

**Summer Training at
Kokilaben Dhirubhai Ambani Hospital and Medical Research Institute,
Mumbai
(April 3 to June 2, 2017)**

Review of Current Scenario of Digital Marketing in Healthcare

**By
Priyanshi Argal**

**Under the guidance of
Dr. J.P. Singh**

**MBA Hospital & Health Management
2016-2018**


**Institute of Health Management Research
The IIHMR University, Jaipur
2017**

CERTIFICATE

This is to certify that **Dr. Priyanshi Argal** has undergone summer training in **Kokilaben Dhirubhai Ambani Hospital, Mumbai**, from 3rd April to 2nd June 2017.

The candidate herself completed the project assign to her during summer training. Her approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Hospital and Health Management.

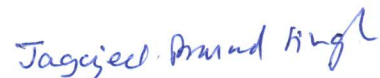
I wish her success in all her future endeavors.



Col. (Dr.) Ashok Kaushik

Dean (Academic & Student Affair)

The IIHMR University, Jaipur



Dr. J.P. Singh

Associate Professor

The IIHMR University, Jaipur

02nd June 2017

To whomsoever it may concern

This is to certify Ms. Priyanshi Agal from IIHMR Jaipur has successfully completed an internship with the clinical administration department at Kokilaben Dhirubhai Ambani Hospital from 01/04/2017 to 02/06/2017.

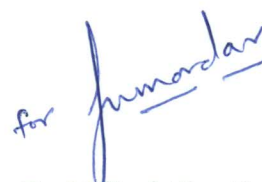
During her tenure, she has worked on the following projects:

- "Role of Digital Marketing in Healthcare"
- "Designing of scorecard for Performance Evaluation of Resident Medical Officers"

Her performance was satisfactory and we wish her success in her future endeavors.



Dr Ram Narain
Executive Director



Dr. Milind Khadke
GM (Clinical Administration)

“A Review of Current Scenario of Digital Marketing in Healthcare”

By

Dr. Priyanshi Argal

Project submitted to

Kokilaben Dhirubhai Ambani Hospital

Under the guidance of

Dr. Ram Narain



KOKILABEN DHIRUBHAI AMBANI HOSPITAL

MUMBAI

2017



DECLARATION BY THE CANDIDATE

I hereby declare that the project entitled “A REVIEW OF CURRENT SCENARIO OF DIGITAL MARKETING IN HEALTHCARE” is the original work done by me at Kokilaben Dhirubhai Ambani Hospital, Mumbai. This work in part or full has not been submitted to any other Hospital.

ACKNOWLEDGEMENT

First and foremost, I am grateful to the Almighty for blessing me to complete this project successfully.

I am extremely thankful to all the professionals at Kokilaben Dhirubhai Ambani Hospital for sharing their knowledge and precious time which inspired me to give my best during my summer internship.

I am extremely thankful to esteemed Executive Director of Kokilaben Dhirubhai Ambani Hospital, Dr. Ram Narain for his unwavering encouragement, valuable advice and expert guidance with patience and perseverance over this project. He has inspired me to never cease to seek knowledge and understanding.

I would also like to acknowledge Dr. Milind Khadke and Dr. Nilesh Gumardar for their valuable support, without which the project would not have seen the light of the day.

Lastly I thank all my friends for their help and co-operation throughout the project.

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PROFILE OF KOKILABEN DHIRUBHAI AMBANI HOSPITAL

Kokilaben Dhirubhai Ambani Hospital and Medical Research Institution is India's newest most advanced tertiary care facility. As the flagship, social initiative of Anil Dhirubhai Ambani group, it is designed to raise India's global standing as a healthcare hub, with emphasis on excellence in clinical services, diagnostic facilities and research.

The hospital is significant CSR initiative from Reliance Anil Dhirubhai Ambani group. It is designed to raise India's global standing as a healthcare hub, with emphasis on excellence in clinical services, diagnostic facilities & research activities.

It is the only hospital in Mumbai to function with a Full-Time Specialist System that ensures the availability and assess to the best medical talent around the clock. The 750-bedded hospital has 103 full time doctors, 520 nurses and about 200 paramedical and growing.

Kokilaben Dhirubhai Ambani Hospital is fully geared in terms of talent, technology structure and spirit to reshape perceptions regarding hospitals and redefined the concept of caring. Indeed, this globally benchmarked institution marks the beginning of a new era in Indian healthcare.

VISION

We aim to be a global healthcare institution that combines the best in medical treatment with strong ethical principles and a culture of care and compassion.

MISSION

To be an institution that offers comprehensive quality healthcare services under one roof through transparent patient-centric care ensuring patient safety, privacy and dignity. An institution where Every Life Indeed Matters.

VALUES

INTEGRITY: To deal with all stakeholders in a spirit of fairness and integrity

Patients

Partners

Employees

Vendors

Community

TRANSPARENCY: To respect the patient's rights to know at every touch point by providing information that is clear, concise, relevant and easy to understand.

MAXIMUM CARE: To re-evaluate every hospital system, process and procedure to ensure that patient and their loved ones receive maximum care and comfort.

SELF IMPROVEMENT: To instill a process of learning and self-improvement at every level through continuous training, focused research and peer review.

PATIENT DIGNITY: To safeguard the dignity of patients by protecting their individuality and privacy at all times.

SOCIAL RESPONSIBILITY: To dedicate itself to living up to its responsibility in social service, community health, and environmental safety.

PATIENT SAFETY: To take responsibility in building a culture of safety and to instill a 'JUST' culture promotes patient safety to make healthcare safer for everyone.

PASSION FOR EXCELLENCE: To believe in having a passion for excellence in every aspect of the work we do; in the overall delivery of service to our customers, in ensuring that we meet the highest international standards.

QUALITY COMMITMENT

The Kokilaben Dhirubhai Ambani Hospital is accredited by the Joint Commission International (JCI) and the National Accreditation Board for Hospitals & Healthcare Providers (NABH) as a commitment to quality and safety, which are the core mission and vision.

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Under the bearing of the official chief the workplace of clinical quality plan and leads safety and quality programmes throughout the hospital. Kokilaben Dhirubhai Ambani Hospital's authority uniquely aim to achieve highest levels of quality and safety by engaging doctors, nurses, therapists and other staff as well as partnership with the patient and their family members. A culture of continuous quality improvement is cultivated and encouraged to provide the patients a safe environment to receive the highest quality care. The methodology used to achieve this includes:

Identification, development and strengthening of policies, procedures and protocols.

Maintenance of ethical medical and nursing practices.

Practice of evidence-based medicine of the highest standard.

Practice of safe medication practices.

Identification and prevention of errors.

Performance review through well-defined key indicators.

Respect and protection of patient rights.

Quantification and measurement of patient satisfaction.

Stringent hospital infection control guidelines.

Compliance with bio-medical waste management rules.

Constructive dialogues with the patients and their families to encourage participation and compliance in the treatment process.

Engagement of the patients and their families in safety.

Effective use of resources.

Cost-effectiveness management.

Antimicrobial stewardship programmes and monitoring antibiotic use.

Kokilaben Dhirubhai Ambani Hospital's authority uniquely aim to achieve highest levels of quality and safety by engaging doctors, nurses, therapists and other staff as well as partnership with the patient and their family members. A culture of nonstop quality change is developed

and urged to give to provide the patients a safe environment to receive the highest quality care. The methodology used to achieve this includes:

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Cost-effectiveness management.

Antimicrobial stewardship programmes and monitoring antibiotic use.

Kokilaben Dhirubhai Ambani Hospital is committed to the patient as well as the community at large, by delivering the best possible care every time while dedicating themselves to continuously improving the way to do things driven by evolving data, benchmarks, and best practices.

Kokilaben Dhirubhai Ambani Hospital's success as an institution depends on the quality of care provided to each and every patient. Their expert team of doctors, nurses, therapists, and staff is committed to providing safe, quality and cost-effective care to all, maximizing potential and exceeding expectations.

A REVIEW ON THE CURRENT SCENARIO OF DIGITAL MARKETING IN HEALTHCARE

INTRODUCTION

Prologue regardless as a piece of the educational modules a late spring temporary position programme was to be conducted for a period of two months. Given a decision one was permitted to pick the field in which he or she was intrigued. As my interest and curiosity was in online or digital marketing, I choose to work with the Marketing Department at Kokilaben Dhirubhai Ambani Hospitals, Mumbai. Why digital marketing in Healthcare? Because it is booming industry, the growth of digital marketing is tremendous and expected to grow more.

Because of this late spring entry level position, I learnt each part of advanced promoting incorporate include (business development process, content writing, social media). I basically did a Review of the current scenario of Digital Marketing in various Service Industries, For Example E-Banking and Food Service Industry, The oldest and the latest trend in the area of this respective Industry, and finally an analysis in the field of Healthcare, Digital Marketing and its current impacts and the latest trends, which would result in a better outcomes in the time to come there are sure strides which can't be adjusted or skipped. These are followed in groupings and executed subsequent to assessing the procedure over and over. In advanced advertising your group ought to be sufficiently solid to convey what your customer is expecting, as under digital marketing everyone work is interconnected and with a team only one campaign can get ready.

A broad writing audit is done on the ideas and hypotheses identified with web advertising. An audit of research papers articles is embraced to observe and recognize work that has been done in the field of web advertising as such. The analyst has gathered auxiliary information from rumored diaries and magazines, newspapers, articles, Internet websites and Archives. The scientist has distinguished seven research papers alongside thirteen articles published in renowned journals on various topics such as Web ad, Web based ad market, E-commerce impact, trends of online marketing, consumer attitude to Web ad and sales/marketing strategy

It was an amazing experience working virtually and on field. I came to numerous new phrasings of computerized promoting corporate world and so on. The venture contains the assignment which has been finished by me amid my entry level position also as what I have learnt from it.

LITERATURE REVIEW

J. Suresh reddy²⁶ has distributed article in Indian diary of Marketing. Title of article is “Impact of E-commerce on marketing”.

Marketing is one of the business function most dramatically affected by emerging information technologies. Internet is providing companies new channels of communication and interaction. It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases.

Neelika Arora ³²has published research article entitled “Trends in Online Advertising” in advertising Express, Dec2004.

The global online advertising revenues are expected to touch US \$10bn by 2006. In India, the revenues at present are estimated to be Rs. 80 cr. and are expected to increase six times more within the next five years.

In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these, it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kellogg's, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL(America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender.

This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for my research work.

Sumanjeet³⁷ has published article on “On Line Banner Advertising”- in Indian Journal of Marketing.

Online banner advertising has great potential as an advertising medium. It is easy to create, place and use. It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented.

Nicholas Ind, Maria Chiara Riondino³⁶ have originally published their article in the Journal of Brand Management in September 2001. The title of this article is “Branding on the Web: A real Revolution?”

In this paper difference in corporate attitudes to the Web are discussed and conclusions as to the way in which branding practice and theory are affected by the new technology are drawn. This article explains the Web is both a distribution and a communications channel that facilitates interaction community building, openness and comparability.

Jaffrey Graham⁴⁵ has published his article entitled “Web advertising’s future >>> e Marketing strategy”

Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.

Advertising in social media: How consumers act after seeing social ads. Adapted from Nielsen (2012: 10).

Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption. (Ryan 2011: 15) The next chapters will explain more about each of the world’s current most widely used social Medias. There are, of course, many other social networks and applications (apps) available but considering the study, the focus is on the main Medias.

‘

Victor Van Valen has published article “Is Your Marketing Smart”

Today advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In web media, you have an idea of who will see your ads, and it create an impact on your audience. For example, you know Femina Magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing?

Vikas Bondar has published his article on “sales and marketing strategies”

Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the

newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

This article explains how internet is useful tool for advertisement

Digital marketing:

According to Garder's survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key discoveries likewise uncovered that an organization advertising achievement depends for the most part on their website, social marketing, and digital advertising, which are all parts of digital marketing. Moreover, funds made by utilizing advanced promoting can be reinvested somewhere else. Typically, organizations burn through 10 percent of their income on advertising and 2.4 percent on digital marketing, which will increase to 9 percent in the future.

Content Market:

Content market brogan 2008 and Ferguson 2009 urge content advertising is no other thing, but that is "a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience -with the objective of driving profitable customer action". Going by that idea Pulizzi defines (2008) content marketing as "the art of understanding exactly what your customers need to know, and delivering it to them in a relevant and compelling way to grow your business".

Content advertising is making rich substance focusing on potential crowd and sharing via content marketing platforms to inform, educate them without selling. In this manner content advertising is extending by noting standard issues with the correct kind of content in front of the right kind of audience.

Content marketing communication strategies

Pulizzi (2008) highlights a good content marketing strategy is ways in which to understand problems and concerns of customers and offering best solutions and to transferring trusted knowledge.

Promoting correspondence procedures are critical these days than some time recently. A streamlined instructive substance can interface with clients and empowering them to interact with. Therefore, effective and efficient content marketing strategies will influence customer's positive interaction with a product and service even it will increase investment of returns.

SCOPE OF THE STUDY

This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By simply learning hypothesis and confronting genuine circumstances its ideas and practices may fluctuate. The study helps to understand the different tools of digital marketing, but while implementing it might differ from situation to situation.

OBJECTIVE OF THE STUDY

To Review the current scenario of Digital Marketing in Healthcare Industry with respect to Kokilaben Dhirubhai Ambani Hospitals.

- To explain different Digital Marketing Channels.
- To see the challenges and opportunities of Digital Marketing in Healthcare in India.

AIM

To Review the Current scenario of Digital marketing in Healthcare industry with respect to Kokilaben Dhirubhai Ambani Hospital.

RESEARCH METHODOLOGY

The Descriptive Research Design is utilized for breaking down and studying the process of Business Development. It is very simple & more specific than explanatory study.

The descriptive study is a reality discovering examination with satisfactory understanding.

The descriptive study goes for recognizing the different attributes of an issue under study. It uncovers potential connections amongst factors and furthermore setting the stage for further investigation later. The aftereffects of such research are not normally helpful for basic leadership by them but rather they can provide significant insight into a given situation. Despite the fact that the aftereffects of subjective research can give some sign with regards to the 'why', 'how' and 'when' something occurs, it cannot tell us 'how often' or 'how many'.

As the examination led was observatory there was no survey and thus no sample size or data interpretation was to be done.

Data Sources:

Primary Data: -

It is a firsthand data which is collected by the Researcher's only. The diverse method for gathering essential information is close to home meeting survey etc. As the project in question is an Explorative study the primary data collected as such, is focused upon Social media marketing review of Kokilaben Dhirubhai Ambani Hospitals.

Secondary Data: -

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies.

To meet the goals the review utilized subjective research. The clear review was done through audit of existing writing that aided in validation and extraction of the important variables and factors, information was gathered from optional sources. Optional sources were magazines, site books, office executives, and company data.

DIGITAL MARKETING

Meaning:

Digital Marketing likewise web based promoting web showcasing or web advertising is an aggregate name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement.

The fast development of advanced promoting industry is an immediate outcome of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Contrasted with customary strategies for promoting computerized showcasing offers rather real realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting.

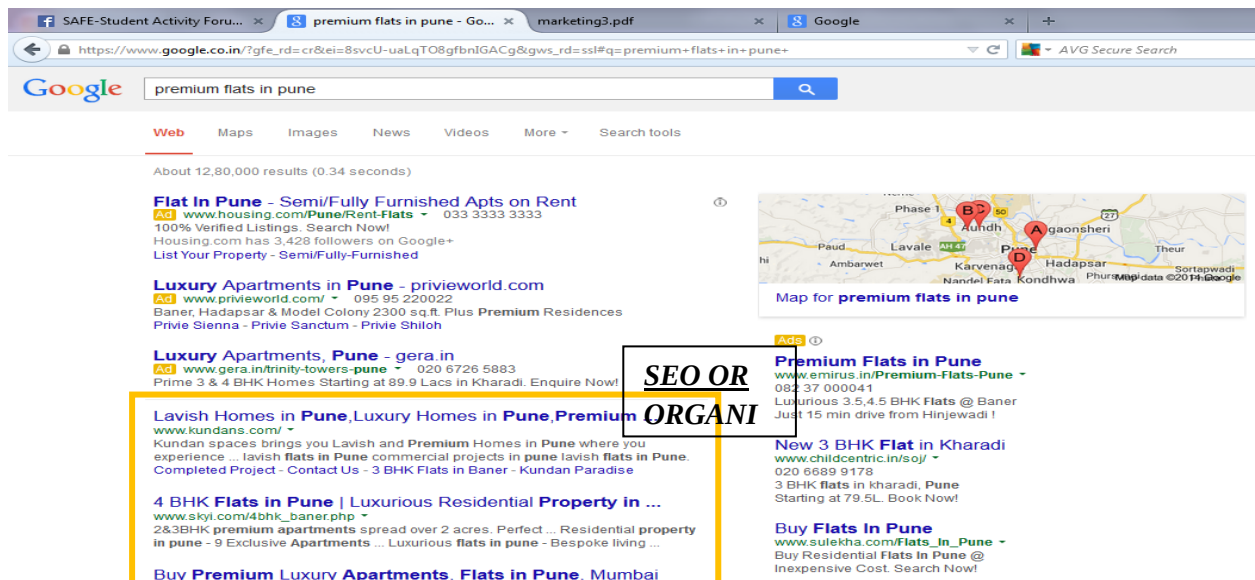


DIGITAL MARKETING CHANNELS

SEO (Search Engine Optimization)

Search engine optimization (SEO) is the way toward influencing the deiceivability of a site or a page in an inquiry engine's "natural" or un-paid ("organic") search results. It might target various types of inquiry including picture seek neighbourhood look video search, academic search,^[1] news search and industry-specific vertical search engines.

As a web advertising technique it considers how web indexes functions, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Enhancing a site may include altering its substance html and related coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Elevating a site to build the quantity of back connections or inbound connections social book marking, directory submission is another SEO tactic.

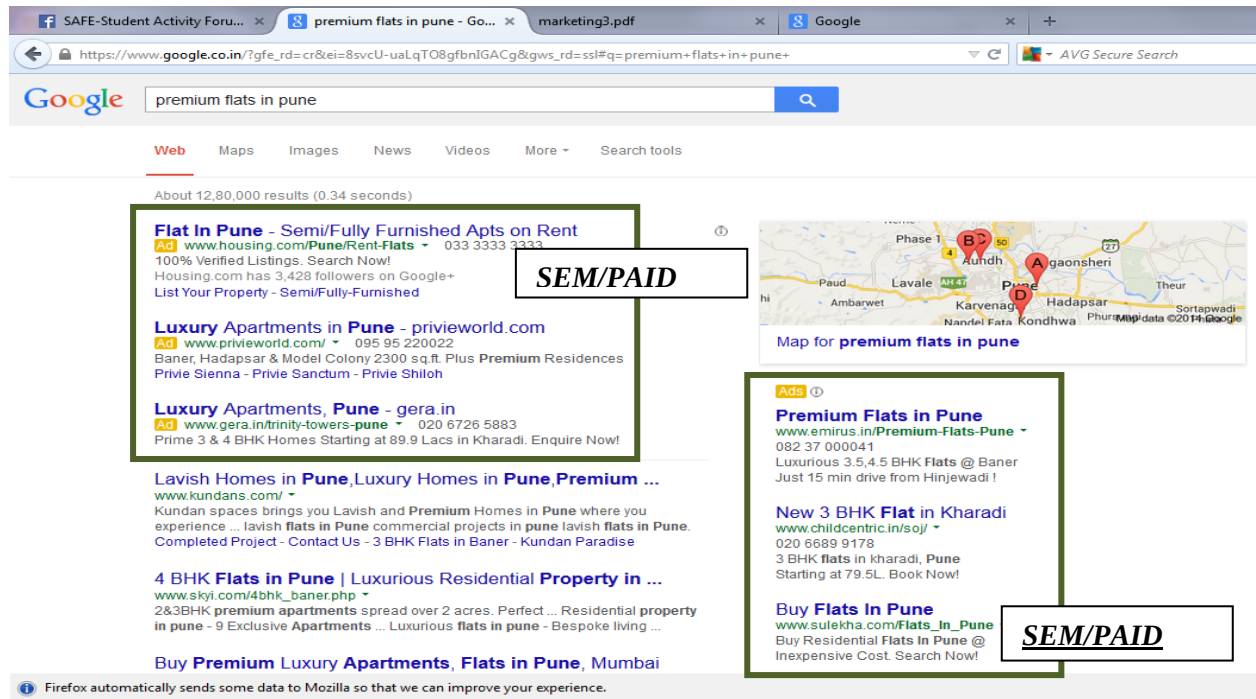


Source:https://www.google.co.in/?gfe_rd=cr&ei=8svcUuaLqTO8qfbnIGACg&qws_rd=ssl#q=premium+flats+in+pune

SEM (Search Engine Marketing)

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through

optimization and advertising.¹ SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click listings.



Source: https://www.google.co.in/?gfe_rd=cr&ei=8svcUuaLqTO8gfbnIGACg&gws_rd=ssl#q=premium+flats+in+pune+

SMM (Social Media Marketing)



Source: <http://www.launchandhustle.com/building-a-successful-social-media-marketing->

Social media marketing is the process of gaining website traffic or attention through social media sites.

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

Engagement

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing."

Facebook Marketing

Facebook is the world's most popular social network for both businesses and individuals. With over one billion users, your friends and fans are likely already using the platform -- and you should be too!

In fact, people are 51% more likely to make a purchase after "liking" a brand on Facebook. Facebook marketing requires a good intellect and unique thinking to make the campaign effective.

So what we have today!!!!



Source: <http://www.stepsonweb.com/facebook.html>

In Facebook marketing in fact in visual /web marketing your content speaks a loud that is why make sure your content should be relevant to your audience and business.

Thumb rules:

Emphasize on visualization. Rich visuals make the best content and the best timelines. 'Highlight' posts to give them the full width of the Face book container. To make it more attractive

'PIN' posts, these posts stay at the top of the feed promoting posts.

Ensure FB apps have relevant info, your audience is looking for

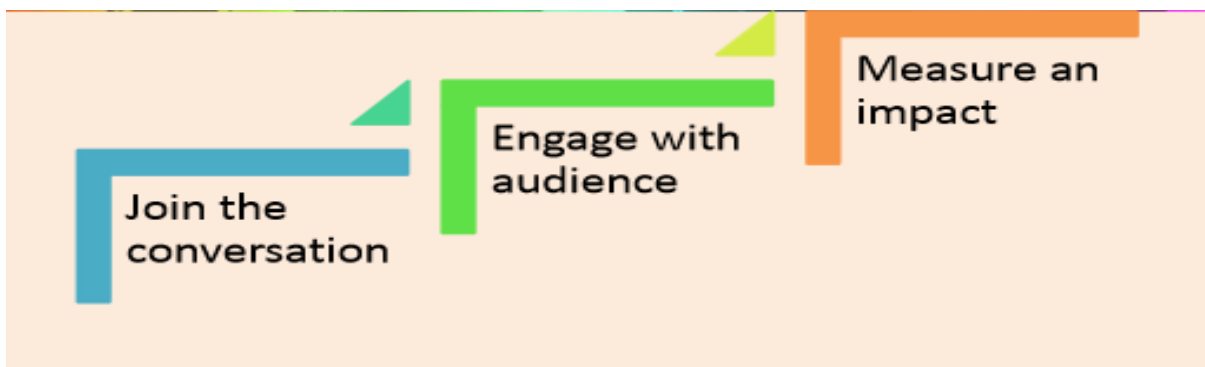
Analyze what works, and what doesn't work: Face book Insight. Edge Rank. Social bakers

Twitter marketing (A game of 140 characters)

Twitter's flexible, real-time platform allows you to get creative and drive results at the same time. Whether you're looking to drive sales, increase brand awareness or launch a product.

Twitter marketing is not much popular than face book but still it has an impact on audience

So what we have today!!!



Source: <https://www.slideshare.net/vinod007/twitter-marketing-for-brands>

The very first thing in twitter marketing you need to understand and learn the twitter terminologies well.

HASHTAG

A hash tag is any word beginning with the # sign. People use hash tags to organize conversations around a specific topic. Clicking on a hash tag takes you to search results for that term.

2. MENTION

Sometimes you want to bring a Tweet to someone's attention, but you still want all of your followers to see the message. So instead of a reply, use a mention. Include the @username of whomever you want to mention in your Tweet, and it will appear in the Mentions section (in the Connect tab). All @username mentions are clickable and link back to the mentioned individual's profile.

3. REPLY

You can respond to a Tweet by hitting the reply button. When you reply, your response is public, and will show up in your home timeline and the timeline of the person to whom you are responding. The reply will also be visible in the home timelines of people who follow both you and the person to whom you sent the reply. Meaning, someone not in the conversation has to follow both of the people replying to be able to read both sides of the conversation.

RETWEET

You can pass along someone's Tweet by retweeting it. Just hit the retweet button to send the original message to all of your followers.

5. LINKS

Twitter's link-shortening feature allows you to paste a link of any length into the Tweet box and it will automatically be shortened to 19 characters. This makes it easier to fit long URLs into the 140-character limit.

6. FAVOURITE

You can favorite the tweet for future reference. This is just like archiving something that's really interesting to you.

7. DM (direct message)

You can send private messages to someone, just like an email. For DM, sender and receiver should be following each other

Thumb rules:

Remember, you just have 140 characters to play around. Compose your message within 120 characters or less and leave atleast 20 characters so that others can re-tweet (RT).

Utilization of # hash tags Tweets with hash tags get twice the engagement of those Create a list of #Hash tags relevant to your brand Build a campaign around those #Hash tags and invite followers to re-tweet.

Posts with images have double the engagement of those without even though users can't see them until they click on them. It creates an interest among the audience.

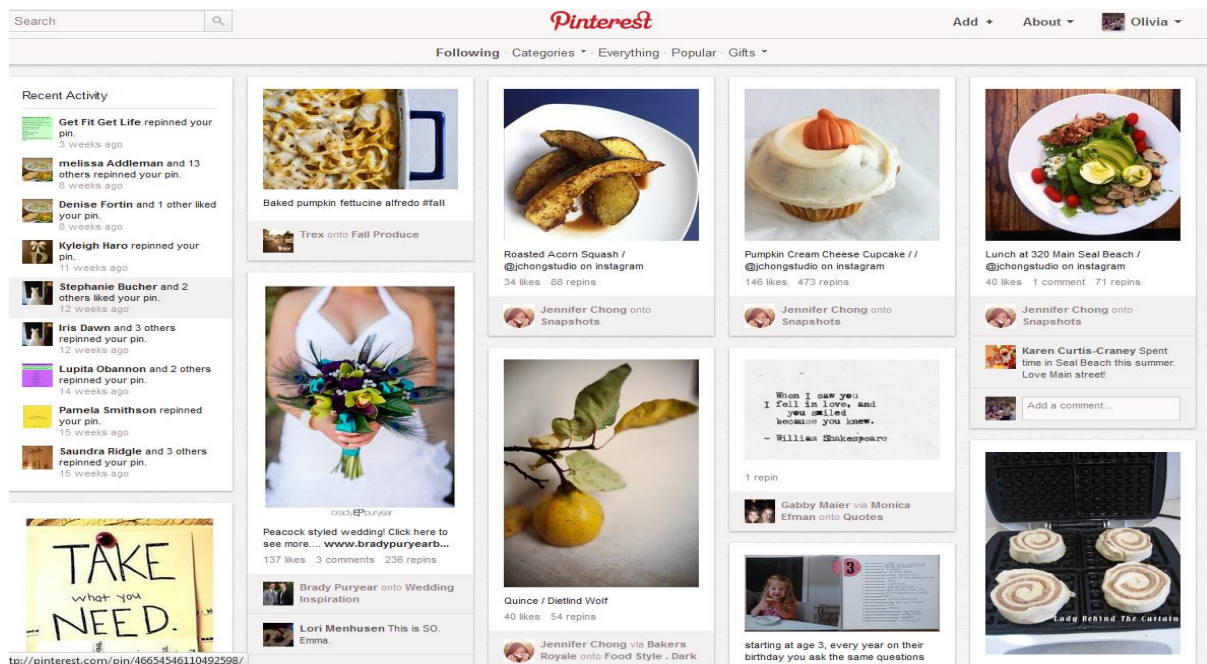
Linked in Marketing

LinkedIn is the world's largest social network for professionals. With over 161 million registered users in more than 200 countries, more than two million companies have created LinkedIn Company Pages to vie for their attention. If you are in B2B business this platform is very useful for you to connect with company's directors and marketing person.

Pinterest

It is a visual discovery social network. It is a way of sharing images of anything, from fashion to pets to pot plants. You can create your own online pin boards to suits any theme and share it with likeminded people.

Pinterest completely revolves around the premise of being creative and visual. 70% users are female and aged between 25 and 44. So if you are targeting women Pinterest is the right platform. Pinterest is now one of the top 10 social networking sites tracked by Hitwise .



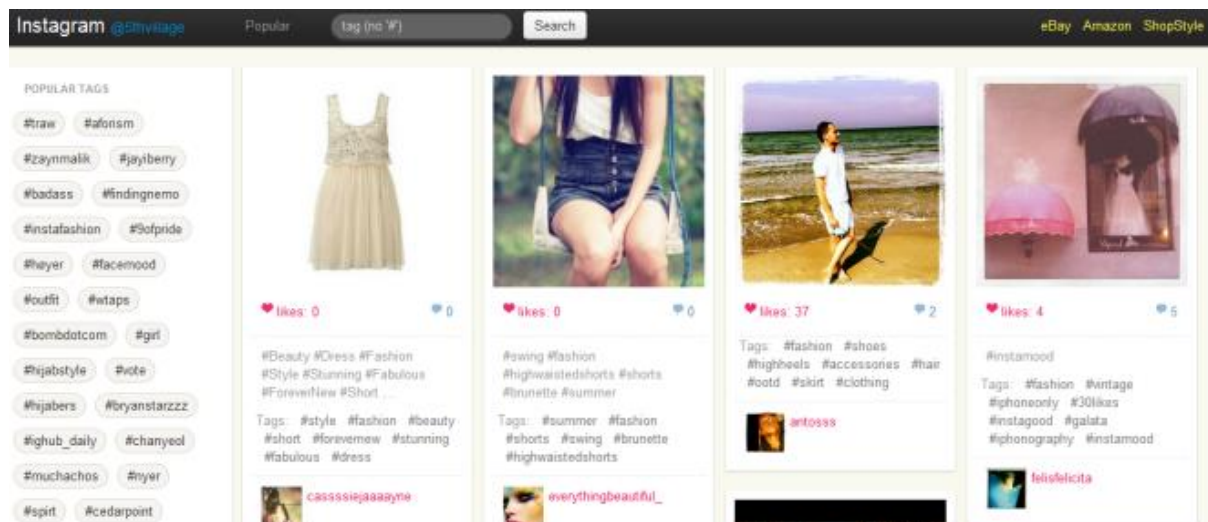
Source: http://www.pinsdaddy.com/pinterest-page_OPXKHOq2Xf59dp95rUddwrmcEMvIbXUPaLUpYGI23RE/

How brands can use Pinterest

Pinterest does not encourage product pushing; this means brands must look at crating boards that are culture and lifestyle related. You can create boards on trends, behind the scenes, preliminary sketches for products etc.

Instagram

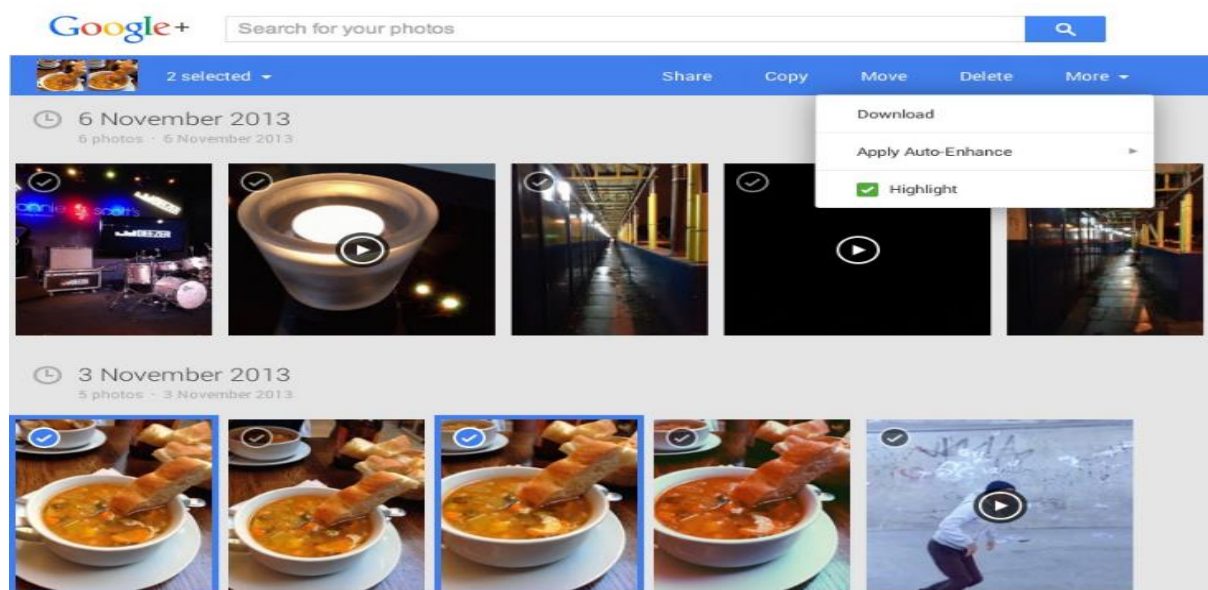
Instagram, the new revolutionary photo-sharing program, making it easier when ever to share your best pictures with the world. The social media program allows you to upload, add digital filters, and then post your pictures on your Instagram-feed, as well as other social networking sites. You can connect your Instagram account with Facebook, Twitter, Tumblr, Flickr, Foursquare and your email account. This makes it easy to share your pictures on multiple platforms all at once.



Source: <http://www.addictivetips.com/web/pinterest-like-visual-search-engine-for-ebay-amazon-shopstyle/>

Google +

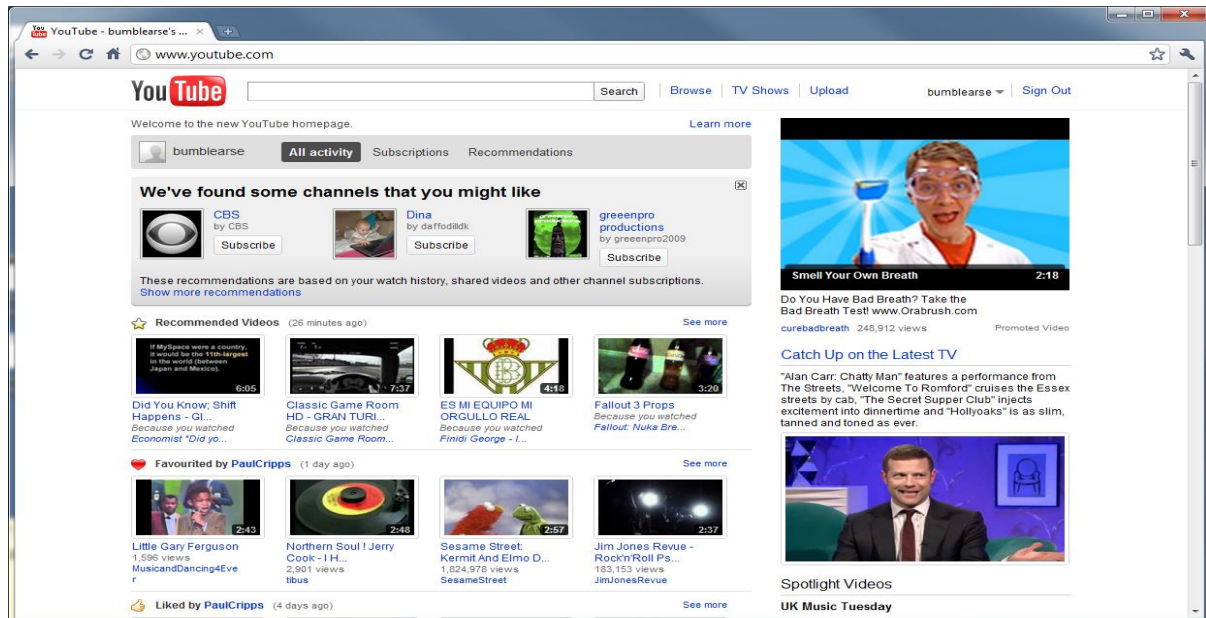
Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author. It is the second-largest social networking site in the world after Facebook. 540 million monthly active users are part of the Identity service site, by interacting socially with Google+ enhanced properties, like Gmail, +1 buttons, and YouTube comments. In October 2013, Google counted 540 million active users who used at least one Google+ service, of which 300 million users are active in "the stream".



Source: https://thenextweb.com/google/2013/11/07/depth-guide-google-photographers-storage-editing-sharing/#.tnw_4waPAqdl

YouTube

YouTube is a video Social Networking site and the 2nd most popular search site on the Internet after Google, who owns YouTube. YouTube video watching is a significant activity on the Internet, with over 1 billion visits to YouTube daily and over 100 million videos watched daily. And it's easy for anyone who sees your video to rate it and share it with his Social Network.



Source: <https://www.smashingmagazine.com/2011/03/designing-for-the-future-web/>

ODA (Online Display Ads)

Display advertising appears on web pages in many forms, including web banners. Banner ad standards continue to evolve.



ORM (Online Reputation Management)

Online reputation management coined by the public relation. Basically ORM is a process include-

- Undertake the comprehensive research and analysis the online content.
- Track your users' actions and opinions about brand
- Reduce your risk of featuring amongst the negative user sentiments.
- Enhance your web presence and create positive perceptions.



MMT (Mobile Marketing)

Source: <https://www.rockonit.com/online-reputation-management>

Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.



Source: <https://subiz.com/blog/5-important-things-you-must-know-about-mobile-marketing.html>

E-mail Marketing:

It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Email marketing can be done to either sold lists or current customer database



Source: <http://www.doz.com/marketing-resources/email-marketing-errors>



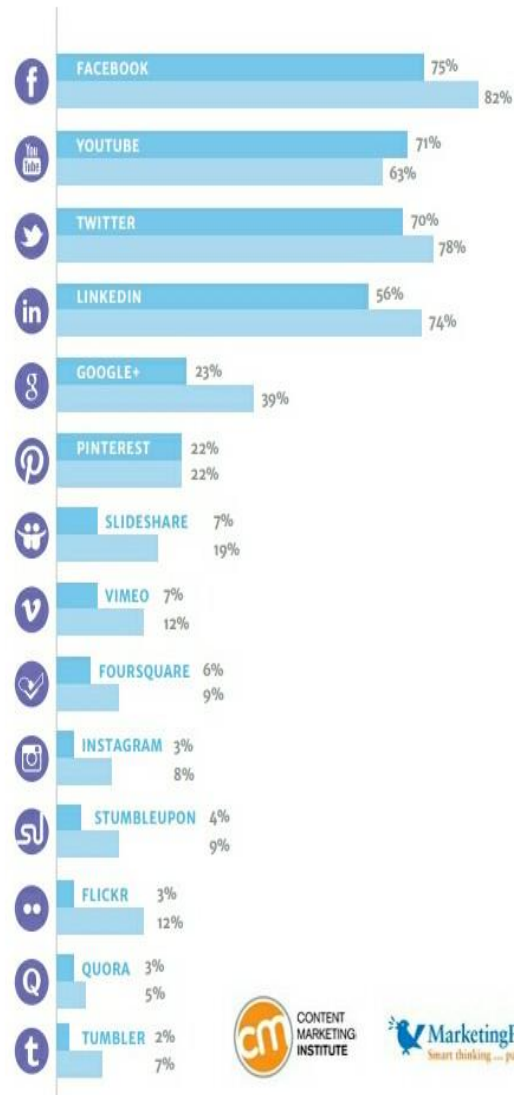


Source: <https://www.slideshare.net/Jorgeventura2014/how-toleverage-digital-marketing-in-the-health-care-industry-47732369>

PERCENTAGE OF HEALTHCARE MARKETERS USING SOCIAL MEDIA

In fact, many healthcare companies are starting to become more involved in social media. Take a look at what platforms healthcare marketers are using most often to distribute content.

Percentage of Healthcare Marketers Using Social Media



Source: <https://www.slideshare.net/Jorgeventura2014/how-to-leverage-digital-marketing-in-the-healthcare-industry-47732369>

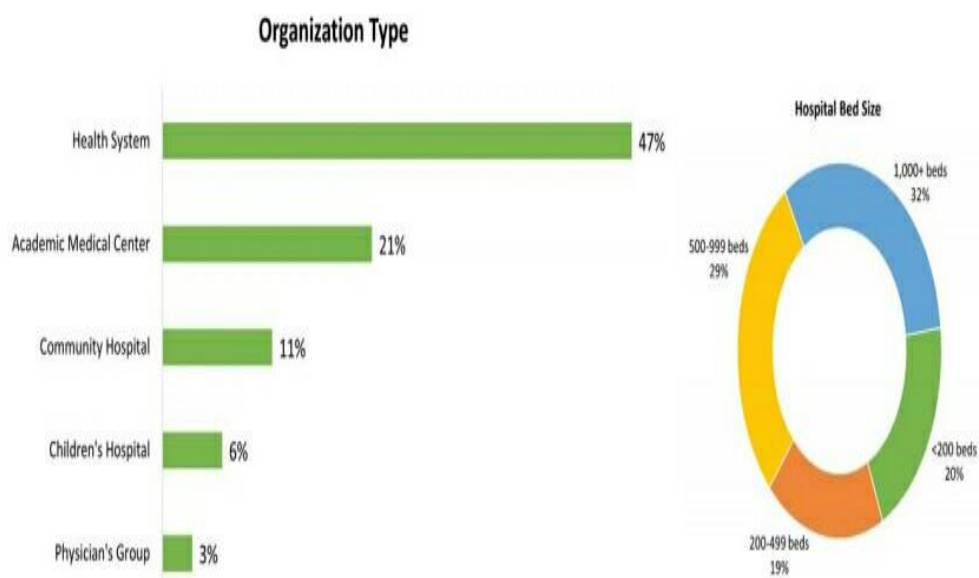
SURVEY METHODOLOGY AND DEMOGRAPHICS

Survey Methodology and Demographics

The survey, comprised of 54 questions, was designed to probe healthcare organizations about:

- The scope of their digital and Web activities
- The importance and effectiveness of their digital marketing efforts
- Their planned future Web activities and challenges
- Their marketing resources.

The survey was deployed via an online tool and was promoted to healthcare marketers for three weeks. The survey was completed by 218 senior healthcare marketers and digital professionals from 37 states, plus the District of Columbia and the Virgin Islands.



Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2015

Key Takeaways:

- The healthcare industry is far behind other industries in the use of digital marketing efforts.
- Healthcare organizations are using a relatively limited number of social media channels with no real plans to expand to others.
- With half of survey respondents reporting that they plan to upgrade or change their CMS platform and over 60% reporting a plan to redesign either their Website or intranet in the coming year, there are many opportunities for growth and improvement.
- Fifty percent (50%) of these senior marketers report using a Customer Relationship Management (CRM) system, with only:
 - a little over 25% saying their CRM is integrated with their Website
 - 11% saying their CRM and Websites are integrated well.
- Less than a quarter of survey respondents report using a marketing automation tool, which is significantly behind other industries.
- Healthcare organizations are not truly prepared for mobile, and only 33% consider a Mobile First strategy to be “essential.”
- There is much room for improvement in achieving the digital goals of healthcare organizations.

Key Takeaways, con’t:

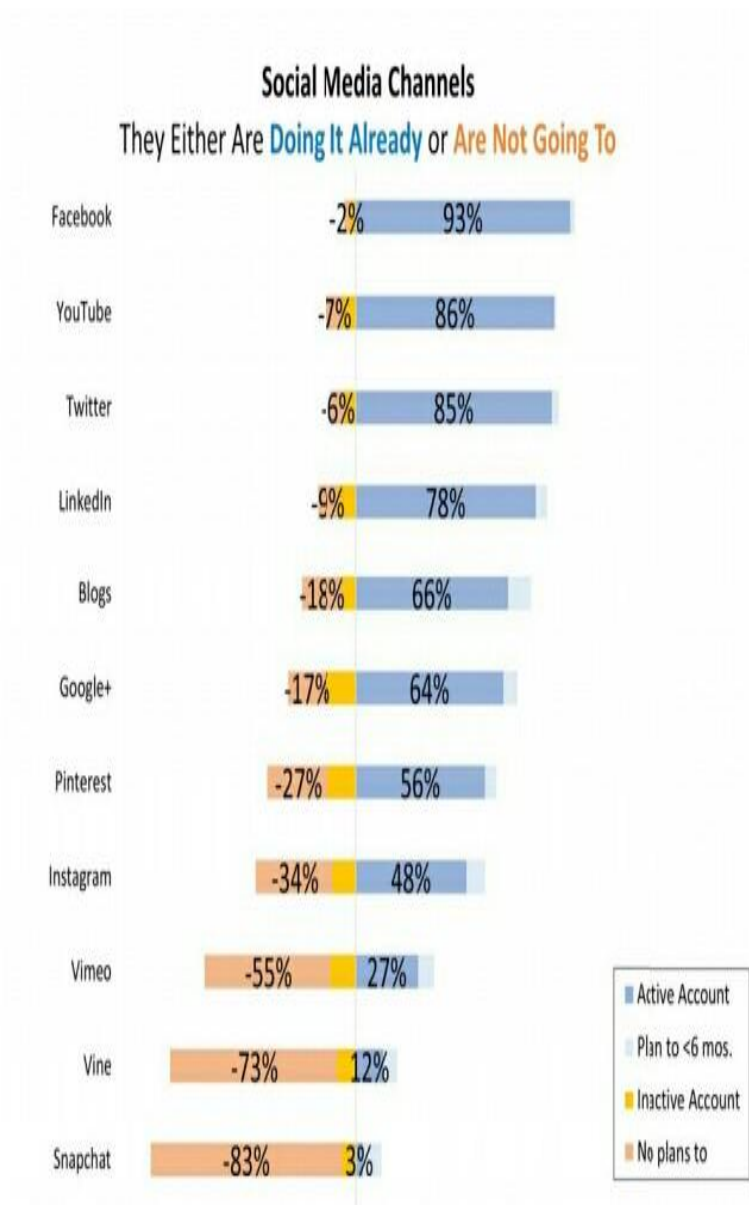
- Healthcare is not leveraging the marketing advantages of more advanced or emerging digital activities, such as wearables, Internet of Things (IoT) or beacon technology.
- The top three challenges/barriers for healthcare digital marketing efforts are:
 - o Money
 - o Silos
 - o Managing change.
- Less than half of the survey respondents report that their organization has mapped either the Mobile customer journey or the Digital customer journey.
- Only half of the survey respondents reported conducting usability testing and only 47% said they conduct Web visitor experience research.
- Healthcare marketers are optimistic about future budget resources, with over 80% expecting their marketing budgets next year to either increase or remain steady.
- Marketers from health systems are more likely to believe they “own” the digital experience, brand promise and customer experience at their organization than marketers from other types of healthcare organizations.

Three-quarters of survey respondents consider a strong digital and interactive strategy to be essential to building their brand.

Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

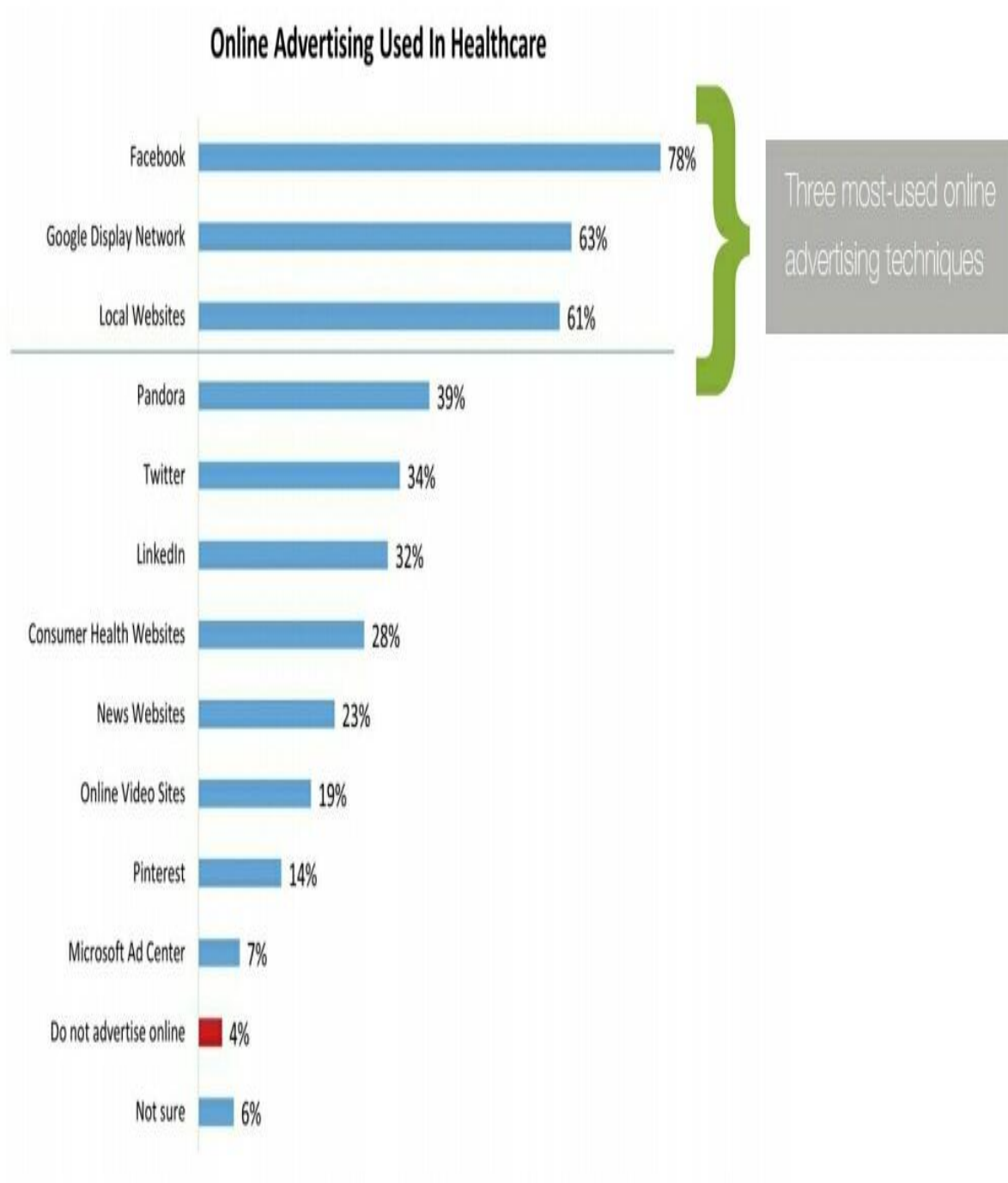
USAGE OF SOCIAL MEDIA BY THE ORGANIZATIONS

Very few organizations plan to expand beyond the social media channels currently being used.



Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

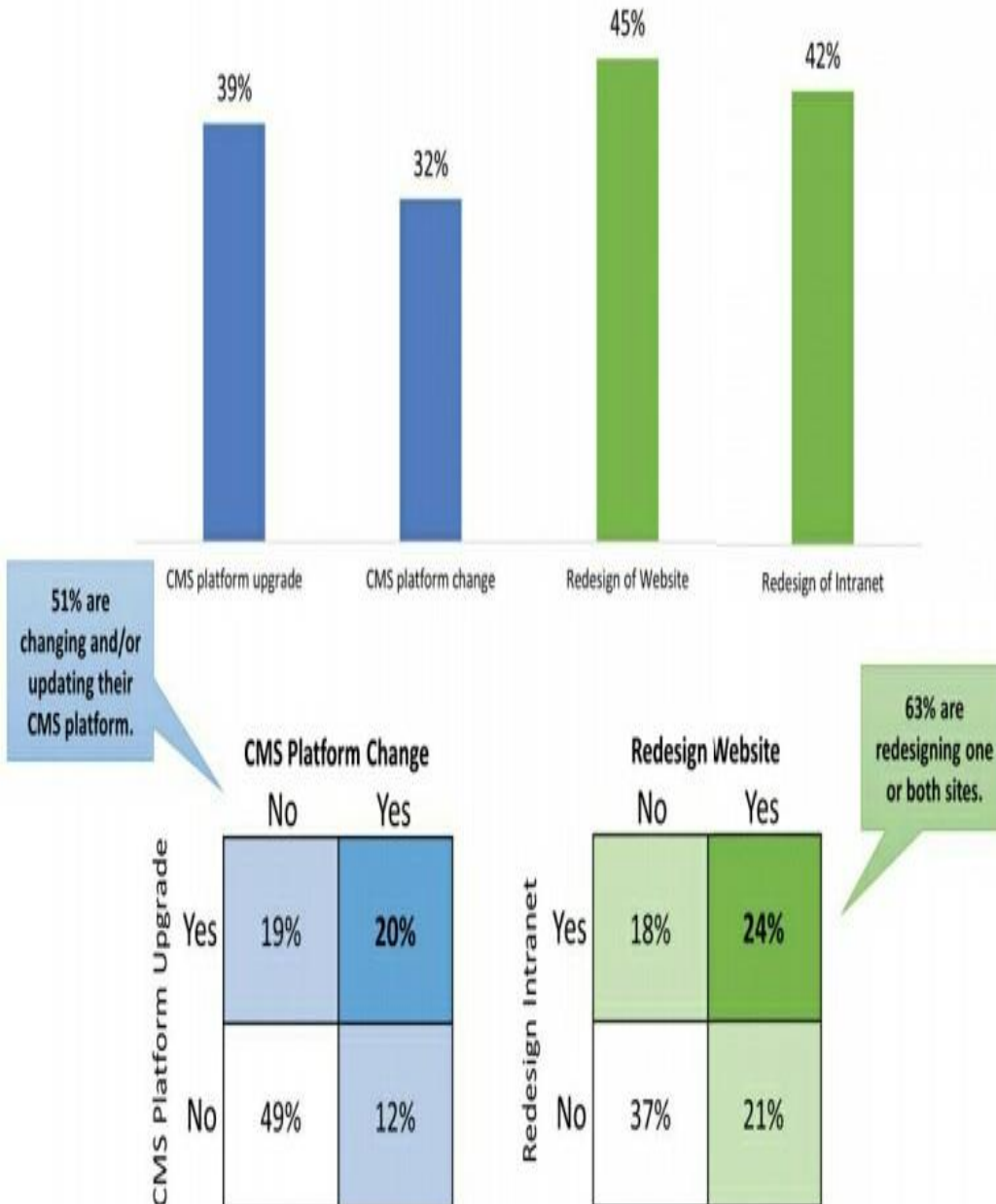
ONLINE ADVERTISING USED IN HEALTHCARE



Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

**STATISTICS ON PLATFORM CHANGE AND REDESIGNING OF WEBSITE
IN THE COMING YEARS:**

Planning Platform and Design Changes in the Coming Year?



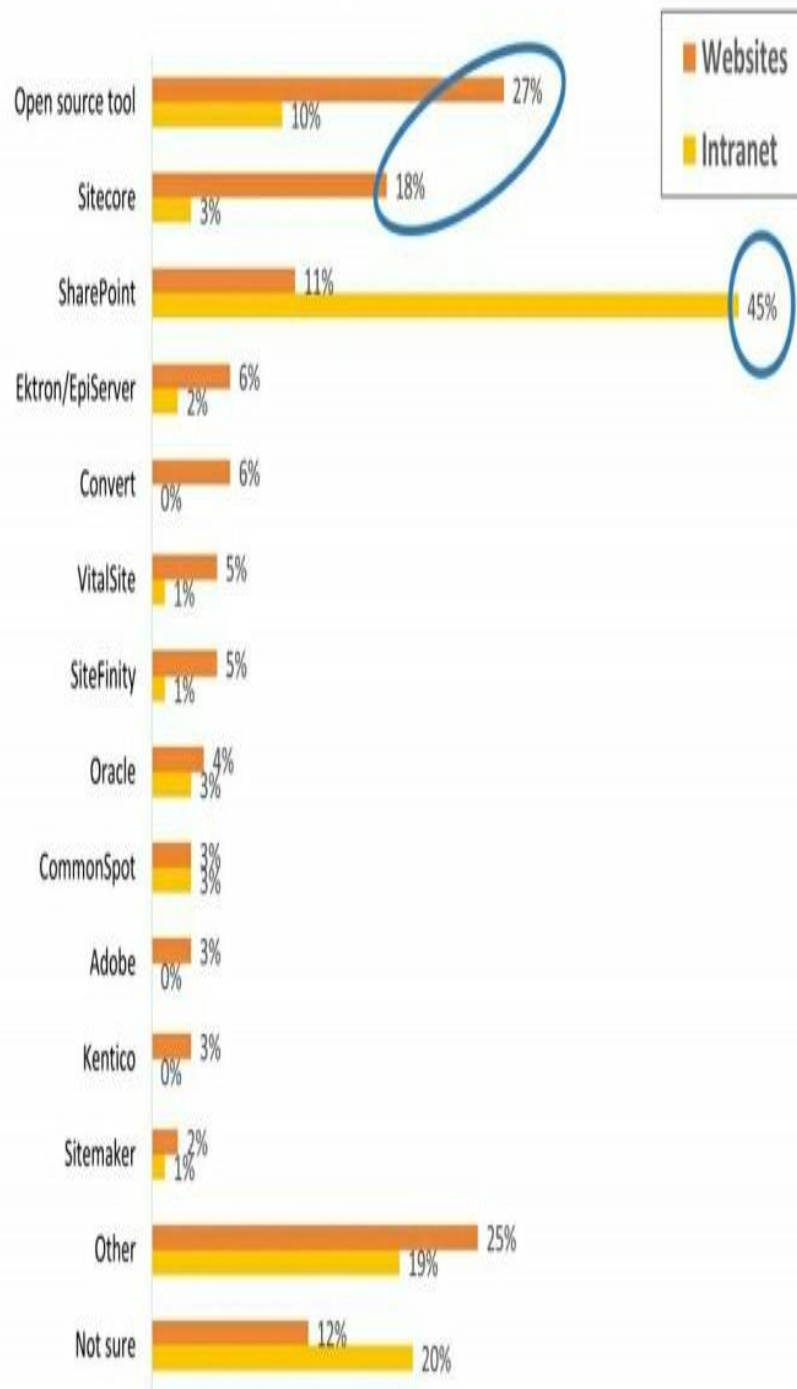
With half reporting that they plan to upgrade or change their CMS platform and more than 60% planning to redesign either their Website or intranet in the coming year, there are many opportunities for improvement and growth in 2016.

Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

CONTENT MANAGEMENT SYSTEM BEING USED IN HEALTHCARE

Content Management Systems Being Used in Healthcare

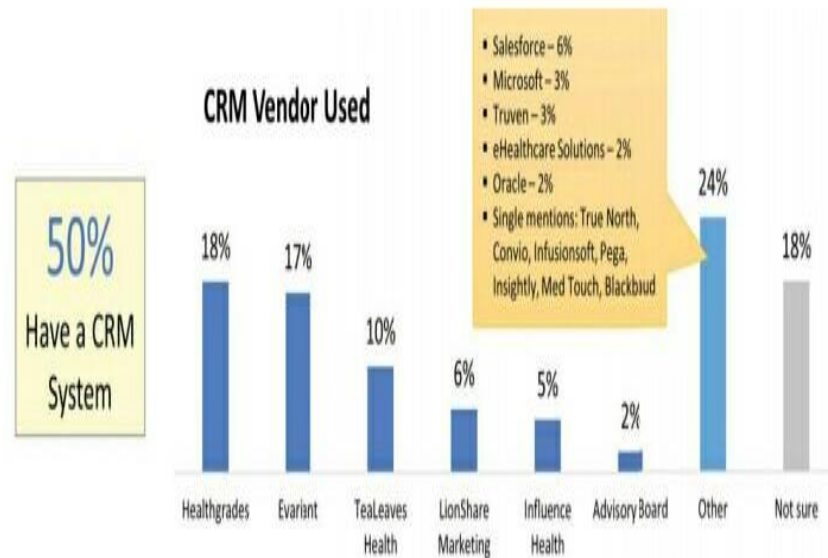
Content Management System (CMS) Software Used to Support ...



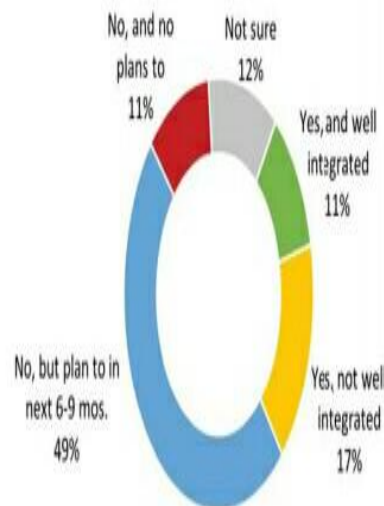
Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

CUSTOMER RELATIONSHIP MANAGEMENT

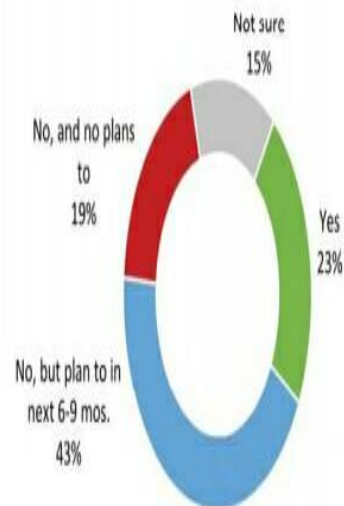
Customer Relationship Management



How Well Website and CRM Integrated



Undertaking Any Social CRM Activities



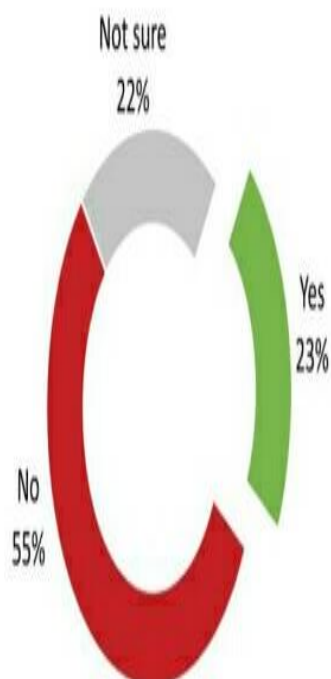
Healthcare organizations are early in the CRM journey and are not linking their CRM to other functions.

Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

MARKETING AUTOMATION

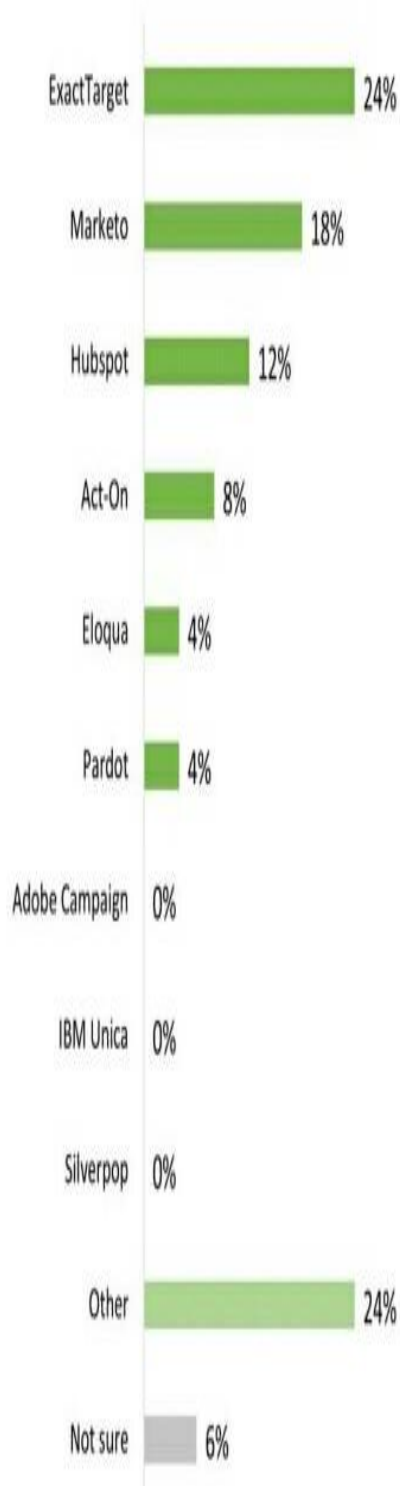
Marketing Automation

Use of a Marketing Automation Tool



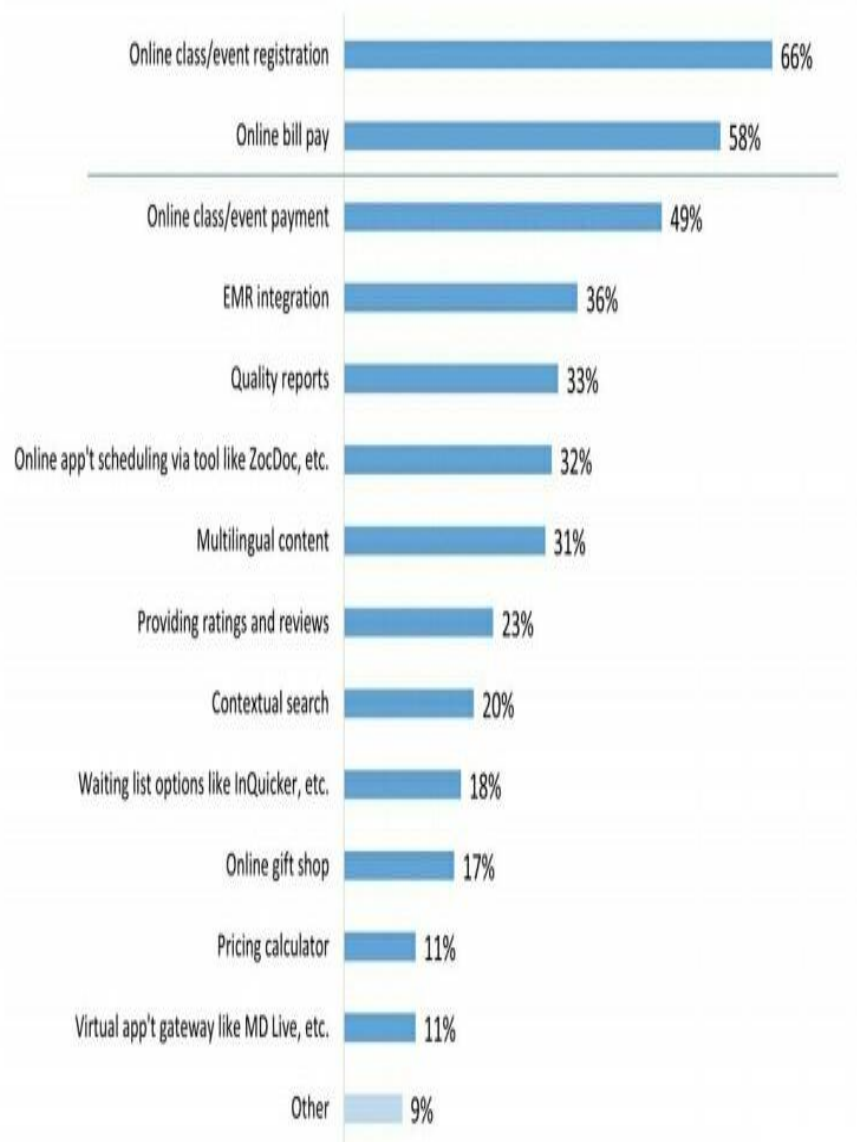
Less than a quarter use a marketing automation tool; this reveals another area in which healthcare organizations lag other industries.

Marketing Automation Tool Used



Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

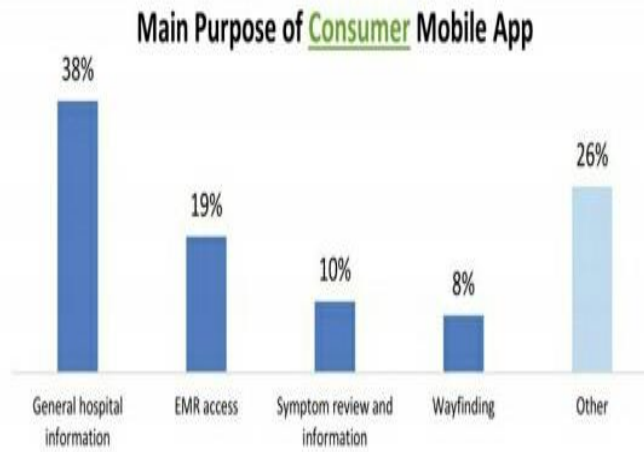
New or Emerging Functionality Available on Healthcare Websites



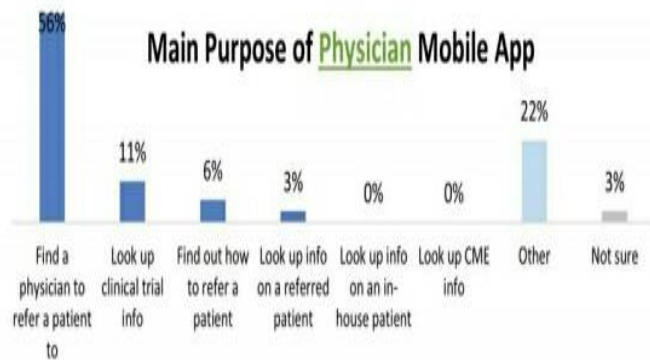
Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

MOBILE APP FOR CONSUMERS AND PHYSICIANS

43%
Have a Mobile
App for
CONSUMERS

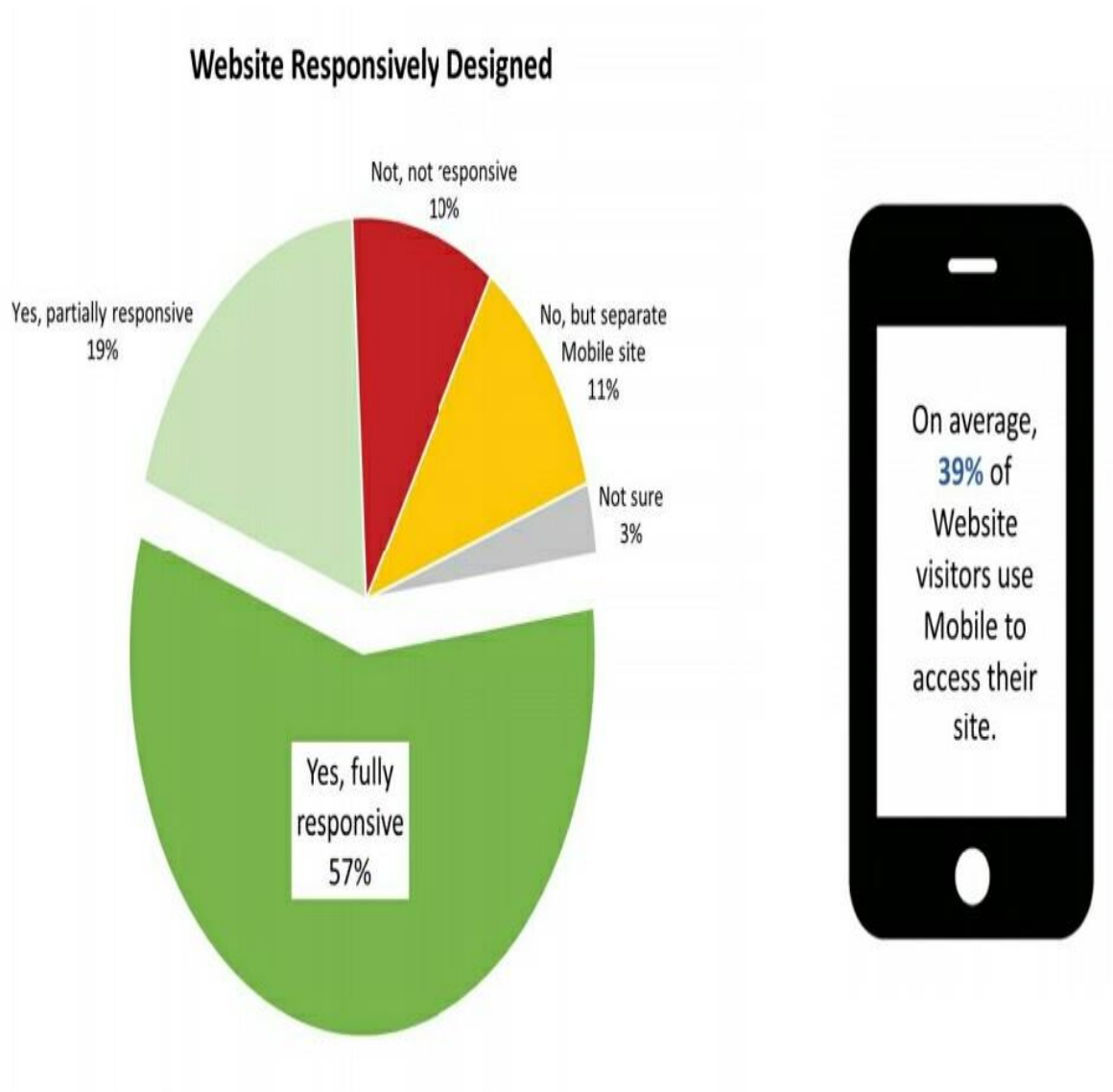


17%
Have a Mobile
App for
PHYSICIANS



Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

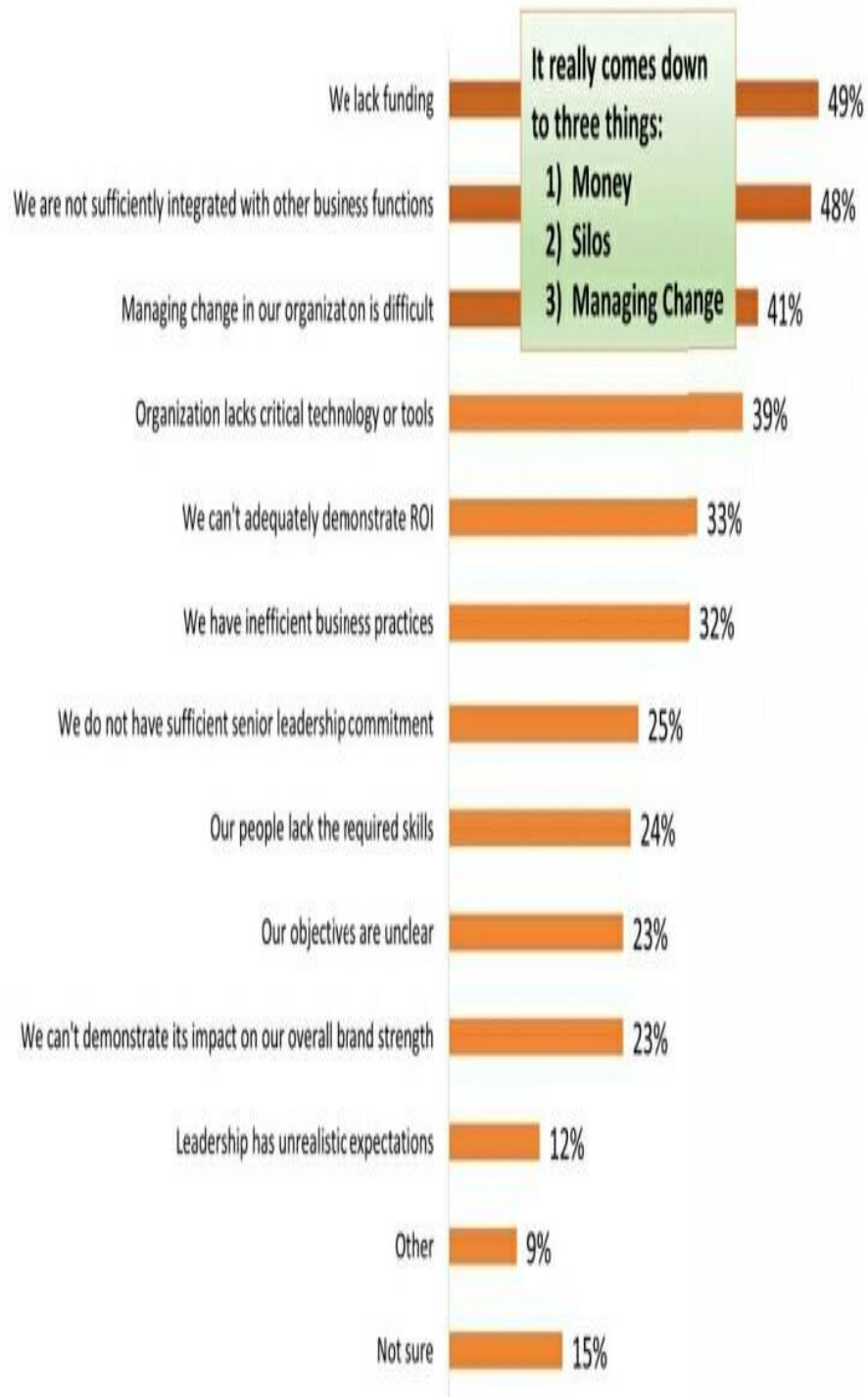
RESPONSIVENESS OF WEBSITE



Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

CHALLENGES AFFECTING EFFORTS OF DIGITAL MARKETING

Challenges/Barriers Affecting Digital Marketing Efforts

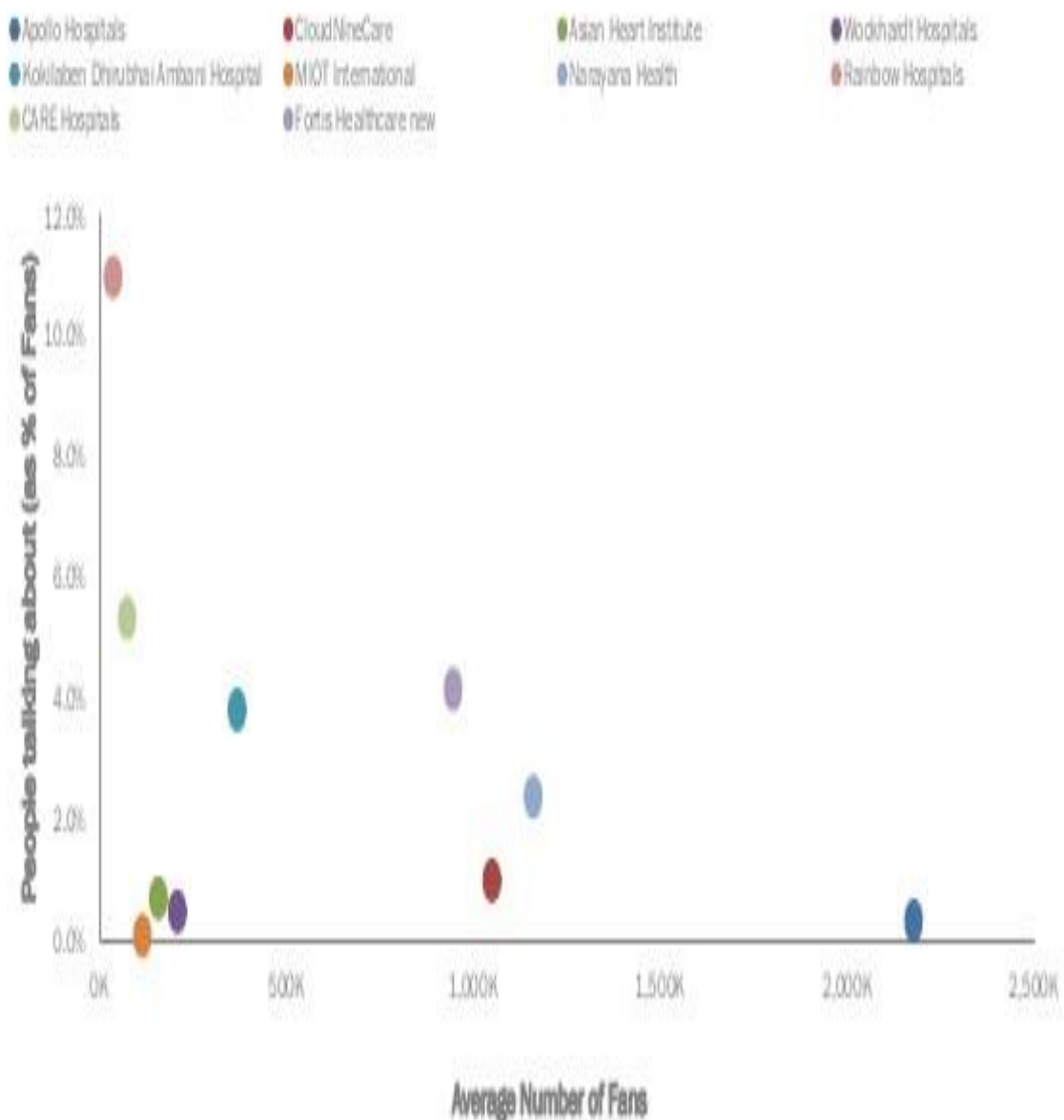


Source: www.greystone.net/docs/.../the-state-of-digital-marketing-in-healthcare-in-2017.pdf

COMPARATIVE ANALYSIS
BASED ON FACEBOOK
PAGES OF DIFFERENT
HOSPITALS IN INDIA

Conversations

Rainbow Hospitals had the highest PTAT of 10.97% as a percentage of its average number of Fans during this time period.



Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Most Engaging Brand Posts

Fortis Healthcare new



Take note of these symptoms of dengue and consult your doctor immediately in case you are able to re ..

ENGMT.	LIKES	COMMENTS	SHARES	SENTIMENT
1,000	9,690	55	7,735	Positive

[20-AUG-16, SAT 5:30AM](#)

Kokilaben Dhirubhai Ambani



In a major step forward for oncology treatment, the H'ble Chief Minister Shri Devendra Fadnavis, Chi ..

ENGMT.	LIKES	COMMENTS	SHARES	SENTIMENT
1,000	25,663	177	417	Positive

[13-AUG-16, SAT 11:09PM](#)

Fortis Healthcare new



It's a blessing indeed! Take the pledge and be an organ donor. #MoreToGive

ENGMT.	LIKES	COMMENTS	SHARES	SENTIMENT
1,000	82,378	52	85	Positive

[29-JUL-16, FRI 7:18AM](#)



Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Most Engaging Brand Posts

Kokilaben Dhirubhai Ambani



A 10-year-old Mumbai boy's family donated his organs after he was declared brain dead on Saturday to ..

ENGMT. LIKES COMMENTS SHARES SENTIMENT

996 7,763 192 684 Positive

25 JUL 16, MON 8:51PM

Asian Heart Institute



We are proud to set benchmarks in pioneering cutting-edge technology. Asian Heart Institute is India ..

ENGMT. LIKES COMMENTS SHARES SENTIMENT

993 6,955 15 20 Positive

24 AUG 16, WED 1:30AM

Kokilaben Dhirubhai Ambani



Kokilaben Dhirubhai Ambani Hospital kicked off its heart transplant program, and reunited a new mom, ..

ENGMT. LIKES COMMENTS SHARES SENTIMENT

993 8,955 173 383 Positive

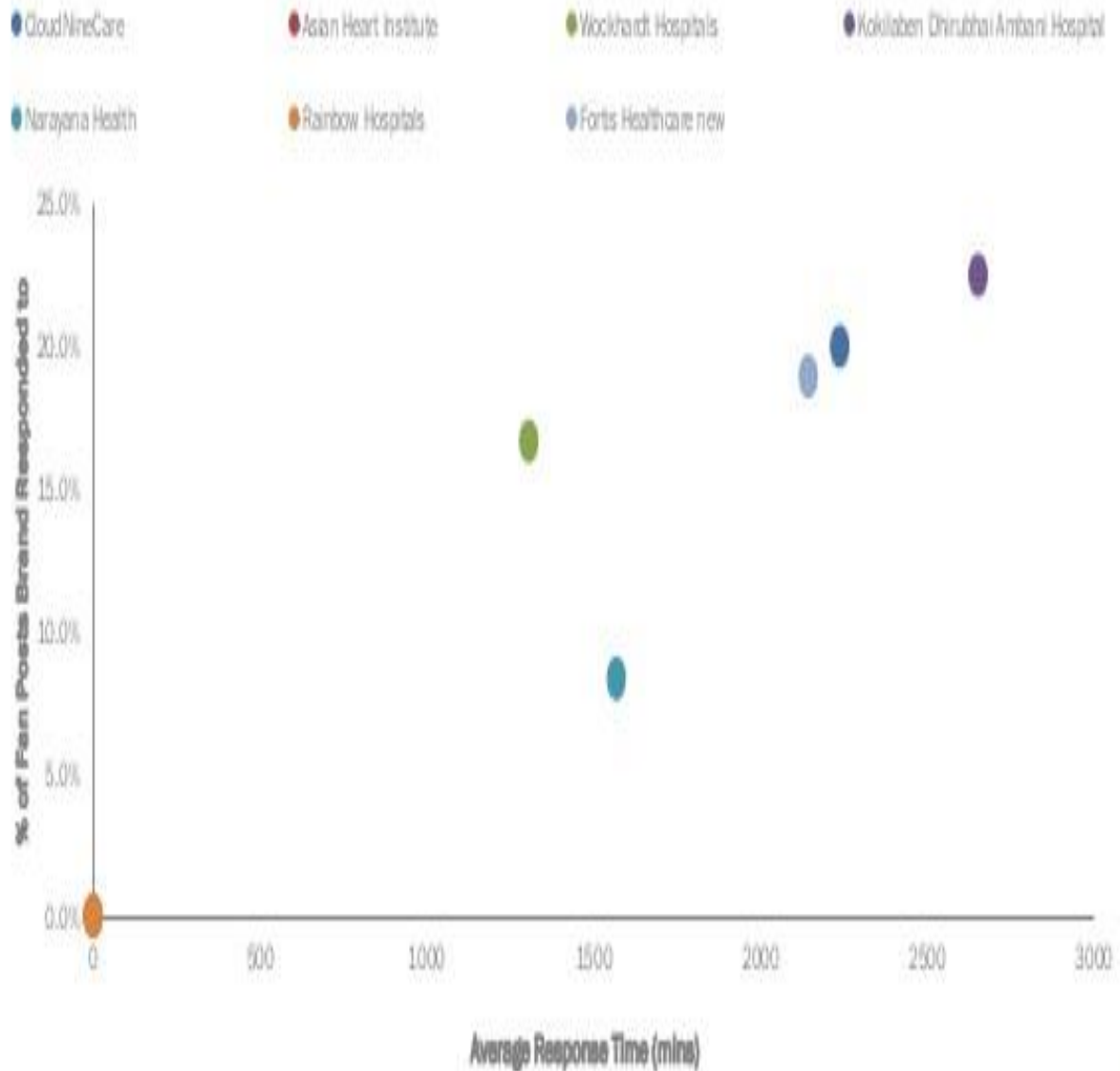
08 JUL 16, FRI 2:24AM



Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Brand Responses

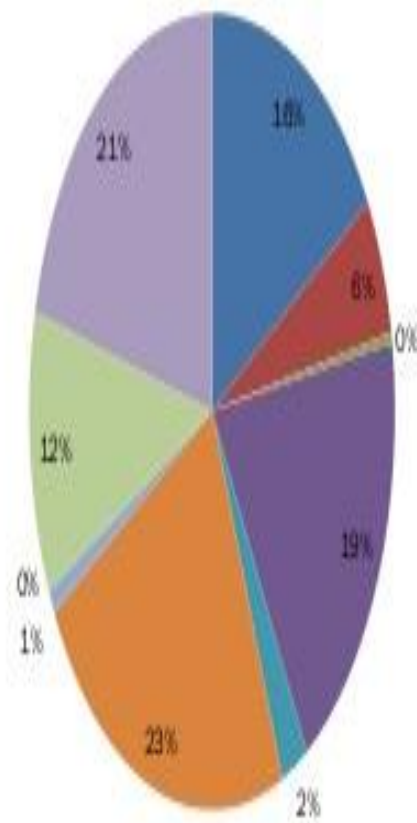
Kokilaben Dhirubhai Ambani Hospital responded to the highest percentage of Fan posts (22.50%).



Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Share Of Voice – Comments

Kokilaben Dhirubhai Ambani Hospital received the largest volume of Comments (1,122).



Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Brand Overview



Kokilaben Dhirubhai Ambani Hospital

FANS

392,682

NEW FANS

46,892

FAN GROWTH

13.56%

COUNTRY

India

DEMOGRAPHICS

Mostly Young, Male and Single

Brand Overview

BRAND POSTS

Engagement Score

344

Total Posts

168

Total Likes

88,128

Total Comments

1,122

Total Shares

10,797

FAN POSTS

Total Fan Posts

38

Brand Response Rate

23.68%

Avg. Reply Time

1 day, 20 hrs, 13 mins

General Sentiment

Neutral

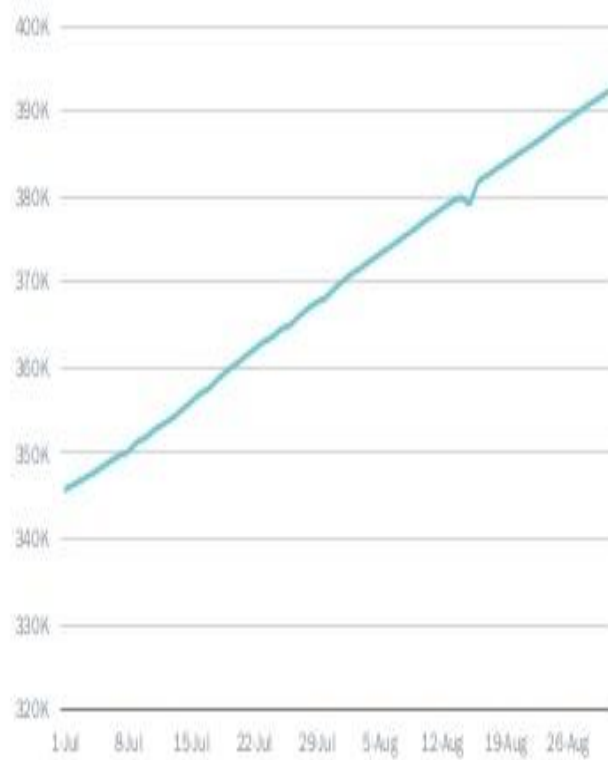
Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Fan Growth



Total Fans
392,682

New Fans
46,892



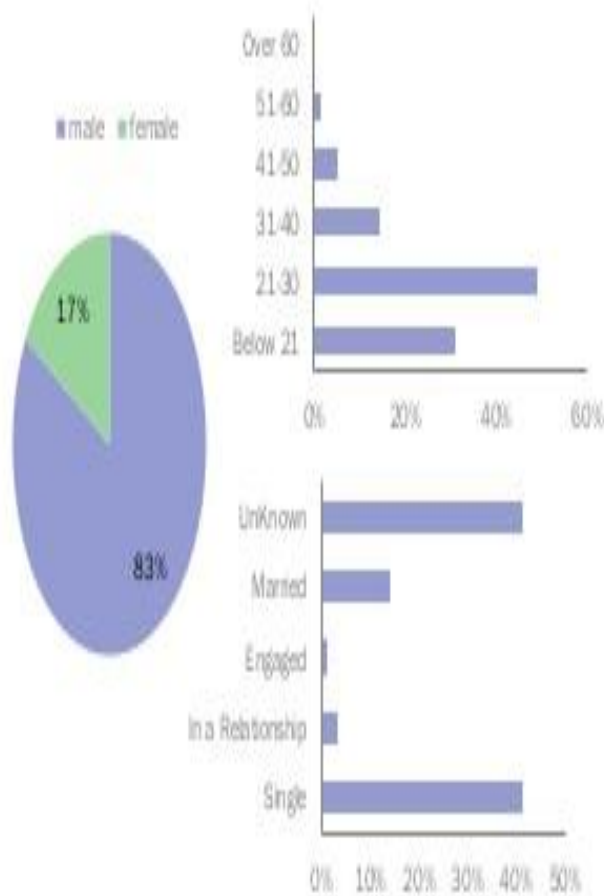
Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Community Analysis

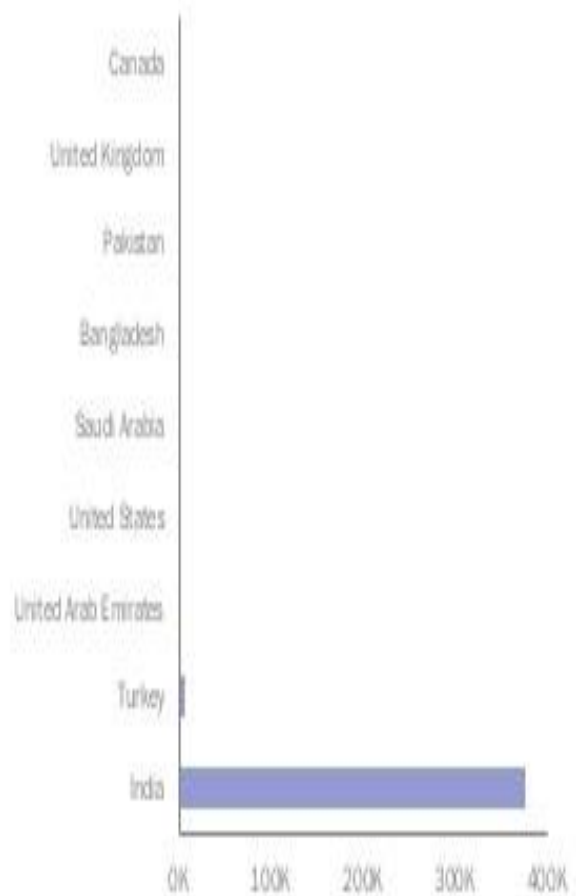


Kokilaben Dhirubhai Ambani Hospital fans are mostly Young Male and Single

Kokilaben Dhirubhai Ambani Hospital fans are largely from India followed by Turkey.



Fan Demographics



Distribution of Fans

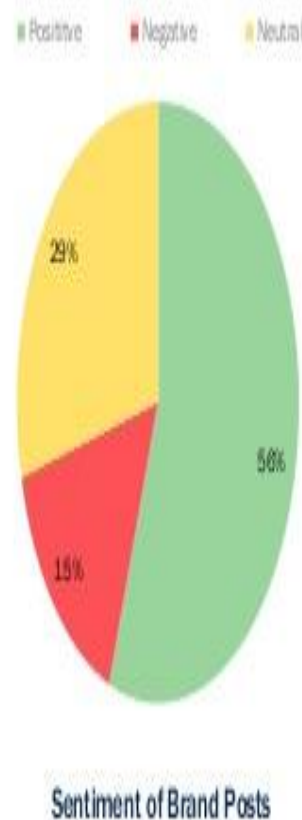


Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Brand Posts - Engagement



Kokilaben Dhirubhai Ambani Hospital receives more positive than negative vibes from comments on their Posts.



Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

Most Engaging Brand Posts



In a major step forward for oncology treatment, the H'ble Chief Minister Shri Devendra Fadnavis, Chi ..

ENGMT. LIKES COMMENTS SHARES SENTIMENT

1,000 25,663 177 417 Positive

[13-AUG-16, SAT 11:09PM](#)



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[08-JUL-16, FRI 2:24AM](#)

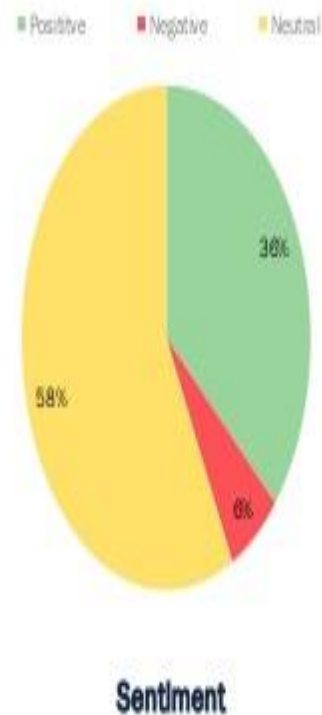


Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

User Posts - Engagement



Kokilaben Dhirubhai Ambani Hospital appears to participate more when Fan conversations have greater positive vibes than negative.



Source: <https://www.slideshare.net/unmetric/social-media-report-hospitals-india-july-1st-august-31st-2016/4>

SWOT ANALYSIS OF DIGITAL MARKETING IN HEALTHCARE:

STRENGTHS:

- Easy to target and reach more audience at a cheaper price.
- Campaigns can be easily customized and made more targeted as per our business requirements.
- As the world is more dependent on the internet, it helps the business to reach out and connect with the people on a larger scale.
- Saves a lot of money as compared to the traditional way of marketing as it is cheaper and efficient.
- Being recognized as a brand has become much easier.
- The options are not confined to one or two, there are many options and people can choose to switch from one to the other if PLAN A doesn't work and that does not cost a great loss of money.
- Promotion of small business is easy as it is cost effective.
- Entrepreneurs find it very useful as they do not need a huge budget for this and it gives them huge platform to make a mark on the digital world.
- One does not require a large team to do digital marketing campaigns unlike the traditional manner which in turn saves money, time and labor and also increases the ROI.

WEAKNESS:

- A challenge to reach the population which is still not using the internet.
- High chances of failure of digital marketing campaigns because of confusion due to the availability of many different marketing options.
- Keeping pace with new trends and technology.
- Need of deep understanding of changing human behavior and requirements.
- If your brand or product is not justifying the users need, then the chance of getting bad reviews in public is very high, which in turn might damage the reputation.
- Damage control of bad reviews or complaints on social media or digital platform is a huge task and can even lead to the closing of businesses.
- Big Data Analysis is still a very big concern and very few people are professional in it as not many are able to understand what data actually says.

OPPORTUNITY:

- More and More employment for the youth as this field is just growing and number of professionals are less.
- Increase the reach of your brand, therefore, leading to direct profit.
- There are lots of ways through which owners earn money apart from their primary business, e.g. - giving space for ads on website, affiliate marketing in e commerce etc.
- If the digital marketing comes everywhere in a full-fledged manner it will help the country itself to become digital that means major chunk of our population will start leading a life which will be smarter and faster.
- It will help our Indian Government Organizations to become digital.
- All the operation from Healthcare, railways, municipal organization etc. will become faster and smoother.
- Storing of valuable and confidential data of the government organizations will be easy and secured.
- The Dream of making “Digital India” can become true.

CHALLENGES:

- If it doesn't work perfectly then chances of back fire is higher i.e. it might damage the brand name.
- Due to ever changing trends of different marketing areas and ever-changing rules of search engine for optimizing the content, continuous awareness is required, which is very difficult.
- Storage of data with full security is still a big question mark.
- Analyzing the data in a wrong way can lead to damaging results which is found in a lot of companies and Healthcare Organizations.
- With the growth of these digital platforms, customers/ Patients have become more vocal about their feelings and opinions, and with the availability of this platform they have the power to damage as well as advocate for any brand, which is a high risk for the marketers.
- Day by day it is engulfing all the traditional ways of marketing, which ultimately might even lead to Television being left as the only source of traditional marketing.

CONCLUSION:

It is the right time to take the healthcare business to next step by integrating with digital marketing. Healthcare industry is never ending or does get affected by inflation. There are lots of opportunities ahead and it is the perfect moment to learn Digital Marketing for individuals and for healthcare industries to implement digital strategies for better business.

Kokilaben Dhirubhai Ambani Hospital improves Patient engagement, experience and satisfaction by

- Building Community relationships
- Sharing Hospital news
- Building local reputation
- Connecting with the Patients and their Families.
- Sharing general health information
- Answering questions
- Connecting with other health officials/institutions
- Fundraising
- Issue advocacy
- Building National and International reputation

RECOMMENDATIONS:

Smartphone
Wi-Fi Adoption
Bring your own device
Government Mandates
Voice over IP
Social Media Platform
Virtualization
IP based Medical Devices
mHealth
Big Data

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