

1. Title:

Evaluating the Impact of Marketing Channel Performance on Revenue Opportunities: A Case Study of [Manipal hospital, Dwarka]

2. Introduction:

In an increasingly competitive healthcare landscape, effective marketing has become vital not only for patient engagement but also for driving organizational revenue. Hospitals are investing in diverse marketing channels—from SEO and paid digital ads to social media and patient referral programs—yet not all these efforts yield equal results. This study investigates the performance of various marketing channels used by [Manipal hospital] and analyses how optimizing underperforming channels can open up new or existing revenue opportunities.

The research focuses on identifying gaps in channel efficiency and recommending targeted improvements to boost patient engagement and revenue generation, without relying on confidential patient information.

3. Research Question:

- Which marketing channels are currently underperforming at [Manipal hospital]?
 - What improvements can be made to enhance their performance?
 - What potential revenue streams can be better leveraged or introduced through improved marketing strategies?
-

4. Objectives:

- To assess the performance of current marketing channels used by [Manipal hospital].
 - To identify low-performing channels and diagnose potential reasons for underperformance.
 - To suggest evidence-based marketing improvements that can drive higher patient engagement.
 - To explore new or underutilized revenue streams that can be supported through targeted marketing.
-

5. Hypothesis:

H₀: There is no significant relationship between marketing channel performance and the hospital's ability to enhance revenue opportunities.

H₁: Improving underperforming marketing channels can positively influence the hospital's revenue-generating potential.

6. Material and Methods:

- **Study Design:** Descriptive cross-sectional case study with mixed-method analysis
 - **Setting:** [Manipal hospital], [Delhi], [India]
 - **Study Population:** Internal marketing and revenue performance data from 2023–2024
 - **Inclusion Criteria:** All digital and offline marketing channels with available performance metrics
 - **Exclusion Criteria:** Channels with insufficient or missing data
 - **Study Tools:** Google Analytics, Meta Ads Manager, CRM reports.
 - **Duration of Study:** 2 months (April to May 2025)
 - **Sample Size:** Performance data from minimum 5 key channels (SEO, social media, email, PPC, referrals)
 - **Sampling Technique:** Purposive sampling (focused on main revenue-generating departments)
 - **Data Collection Procedure:** Secondary data collection through hospital marketing and finance teams
 - **Operational Definitions:**
 - **Channel Performance:** Measured by engagement, reach, CTR, conversion rate, and ROI
 - **Revenue Opportunity:** Estimated potential or historical value of service lines promoted through marketing
-

7. Data Analysis Plan:

- Comparative analysis (performance of different channels over time)

- Correlation matrices to analyze channel performance vs. service uptake
- Visualizations via Google Sheets or Excel dashboards

8. Ethical Considerations:

- No patient-identifiable information will be used
- All internal data used with written permission from hospital administration
- Data will be anonymized and stored securely
- Institutional approval obtained from the hospital's ethics and management committee

9. Implications of Research:

This study will help hospital administrators understand which marketing channels are truly contributing to revenue and which are draining resources. The insights will support data-driven decision-making for reallocating budgets, improving content strategies, and possibly launching new services backed by strong-performing marketing efforts.

10. References:

1. Ventola CL. social media and health care professionals: benefits, risks, and best practices. P T. 2014;39(7):491-520.
2. Bahadori M, Ravangard R, Raadabadi M, Yusefzadeh H, Nasiri S. Factors affecting hospital marketing performance: a systematic review. Health Mark Q. 2020;37(1):36-47.
3. Google. Google Health Marketing Reports 2023 [Internet]. Mountain View (CA): Google; 2023 [cited 2025 Apr 18]. Available from: <https://health.google/marketing/reports>
4. Mahajan S. Digital healthcare marketing: an overview. Int J Health Care Qual Assur. 2021;34(5):423-37.