



Passion For Healing:

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.

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

INTRODUCTION	PROMOTION MIX STRATEGY			
Promotion mix describes a blend of promotional variables chosen by marketers to help a firm to reach its goals. There is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best marketing results.	SALES PROMOTION	DIRECT MARKETING	PUBLIC RELATION	ADVERTISING
	Activities performed are : •Community Outreach Programme •CME & Conferences •Awareness booth •Neighbour-hood 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
AIM				
To analyse effectiveness of promotion mix strategy of BLK Super speciality Hospital for patient hike and generating more revenue in Bariatric Surgery, Cardiology & Orthopaedics Specialities.				
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				
METHODOLOGY				
Type of Study: Descriptive and Record Analysis				
Duration of Study: 6 months (January 2017 to May 2017)				
Source of Data Collection: I.T Department BLK Hospital				
Data Analysis: Analysis of the data provided by the hospital				
	BARIATRIC CAMP: Bariatric camp done for one week. Awareness booth was set for 5 days in Joggers Park (Pitampura) & educational session was conducted on 6th day in the hospital. Activities Performed: •Bariatric surgery promotion done by placing banners and posters near joggers parks. •Phone-calls and Emails for invitation to session was made. •Body Mass Analyser was set up to check the body composition. •Neighbourhood cards was given to the clients who are on the high risk of BMI Outcome: •400 clients were screened in 5 days (In morning and evening session) •120 positive high risk patients were detected and sent to bariatric consultation. •Medium risk patients were sent for dietary consultation. •Awareness about bariatric super specialty done successfully. Learning: •Learnt marketing techniques to convince client. •Learnt communication techniques to deal with clients. •Learnt to arrange session for clients			

FINDINGS

IPD-orthopaedic, Cardiology & Bariatric Surgery Specialities

IPD COUNT

205

110

5

205

105

7

208

115

7

220

125

9

240

140

12

Cardiac IPD

Orthopaediatric IPD

Bariatric Surgery IPD

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-Bariatric Surgery (in lakhs)

REVENUE

15

21

21

27

36

Bariatric Surgery IPD

71% of increment in revenue was achieved in month of may as compared to month of march in Bariatric surgery.

Revenue-Cardiac (in crores)

REVENUE

4

4

4.1

4.4

5

Cardiac IPD

22% of increment in revenue was achieved in month of may as compared to month of march in Cardiac Specialty.

Revenue-orthopaedic (in crores)

REVENUE

3

2.9

3.2

3.5

4

Orthopaediatric IPD

25% of increment in revenue was achieved in month of may as compared to month of march in Orthopaedic Specialty.

CONCLUSION

Implementation of Promotional mix strategies not only leads to patient hike as well as helped in generating more revenue in all three targeted areas i.e. Bariatric Surgery, cardiac & orthopaedic specialty.

RECOMMENDATION

- 1.Digital Marketing- As it saved both time and money and it also increase ROI as compared to other promotional activities.
- 2.Brand Awareness
- 3.Customise more Identity Media