



• A Quantitative study on the “Effect of Covid-19 on Hospital Marketing ”at Burjeel Hospital , Abu Dhabi.

- **Objectives**

- To understand different aspects of hospital marketing that were impacted due to covid 19
- To understand the current situation of hospital marketing

• Introduction

- Many hospitals presumed that their patients will keep on visiting the hospitals (in person) to get their diagnosis and treatment. But in reality, the consumer behavior changed drastically during covid as patients refused to come to OPD for their normal consultation and preferred postponing elective surgeries. Hospitals were only receiving emergency cases. All this changed the way how hospitals target their services to their patients. In this study we will look at the impact of covid 19 on hospital marketing and the different ways in which the hospital industry adapted to make new changes to target their patients.



- **Methodology**

- 1) **STUDY TYPE** - QUANTITATIVE, DESCRIPTIVE
- 2) **STUDY PERIOD** -9TH MAY TO 21ST JUNE 2022
- 3) **SAMPLE SIZE** -100,(HOSPITAL MAREKTERS)
- 4) **SAMPLING METHOD** –,NON
PROBABILISTIC,PURPOSIVE)
- 5) **DATA TYPE** -QUALITATIVE,PRIMARY AND
SECONDARY DATA ,ONLINE SURVEY, GOOGLE
FORMS, LIKERT SCALE

- **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.

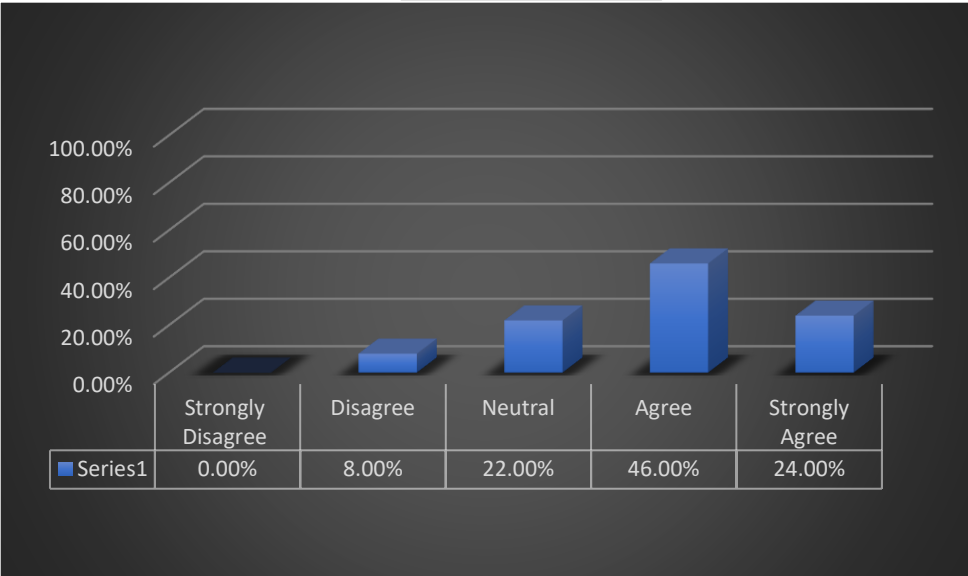
- **Ha**: There is a significant impact of disrupted business activities to hospital marketing faced due to covid-19.

- **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.

- Impact of declining net exports



Data Analysis and Results

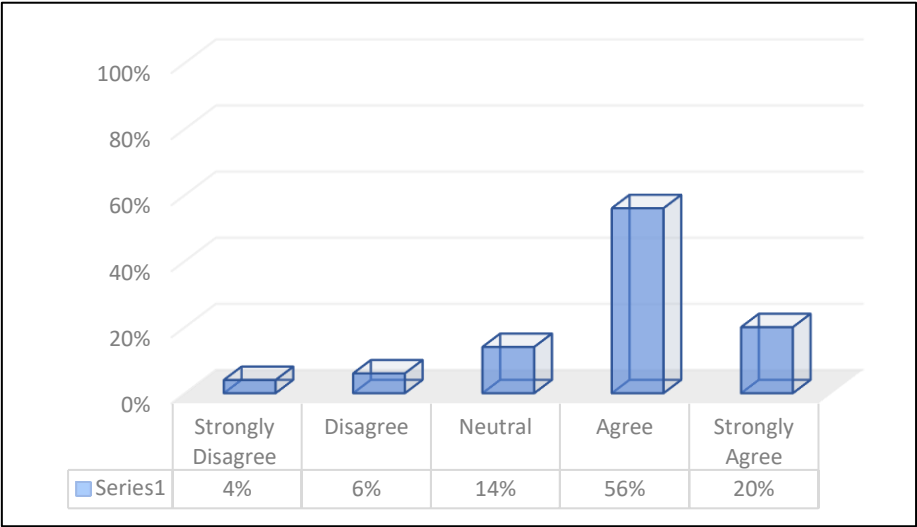


“One-Sample Statistics”				
	“N”	“Mean”	“Std. Deviation”	“Std. Error Mean”
Declining net exports	100	14.820	2.8920	0.2298

“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



Impact of Disrupted Business Activity



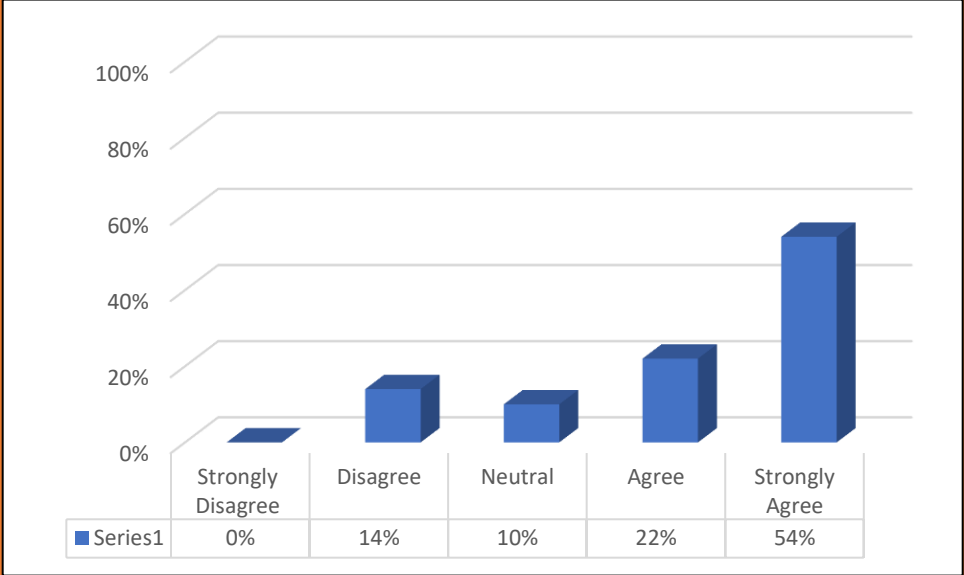
"One Sample Statistics"				
	"N"	"Mean"	"Std. Deviation"	"Error"
Disrupted Business Activities	100	14.500	2.8745	.2874

"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

Data Analysis and Results



Impact of reduced patient access



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

"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

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

Recommendations

Innovative Healthcare Marketing Strategies-

5 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

3 Responsive Healthcare Websites

Healthcare businesses have started creating responsive healthcare websites to share the information related to awareness of disease, diagnostics and medications.

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).

Conclusion



What can healthcare businesses do to overcome covid 19 impact?

1. Remote work readiness-Making sure the physicians have the access to the it assets and support required to work from remote places. As we saw by the emergence of telemedicine during this pandemic. Solutions should facilitate team communication , data accessibility, and digital workflow management

2. Improving supply chain communication and monitoring Tools to communicate with your global business partners in various languages and supply chain risk monitoring .

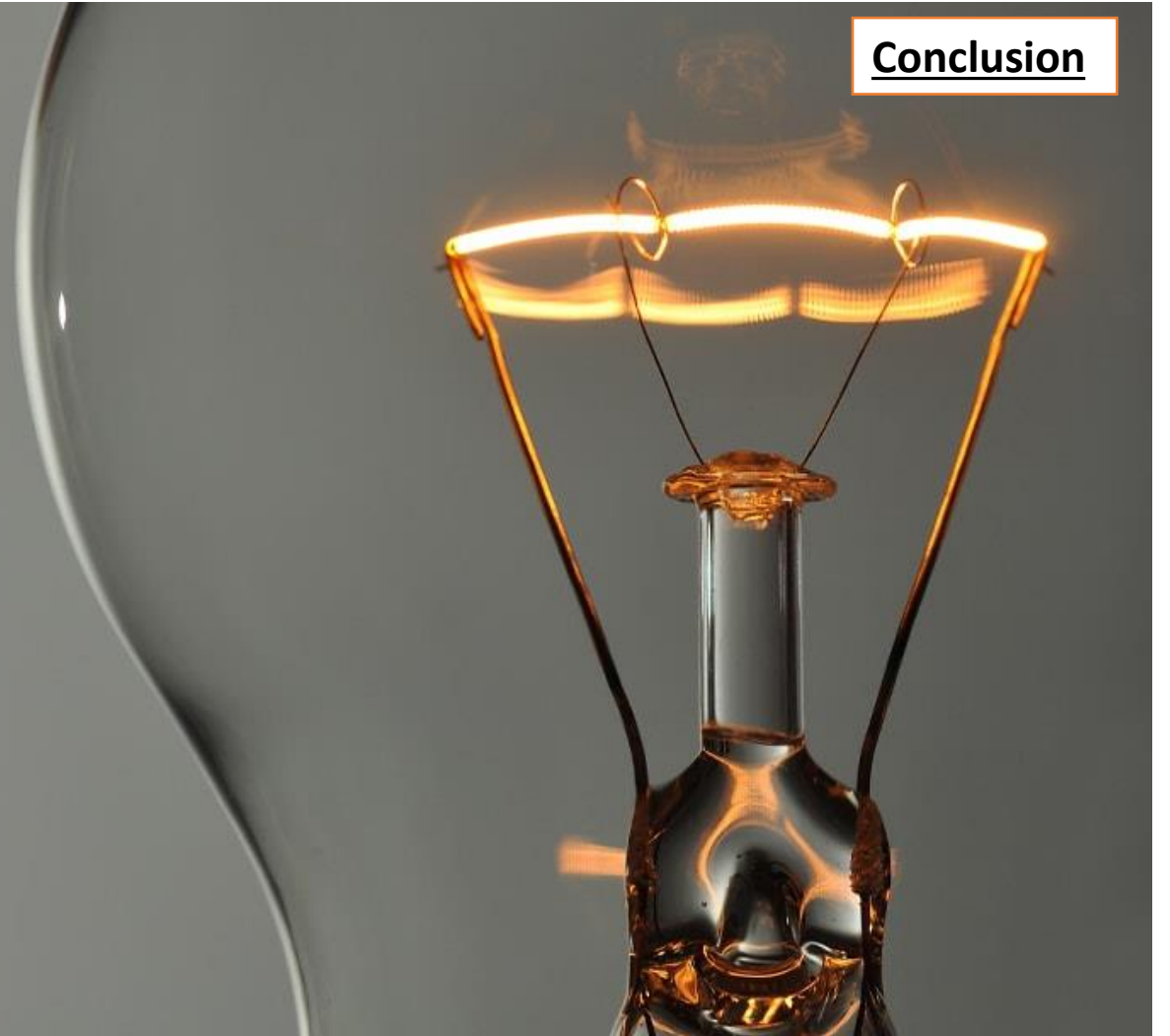
3. Using automated solutions to provide electronic collection , standardization and organization of business organization of business partner information , with workflow tools that allow companies to digitally route assessments , requests and reminders to the relevant stockholders

What can healthcare businesses do to overcome covid 19 impact?

4. Manage exports more efficiently -As export rule change, an export management solutions can reduce the risk of noncompliance, while making clearance , screening and document creation processes more efficient

5. Know who you are doing business with-In such turbulent time , it is very important to protect companies against risk that could be hidden on business relationships Companies need a trusted solutions for screening potential and existing business relationships according to restricted persons, companies and sanctioned or embargoed countries

Conclusion





• Thank you