

**ENHANCING THE FEASIBILITY OF HMS CONSULTANTS: A
STUDY ON MARKETING CHALLENGES AND OPPORTUNITIES
AMONG DENTAL CLINICS IN THE WARDHA-NAGPUR REGION.**

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❑ Introduction to HMS Consultants



- HMS Consultants operates under **HMS Advisors Pvt. Ltd.**
- Founded by **Akhil Dave**, a healthcare marketing expert with 24+ years of experience.
- India's **first dedicated healthcare marketing consultancy.**
- Provides **strategic, ethical, and data-driven** marketing solutions.
- Specializes in supporting **doctors, clinics, and hospitals** in both urban and rural areas.
- Focuses on:
 - Enhancing **brand visibility**
 - Increasing **patient engagement**
 - Driving **revenue growth**
 - Aims to **bridge the gap** between premium marketing services and small-to-mid-sized healthcare setups.
 - Delivers **affordable, result-oriented** strategies rooted in **trust, innovation, and healthcare insights.**

□INTRODUCTION-

- This study focuses on increasing the feasibility and growth of HMS Consultants by analyzing the marketing needs, challenges, and preferences of dental clinics in Tier 2 and Tier 3 cities.
- It aims to identify strategic opportunities that can help HMS expand its reach and effectiveness among healthcare professionals, particularly in the Wardha-Nagpur region.

□OBJECTIVES-

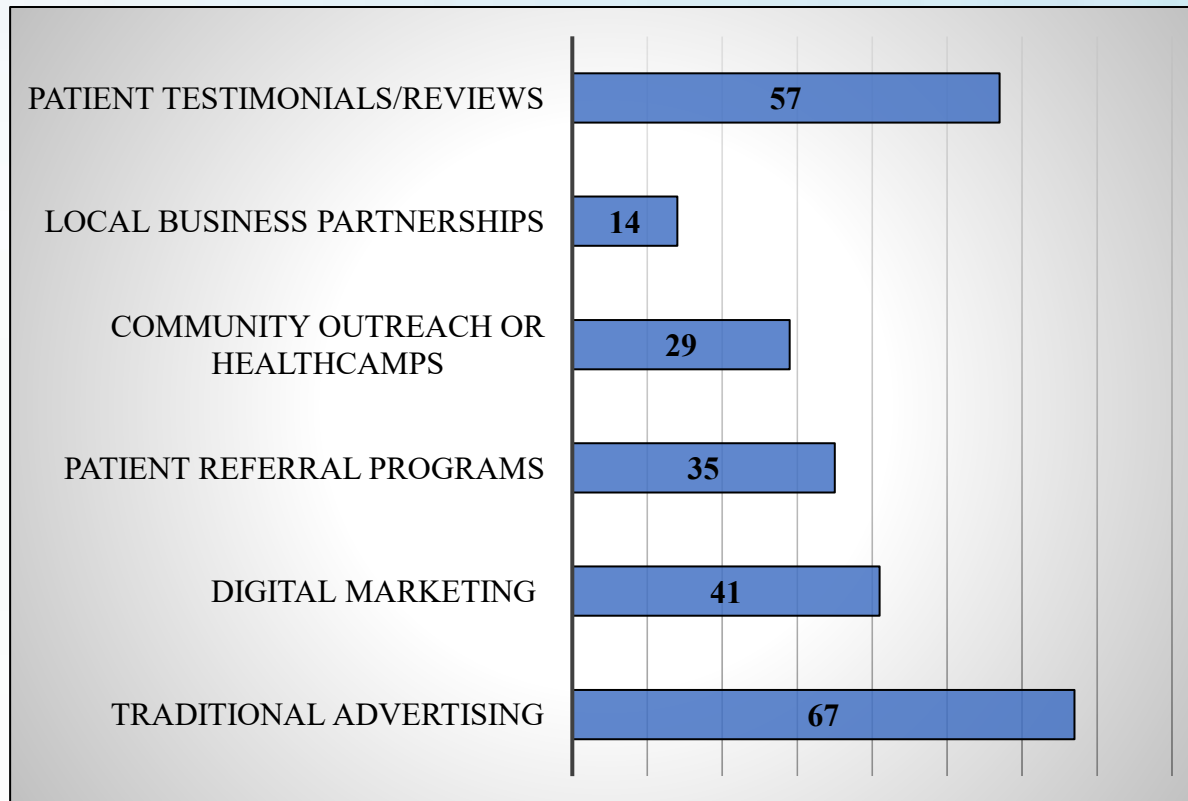
- To assess the current marketing practices followed by dental clinics in Tier 2 and Tier 3 cities.
- To identify the key marketing challenges faced by dental professionals in the Wardha-Nagpur region.
- To evaluate the awareness and acceptance level of HMS Consultants' services among dental clinics.
- To understand the specific marketing needs and preferences of small-to-mid-sized dental setups.
- To analyze the potential for HMS Consultants to offer customized, value-driven solutions to this segment.
- To provide strategic recommendations for improving the reach, feasibility, and growth of HMS Consultants in underserved markets.

□ METHODOLOGY-

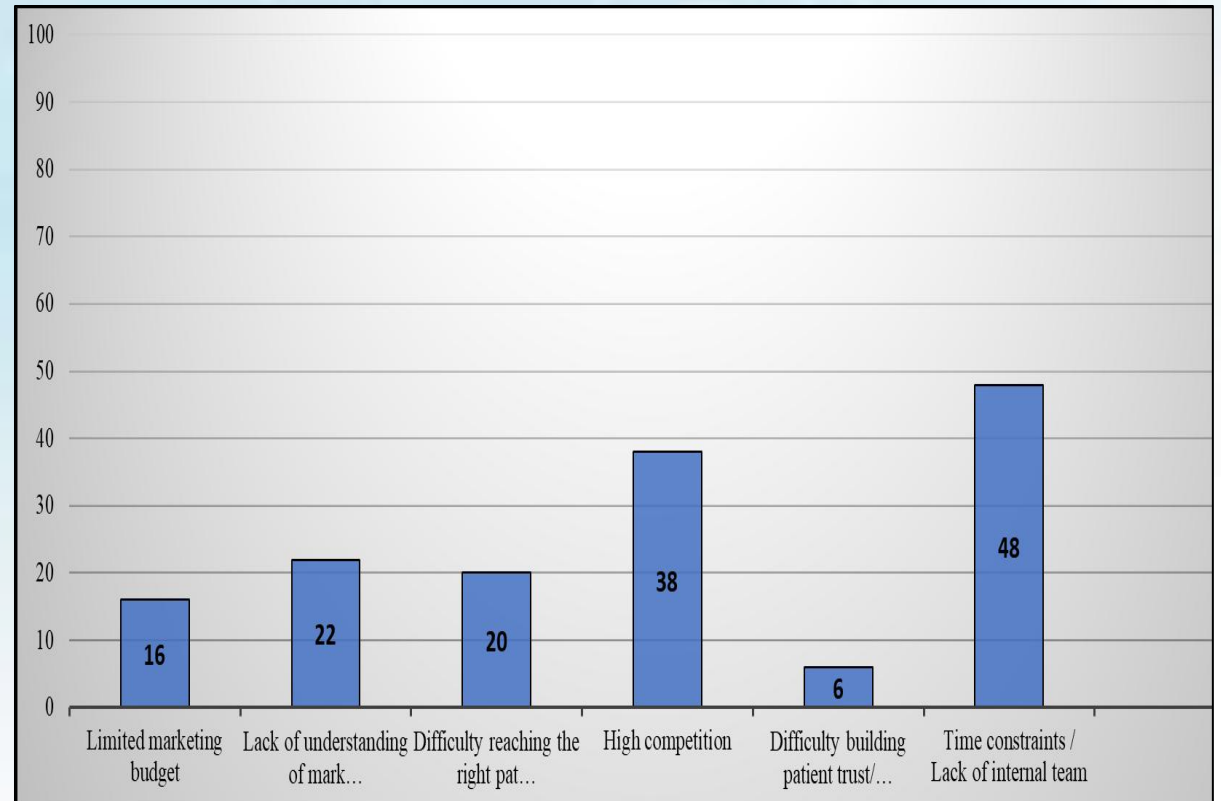
- **Research Design:** Descriptive cross-sectional study.
- **Study Area:** Dental clinics located in Tier 2 and Tier 3 cities, specifically the Wardha-Nagpur region.
- **Study Period:** 10th March to 31st May 2025.
- **Target Population:** Dental professionals
- **Sample Size:** 100 dental professionals selected through purposive sampling.
- **Data Collection Tool:** Structured questionnaire covering marketing practices, challenges, awareness of HMS Consultants, and service needs.
- **Data Collection Method:** Online survey using Google Forms.

❑ KEY FINDINGS-

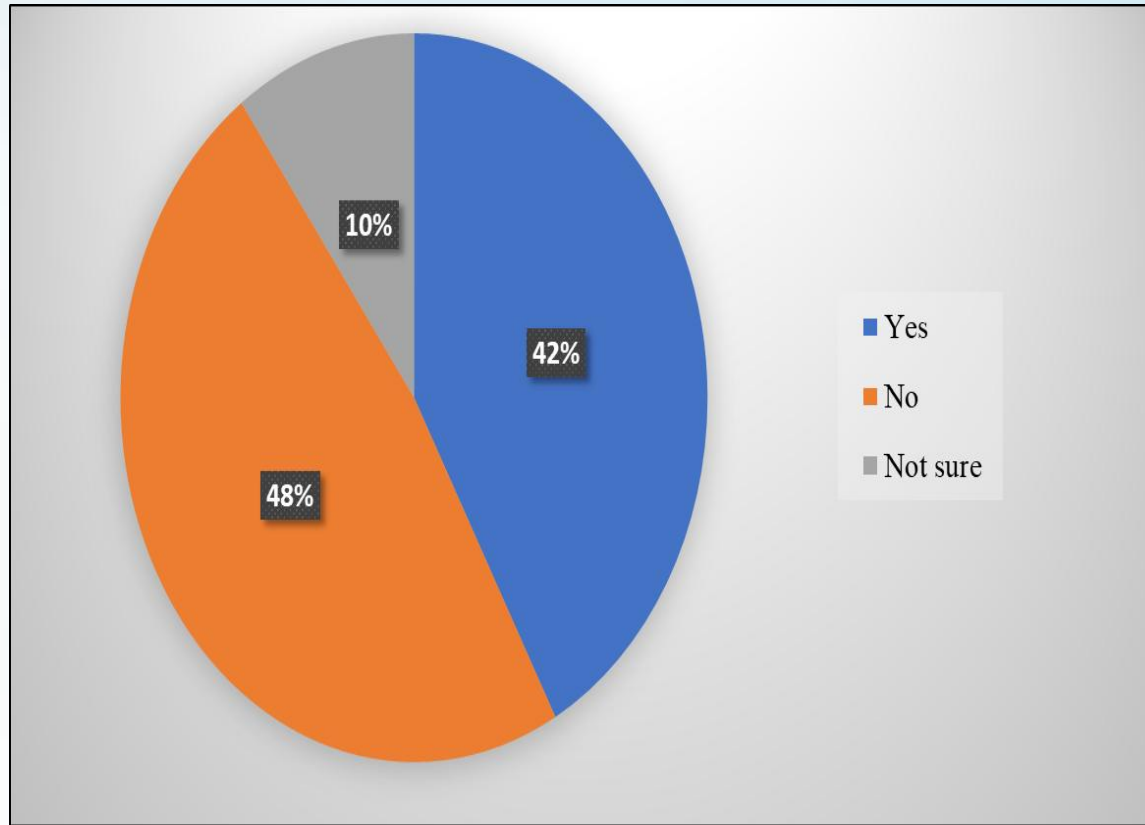
- **CURRENT PROMOTION METHODS-** A majority of dental professionals (over 60%) rely primarily on word-of-mouth and traditional methods for marketing, with minimal digital presence.



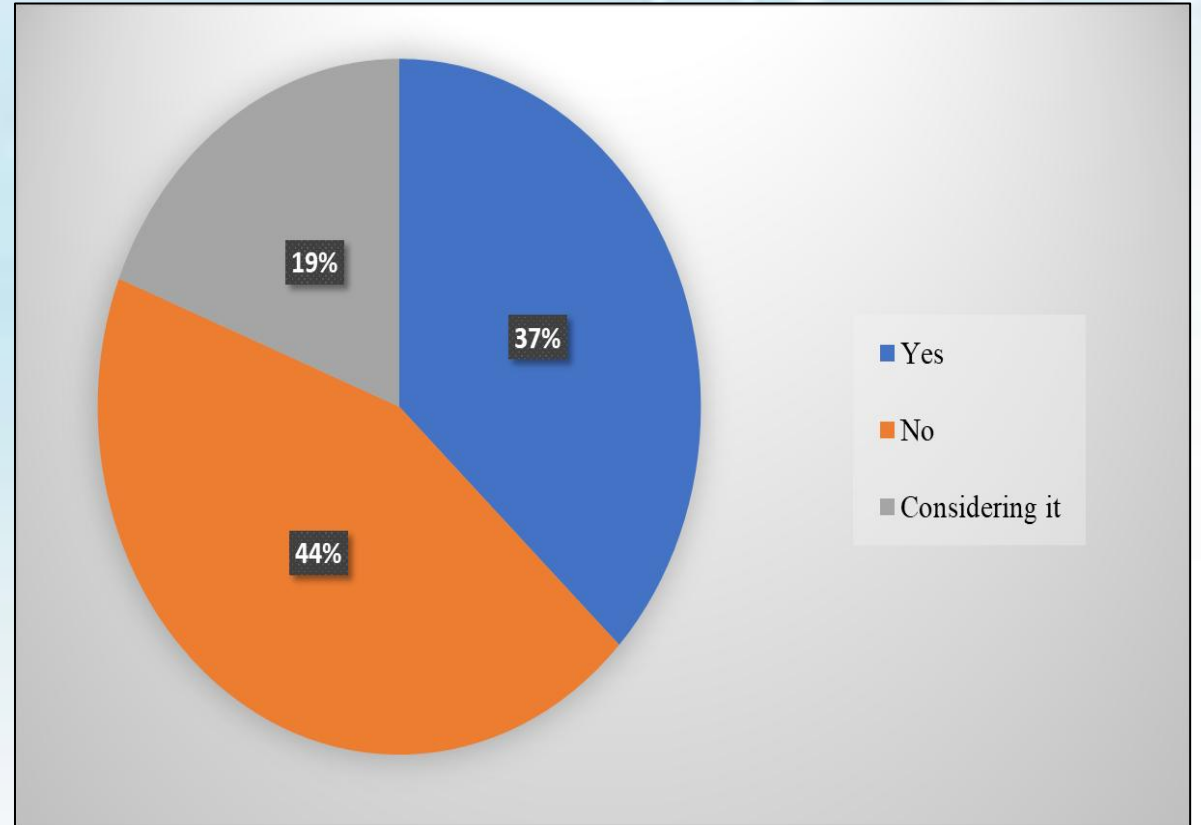
- **TOP MARKETING CHALLENGES-** The top marketing challenges faced by dental clinics include time constraints/lack of internal team (48%) and high competition (38%). Other issues include limited marketing knowledge, targeting difficulties, budget constraints, and low patient trust.



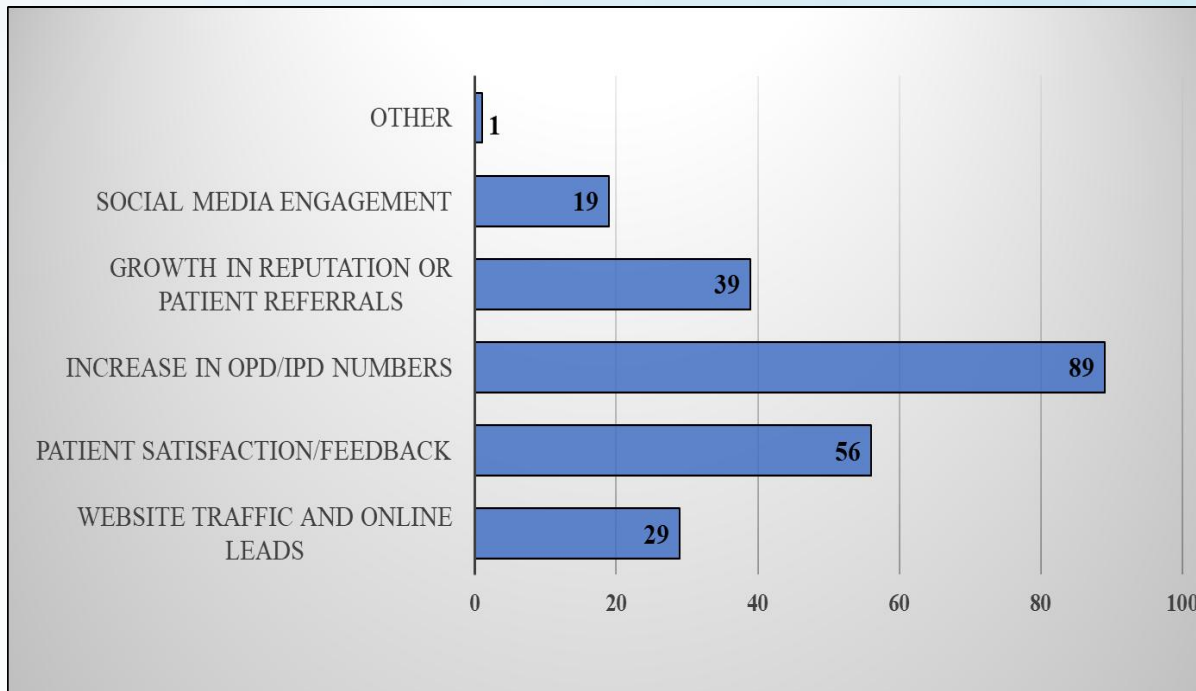
- **SATISFACTION WITH ROI-** 50% of respondents allocate a marketing budget, while the other 50% do not invest in marketing at all, showing a clear divide. When asked about ROI satisfaction, 42% were satisfied, 48% were not, and 10% were unsure, indicating a need for more effective and measurable marketing strategies.



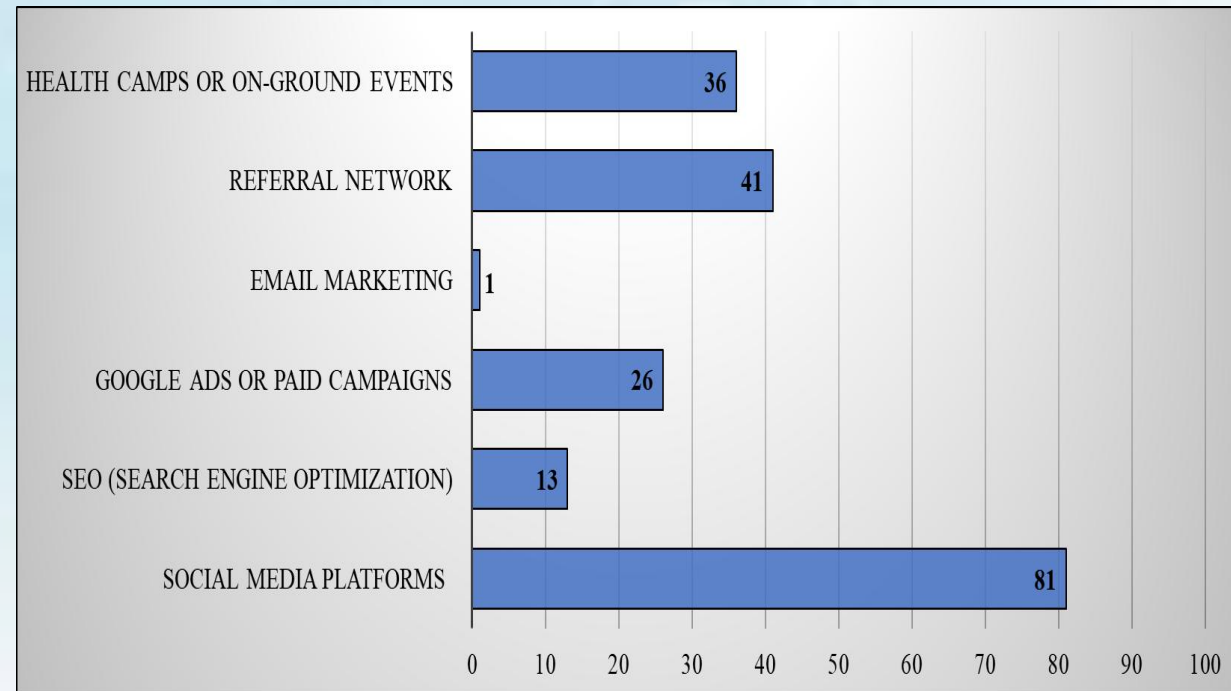
- **USAGE OF MARKETING AGENCIES-** Only 37% of dental professionals currently use marketing agencies, while 44% do not, and 19% are considering it. This shows a significant opportunity for HMS Consultants to tap into a largely untapped market with tailored and affordable solutions.



- **MEASUREMENT OF MARKETING SUCCESS-** Most clinics (89%) measure marketing success by OPD/IPD growth, followed by patient feedback (56%). Digital metrics like website traffic (29%) and social media engagement (19%) remain underutilized, indicating a gap in digital performance tracking.

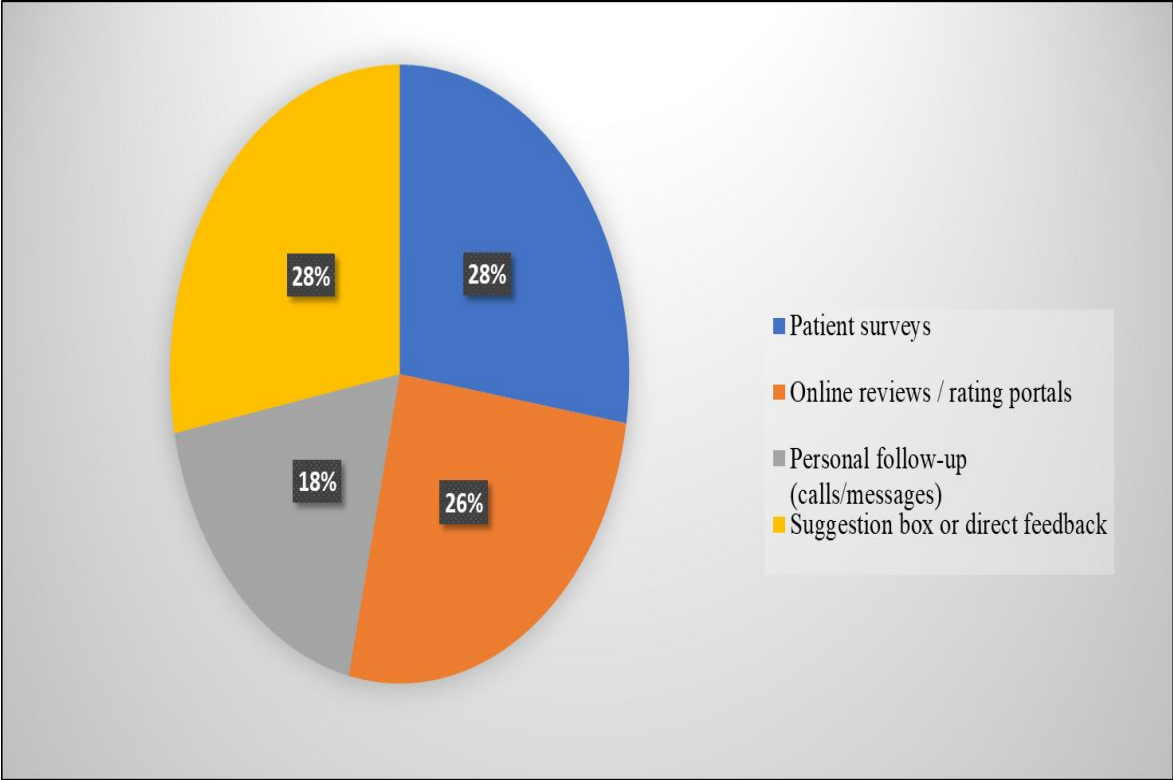


- **PREFERRED MARKETING CHANNELS-** Social media platforms are the most preferred channel (81%) among healthcare professionals, followed by referral networks (41%) and health camps (36%). Digital tools like SEO (13%) and email marketing (1%) are underused, indicating a gap in online strategy adoption.



FEEDBACK COLLECTION METHODS-

Patient surveys (28%) and suggestion boxes/direct feedback (28%) are the most commonly used feedback methods, closely followed by online reviews (26%). Personal follow-ups (18%) are the least used, indicating a potential area for building stronger patient engagement.



MARKETING GAPS IDENTIFIED-

CLUSTER	KEY POINTS
1. Lack of Resources & Time	No marketing team, time constraints, poor execution, lack of expertise
2. Weak Market Strategy	Poor market understanding, wrong audience, budgeting issues
3. Low Digital Presence	Poor Instagram/Facebook management, weak online marketing
4. Innovation & Engagement	Lack of creative methods, weak public connect, no one-on-one approach
5. Operational Overlap	OPD duties interfering with marketing efforts
6. Community Outreach	Limited efforts to engage the local community

SELF-RATED MARKETING EFFECTIVENESS-

Rating	Responses	Percentage	Interpretation
1	4	4	Extremely Poor
2	5	5	Very Poor
3	19	19	Poor
4	7	7	Fairly Poor
5	38	38	Neutral / Average
6	20	20	Slightly Above Average
7	4	4	Good
8	2	2	Very Good
9	1	1	Excellent
10	0	0	Outstanding

SUGGESTIONS FOR IMPROVEMENT-

CLUSTER NAME	RESPONSES	THEME
 Digital Marketing	- Use social platforms more-Digital marketing	Leverage online tools & platforms
 Skills & Knowledge	- Knowledge of marketing-Improved skills and reach for awareness	Need training and awareness
 Time Constraints	- More time to focus	Resource/time limitations
 Feedback Systems	- Feedback	Want structured feedback loops

❑ CONCLUSION

- Dental clinics in Tier 2 and Tier 3 cities (e.g., Wardha and Nagpur) face major marketing challenges.
- Key issues include:
 - Limited marketing knowledge
 - Budgetary constraints
 - Low patient footfall
- There is a noticeable gap in strategic outreach and digital marketing presence.
- Many clinics lack effective promotional tools and structured marketing efforts.
- These challenges highlight the urgent need for tailored marketing solutions.
- HMS Consultants can bridge this gap by offering:
 - Personalized marketing strategies
 - Ethical and clear communication support
 - Practical, hands-on training for healthcare providers
- By addressing these areas, HMS Consultants can enhance its feasibility and value for small to mid-sized dental clinics.

❑ RECOMMENDATIONS-

- **Raise Awareness:** Promote HMS services through webinars, social media, and direct outreach in Tier 2/3 cities.
- **Offer Affordable Solutions:** Provide budget-friendly, customized packages tailored to small clinic needs.
- **Simplify Onboarding:** Use a funneling strategy to gradually convert clinics from awareness to adoption.
- **Trigger Service Adoption:** Apply personalized communication after identifying pain points to prompt engagement.
- **Enhance Support Systems:** Offer training, regular check-ins, and hands-on assistance to build trust.
- **Localize Marketing Plans:** Design strategies based on regional demographics and clinic challenges.
- **Leverage Feedback:** Use client feedback to continuously improve service relevance and effectiveness.
- **Showcase Impact:** Present case studies and ROI metrics to demonstrate HMS value and credibility.

THANK YOU