



HOSPITAL MARKETING

Hospital can try to emulate the marketing practices of other industries, but in doing so, just demonstrate how unique healthcare really is.

"Healthcare marketing is educating ourselves as to the wants and needs of our potential customers and, based on the knowledge 'tie gain, educating our customers and offering them valued services that fulfill their needs, when and where they need those services."

Marketers must integrate themselves into the hospital's operations to truly understand the interaction between producers and consumers.

If you are not meeting regularly with the people who have day-to-day contact with your patients and consumers, you cannot possibly know how effective your services are.

This hospital has conducted camps for various corporates to make them aware about the health schemes provided in the hospital and hospital also prepares different type of health packages of the surgeries checkups, which helps in marketing of the hospital

The hospital focuses upon corporate tie ups for catering better health care facilities to the corporate thus ensuring increased inflow of the patients.

Bombay hospital has tie ups with many corporate like BNP, HDFC BANK, BANK OF INDIA, SBI, BSNL, BHARAT PETROLEUM to name a few.

The hospital also does social media marketing with the help of social media sites like face book through which relevant information regarding the services of the hospital is being regularly shared with people.

Bombay hospital maintains a well updated website, for its users, to provide beneficial information related to various health services being provided.

An article given in the newspaper



THIRD PARTY ADMINISTRATION	EXECUTIVE HEALTH SCHEME
Introduction:- TPA's are the link present between the health insurance companies and hospital. TPA is a service whereby the client gets a "Cashless Treatment" at network hospitals, hereby assuring quality service at the most economical rates. The idea behind the scheme is to provide medical assistance to the client, at the same time not burr a hole in his pocket. Standard Operating procedure- Patient comes with the card issued by the TPA and personal ID card. Treating doctor and hospital fill specified Authorization Form). Here charge of rnedicd1 services are estimated by the department and is filled in the form. The documents & estimated bills are sent to the respective TPA Company. The TPA accepts or rejects their request according to the information provided by the form and their own rules and procedures. If the company accepts the case then it is intimated to the patient & a copy of intimated response is fixed on the file for determination of cost limit. If the bill exceeds the guaranteed amount then request reconsideration is sent to the respective TPA. TPA sanctions final amount after deducting discount. If the exceeded amount is not accepted by the TPA then patient has to deposit the balance amount. EXPENSES WHICH IS EXCLUDED IN TPA – - Registration charges/ documentation maintenance charges. - Telephones/ fax/ barber/ TV. / Laundry. - Food and beverages for relatives and attendants. - External implants. - Non-medical items like gloves, masks, blades etc. - Surcharges/ luxury tax. - Booking of rooms before admission. Documents sequence for the sending file in TPA company:- - Covering letter which include short information about claim. - Pre authorization request form. - Policy Copy. - ID Proof. - Health card - Discharge summary. - Approval / authorization letter. - Hospital final bill. - X-ray, CT/ MRI original or scanned copies. - Accident report (AR)MLC/self-declaration in case of accident injury. - Pharmacy bill with prescription. Patient Hospital TPA desk ID card/ Policy card Ducmnets related to diagnosis are to be bring to hosp. TPA desk With Pre-authorization form & estimated bill send to TPA Other requirement send to hospital desk to fulfill Approval, query or denial sent by TPA within 3hrs All the treatment bill sent to TPA Cash deposited in hospital account by TPA	Introduction:- Executive health check-up department is to support and solve the patient different types of check-up in a one pack-age so, that the patient or healthy person do not need to go various department for different check-ups. In a quest to perform, today's Executive thinks fit to take care of himself, Slowly diminishing eyesight, stamina, energy, span of concentration, and patience on one hand and increasing headaches, acidity, forgetfulness, body aches on the other are expected to fade away. One seldom gives them the kind of attention they need and deserve, ironically, in organization, where even machines get preventive maintenance, the executives health remains totally neglected. PROCEDURE OF DEPARTMENT:- Patient comes to the EHS department to take the appointment or book the appointment on phone for the executive health check-up before one or two days. We register the patient name and phone no and explain him about the tomorrow's procedures. Patient comes with the urine and stool samples and pays the fees of the health check-up. First the empty stomach tests like blood tests etc. Other departments tests like USG , ECHO ,TMT are completed according to departmental number and their preference. Next day between 3pm to 5 pm can collect the reports. PROCEDURE OF COMPANY PATIENT:- Company contact to marketing department for the set of tests. The marketing and administration department take this tests list and create the most suitable pack for the company. Company patient conics with the authority letter. Letter give to hilling and payment credit into a company account . Patient follows the process of EHS. The reports are sent by post to companies registered office. TYPES OF EXECUTIVE HEALTH CHECK-UP :- - Comprehensive health check-up package, Cost 5000/- - Standard health check-up package, Cost 2500/- - Cardiac check-up package, Cost 3000/- - Diabetic check-up package, Cost 1500/- - Obesity check-up, Cost 1500/- ECHO,TMT, PFT PATHOLOGY EYE SONOGRAPHY X.RAY, PHISOTHEREPY EHS

Conclusion

RECOMMENDATIONS

The mediclaim department in this hospital is located within the marketing department rather it should be located in a separate area but near the billing department.

There should be a name plate stating the ECHS desk, mediciairn department, so that it would get easier for people to reach there.

There's need to expand the marketing department specially the mediclaim department under it, to cater the ever growing need.

The EHS department is developed in a hospital to provide the patient less costly body check-up in a single package which includes the different types of tests. This department is very useful for companies which are serious about their employees and to take care the employees.

my project I found out the awareness level TPA’s has to be spread in the city in each and every hospital, TPA department has to be established, that will help people to get cashless facility.

While India has the spectrums of social, private and community health insurance, the penetration of each of these is very low.

The reason obvious-

- Poor designs and unsatisfactory products, low quality healthcare inefficient administration of the scheme.
- For the health insurance to be in reality in India, this shortcoming needs to be addressed.