



A STUDY ON EFFECTIVENESS OF MARKETING ACTIVITIES CONDUCTED BY HOSPITAL IN DIFFERENT GEOGRAPHICAL LOCATIONS

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INTRODUCTION

Healthcare marketing is important because healthcare marketing allows you to increase your patient connections and nurture those relationships to form long-term, loyal patients. Successful healthcare marketing leads to successful patient engagement, and successful patient engagement leads to a booming practice i.e., increase in patient footfall and revenue of the healthcare facility.

Patient footfall and revenue at HCG decreased gradually after COVID which eventually resulted in lower popularity of hospital. To rectify the situation the hospital introduced various marketing activities to spread the awareness about hospital in order to attract patients and increase the revenue generated in the hospital.

HCG is now treating patients under various government health schemes like PMJAY, RGHS, CGHS and has tie up with many corporates and TPA like ONGC and others to increase the patient footfall in the hospital. To make aware of these schemes and facilities provided by the hospital, HCG has started conducting marketing activities in various geographical locations in potential revenue and patient generating states based upon the trend before COVID era.

From Sept 2021-March 2022 a total of 187 activities were conducted in Ahmedabad, other cities of Gujarat which are divided in East, West, North, South Zone, Ahmedabad being the central zone), various cities of Rajasthan and U.

In April 2022 and May 2022 a total of 83 activities were conducted in these geographical locations giving a clear picture of increase in number of marketing activities conducted.

Types of marketing activities that are conducted are mass media, CME's, OPDs, Outreach OPDs, One to one meets, Campaigns (In house and outside)

Sept-21 to Mar-22

- 112 Activities in Ahmedabad
- 20 Activities in Other cities of Gujarat
- 34 Activities in various cities of Rajasthan
- 21 Activities in cities of UP

April and May 22

- 49 Activities conducted in Ahmedabad
- 10 Activities conducted in other cities of Gujarat
- 16 Activities conducted in various cities of Rajasthan
- 8 Activities conducted in various cities on UP

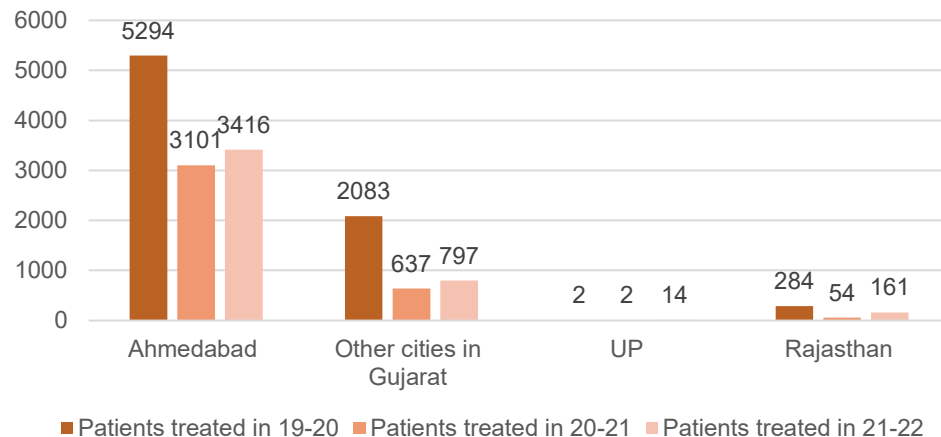


The study aims to analyse the data for the activities conducted and their effects and effectiveness in some cities of Gujarat, UP and Rajasthan for last six months (Sep 21- March-22) of FY22 and comparing their effect on the revenue generated and number of patients treated before (FY21) and after (FY22) these marketing activities were conducted.



This projects also **aims** to give out recommendations to increase the patient footfall and revenue generation in the coming months keeping the statistics of FY20 (before COVID) as the benchmark.

Comparative Analysis of Footfall in FY 20, 21 & 22



Marketing activities conducted for the hospital across several potential revenue generating states have been impactful or not?

RESEARCH QUESTIONS

How has the activities impacted in the revenue generation?

What practical steps can be taken to increase the reach and conversion rates of hospital footfall and engagement through current marketing strategies being performed at potential revenue and patient generating states.

RESEARCH OBJECTIVES

To find impact of marketing activities conducted by the hospital in potential states with respect to percentage increase in revenue from those states from FY21-FY22

To assess impact of marketing activities conducted by hospital in potential states in relation to change in number of patients treated from those states from FY21-FY22.

Effectiveness of marketing activities conducted in various zones of Gujarat and their effect on revenue in FY 22.

Effectiveness of marketing activities conducted in various potential states and their effect on revenue in FY 22.

Effectiveness of marketing activities conducted in various potential states and the number of patients treated for current financial year (FY23).

METHODOLOGY

STUDY DESIGN

- Retrospective cross-sectional study conducted by analyzing secondary data

STUDY SETTING

- Health Care Global Enterprise, Ahmedabad for FY-22 across several cities of Gujarat, Rajasthan and UP.

DATA COLLECTION

- Secondary data was gathered from HMIS (TCS), database of accounts department, database of marketing department.

SOURCES OF SECONDARY DATA

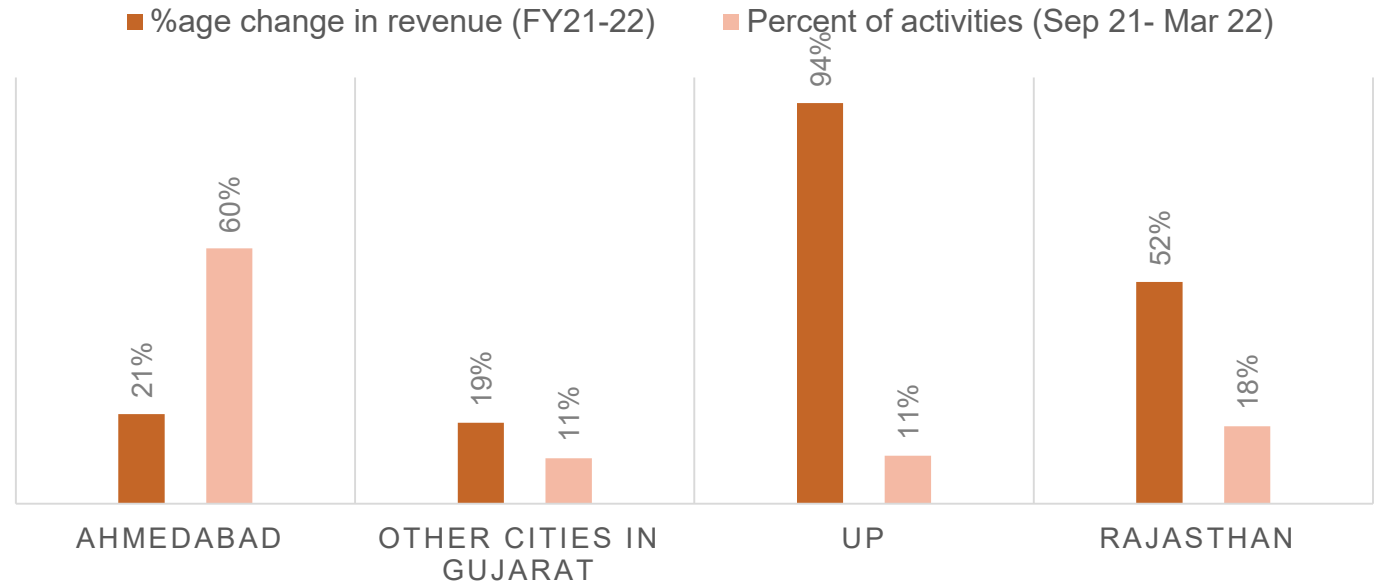
- All revenue related information was gathered from Accounts department of the hospital
- All information related to marketing activities conducted were gathered from Marketing department of HCG.

• STATISTICAL METHODS

- Secondary statistical analysis using MS Excel has been used as the quantitative methodology for data analysis

RESULTS AND INTERPRETATION

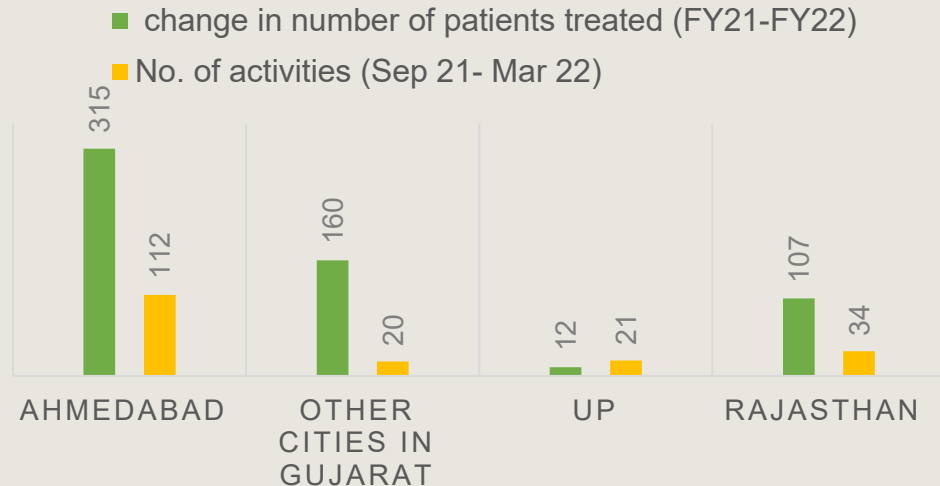
ACTIVITIES VS REVENUE CHANGE



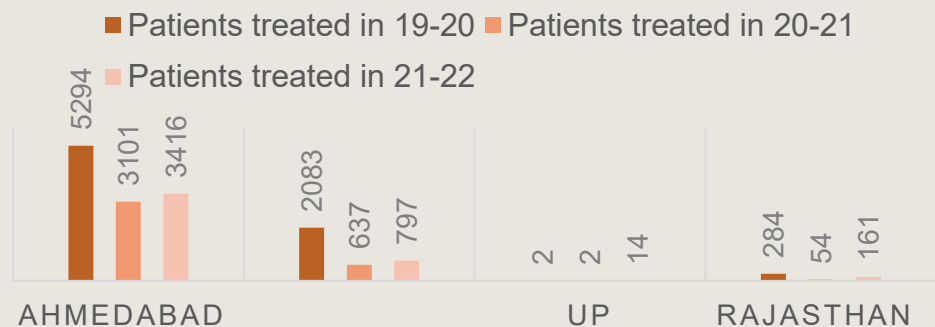
1. Percentage of marketing activities conducted by the hospital in potential states vs percentage increase in revenue from those states from FY21-FY 22

Number of activities done across Ahmedabad had an impact of 21% on the revenue while other cities in Gujarat impacted to 19% increase in revenue than the previous year. Outreach OPDs conducted in cities of UP (Agra, Lucknow) had a massive impact on the revenue growth up to 94% whereas activities conducted in cities of Rajasthan (Ajmer, Kota, Jodhpur, Jaipur) had an impact of 52% on the revenue change.

ACTIVITIES VS TREATED



COMPARATIVE ANALYSIS OF FOOTFALL IN FY 20, 21 & 22



2. NUMBER OF MARKETING ACTIVITIES CONDUCTED IN POTENTIAL STATES FROM SEPT-21 TO MARCH-22 VS CHANGE IN PATIENT FOOTFALL FROM FY21-FY22 FROM THOSE STATES.

There is a significant inclination in number of patients who were able to utilize hospital's services across several cities in the country.

A steep growth is seen in number of patients treated from UP (almost 600% growth) as compared to last year. It is a suspected outcome of the marketing activities (Ortho OPDs) done across the cities in UP (Agra and Lucknow).

The second figure depicts the comparison b/w FY 2019-20, FY 2020-21 and FY 2021-22 and it can be concluded from the values that there is a significant lay down in the footfall from Ahmedabad and Major cities of Gujarat and Rajasthan. There is almost 55% Declination in the footfall from Ahmedabad in Financial Year 21-22 as compared to benchmark financial year 19-20 and other cities in Gujarat including (Surat, Surendranagar) have shown almost 160% downfall in the footfall in year 21-22.

It is also observed that number of activities done in Ahmedabad seem to be much more than other parts of Gujarat wherein the footfall is only 3 times of number of activities while it is 8 times of the number of activities conducted in other cities of Gujarat. A similar trend can be seen in the activities done in Rajasthan and the outcome with almost three times the footfall to number of activities conducted.

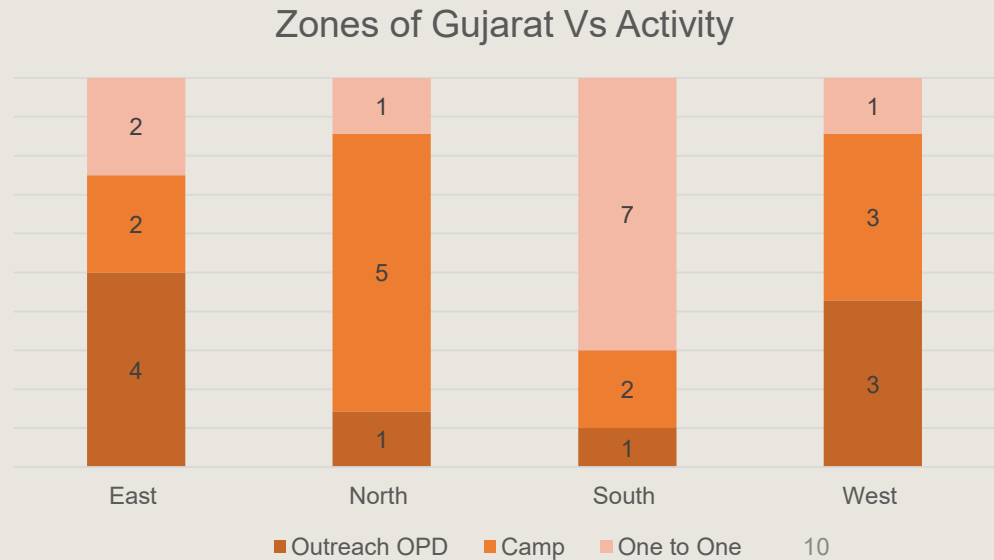
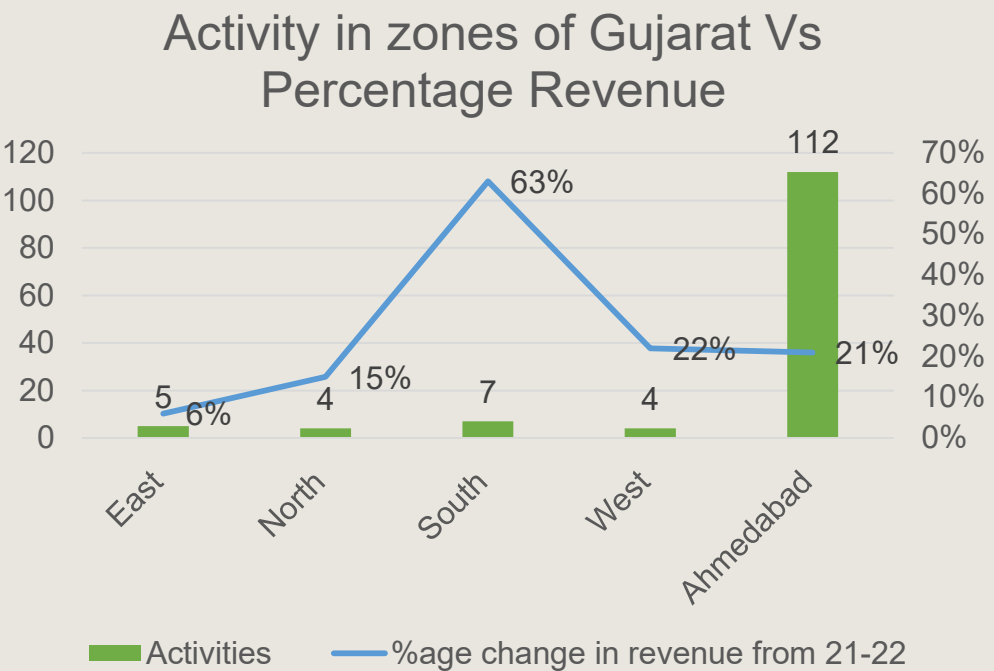
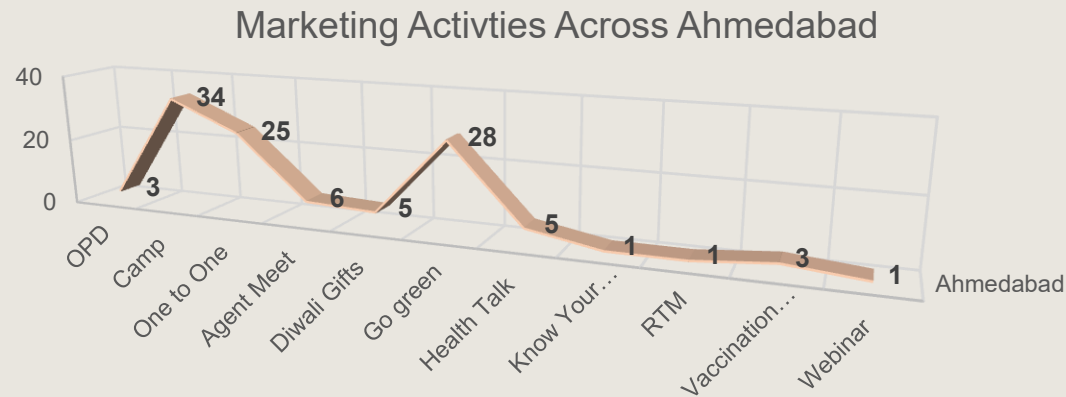
3. EFFECTIVENESS OF VARIOUS ACTIVITIES IN ZONES OF GUJARAT

It is prominent from the data that South Zone has the highest percentage revenue as compared to the other areas of the state leading with almost 41% compared to West.

Ahmedabad being the central zone had almost 5 times lesser revenue than the number of activities conducted in the city. On the other hand, West zone showed 5 times better outcome than the actual number of activities done.

From the second figure we can also interpret that activities like outreach OPDs and one to one meeting with the doctors were the major form of marketing in these zones.

From the below two charts we understand that there have been several marketing activities in Ahmedabad which have shown progressive impact on the %age revenue and footfall whereas several others were expected to give better outcomes but have shown a regressive trend. (Diwali gift, Go green)



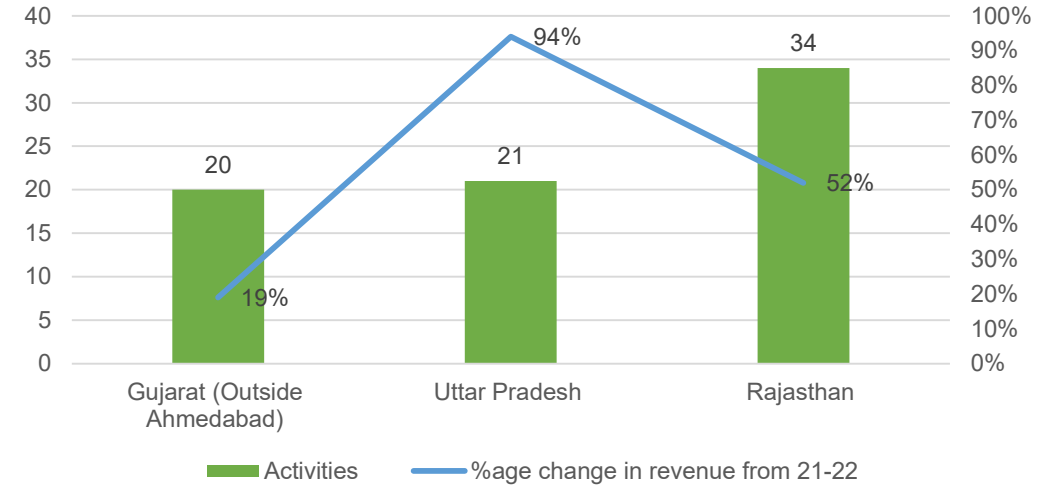
4. MARKETING ACTIVITIES CONDUCTED IN POTENTIAL REVENUE GENERATING STATE VS PERCENTAGE CHANGE IN REVENUE FROM FY21 TO FY 22

The following representations depicts the potential revenue generating states (Gujarat, Rajasthan and Uttar Pradesh) based upon data from previous Financial years.

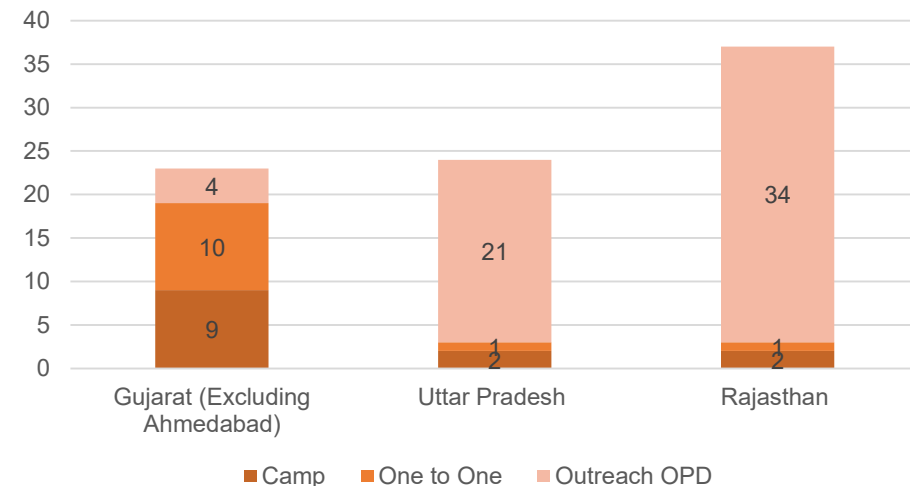
It is shown through the numbers that areas in Gujarat excluding Ahmedabad have accounted to as low as 19% revenue amongst the other two entities with more than 50% from Rajasthan and more than 90% from Uttar Pradesh.

There were several marketing activities done in UP and Rajasthan including 20 Outreach OPDs in UP and 33 in Rajasthan wherein 1 campaign in each state, whereas there were 9 one to one meetings with doctors and 8 campaigns arranged in different cities of Gujarat.

Activities in Potential Revenue Generating States Vs Percentage Revenue



Potential Revenue Generating States Vs Marketing Activity

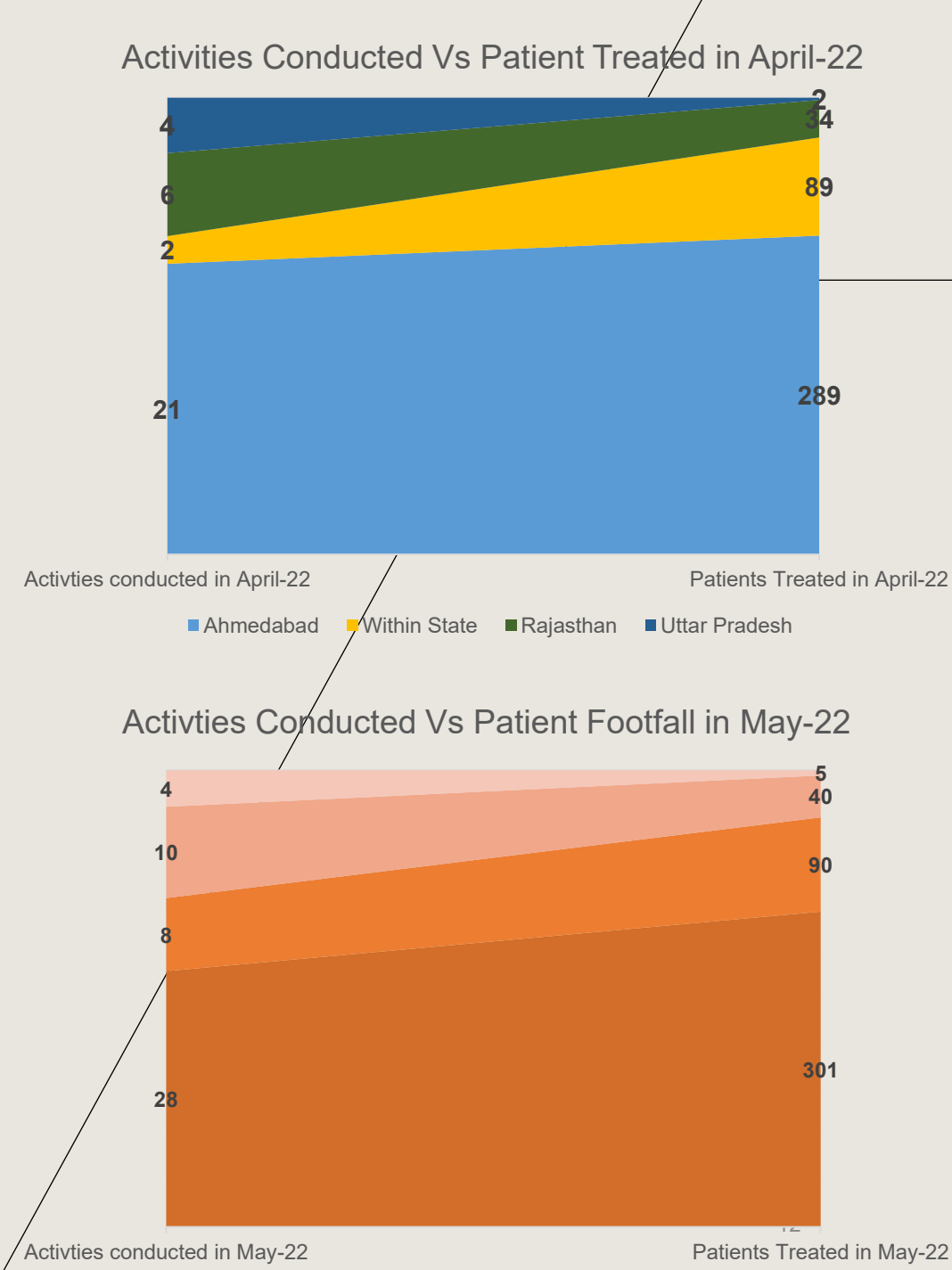


5. MARKETING ACTIVITIES CONDUCTED IN AHMEDABAD AND OTHER POTENTIAL REVENUE GENERATING STATES FOR APRIL AND MAY 22.

The following representation depicts the potential revenue generating states (Gujarat, Rajasthan and Uttar Pradesh) based upon data from previous Financial years.

It is shown through the numbers that areas in Gujarat excluding Ahmedabad have accounted to as low as 19% revenue amongst the other two entities with more than 50% from Rajasthan and more than 90% from Uttar Pradesh.

There were several marketing activities done in UP and Rajasthan including 20 Outreach OPDs in UP and 33 in Rajasthan wherein 1 campaign in each state, whereas there were 9 one to one meetings with doctors and 8 campaigns arranged in different cities of Gujarat.



DISCUSSION AND CONCLUSION

Healthcare Marketing is an integral part of running a successful hospital. Patients are now more informed than ever and hence there is a constant need to strategically plan and organize all the marketing efforts to keep up with current healthcare market.

The data from the marketing team was taken and then analyzed to figure out the actual change these activities brought. 21% of revenue change was observed from various activities done across Ahmedabad city indicating that the city still has got the potential and HCG can further capture the market with its continued marketing efforts.

Ortho-OPDs were conducted in the state of UP and it saw a massive growth of 600% in terms of number of patients utilizing the service. HCG targeted two major cities in UP (Agra and Lucknow) and its outreach OPD of orthopedics reaped rewards. Identifying where our offering will be most required is the first step towards moving beyond one's vicinity.

Mapping out key target markets for the range of services is critical in carrying out marketing activities. UP and Rajasthan have emerged as the new potential markets for HCG to further explore with both showing 90% and 50% revenue increases, respectively. Possibilities are limitless but efforts are to be carefully planned and budgeted to gain the upper hand in the market as compared to other hospitals.

RECOMMENDATIONS

Cities of UP just need to be touched by monthly OPDs, pamphlets, media and social media coverage.

Ahmedabad needs more extensive marketing approach. There should be more focus on weekly OPDs, one to one meets and monthly camps should be conducted both in house and out of hospital.

Revenue from other cities of Gujarat remains very low as compared to activities conducted there. Number of camps conducted should increase in East zone while one to one meet should be increased in both North and East zones,

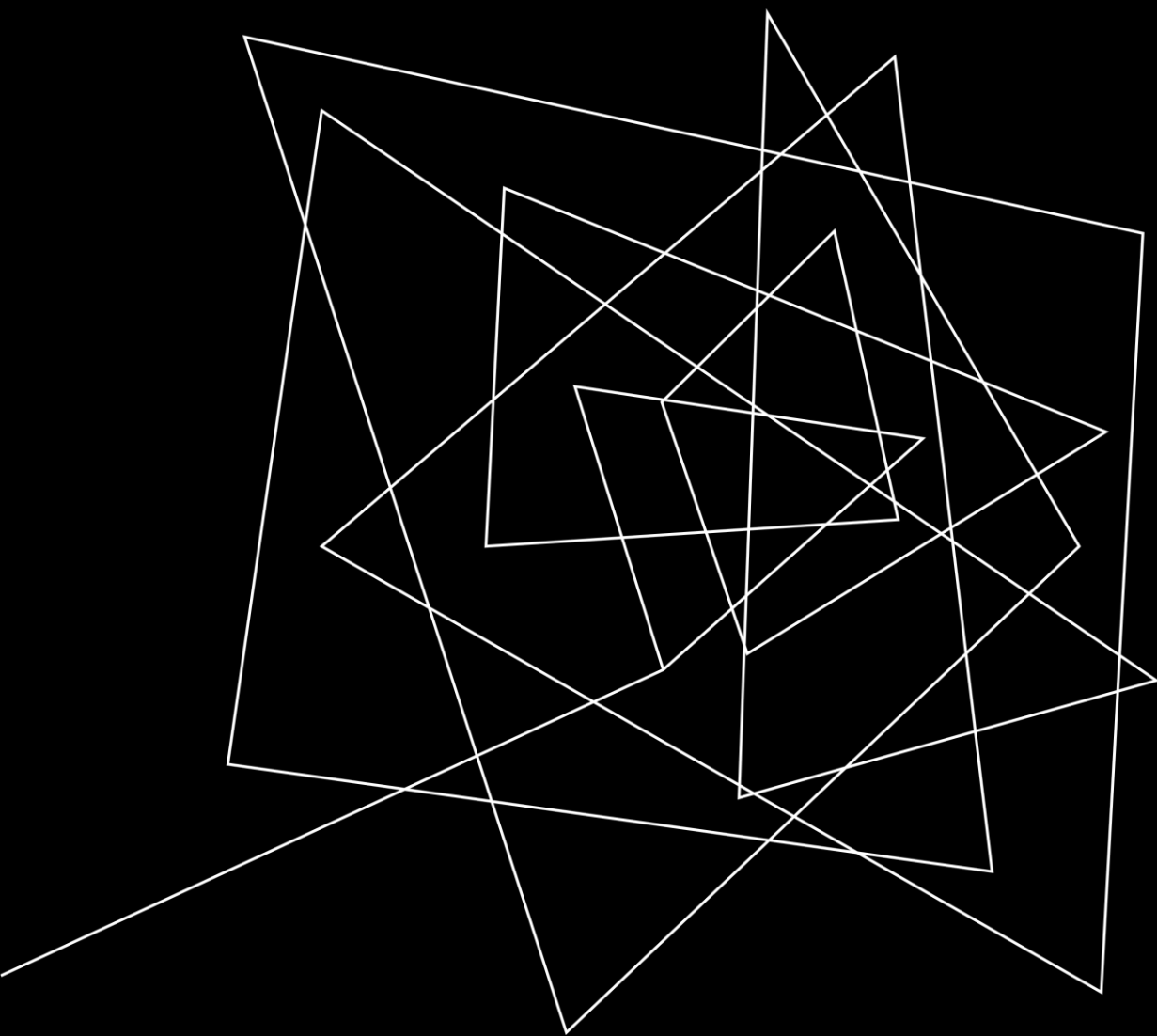
One to one meet and number of camps should be increased in cities of Rajasthan to increase awareness about treatment under RGHS scheme. Extensive publicity through media coverage should be done. (Newspapers, radio, pamphlets, social media etc.)

Overall frequency of marketing activities should be increased gradually over the months. On an average, 50-55 activities should be conducted looking at May's trend.

Other potential states like Maharashtra and Madhya Pradesh from where the patient footfall is more should also be focused upon and monthly activities like camps and OPDs can be conducted in major cities of these states.

Promotional campaigns to increase footfall for all the specialties within city, within state (Dholka, Gandhidham etc), Outside states like Rajasthan (Ajmer, Jaipur, Jodhpur), UP (Lucknow, Agra).

Organizing OPDs for people living at periphery in the area near to them to increase the conversion rate of hospital.



THANK YOU!