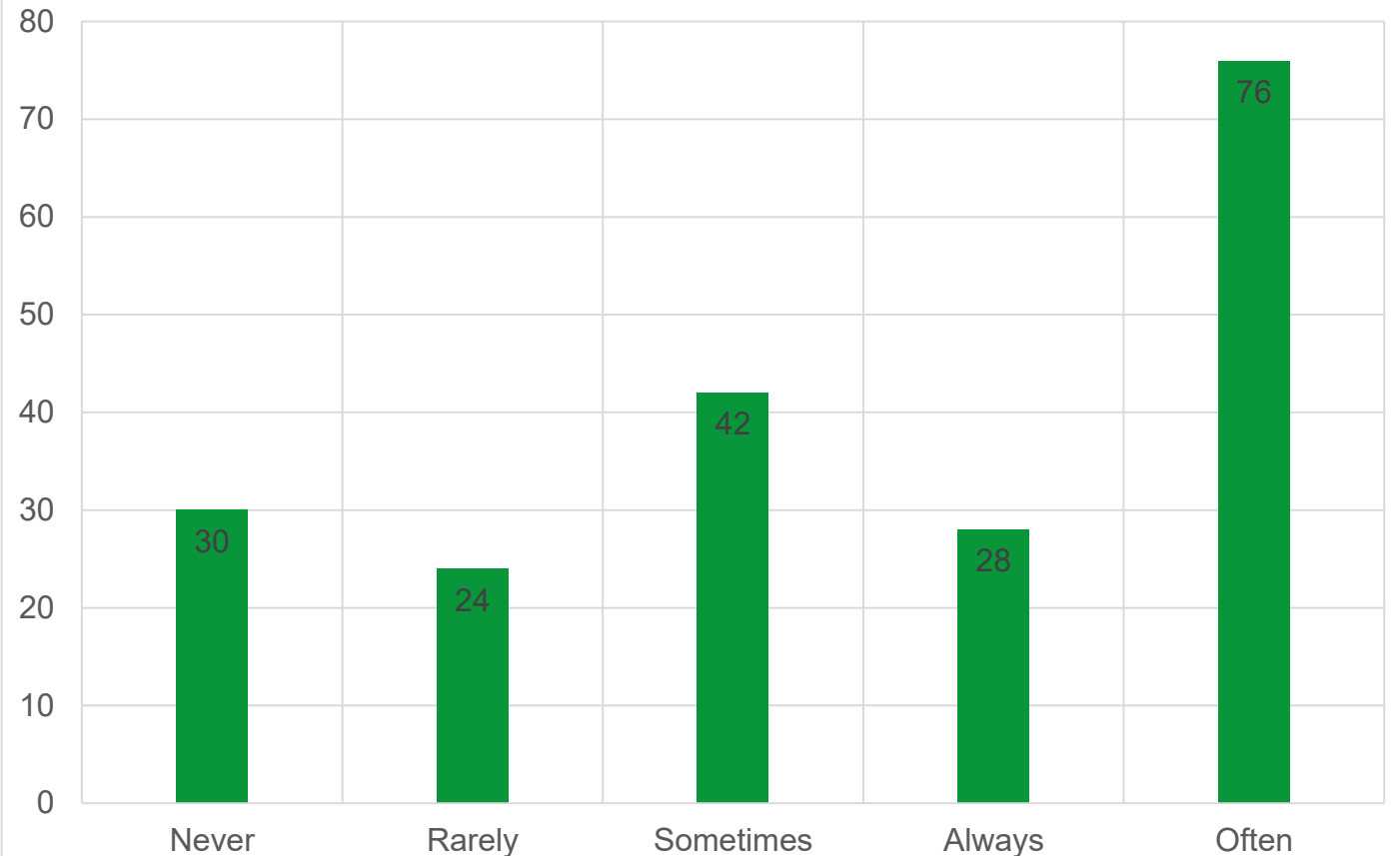
Only 18% of the respondents were accessible through emails. 34% respondents moderately read emails and 48% read emails rarely thus making the process flow of information a bit difficult via this channel.



15% of respondents did not use social media while 12% rarely used it.

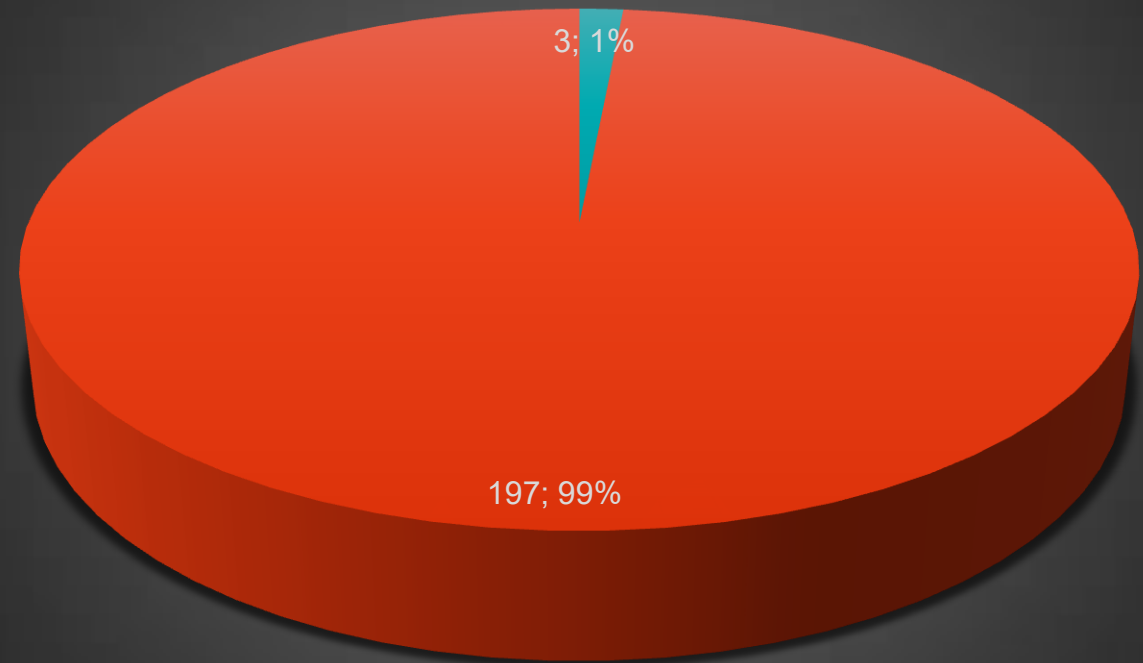
21% of respondents are moderately active on social media while 52% of respondents are using social media platforms on a daily basis.

Do you use social media



Only 3 respondents that accounts for just 1% have seen posts related to BMCHRC on social media;. Thus this shows that the current Digital Marketing strategies are not efficient and donot reach the target audience.

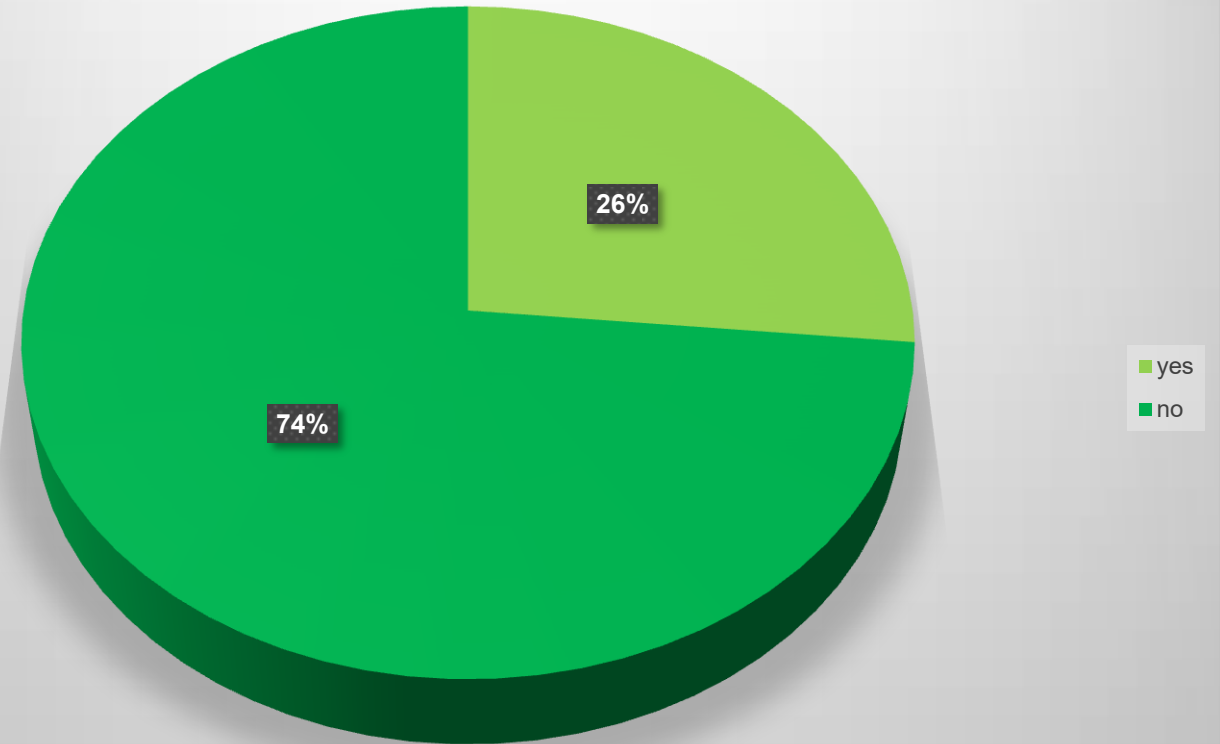
Have you ever seen a post related to BMCHRC on social media?



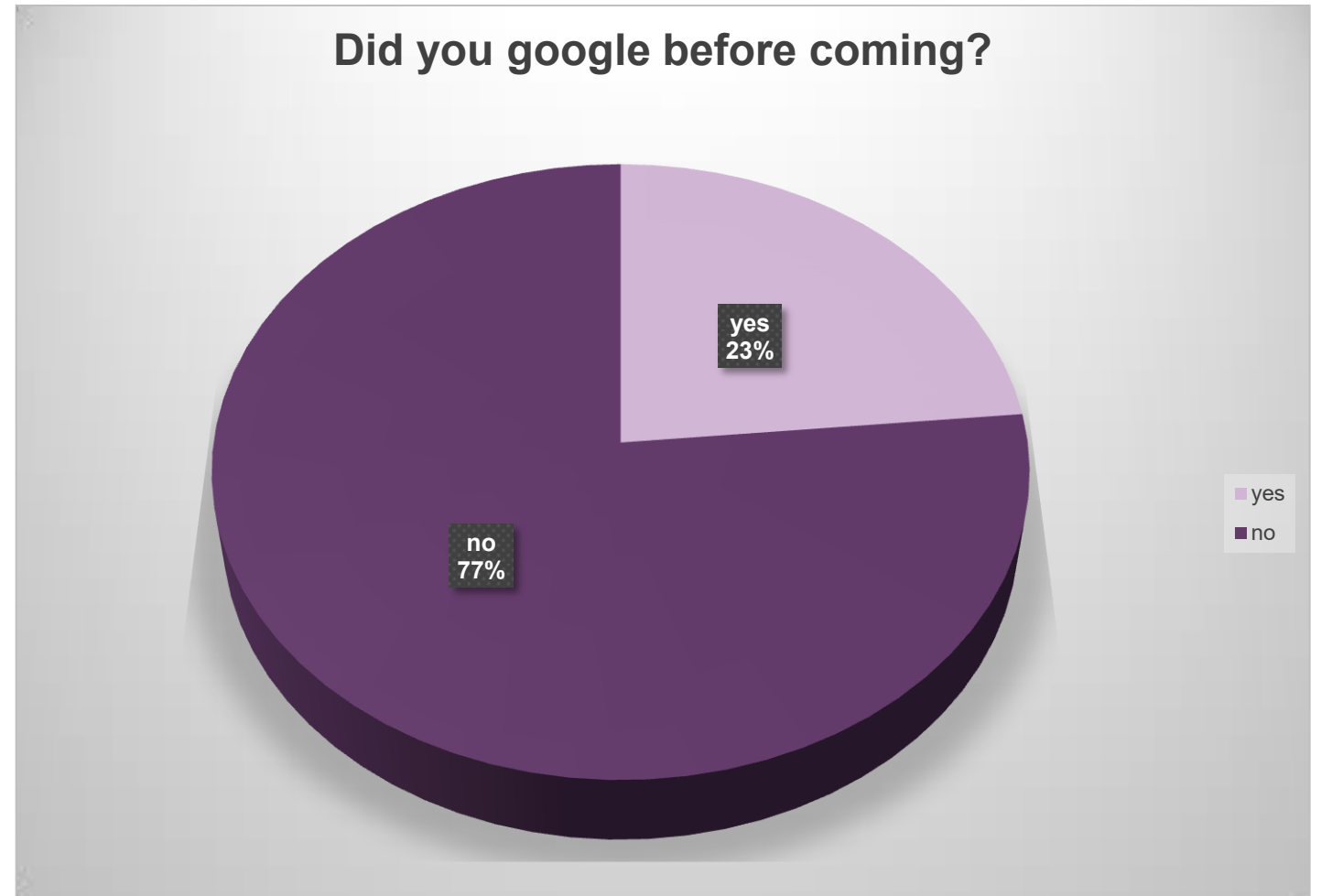
yes no

The hospital has a website and it has been practicing Pay Per Click and Search Engine Optimisation that lands the explorer on the Hospital's website. Only 26% of respondents have surfed the Hospital's website. 74% of the respondents have never been to the Hospital's website.

Have you ever been to hospital's website?

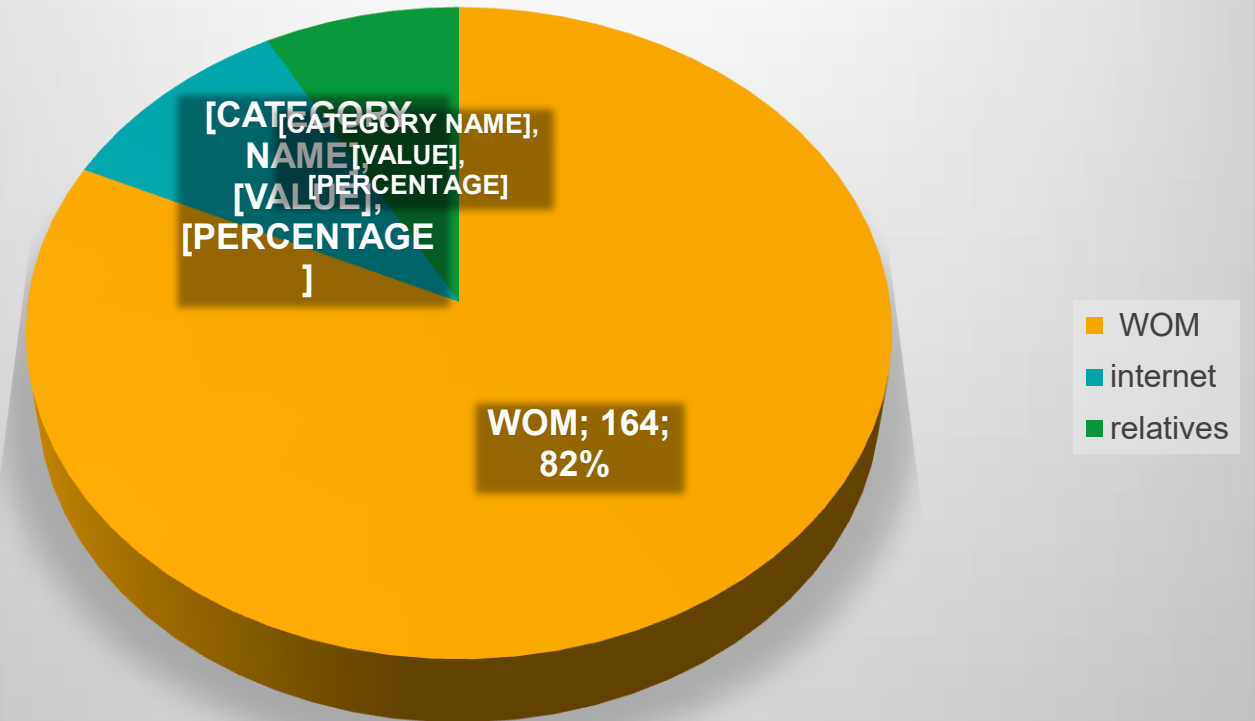


Only 23% respondents searched for the hospital on Google search Engine before visiting the Hospital.



Although the hospital has been practicing various marketing strategies but Word of Mouth is still considered to be the most common and reliable source of Hospital's information. 10% of respondents came to know about the hospital through Internet sources while 8% of respondents came to know about the hospital through relatives and friends.

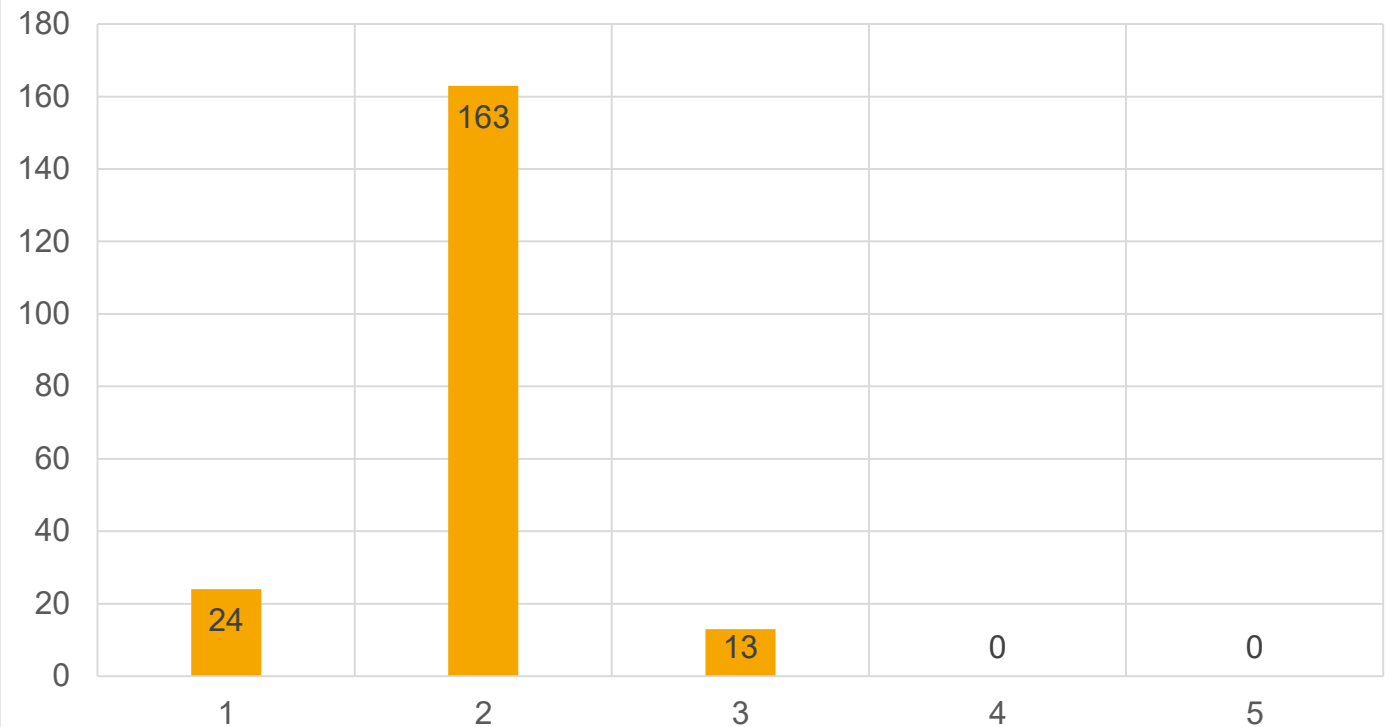
How did you come to know about hospital?



According to 12% of respondents negative feedbacks or google reviews do not affect the decision making for consulting a healthcare service while approximately 82% of respondents think that it does slightly affect the decision making process.

6.5% of people assume that the negative feedbacks and reviews play a moderate role in decision making for healthcare consultation services.

How much does a google review/rating influence your decision making for consulting of a healthcare service?



OBSERVATIONS & RESULTS



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- All the 200 respondents possess a mobile phone.
 - 81% of the total respondents are easily accessible through text messages. 11% of the respondents are moderately using and checking text messages and only 8% of respondents are nearly inactive.
 - 18% of the respondents are accessible through Emails. 34% respondents moderately read emails and 48% read emails rarely thus making the process flow of marketing a bit difficult via this channel.
 - 15% of respondents do not use social media while 12% rarely used it. 21% of respondents are moderately active on social media where as 52% of respondents are using social media platforms on a daily basis.

- Only 3 respondents out of 200 that accounts for just 1% have seen posts related to BMCHRC on social media. Thus this shows that the current Digital Marketing strategies are not efficient and do not reach the target audience.
- Only 26% of respondents have surfed the Hospital's website. 74% of the respondents have never been to the Hospital's website and Only 23% respondents searched for the hospital on Google search Engine before visiting the Hospital.
- Word of Mouth is still considered to be the most common and reliable source of Hospital's information. 10% of respondents came to know about the hospital through Internet sources while 8% of respondents came to know about the hospital through relatives and friends.
- According to 12% of respondents negative feedbacks or google reviews do not affect the decision making for consulting a healthcare service while approximately 82% of respondents think that it does slightly affect the decision making process. 6.5% of people assume that the negative feedbacks and reviews play a moderate role in decision making for healthcare consultation services.

CONCLUSION:

- By the results and the discussions laid above it can be concluded that the hospital's current digital marketing practices which include Social Media Marketing, Search Engine Optimisation and Pay per Click do not reach the target audience due to the lack of bridging platforms such as social media between the consumer and the hospital service.
- Word of mouth remains a very crucial and major form of passing the information about the Hospital.
- As per analyzing the results and the data collected from the research study it can be concluded that text message marketing is one of the most feasible and efficient forms of digital marketing for the 300 bedded cancer hospital.



THANK YOU