

EFFECT OF COVID-19 ON HOSPITAL MARKETING

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

SANKALP CHAUDHARY

Under the Supervision and Guidance of

DR. MONIKA CHAUDHARY

2022

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled Effect of Covid-19 on Hospital Marketing is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

SANKALP CHAUDHARY
27-06-2022



65364

Internship Completion Certificate

This certificate is awarded to

Dr.Sankalp Chaudhary

In recognition of having successfully completed his internship
in the Department of Operations and his research project on

**"A Quantitative Study on the Effect of
Covid-19 on the Hospital Marketing "**

Internship Date -21/03/2022 to 19/06/2022

Wishing him all the best for future endeavors.

For Burjeel Hospital, Abu Dhabi

Manish Jain
Mr. Manish Jain
Director - Operations



Dr. Sanjay Kumar
Dr. Sanjay Kumar
Head-Human Resources

Accredited by JCI, USA



CERTIFICATE

This is to certify that dissertation titled Effect of Covid 19 On Hospital Marketing is a record of the research work undertaken by SANKALP CHAUDHARY in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific, and analytical.

Dr. Monika Chaudhary
Faculty Guide
IIHMR University, Jaipur
Date 30.06.2022

Dr. Mahender Kumar
School Dean
IIHMR University, Jaipur
Date 30.06.2022

ABSTRACT

The covid-19 pandemic brought in many hardships. The pandemic hit all sectors ranging from telecom to automobile and healthcare is no exception in this case. This pandemic negatively impacted the healthcare market. As the disease progressed most of the patients become very much aware of the new and recent developments happening in the market which were related to healthcare industry and their expectation grew high. Most of the healthcare business players present in the market modified their marketing strategies to cope up with these new advancements. The most important policy change which had a huge impact on the access of patient to healthcare was lockdown which caused disruption of the supply chain affecting the pharmaceutical industry the most. This paper will outline the different aspects of marketing practices in hospital that were affected due to pandemic, the actual ground reality of hospital marketing , impact of declining net exports to hospital marketing faced due to covid-19, significant impact of disrupted business activities to hospital marketing faced due to covid-19 and impact of reduced patient access to healthcare to hospital marketing faced due to covid-19.

ACKNOWLEDGEMENT

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TABLE OF CONTENTS

S.No	Topic	Page.No
1	Introduction	11
2	Literature Review	11
3	Changing scenarios -impact of covid 19	12
5	Methodology	13
6	Objective	13
7	Hypothesis	13
8	Material and methods	14
9	Data collection procedure	15
10	Operational Definition	15
11	Data Analysis plan	15
12	Results	15
13	Interpretation	20
14	Innovative healthcare marketing strategies	20
15	Future recommendation	21
16	References	22

LIST OF FIGURE

S.No	Title	Page No
1	• Impact of declining net exports	18
2	• Impact of disrupted business activity	19
3	• Impact of reduced patient access	21

LIST OF TABLE

S.No	Page No
1	18
2	18
3	19
4	20
5	21
6	21

ABBREVIATIONS

S.No	Name	Meaning
1	Covid	Corona virus disease
2	MATLAB	Matrix Laboratory
3	HCW	Health Care Worker
4	GCC	Gulf Cooperation Council
5	UAE	United Arab Emirates
6	WHO	World Health Organization

Introduction

COVID-19 had an impact on each and every market and different consumer segment we can believe in ranging from healthcare , tourism , aviation , automobile to name the few and because of that every industry had to find new way and methods to interact with their customer segments .Personalization of service via data integration at each touch point to reach the target consumers (patients) became the major new trend which hospitals can use to engage with the clients (patients) to give their services. Many hospitals presumed that patients will keep on visiting the hospitals in person to get their diagnosis and treatment. Also the consumer behavior changed drastically as patient refused to come to opd for their normal consultation and they prefer postponing elective surgeries which they thought could be delayed. Hospitals were only receiving emergency cases. This changed the way how the hospitals can target their services to the patients .We saw the new trend of emergence of new technology like (telemedicine) and pharmacy delivery at home and nursing services delivered directly to home especially for patients having oncological diseases for monthly requirement of injectables (anti-cancer drugs)Also we saw a emergence of trend in which consumers choose to do most of their work online and the emergence of online platform like zoom and teams was exponential. Here in this thesis, we will look at what was the impact of COVI 19 on hospital marketing and the way in which hospital industry adapted to make new changes to target their customers and these changes are long lasting and will change the way how work is done in this market forever. Welcome to new normal.

Literature Review

Challenges faced by healthcare industry

Impact of Covid-19 on Healthcare (world)

According to research done by Subramanian in 2020 india, had around 1251 cases and experienced around 32 fatalities till 30 Mar 2020. The model that was used to study the effect of the covid 19 pandemic on India was a stochastic statistical model. A compartment model was formulated in which a variety of equations were used to mimic, trace and then to model the movement of entities through different compartments. On various scenarios a simulation called Monte Carlo (1000 rounds) with each having MATLAB was modelled. In the research done by Pang, Monsalve, Rivas, & Mantica in 2020 found that hospitalization ,ICU criteria and deaths are influence by SimVoi programme. In this study they found that covid -19 had an effect (which was rapid and can not be avoided) on services related to health, residential preparation related to urology and schedules related to work. According to research done by Felice, Tanna and Zanusi in 2020 they found that to retain people's learning curve Intelligent Learning has become a powerful tool. According to this research the first country in Europe that was hit by pandemic in 2019 was Italy. Evaluation of the HCW (health worker's effect) was one of the main goal of this research. The Italian HCW was carried out via social media. It was based on addressing backgrounds, health conditions and also the job environment of the members. It was a 40 point online survey. It was carried out in march 2020 and 527 people were invited out of which 74% replied. Total sample was n=388. Among all total woman were 235 (61%). Out of which bulk of HCW were doctors (74%) from high value area (52%). Just before completion of the assessment in the last 14 days , total sample experiencing usual effects are 25% and only 45% were screened for covid-19.

Impact of Covid -19 Healthcare Professional (world)

According to research by Braquehais, Cáceres, & Durán in 2020, in the countries which have experienced serious outbreaks in previous years, their healthcare providers experienced high level of stressful events and incidents. The aim of the study was to examine the impact of covid 19 on the mental well being of healthcare providers. The methodology which was adopted was closely reviewing the studies conducted between December 2019 and May 2020 on different websites like Medline, PubMed, Web of Research, and google scholar. The result that I got was interesting for the fact that there was high prevalence of depressive and anxiety related issues with the healthcare providers which may be linked to a) Covid-19 sensitivity, b) problems related to epidemiology c) resources related to material. According to research by Eleojo and Enitan in 2020 the main frontline armies in the fight against covid are the healthcare workers and in the response to this pandemic around globe the safety of healthcare workers should be the utmost priority.. According to the research done by Tsamakis & Rizos in 2020, the impact of covid 19 on psychology of healthcare workers is quite significant and it is something which has never been seen in the context of public health before. On the basis of Previous experience from smaller and similar outbreaks and new literature related to covid 19 indicated that the huge burden experienced by health workers and their staff is related to increased psychiatric morbidities.

COVID-19 and Post-Crisis Implications in Public Health, Healthcare and ICT (world)

According to the study done by Rosés & Anguelovski in 2020, the main policy steps taken towards prevention of spread of covid transmission and safeguarding public health was limiting the usage of public space and social isolation. One half of the population in the world in the world were told to stay at home and avoid certain public areas and spaces. According to the research done by De & Pandey in 2020, they emphasized that due to lockdown at a national level there was a huge boom in development of new and emerging technologies. Each and every human being had to adapt to new and modern ways of living. Also, we have witnessed a huge surge in digital technologies during this time period.

Changing scenarios due to impact of covid 19 on healthcare sector (GCC)

1 Shortage of drugs and equipment

Due to temporary ban of imports from India and China resulted in a situation of shortage for generic drugs like paracetamol (most widely used anti pyretics). China was very important in terms of supply chain perspective also as most of the drugs which are manufactured get their base ingredients from the manufacturing factories in China. In terms of shortage of equipment's in the GCC region the majorly affected devices were ventilators and patient monitoring kits

2 Migrant and virtual healthcare

When you look at the healthcare system and capabilities the gulf region has advanced quite well in it but the number of migrants and expats living in the country are around 90% which make the access of healthcare limited.

3 Delay in New Product launches and elective surgeries

In the virtual mode of healthcare there were issues regarding how to get more and more

patient enrollment and also the patient felt reduced level of engagement with physicians in the online mode. All these factors actually resulted in delay of new product launch. Patient feared to come to hospitals due to the fear of catching infection, so they opted out of elective surgeries and that's why their number get reduced by 75% and consecutively the demand for surgical implants also took a hit

4 Statistics on impact of covid on GCC healthcare sector

1. Regular care

- 50%-cancelled
- Per week- 8 million fewer patients

2. Emergency Department

- Public=50% reduction
- Private=40% reduction

3 OPD and Ambulatory

- Public=80% reduction
- Private=50% reduction
-

4 IPD

- Public=50% reduction
- Private=40% reduction

Methodology

Research questions

- 1) What are different aspects of marketing in hospital that were affected by covid 19 pandemic?
- 2) What is the current situation of hospital marketing?

Objectives:

- 1) To understand different aspects of marketing in hospital that were impacted due to covid - 19
- 2) To understand the ground reality of current situation of marketing in hospital

Hypothesis :

Hypothesis 1:

Ho: There is no significant impact of declining net exports to hospital marketing faced due to covid-19.

Ha: There is a significant impact of declining net exports to hospital marketing faced due to covid-19.

Hypothesis 2:

Ho: There is no significant impact of disrupted business activities to hospital marketing faced due to covid-19.

Ha: There is a significant impact of disrupted business activities to hospital marketing faced due to covid-19.

Hypothesis 3:

Ho: There is no significant impact of reduced patient access to healthcare to hospital marketing faced due to covid-19.

Ha: There is a significant impact of reduced patient access to healthcare to hospital marketing faced due to covid-19.

MATERIAL AND METHODS:

Study Design: This research will be descriptive. The descriptive method has been used here because it helps us in explaining the population individuality or phenomenon under study. In this method we will be focusing on what of the subject of research rather than why of the subject of research.

Setting : Burjeel Hospital, Abu Dhabi , UAE

Brief Description: Burjeel is a huge brand in Abu Dhabi UAE belonging to its parent organization VPS Healthcare. They are mainly into providing tertiary healthcare. It has very quality standards and has been recognised as centre of medical excellence. Also, now they have started providing academic and research services. It is an around 300 bedded hospitals with multi-speciality departments.

Study tools: During this study data has been collected through online survey and the sample size is around 100 , all of them -hospital marketing in one way or the other. Regression analysis has been used to determine the significance of the outcome.

Duration of Study : 9th May 2022- 21 June 2022

Sample Size: 100

Sampling Technique: Non-Probabilistic, Purposive Sampling

For this research the sample population has been chosen keeping in mind the educational background and previous experience. The sample population had a very good understanding of the objectives of the research , its questions and goals.

Data Collection Procedure :

Primary data

The primary data collected during this research is qualitative in nature and collected via an online survey and then qualitative survey research has been applied on it. A questionnaire has been prepared and Likert scale has been used (Strongly disagree to Strongly Agree) 1-5.

Sample size: 100

Respondents: Hospital Marketers

Secondary data

Secondary data sources- journals, online sources, old reports

Operational Definition:The information has been gathered through a structured questionnaire (Likert scale)

Study Variables

- Lockdown
- Uneasiness of patients to visit hospitals

Outcome Variables

Hospital Marketing

Data Analysis Plan: After the collection of data from selected variables ,IBM SPSS has been used for data analysis. Regression analysis has been used to find significant observations. It has been used because it is an assured way of defining the influence of variables on the research subject that helps the analysis to decide

- 1) Positively increasing factors
- 2) Increasing factors to be ignored
- 3) How these factors affect each other.

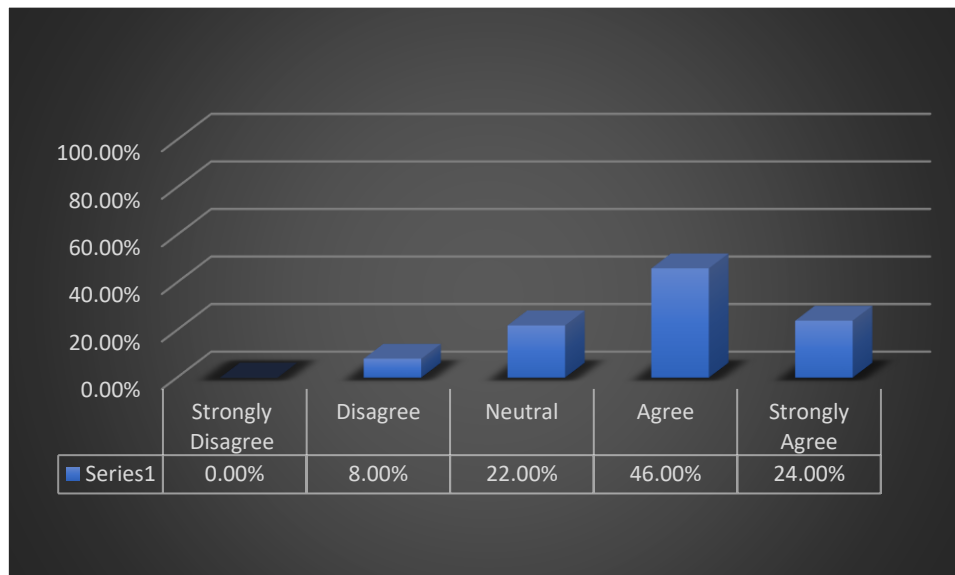
Results

Hypothesis 1:

Ho: There is no significant impact of declining net exports to hospital marketing faced due to covid-19.

Ha: There is a significant impact of declining net exports to hospital marketing faced due to covid-19.

One study t-test statistics were studied to evaluate the latter hypothesis. The average value is 14.82. The t-test SIGNIFICANCE = 50.026, p-value = 0.00, important at 5 percent (p-value less than 0.05). “This indicates that the null hypothesis of no substantial variation is rejected, and the alternate hypothesis of significant variations is not rejected. The analysis thus showed that there is a major impact of reduced net export due to covid 19 on hospital”



Impact Of Declining Net Exports

Fig 1

“One-Sample Statistics”				
	“N”	“Mean”	“Std. Deviation”	“Std. Error Mean”
Declining net exports	100	14.820	2.8920	0.2298

Table 1

“One Sample Test”						
	“Test value=0”					
	“t”	“df”	“Sig(2 tailed)”	“Mean difference”	“95% Confidence Interval of the Difference”	
					“Lower”	“Upper”

Declining net exports	50.026	99	.000	14.8200	14.338	15.522
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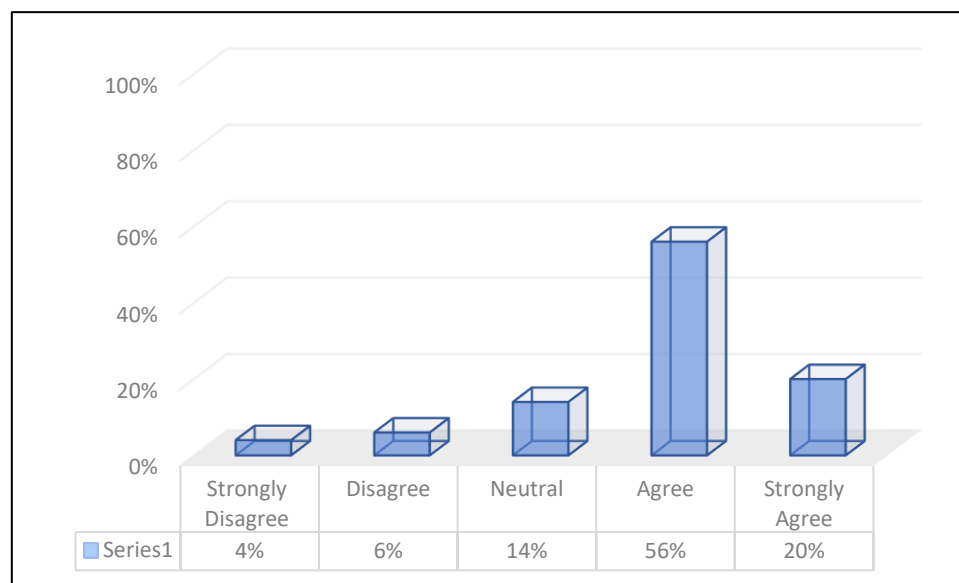
Table 2

Hypothesis 2:

Ho: There is no significant impact of disrupted business activities to hospital marketing faced due to covid-19.

Ha: There is a significant impact of disrupted business activities to hospital marketing faced due to covid-19.

One study t-test statistics were studied to evaluate the latter hypothesis no 2 . The average value is 14.50. The t-test significance = 50.692 , p-value = 0.00, meaningful at 5 percent (p value less than than 0.05). “This indicates that the null hypothesis of no substantial variation is rejected while the alternate hypothesis of significant variations is not rejected. Therefore, the analysis showed that disruption of business activities and commercial practices due to covid-19 all around the globe had a significant impact on hospital promotion and marketing”



Impact of Disrupted Business Activities

Fig 2

“One Sample Statistics”				
	“N”	“Mean”	“Std. Deviation”	“Error”
Disrupted Business Activities	100	14.500	2.8745	.2874

Table 3

“One Sample Test”						
	“Test value=0”					
	“t”	“df”	“Sig(2 tailed)”	“Mean difference”	“95% Confidence Interval of the Difference”	
					“Lower”	“Upper”
Disrupted Business Activities	50.692	99	.000	14.5000	14.030	15.170

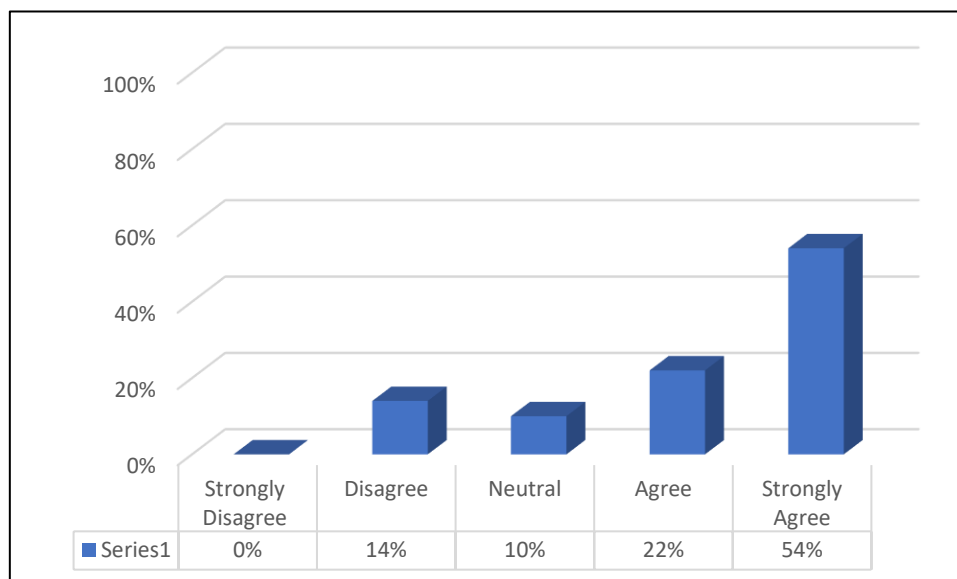
Table 4

Hypothesis 3:

Ho: There is no significant impact of reduced patient access to healthcare to hospital marketing faced due to covid-19.

Ha: There is a significant impact of reduced patient access to healthcare to hospital marketing faced due to covid-19.

One study t-test statistics were studied to evaluate the latter hypothesis no 3 . The findings are seen in the table as mentioned below It becomes clear that the average value is 13.36. The significance of t-test statistics is 40.122 with a p-value (0.00) important at 5 percent (p-value lesser than 0.05) of relevance. “This indicates that the null hypothesis of no substantial variation is rejected while the alternate hypothesis of significant variations is not rejected. The analysis thus showed that due to covid 19 the access of the patients to healthcare for hospital marketing was significantly impacted”



Impact of Reduced Patient Access

Figure 3

“One Sample Statistics”				
	“N”	“Mean”	“St. Deviation”	“Std. Error Mean”
Reduced patient access to healthcare	100	13.360	3.3266	0.3327

Table 5

“One Sample Test”						
	“Test value=0”					
	“t”	“df”	“Sig(2 tailed)”	“Mean difference”	“95% Confidence Interval of the Difference”	
					“Lower”	“Upper”
Reduced Patient Access to healthcare	40.122	99	.000	13.3600	12.720	14.040

Table 6

Interpretation

Data analysis of the survey collected information leaves us with following findings:

- Study has found that, there is a significant impact of declining net exports to hospital marketing due to covid-19.
- Study has found that, there is a significant impact of disrupted business activities to hospital marketing due to covid-19.
- Study has found that, there is a significant impact of reduced patient access to healthcare to hospital marketing due to covid-19.

The first findings based on there are a significant impact of declining net exports to hospital marketing faced due to covid-19. According to the survey of The Economics Times of India in 2020, the continued recession in the global markets triggered the downturn in exports and it was intensified in its intensity and magnitude by consistent covid 19 crisis.

The second findings based on disrupted business activities to hospital marketing faced because of covid-19. According to the study by LaPointe in 2020, there is a significant risk of new changes in the way in which the industry works and around 85% of the hospital and health system management will be affected by it and to stay relevant in the market they have to adapt to the new market practices and changes.

The Third findings based on impact of reduced patient access to healthcare to hospital marketing faced because of covid-19. According to the study by Gooch in 2020 just after the pandemic most of the hospitals and healthcare business in the market realized the importance of targeting their customers by tailor their message to patients and the public.

The effect of covid 19 on healthcare industry can be seen and understood and will be applicable both in short and long term, specifically for pharmaceutical industry. The results in these studies will also help policy makers and politicians to take better decisions when in future such kind of situation arises again. Short term effects of pandemic on hospital marketing can be studied through more intensive data collection methodology to get us prepared for preventing humanity from long term complications. This is especially critical in developed countries where health services and medication supplies are more restricted

Innovative Healthcare Marketing Strategies-

1.Social Media Platforms

Using digital solutions like social media helped healthcare business to increase their reach and reduced their customer acquisition cost.

2 Paid Ads

Healthcare businesses have started using paid ads on facebook, twitter, instagram and youtube to reach to their customers and even WHO has started using paid advertisements to create awareness about the importance of vaccination

3 Responsive Healthcare Websites

Healthcare businesses have started creating responsive healthcare websites to share the information related to awareness of disease, diagnostics and medications. Also now consumers want quick delivery of services to their homes which has also become possible because of responsive websites.

4 New Branding Strategies

During the pandemic as we saw that consumers were staying in their own houses , the healthcare businesses started collaborating with other companies and started promoting themselves on daily goods and items (dairy products).

5 Product Promotions and Discounts

During the pandemic many of the healthcare businesses started promotions on the basis of discounting to get more traction by word of mouth publicity.

6 Virtual Physician Liaisons

Many of healthcare businesses during pandemic started employing Virtual Physicians Liaisons .These acted as representatives for doctors , hospitals and nursing services. Their main responsibility was to refer general physicians and other specialty doctors which was very important in terms of adding customer base for the hospital business.

FUTURE RECOMMENDATIONS

- Future researches can consider using a broader database including people from different geographical region to get a holistic understanding of the market situation and reality.
- Future researchers should also focus on verification of the source from which they are taking their data as discrepancies in opinion due to false data sources can lead to deviation of results and wastage of time for researcher
- Future researches should also focus on latest data availability and also focusing on the latest trends and developments happening in the market
- Future researchers can consider taking a larger data base for sample which is more representative of the population for which we are trying to conduct the study

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