

SYNOPSIS



From 10TH MARCH 2025 to 31ST MAY 2025.

BY

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Master of Business Administration

Hospital and Health management.

2023-2025

Proposed Title of Dissertation:

Enhancing the Feasibility of HMS Consultants: A Study on Marketing Challenges and Opportunities Among Dental Clinics in the Wardha-Nagpur Region

(A) INTRODUCTION

Small dental clinics in semi-urban areas often face challenges in visibility, branding, and patient engagement due to limited marketing resources and lack of structured guidance. HMS Consultants, founded in 2024, offers strategic and ethical healthcare marketing services tailored to such providers. This study explores the marketing barriers faced by small dental clinics and evaluates the feasibility and relevance of consultancy-based marketing solutions offered by HMS Consultants in the Wardha-Nagpur region.

(B) REVIEW OF LITERATURE

Reddy et al. (2020) found that most Indian dental practitioners rely on traditional marketing, lacking digital skills and planning. Shaik Ali Hassan et al. emphasized the need for structured branding and consistent communication. Signel Biomedical (2023) outlined low-cost, practical strategies suitable for small clinics, while Anjani & Prayoga (2022) and Setyawati & Ernawaty (2021) stressed tailored frameworks and digital upskilling. Kent Hospitals (2023) advocated for hyper-local branding. However, there is limited literature on consultancy-led marketing for dental clinics in semi-urban India, which this study addresses.

(C) THEORETICAL/CONCEPTUAL FRAMEWORK

The study is grounded in the **Strategic Marketing Framework** and **Service Feasibility Analysis** models. It combines market behaviour understanding with service alignment, using HMS Consultants' Sage + Strategist brand archetype as a practical case study to assess knowledge-based, ethical, and collaborative marketing solutions.

(D) RESEARCH GAP

While prior research addresses marketing in urban healthcare settings, minimal attention has been paid to the awareness, perception, and adoption challenges of marketing consultancy services among dental clinics in semi-urban/rural settings. This study fills this gap by focusing on the Wardha-Nagpur region, a relatively underserved market.

(E) RESEARCH QUESTIONS

1. What are the major marketing challenges faced by small dental clinics in the Wardha-Nagpur region?

2. What is the current level of awareness and adoption of structured marketing practices?
3. What strategies can improve the feasibility and reach of HMS Consultants in this region?

(F) RESEARCH OBJECTIVES

1. To identify marketing challenges and constraints in dental clinics in the selected region.
2. To assess the awareness and perception of HMS Consultants among dental professionals.
3. To examine the feasibility and acceptance of external marketing consultancy services.
4. To suggest strategic marketing solutions to improve HMS Consultants' reach.

(G) METHODOLOGY

- **Research Design:** Descriptive.
- **Study Area:** Wardha and Nagpur region, Maharashtra.
- **Sample Size:** 100 healthcare professionals
- **Data Collection Tool:** Structured questionnaire (Google Form-based).
- **Data Source:** Primary data from survey respondents.

(H) PLAN OF ANALYSIS

- Descriptive statistics (percentages, frequency distribution) to summarize responses.
- Graphical representation (bar charts, pie charts)

(I) TENTATIVE CHAPTER PLAN

- **Chapter 1: Introduction** – Background, problem statement, and study rationale.
- **Chapter 2: Review of Literature** – Summary of past studies relevant to dental marketing and consultancy feasibility.
- **Chapter 3: Research Methodology** – Tools, data collection methods, and analysis plan.
- **Chapter 4: Data Analysis and Findings** – Results and interpretation based on survey responses.
- **Chapter 5: Conclusion and Recommendations** – Summary of insights, feasibility outlook, and strategic suggestions for HMS Consultants.