

SYNOPSIS

TITLE:

Effect of Health Camps and Community Outreach on Hospital Visibility: A Study at Rungta Hospital, Jaipur

INTRODUCTION

In the evolving healthcare landscape, hospitals are recognizing the value of proactive community engagement as a marketing strategy. Health camps and outreach programs serve dual purposes—fulfilling social responsibility and enhancing hospital visibility. These initiatives reach underserved populations, offer preventive care, and create awareness about available healthcare services.

Rungta Hospital, a 100-bedded multi-specialty facility located in Malviya Nagar, Jaipur, regularly organizes health camps in nearby rural and urban areas. However, the actual impact of these initiatives on hospital visibility and patient inflow remains underexplored.

This study aims to examine how such community-based efforts influence public awareness, brand recall, patient trust, and ultimately the footfall to Rungta Hospital. It will provide actionable insights into how outreach efforts can serve as strategic marketing tools for hospitals.

RESEARCH QUESTIONS

- To what extent are community members aware of Rungta Hospital before and after attending its health camps?
- How do health camps and outreach programs influence patient footfall at Rungta Hospital?
- Does participation in health camps increase trust and preference for Rungta Hospital among community members?

OBJECTIVES

- To assess the level of awareness about Rungta Hospital among health camp attendees.
- To evaluate the impact of health camps and outreach programs on the hospital's visibility and OPD/IPD patient footfall.
- To understand community perceptions regarding the usefulness and quality of the hospital's outreach services.
- To identify the effectiveness of community outreach as a marketing tool for enhancing brand recall and hospital preference.

- To recommend strategies for improving visibility through targeted outreach programs.

HYPOTHESIS

Participation in health camps and outreach programs increases community awareness, trust, and preference for Rungta Hospital, leading to a measurable rise in patient footfall.

MATERIAL AND METHODS

Study Design: Descriptive cross-sectional study.

Place:

Rungta Hospital, Malviya Nagar, Jaipur, and its surrounding outreach areas.

Study Population:

- Inclusion Criteria: Adults (18 years and above) who have attended health camps organized by Rungta Hospital in the last 6 months.
- Exclusion Criteria: Individuals who attended camps but were not willing to participate or could not recall camp details.

Study Tools:

- Structured questionnaire for camp attendees.
- Interview guide for hospital marketing staff.
- Review of hospital records (camp reports and OPD/IPD registers).

Duration of Study:

April 2025 – June 2025

Sample Size:

- 100 community members who attended health camps.
- 5 hospital staff from the outreach and marketing team.

Sampling Technique:

- Community members: Convenience sampling.
- Hospital staff: Purposive sampling.

Data Collection Procedure:

Primary data will be collected through structured questionnaires administered during follow-up visits or telephonic interviews. Secondary data including monthly OPD/IPD footfall before and after outreach programs will be obtained from hospital records.

Operational Definitions:

- Hospital Visibility: The degree to which individuals are aware of the hospital's existence, services, and reputation.
- Health Camps: Medical outreach events providing basic health screenings and consultations at no cost in the community.
- Community Outreach: Any health-related service or activity conducted outside the hospital premises to engage with the public.

DATA ANALYSIS PLAN

The collected data will be entered and analyzed using SPSS software.

- Descriptive statistics: Mean, percentage, frequency for demographic and awareness variables.
- Inferential statistics: Chi-square tests to examine associations between participation in health camps and hospital visit behavior.
- Graphs and tables will be used for data visualization.

ETHICAL CONSIDERATIONS

- Informed verbal or written consent will be obtained from all participants.
- Confidentiality and anonymity of the participants will be maintained.
- The study will be conducted only after approval from the appropriate institutional authority.

IMPLICATIONS OF RESEARCH

This research will help understand how community-based health initiatives can be leveraged for enhancing hospital marketing and visibility. It will offer insights for mid-sized hospitals to align outreach strategies with patient acquisition goals, thus bridging social responsibility with business sustainability.

References

(A list of academic papers, articles, and industry reports relevant to the topic will be included)