

“Effect of Health Camps and Community Outreach on Hospital Visibility – Rungta Hospital, Jaipur”

Introduction

- Community outreach and free health camps are becoming vital in healthcare marketing and public health engagement.
- Rungta Hospital (100-bed, multi-specialty in Jaipur) regularly organizes health camps in underserved areas.
- These camps aim to provide free screenings, consultations, and awareness—also serving as a branding tool.



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Aim and Objectives

- **Aim:**
To analyze the effect of health camps and outreach activities on hospital visibility, trust, and patient engagement.
- **Objectives:**
 - Measure awareness levels post-camp.
 - Assess impact on visibility and footfall.
 - Evaluate public perception of services.
 - Analyze effectiveness as a branding tool.
 - Recommend future strategies.

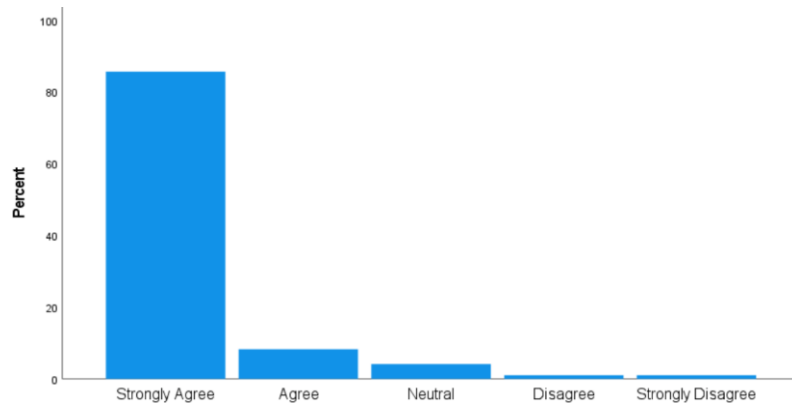


Research Methodology

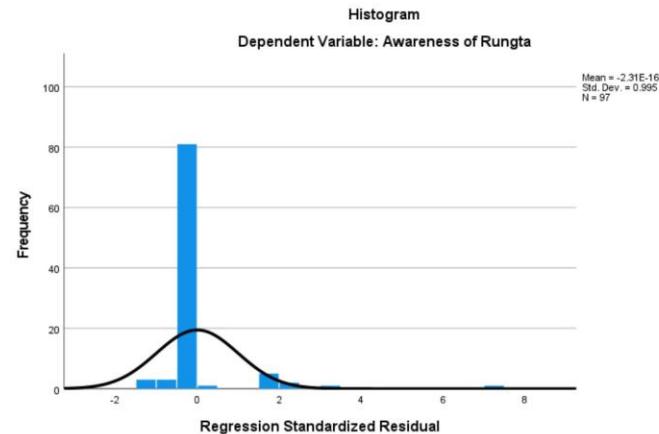
- **Design:** Descriptive cross-sectional, mixed-method approach.
- **Setting:** Rungta Hospital, Jaipur.
- **Sample:**
 - 100 camp attendees (convenience sampling)
 - 5 hospital staff (purposive sampling)
- **Tools:**
 - Structured questionnaires (quantitative)
 - Staff interviews (qualitative)
- **Analysis:** SPSS, thematic coding

Key Quantitative Findings

94.8% gained more awareness of Rungta post-camp; 96.9% likely to revisit.



Regression shows camp quality predicts 33.5% variation in awareness ($R^2 = 0.335$).



Key Quantitative Finding



- **94.8%** attendees gained trust post-camp.
- **96.9%** likely to seek treatment at Rungta.
- **95.9%** would recommend the hospital.
- Significant increase in brand recall and geographic awareness.
- Regression $R^2 = 0.335$ showing organized camps improved awareness.

Qualitative Insights



Health camps built **community trust** and made the hospital more approachable.



Staff perceived **increased patient inflow** post-camp.



Outreach acted as **emotional engagement**—key for brand loyalty.



Challenges: managing logistics, patient expectations, and continuity of care.

Discussion



- Outreach programs serve **dual purposes**—CSR and strategic marketing.
- Reinforced by **Trust Theory** and **Health Belief Model**.
- Converts awareness to action
→ increased patient visits.
- Validated by literature and aligned with patient-centered care models.

Recommendations



- Develop structured **outreach strategy** aligned with hospital goals.
- Ensure **continuity of care** with camp follow-ups.
- Strengthen **community partnerships** (NGOs, influencers).
- Create **evaluation systems** to measure impact (e.g., ROI, patient feedback, NPS).
- Integrate outreach into broader **marketing strategy**.

Conclusion



- Health camps at Rungta Hospital significantly enhanced hospital visibility and trust.
- Outreach is not just social work—it is a **powerful marketing and engagement tool**.
- For mid-sized hospitals, strategic and well-planned camps can drive long-term patient relationships, loyalty, and growth.

Thank You

