

**Summer Training at
BLK Super Specialty Hospital, New Delhi
(April 3 to June 2, 2017)**

**Effect of Promotion Mix Strategy on Patient Hike in Bariatric Surgery,
Cardiology & Orthopedics Specialties**

**By
Manish Bakshi**

**Under the guidance of
Dr. S.D. Gupta**

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

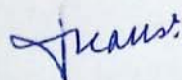

**Institute of Health Management Research
The IIHMR University, Jaipur
2017**

CERTIFICATE

This is to certify that **Manish Bakshi** has undergone summer training in **BLK Super Speciality Hospital, New Delhi** from **3rd April to 2nd June 2017**.

The candidate himself completed the project assign to him during summer training. His 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 him success in all his future endeavors.



Col. (Dr.) Ashok Kaushik
Dean (Academic & Student Affair)
The IIHMR University, Jaipur



Mentor
Dr. S.D. Gupta
Chairman
The IIHMR University, Jaipur

Ref: - BLK/HR/2017/JUNE/05

Dated: 02.06.2017

TO WHOMSOEVER IT MAY CONCERN

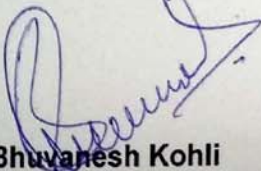
Sub: Internship Completion Letter

This is to certify that **Mr. Manish Bakshi** has undertaken Internship Training at BLK Super Speciality Hospital from **3rd April 2017 to 2nd June 2017** in the department of **Quality and Sales & Marketing**.

During his tenure, his conduct was found to be excellent.

We wish him all the best for his future.

**Yours Sincerely,
For BLK Hospital**



**Bhuvanesh Kohli
Senior Manager-Training & Development**



Acknowledgement

- I, Manish Bakshi, a student of MBA-HM- 21 at IIHMR Jaipur, would like to sincerely Express my heartfelt gratitude to:
- Mr. Sanjay Mehta, Chief Executive Officer, BLK Super Specialty Hospital, for granting me the Opportunity for training.
- Mr.BhuvaneshKholi, Senior Manager Training and Development, BLK Super SpecialtyHospital, for granting me the opportunity for training.
- Mr.ShazadMirza, Marketing Head, BLK Super Specialty hospital for being my mentor and project guide for the entire period of my training. His rich experience has tremendously helped me in identifying areas where I lack and what characteristics I must develop in myself for the future.
- Mr. Virinder Kumar Mehta, Quality Head, BLK Super Specialty hospital for being my guide for the entire period of my training. His rich experience has tremendously helped me in identifying areas where I lack and what characteristics I must develop in myself for the future.
- I would like to thank whole of marketing team and Quality team of BLK Super Specialty hospital for all guidance and help required in the whole my summer internship journey and arranging for the exposure of other departments of the Hospitals.
- Dr. S.D Gupta, Chairman IIHMR University, for being my mentor and helping me in my project activity through his invaluable suggestions and vast experience.
- Mr. Hem Bhargava, Placement Officer, IIHMR Jaipur, for facilitating my training at BLK Super Specialty Hospital.



About the Hospital: BLK Super Specialty Hospital

Dr. B L Kapur, an eminent Obstetrician and Gynaecologist, set up a Charitable Hospital in 1930 at Lahore. In 1947, he moved to post-partition India and set up a Maternity Hospital at Ludhiana. “In 1956 on the invitation of the then Prime Minister, Dr. B L Kapur initiated the project for setting up a 200-bed hospital in Delhi. The hospital was inaugurated by the Prime Minister, Pt. Jawaharlal Nehru on 2nd January 1959.

In the late 1990s, the Trustees of the hospital felt the need to upgrade it to a tertiary care hospital and tied up with Radiant Life Care Private Limited to re-develop and manage the facility. “Today, a modern state-of-the-art tertiary care hospital has come up in place of the old hospital. It is one of the biggest standalone private Hospitals in the National Capital Region today.

Vision:

To create a patient-centric, tertiary healthcare organization focused on non-intrusive quality care utilizing leading edge technology with a human touch.

Mission:

- Achieve Professional Excellence in delivering Quality care.
- Ensure care with Integrity and Ethics.
- Push frontiers of care through Research and Education.
- Adhere to National and Global Standards in Healthcare.
- Provide Quality healthcare to all Sections of Society

A passion for healing:

At BLK, they are passionate about delivering the highest standard of healthcare. Be it the finest Doctors, cutting-edge medicine, state-of-the-art infrastructure or nursing with a smile.

ACCREDITATION AND QUALITY:**Drive towards continuous improvement**

With the collective belief that the simplest is often the most effective, the BLK leadership team follows the quality cycle of planning, designing, checking and applying the learning to continuously improve the services. Quality indicators have been defined for every significant process, and are monitored to ensure continuous quality improvement

More importantly extensive interactions take place between the management and the staff so that the organization's passion of constant learning and improving cascades down to the last rank.



QUALITY POLICY

- Realization of hospital's vision and mission.
- Meeting changing needs and expectations of the patients.
- Introduce quality in all its services and ensure continuous improvement of quality through national and international accreditations.

QUALITY OBJECTIVES

- Engage credentialed professionals in all disciplines and services.
- Promote research.
- Provide state-of-the-art health care with compassion and dignity to all.
- Introduce established newer technologies in clinical services without delay.
- Provide reliable and updated diagnostic services.
- Monitor all critical processes to ensure continuance of quality.
- Create health awareness across the sections of the population of Delhi.
- Introduce postgraduate courses and fellowships in different clinical disciplines.
- Start training programmes for paramedical staff.
- Extend health consciousness in the community.
- Provide free health care to indigent patients.
- Ensure safety of patients, attendants, employees and all stakeholders.
- Practice environmental management systems.
- Continuously enhance customer satisfaction.
- Promote staff development and increase employee satisfaction.
- Establish quality assurance system to minimize pre analytical, analytical and post analytical errors with laboratories.

The “Hospital Information System” used is most advanced and user friendly and helps to reduce medical errors as well as contributes to faster and better patient management.

Hospital Management

The BLK Super Specialty Hospital is now being managed by Radiant Life Care Private Limited. Prior to taking over management of the Hospital, Radiant Life Care was responsible for financing and re-developing the erstwhile general hospital known primarily for mother & child care services and establishing in its place a ultra-modern and one of India's most comprehensive tertiary care Hospitals.

In order to manage the day to day operations of BLK Super Specialty Hospital, Radiant Life Care has deputed the entire leadership team including the CEO, Director - Finance & Strategy, Director - Operations & Planning, Head of Human Resources, Head of Marketing and Administration. In addition, Radiant Life Care has been effective in putting in place processes and global best practices encompassing both clinical and managerial facets of Hospital operations. Attainment of NABH & NABL accreditation in the very first year of operations is testimony to the hospital’s commitment for patient safety and quality.

Journey of Hospital

The hospital has gone from strength to strength over the last 2 years. Today, BLK Super Specialty Hospital offers one of the most comprehensive bouquets of services for tertiary & quaternary care, at par with country's most renowned institutes like AIIMS and Tata Memorial in Mumbai. We have India's largest Bone marrow transplant center which is amongst the biggest in Asia. BLKCancer Centre is amongst the regions' most comprehensive cancer centers of its kind, with over 100 beds dedicated for oncology services. Our Bariatric program is the largest in the Region. BLK was the youngest Hospital to have achieved NABH and NABL accreditations.

Besides the domestic patients, Hospital's international patient base has grown significantly over the last 12 months, owing to it being one of the most advanced healthcare facilities in the region.

CODES

CODES	SCOPE	EXTENSION NO.	
Blue	Individual disaster	3023	
Grey	Internal disaster	3055	
Pink	Child Abduction	3055	
Green	Trauma Response Team	3023	
Black	Death	3055	
Red	Fire	3055	
Yellow	External Disaster	3055	

Floor Plan of BLK Super Specialty

GROUND FLOOR	1 ST FLOOR	3 RD FLOOR	6 TH FLOOR	BASEMENT
• EMERGENCY • TRANSFUSION MEDICINE • INTERVENTIONAL RADIOLOGY • MAMMOGRAPHY • WAITING LOUNGE & RECEPTION • OPD-1 • OPD-2 • DAIGNOSTICS • NUCLEAR MEDICINE • FINANCIAL COUNSELLING • PHARMACY • CAFETERIA	• INTERNATIONAL PATIENT LOUNGE • OPD-3 • OPD-5 • OPD-6 • OPD-7 • OPD-8 2ND FLOOR • ICU • CTVS	• INPATIENT ROOMS • ECP • SLEEP LAB 4TH FLOOR • INPATIENT ROOMS • LABOUR ROOM • NICU • PAEDIATRIC ICU 5TH FLOOR • INPATIENT ROOMS • CHEMOTHERAPY & DAY CARE	• INPATIENT ROOMS • BONE MARROW TRANSPLANT UNIT 7TH FLOOR • AESTHETIC CENTRE • BONE MARROW TRANSPLANT UNIT • IVF CENTRE	• RADIATION ONCOLOGY • CSSD • MEDICAL RECORD DEPARTMENT • LT ROOM • PARKING

Centres of Excellence:

1. Heart Centre of BLK
2. Centre for Bone Marrow Transplant
3. Cancer Centre
4. Centre for Neurosciences
5. Centre for Digestive and Liver Diseases
6. Centre for Renal Sciences & Kidney Transplant
7. Centre for Orthopaedics, Joint Reconstruction and Spine Surgery
8. Centre for Plastic, Reconstructive, Aesthetics, Burns & Craniofacial Injuries
9. Children's Heart Institute
10. Centre for Critical Care

Specialty at BLK hospital

- Anesthesiology
- Ayurveda
- Bariatric And Adv. Laparoscopy Surgery
- Dental & Maxillofacial surgery
- Dermatology
- Emergency & Acute Care Medicine
- Endocrinology And Endocrine Surgery
- ENT & Cochlear Implant
- External Counter Pulsation
- General And Minimal Access Surgery
- GYNECOLOGY OBSTETRICS
- HEPATOPANCREATIC BILIARY SYSTEM
- INTERNAL MEDICINE
- INTERVENTIONAL RADIOLOGY
- IVF & INFERTILITY TREATMENT
- LIVER TRANSPLANTATION
- NUCLEAR MEDICINE
- OPHTHALMOLOGY
- PAIN MANAGEMENT
- PATHOLOGY
- PEDIATRIC
- PEDIATRIC SURGERY
- PHYSIOTHERAPY & REHABILITATION

- PSYCHIATRY
- RESPIRATORY MEDICINE, ALLERGY & SLEEP DISORDERS
- RHEUMATOLOGY
- SURGICAL GASTROENTEROLOGY

RADIOLOGY DEPARTMENT

Functions:

- Provides complete diagnostic and imaging services of high quality and minimum error.
- Has developed standard operating procedures(SOP)
- Has established goals, objectives and standards of performance that are consistent with both the hospitals philosophy of patient care and practice of professional service delivery and match international standards.

Services provided:

- Cyber knife VSI
- PET CT Scan
- Neuro Vascular Biplane Cath Lab
- A Trilogy Tx Linear Accelerator with cone beam CT for Radiation Oncology
- MRI
- CT Scan
- Cath Lab
- Nuclear medicine
- Blood Bank
- Laboratories
- Ultrasound Mammography
- X - Ray
- Bone Mineral Density Dental Facilities
- Endoscopy Suites
- Ambulance Services
- Bronchoscopy

Food and Beverages

Food and Beverages department is responsible for supplying food to In-patient and to their attendant (if ordered by them) arrange food for various meetings and conference in hospitals as well as for staff. They also have home delivery service for discharge patient.

The department proficiently delivers to 2700 meals daily. To provide efficient, timely and hygienic environment, the department has a team which includes:

Menu offered

Afghani

- Soft diet
- Normal diet

Continental

Indian

- Soft diet
- Normal diet

Meal Timings

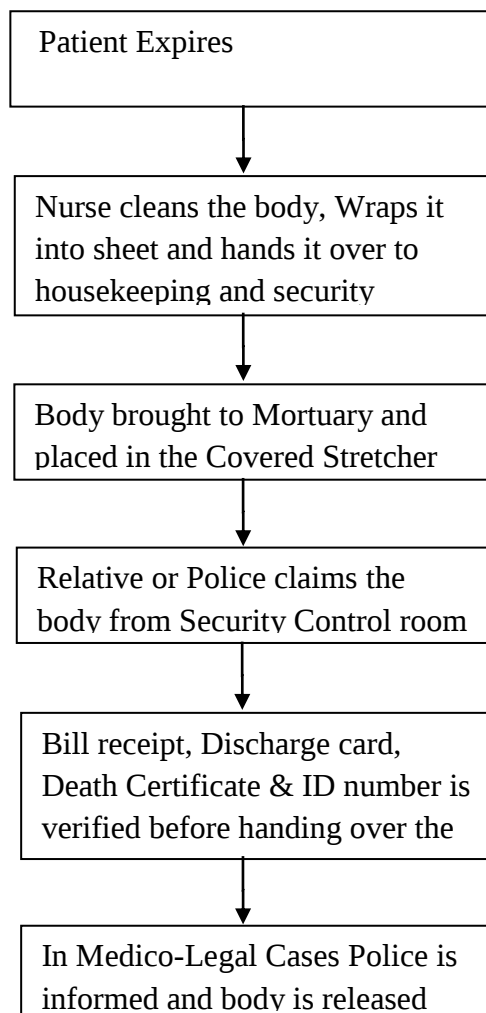
Morning bed tea	6 am
Breakfast	8 to 9 am
Mid-morning meal	11 to 11:30 am
Lunch	1 to 2 pm
Evening tea	5 pm
Dinner	7:30 to 8:30 pm
Bed Milk	9:30 pm

Mortuary

It is a place where dead bodies are kept before they are claimed by the relative of the patients or added over to the police in Medico-Legal cases. It is located in the basement with a capacity of keeping 6 dead bodies at a given time. The head security guard posted is responsible for releasing the body to the concerned person.

Temperature maintained 2 to 4 C.

Work Flow



Project

**Effect of Promotion Mix Strategy on Patient Hike in
Bariatric Surgery, Cardiology & Orthopaedics Specialities**

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1. Rationale

To analyse effectiveness of promotion mix strategy of BLK Super specialty Hospital to accelerate number of patients and generate more revenue in Bariatric Surgery, Cardiology & Orthopaedics Specialities

2. Objectives

- To understand the process flow of promotion mix strategy of hospital.
- To assess the efficiency of the promotion mix strategy of hospital with respect to Bariatric Surgery, Cardiology & Orthopaedic Specialities.

3. Research Methodology

Type of Study: Descriptive and analytical Study

Duration of Study: 6 months (January 2017 to May 2017)

Study Population: Registered Patients in Bariatric Surgery, Cardiac and Orthopaedic Specialty

Source of Data Collection Department BLK Hospital

Data Analysis: Analysis of the data provided by the hospital

Mode of Data Collection: Secondary Data

4. Introduction

Promoting products is important for any business because of the lasting impact on customers. The promotion mix is the essence of “what promoting is” and “how promoting is done” effectively. Advertising, sales promotion, personal selling, public relations, and direct marketing comprise the promotion mix. These tools are used to communicate customer value and build customer relationships persuasively (Kotler, 2010). With the right blending of the Promotion mix being used effectively, a business will continue to gain customers and achieve both short and long term success.



PROMOTION MIX STRATEGY			
SALES PROMOTION	DIRECT MARKETIN	PUBLIC RELATION	ADVERTISING
Activities performed are • Community Outreach Programme • CME & Conferences • Awareness booth • Neighbourhood cards	Digital marketing: • Emails • Social media • Website • Tele-marketing calls	Public relation is maintained by: • NEWS • Events • Publications Radiant Pulse • Public service activity • Identity media	Hospital do promotion on 5 M's of Advertisement: • Mission • Money • Message • Media • Measurement

- **SALES PROMOTION**- It is media and non-media marketing communications used for a pre-determined limited time to increase consumer demand, stimulate market demand or improve product availability.
- **ADVERTISING**- It is the paid presentation and promotion of ideas, goods, or services by an identified sponsor in a mass medium.
- **PERSONAL SELLING**- It is the process of helping and persuading one or more prospects to purchase a good or service or to act on any idea through the use of an oral presentation, often in a face-to-face manner or by telephone.
- **PUBLIC RELATIONS OR PUBLICITY**- It is information about a firm's products and services carried by a third party in an indirect way. This includes free publicity as well as paid efforts to stimulate discussion and interest. It can be accomplished by planting a significant news story indirectly in the media, or presenting it favourably through press releases or corporate anniversary parties.

- **DIRECT MARKETING**- It is a channel-agnostic form of advertising that allows businesses and non-profits to communicate directly to the customer, with methods such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalogue distribution, Promotion letters, and outdoor advertising.

4.1 SALES PROMOTION

- a) **Community outreach programme**
- b) **CME**
- c) **Conferences**
- d) **Awareness booth**
- e) **Neighbourhood cards**
- f) **Specialty advertisement**

a.) Community Outreach Programme

Community outreach programme aims to ensure that the outreach area have access to the full range of opportunities that advance health and wellness, provided by the hospital.

BLK Super Specialty Hospital organises:

- Campaigns
- Health check up
- Health talks
- In-house camps
- BLS trainings
- Mega Events

Community outreach programme help to reach out more effectively to the outside workforce, including the “un-served” area – individuals who are capable of making health improvements is given the right education, encouragement and access to primary care through these activities.

This is the best way to promote sales promotion of BLK hospital. Various Specialty is been promoted by this method. Campaigns and free health check-ups are arranged at outreach area to spread awareness and promote our services.

The Community Outreach Programme in BLK Super Specialty Hospital is associated with Resident Welfare Association, Senior Citizen Association, Lions Club, Lioness Club, Rotary Club, Religious Places, PSU's, Corporate, Nursing Homes & Clinics, Government Organisations &etc.

- **Following Is The Process Through Which The Community Outreach Programme Is Organised By BLK Hospital:**

The Whole process has been divided into four phase. They are as follow:-

Initial Phase (7-15 days before camp)

1 Searching a target association/area where we can organize a camp.

2 Meeting with the people, with whom association we are organizing a camp at that site.

3 Checking the venue where the camp is to organize.

4 Key elements to be discussed over there are:

- A. Specialty of which, camp is to organize, such as cardiac, orthopaedics, oncology, Gastroenterology etc.
- B. Cross-checking with them about space & facility available and matching them with the requirement of specialty for which camp is to organize.
- C. Fixing of a tentative date with them.

- D. Discussion on publicity of camp (Banners, Flyers, Posters, Standee, Hoardings, E-Mail)
 - E. Discussion on other ad-on facilities which are required during the camp such as Medical Beds, sitting arrangement, food arrangement for staff etc.
5. After coming from there discuss all these point with the immediate boss and concerned doctor.
6. Cross-checking with the doctor about the facility available over there at the camp site & discussing about the facility which we can provide over there.
- 7 Finding the availability of doctors during the tentative dates & fixing one date.
- 8 Preparing a list of:
- A.Facilities to be provided by hospital
 - B.Equipment required for camp
 - C.Estimated expenses incurred by hospital
 - D.Estimated volume of patients attending camp.
 - E. List of the tests to be done at camp or in hospital along with their date of validity
 - a)Free of cost
 - b)Subsidized rates
 - c)Normal rates
- 9 Taking an approval from the concerned authority for the execution of camp

Second Phase- Internal preparation & Communication (1-7days before camp)

- 1 Preparing a check list of the material required and arranging.
- 2 Finalizing the publicity material design of the Promotion material with the concerned association and the authority in the hospital.
- 3 Execution of the publicity material
- 4 Delivering the Promotion material to the concerned association.

- 5 Dispatching a circular regarding a camp to the concerned departments.
- 6 Taking the names of the concerned GDA, Doctors, Nurses and Nursing aid.
- 7 Talking to all of them personally and confirm their presence.
- 8 Follow up with the concerned association regarding the camp.
- 9 Preparation one day before the camp:
 - A. Visiting the site.
 - B. Assessing all the arrangement done by the host association for the execution of the camp.
 - C. If found inadequate arrangements then asking them to correct them.
 - D. Collecting all the material at one place so that we can easily take that material to the camp site next day.
 - E. Re-confirming the presence of GDA, Doctors, Nursing aid and Nurses.

Third Phase – Execution of camp

- 1 Arranging all required things and staff, taking to the camp site.
- 2 Meeting the concerned person in the association at the camp site.
- 3 Setting up the nursing station and Registration counter.
- 4 Putting our Banners and Standees for branding at the appropriate place.
- 5 Providing Brochure, PILs any other offer to the patients to create awareness among the camp visitors about the hospital.
- 6 Smooth lining all the processes (Registration, Consultation, Testing, Report Generation etc)
- 7 Solving the queries of the people at the camp site.
- 8 Taking care of all the staff and their requirements
- 9 Keeping the crowd in control, and keeping them in queue.
- 10 After the completion of the camp, taking care of all the material left with us.

11 To maintain camp patient data in prescribed data capturing format.

Fourth Phase – Post camp activities

- 1 If any sample has been taken, sending it to the laboratory and later send the report to the patient.
- 2 Preparing a camp report with photographs & patient data and submit it within 12 hours of the event, about expected volume vs. actual volume.
- 3 The volume must mention patients complete data – name, age, sex, address, email address, phone no, and most importantly, how did that patient come to know about our OPD there (through ad/flier/referral doctor/another patient/website etc.).
- 4 That report must cover what has been prescribed to the patient – this is specifically important if a procedure has been advised.
- 5 Entire data of the patients must be entered in our system within 24 hours and a registration no generated for the patient.
- 6 Wherever a patient has been advised a procedure, our specialty Coordinator must do a follow up with the patient within 7 days of the consult and document it.
- 7 Analysing the camp with target set and results.
- 8 Proper settlement of the bill, if any money matter is there in the camp.

- **Focused Specialities for Community Outreach Programme:**

Cardiology, Orthopaedic, Gynaecology, Respiratory, Bariatric surgery, Neurology, Nephrology, Urology Gastroenterology, Oncology, Internal Medicine, Endocrinology, Acute Care & Trauma, Ophthalmology, ENT, Physiotherapy, GI Surgery etc.

- **Team Arrangement for the Campaigns:**

Doctor- For basic health check-up and cardiac health check-up Medical officer is required. For Specialty campaign, Specialist of the related department is arranged.

Nursing Team- the nursing team consist of minimum 2 nurses and maximum according to camp requirement

Transport Vehicle- The vehicle is arranged according to team memberscount.

- **Equipment Required for the Campaigns:**

Basic Health Check-up: Glucometer (for RBS), Accucheck strips, BP Apparatus & stethoscope, Weighing Machine, Stadiometers, Alcohol Swabs& Hand rub.

Cardiac Health Check-up: ECG Machine, Jelly, ECG Paper &Basic Health Check-upequipment.

Orthopaedic Health Check-up: Bone Densitometry machine &Basic Health Check-upequipment.

Obesity Health check-up: Body Mass Index Machine&Basic Health Check-upequipment.

- **Glimpse of the Event:**



b.) CME (Continuing Medical Education) / Conferences

CME refers to a specific form of continuing education (CE) that helps those in the medical field maintain competence and learn about new and developing areas of their field.

BLK Super Speciality Hospital organise CME for doctors, every month to educate, disseminate, empower and promote their hospital and services.

CONCFERNCES also been conducted by the hospital, it is a Promotion activity where more than 100 specialist/ doctors meet and exchange information about various specialities

BLK Super Speciality Hospital organise such conference for awareness and promotion of their hospital.

c.)Awareness Booth

Hospital set up booths or shows of promotion of their service in the hospital and outside area. BLK Super Specialty Hospital promotes various speciality and their services through this method.

Bariatric Surgery was promoted through this method with association of the SewaSamiti Hospital, pitampura:

In the one week camp, awareness both was set up in Joggers Park at Pitampura (both morning and evening time). The first 5 days screening was done for the clients who were at high risk was done. The 6th day was an educational session by BLK Super Specialty hospital bariatric surgeon on Bariatric Surgery in SewaSamitiHospital, pitampura.

A machine called Body Mass Analyser was used to check the body composition for the patients. During this process following observation was made.

BMI>35 these were the high risk patients and they were directly sent to bariatric surgeon for free consultation.

25<BMI<35 these were the patients who were at tendency for obesity. The appointment with the dietician was made for consultation.

During this week 400 clients were screened. Out of them 120 were high risk patient and they were directly sent to bariatric surgeon for free consultation in the hospital. On the 6th day of bariatric week a session to educate and aware high risk clients was conducted. Invitations were sent through mails, sms & calls. An educational session by BLK Super Specialty hospital bariatric surgeon on Bariatric Surgery in SewaSamiti Hospital, pitampura.

Testimonial was shown as an example of successful surgery in that they discussed about how their lives changed after surgery.

Increment in bariatric surgery was seen after this promotion activity.

d.) Neighbourhood Privilege Card

Privilege card is a latest technique adopted by the hospital, which provide integrated privilege discounts and loyalty programs supported by technology and applications; it enables its card members to easy registrations and avail discounts in various procedures.



This is the sample of privilege card, which is given to clients in camp by making them members free of cost by the BLK Super Speciality Hospital. With this members can avail discount up to 10%.

This privilege card has following details:

- Emergency/ Ambulance Service contact number.

- 24 x 7 dedicated coordinator contact number.
- FREE home delivery medicine number.
- Other important information.

This helps hospital to track the number of conversion of clients those were registered in the camps organised.

2. PROMOTION THROUGH DIRECT MARKETING

Digital Marketing:

1.1 EMIAL: Email plays a crucial role in digital marketing for promoting various events and campaign occurring in the hospital.

Regular emails to registered patients and referral doctors have been sent, to update them about upcoming events and camps. Monthly publication of “BLK PULSE” is also been sent through emails.

Mails to registered patients about new packages launched by hospital for regular health check-ups and awareness camps also been drafted on regular basis. Greeting emails to referral doctors to build good relation with them is done.

Emails are the most effective and low cost method for promotion and prove to be beneficial to the hospital marketing.

2.2 SOCIAL MEDIA:



BLK Hospital has its own page on Facebook, twitter account and Instagram account.

They also have you tube channel and goggle account on which they share all the information of the hospital and promote all camps and upcoming events.

They also share Doctors profile on social site like Facebook and regular update of events are done.

2.3 WEBSITE: BLK has its own website which is updated and corrected on regular basis.

What all website include?



Find a Doctor



Make an Appointment



International Patients



Online Lab Reports



Web Nursery



BLK AV

Website could be easily accessed by anyone and it includes all the information about hospital, doctor's profile and all the recently launched facilities, events and career options.

2.4 TELEMARKETING CALLS: Communication with clients on call or sms is done to update them about new health plans in hospital and make them aware about camps and event to be held.

Referral doctors are regularly contacted through calls to build good relation with them and to promote new facilities of the hospital.

Calls are old and effective way to communicate and promote our services.

2.5 VIDEO TESTIMONIAL: Hospital interview international patient about their experience of the treatment provided to them in BLK hospital.

These videos are uploaded on the website and internet to promote and captivate more international clients.

3. PUBLIC RELATION

Public Relation (PR) is an important method of promotion. In this way hospital communicates with public and media, the PR team communicates with target audience

directly or indirectly to create and maintain positive image of hospital and build strong relationship with the clients.

Public relation is maintained by the hospital by following methods:

NEWS	EVENTS	PUBLICATIONS	PUBLIC SERVICE ACTIVITY	IDENTITY MEDIA
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3.1 NEWS

Regular publication in the newspaper helps the hospital to reach the public. All the achievements of BLK Hospital are shared in the news to create positive image. Educational messages are also published in newspaper by the hospital.

Press releases are also conducted by the hospital to promote new launched specialties in the hospital.

Various informative coverage like:

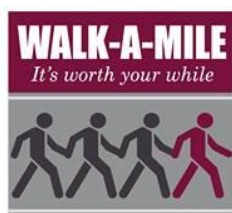
“Knock off that weight: Study says obesity can lead to 13 types of cancer”, where Senior Consultant & Director Bariatric Surgery, BLK hospital, talks about obesity being linked to some 13 types of cancer and the threat which is due to the problem of extra weight.

3.2 EVENTS

Various events are been organised by B LK hospital for promotion.

Mega event conducted by the hospital was:

- WALK-A-MILE - Its worth your while
- Obesity Awareness camp
- Celebrating world's kidney day
- Special camps for healthy lungs and many more



Organised by
BLK Super Speciality Hospital



❖ We would like to thank all the participants for their interest & all the support

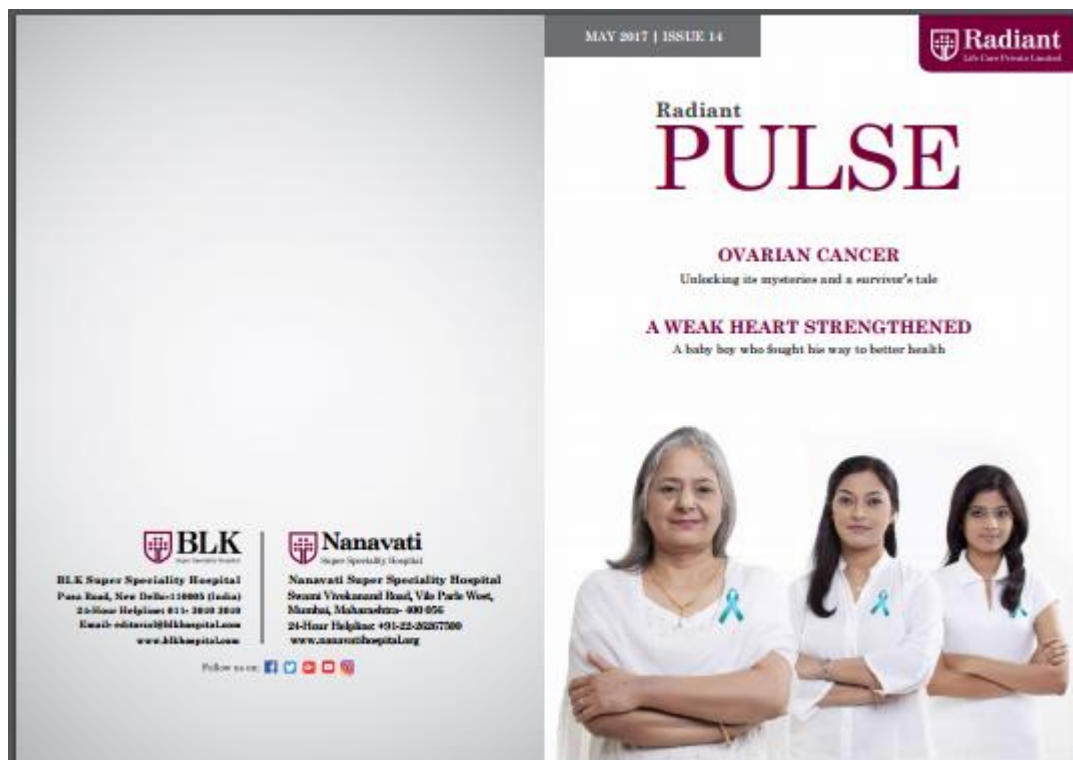
WALK-A-MILE – It's worth your while

It was a mega event counted by the hospital for the awareness of joint and spine pain. Almost 2000 people participated in this mega event.

3.3 Publications

BLK hospital has a newsletter in which monthly publication of “RADIANT PULSE” is published. Marketing team get articles from specialists and doctors, then its refined and approved after that it is published. All the latest services, achievements and technologies are published in RADIANT PULSE.

It's been sent by e-mails to all the registered patients and referral doctors. Printed copy of radiant pulse is been distributed among the employees.



3.4 Public Services Activity

Hospital does marketing through various services activities which help in improving public good will by contributing money and time to good causes like

On women's day an educational event was arranged for women's on Breast cancer awareness & screening programme was also conducted for the same.

3.5 Identity Media

BLK hospital advertise themselves through brochures they have their own t-shirts, caps, badges and business card it is an interesting concept which helps to promote hospital.

4. ADVERTISING

F E A T U R E S

Mission – through advertisement promotion of hospital services is done and various events, camps and CME's are being promoted

Money – Hospital has contract with an advertisement company, sometimes advertisements are also on the contract basis.

Message – It consist of centralised information about hospital specialities, super specialities and the new launch services in the hospital.

Media – Newspaper, Magazines, Flyers, Brochures and monthly advertising in magazines

Measurements - It's done by assessment of IPD & OPD revenue generated.





What can cause a Heart Attack?

- ◆ A family history of coronary artery disease
- ◆ Smoking
- ◆ High blood pressure
- ◆ High blood cholesterol
- ◆ Obesity
- ◆ Diabetes
- ◆ A sedentary lifestyle
- ◆ Drinking too much alcohol (more than two drinks a day)



24-Hours Helpline: +91 8800791529 | www.blkhospital.com
Write to us : heartcentre@blkhospital.com



24 Hrs. Helpline : +91 8800791529
Email ID : bariatricsurgery@blkhospital.com

Benefits of Bariatric Surgery

- ✓ Improvements of pre-existing medical conditions related to obesity
- ✓ Prevention of obesity-related diseases
- ✓ Increased energy
- ✓ Extended life span
- ✓ Increased self-esteem
- ✓ Weight loss



- Newspaper and Magazines of best coverage population is selected.
- The content of advertisement is selected by the branding team of the hospital.
- Newspaper and Magazines have better impact than any other source of advertisement.

5. IMPACT OF PROMOTION STRATEGY ON SPECIALITIES

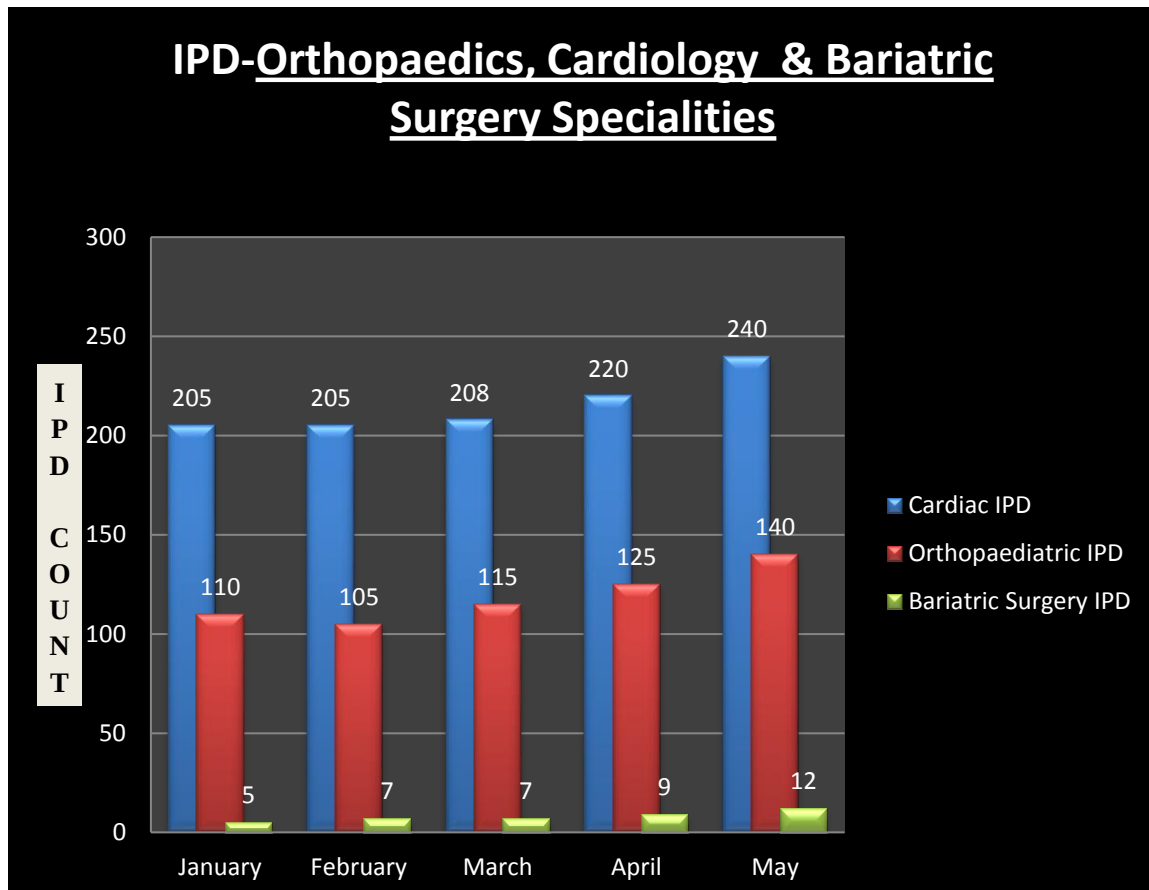
- Pre Intervention**

1.1.1	1.1.2 MONTHS	1.1.3 Bariatric Surgery IPD	1.1.4 Cardiac IPD	1.1.5 Orthopaedic IPD
1	January	5	205	110
2	February	7	205	105
3	March	7	208	115

- Post Marketing Activities**

1.1.6	1.1.7 MONTHS	1.1.8 Bariatric Surgery IPD	1.1.9 Cardiac IPD	1.1.10 Orthopaedic IPD
1	April	9	220	125
2	May	12	240	140

6. FINDINGS



- There was no significant increase in the patient count in duration of January to March in all three Specialities.
- Cardiac & Orthopaedic IPD has accelerated in month of April & May as compared to previous months.
- Bariatric surgery IPD increased by 71% during the month of April & May as compared to previous months.

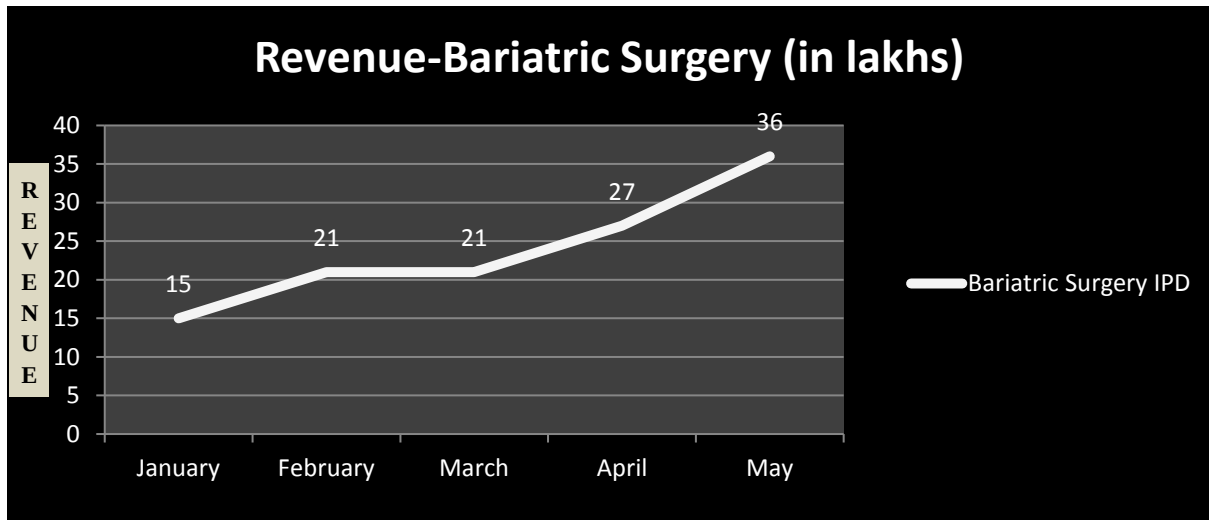
- **Revenue Pre Intervention**

1.1.11	1.1.12 MO NT HS	1.1.13 Bariatric Surgery IPD	1.1.14 Cardi ac IPD	1.1.15 Orthopaedic IPD
1	January	15 lac	4.0 cr	3.0 cr
2	February	21 lac	4.0 cr	2.9 cr
3	March	21 lac	4.1 cr	3.2 cr

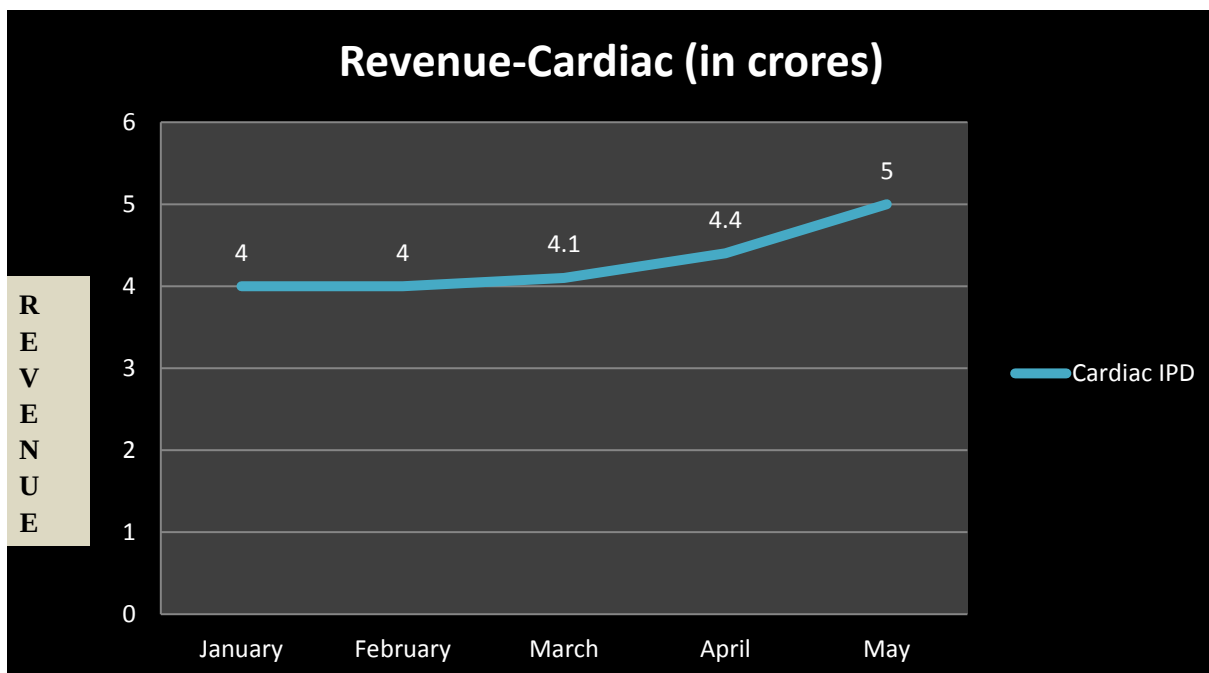
- **Revenue Post Marketing Activities**

1.1.16	1.1.17 MO NT HS	1.1.18 Bariatric Surgery IPD	1.1.19 Card iac IPD	1.1.20 Orthopaedic IPD
1	April	27 lac	4.4 cr	3.5 cr
2	May	36 lac	5.0 cr	4.0 cr

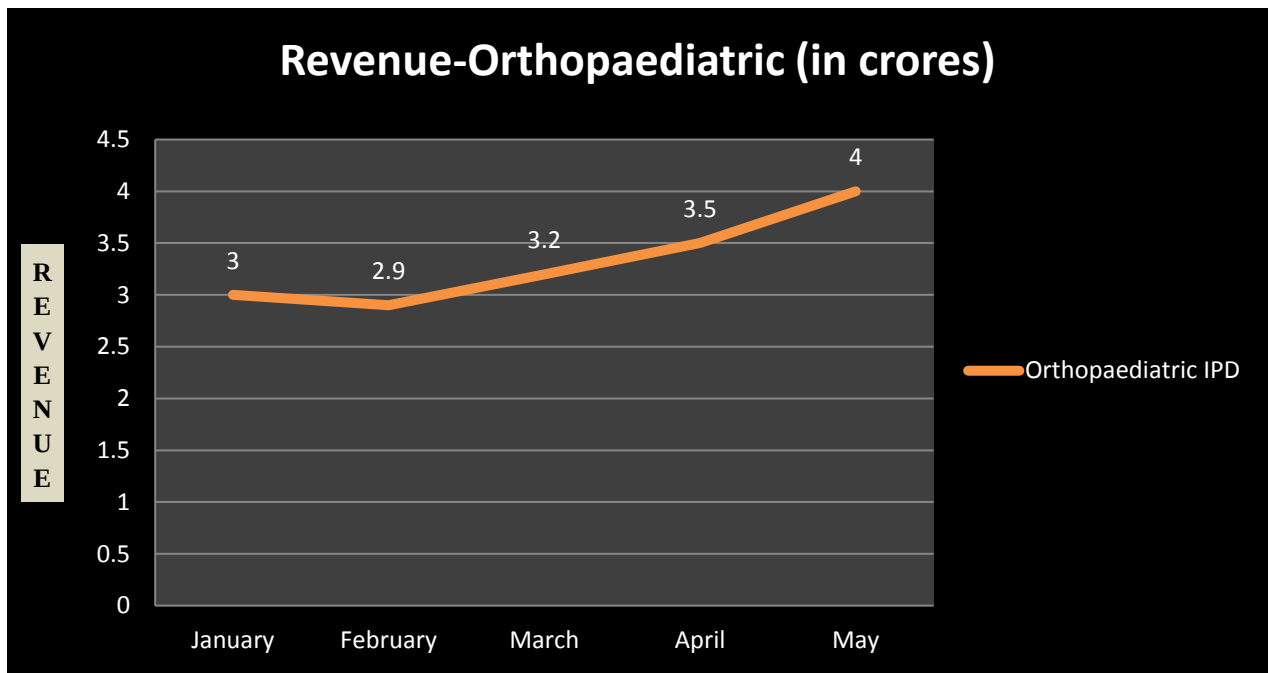
Findings



- There was static growth in month of January, February & March.
- There was remarkable increase in revenue from April and continuous till now.



- The cardiac surgeries are generating maximum revenue in the hospital therefore through the Promotion activities revenue of cardiac surgeries was accelerated in positive way with increase in revenue in from March end.



- The revenue generated through Orthopaedic surgeries was affected through Promotion activities in positive way with increase in revenue from February end.
- The rapid increase in revenue is observed from March end.

7. INTERPRETATION

- The acceleration of patient and revenue in bariatric surgery, cardiac and Orthopaedic specialities was due to:
 - Increase awareness among the population about bariatric surgery which was offered by BLK Super Speciality hospital by promotion through health camps, awareness booths and through direct marketing and advertisement.
 - Generating more revenue by promotion of successfully running specialities like Cardio & Orthopaedic. Sales promotion, direct marketing and advertisement were done to promote them.
 - Digital marketing by social media (Facebook, twitter, instagram & YouTube) proved to be great help in promotion. Video testimonials of International patients attracted many other International clients in the hospital.
 - The events like Health camps, CME's, Conferences & Health talks conducted by the hospital helped in acceleration of IPD count.
 - Different strategies of promotion by different units of marketing of BLK Super Speciality Hospital helped in generating leads and conversation.

8. CONCLUSION

- The effect of Promotion Mix Strategy on Patient Hike in Bariatric Surgery, Cardiology & Orthopaedics Specialities was targeted because:
 - There was need to promote the latest and tremendously growing technology i.e. bariatric surgery which helped in accelerating IPD and generating more revenue.
 - Cardio & Orthopaedic was successfully running specialities in the hospital; promotion was done to reposition these specialities among the competitors.
- Promotion activities created more awareness about the latest services, packages and doctors details among the population.
- The BLK Super Speciality Hospital is emerging as the best hospital of Delhi/NCR area therefore Promotion activities help in repositioning the hospital among the other super speciality hospitals.
- Health camps and awareness booth programmes conducted in outreach area helps to aware many distant clients towards the hospital.
- Digital marketing saved both time and money and it also increase ROI as compared to other Promotion activities.
- After intervention impact of Promotion mix strategy was found to be very beneficial and effective to these specialties.

9. RECOMMENDATION

Hospital need to focus more on:

- Need to conduct more free health check-ups camps as it was observed in the study that it leads to patients hike.
- As communication play an important role, therefore it is important to correct communication gaps to make Promotion activities more effective
- Social media is the latest and trendy way of promoting the brand, therefore digital marketing team need to be active on social media.
- Hospital should also focus on clinical side as delivering the best services to any patient who visits to the hospital will itself be the best brand promoter.

10. LIMITATIONS

- Due to busy schedule of doctors, they remain unavailable which leads to delays in camps.
- Communication gap among our camp organiser and the authority where camps are to be conducted leads to cancellation camps sometime.
- Technical errors lead to bouncing back of emails.
- Inability of hospital software to send thousands of sms in one goes, therefore the process become very time consuming.
- The delay in approval for the process of the camps leads to interruption in conducting the camp.

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