

**Summer Training at
Columbia Asia Hospital, Gurgaon
(April 3 to June 2, 2017)**

**Promotional Strategies - To Promote Columbia Asia-Palam Vihar as A
Destination for Total Knee Replacement Surgery (TKR)**

**By
Hivani Sharma**

**Under the guidance of
Dr. Tanjul Saxena**

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


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

CERTIFICATE

This is to certify that **Dr. Hivani Sharma** has undergone summer training in **Columbia Asia, Gurgaon** 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. Tanjul Saxena

Associate Professor

The IIHMR University, Jaipur

COLUMBIA ASIA

2nd June 2017

To Whomsoever It May Concern

This is to bring to your kind notice that Dr. Hivani Sharma has done her training with us in Marketing Department from 3rd April 2017 to 2nd June 2017. During her tenure with us we found her to be diligent and hardworking.

We wish all the best to her in future endeavors.

Yours Sincerely,

For Columbia Asia Hospital Palam Vihar, Gurgaon

Authorized Signatory



Columbia Asia Hospital - Palam Vihar

Block-F, Near Gol Chakkar, Palam Vihar, Gurgaon 122 017

Telephone : 0124 - 3989 896, Fax : 0124 - 3022 022, www.india.columbia.com

Regd. Office Columbia Asia Hospital Pvt. Ltd. # 8, 80 Feet Road, HAL III Stage, Indiranagar, Bangalore - 560 075. Phone: 080 4021 1000

CIN: U85110KA2003PTC033055

SR.No	Content	Page No
01	Title	1
02	Table of Contents	2
03	Self-Declaration	3
04	Acknowledgement	4
05	About Columbia Asia Hospital	5
06	Methodology	7
07	Data analysis	7
08	Objective	7
09	Literature review	8
10	Marketing tools	10
11	Introduction	11
12	O1 to study the existing process flow for TKR of the hospital	12
13	O2 to study the existing marketing strategy plans for the hospital	13
14	O3 to scan the internal and external environment for TKR at hospital	27
15	O4 to suggest various marketing strategies for increasing the business	29
16	O5 to suggest various marketing strategies for increasing the business	31
17	Conclusion	32
18	Recommendation	33
19	References	34

COLUMBIA ASIA

2nd June 2017

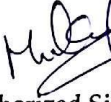
To Whomsoever It May Concern

This is to bring to your kind notice that Dr. Hivani Sharma has done her training with us in Marketing Department from 3rd April 2017 to 2nd June 2017. During her tenure with us we found her to be diligent and hardworking.

We wish all the best to her in future endeavors.

Yours Sincerely,

For Columbia Asia Hospital Palam Vihar, Gurgaon


Authorized Signatory

Columbia Asia Hospital - Palam Vihar
Block-F, Near Gol Chakkar, Palam Vihar, Gurgaon 122 017
Telephone : 0124 - 3989 896, Fax : 0124 - 3022 022, www.india.columbia.com
Regd. Office Columbia Asia Hospital Pvt. Ltd. # 8, 80 Feet Road, HAL III Stage, Indiranagar, Bangalore - 560 075. Phone: 080 4021 1000
CIN: U85110KA2003PTC033055

CERTIFICATE

This is to certify that **Dr. Hivani Sharma** has undergone summer training in **Columbia Asia, Gurgaon** 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. Tanjul Saxena

Associate Professor

The IIHMR University, Jaipur

SELF- DECLARATION

The project report entitled ‘Promotional strategies to promote Columbia Asia- Palam Vihar as a destination for knee replacement surgery’ submitted by me to Columbia Asia Hospital, Palam Vihar, Gurgaon is an original piece of research work carried out by me under the guidance and supervision of Mr. Ronald Kiran May, HOD Marketing Department. The information collected from genuine and authentic sources.

Ronald Kiran May
HOD
Marketing department
Columbia Asia Hospital

Hivani Sharma
MBA - Hospital and
Health Management
(2016-2018)
IIHMR University
Jaipur

ABOUT COLUMBIA ASIA HOSPITAL

Columbia Asia is an international health care company. It is based by US based fund. Columbia Asia started operations in 1996. Currently it has 28 medical facilities across Asia; 11 in Malaysia, 11 in India, 3 in Vietnam and 3 in Indonesia. The company believes in setting up mid-size hospitals built in residential areas for accessibility and efficiency, and to better serve the respective communities. This also helps keep costs down for consumers with no compromise on healthcare quality, modern amenities and highly-trained teams of specialists, nurses.

Columbia Asia aims to be the preferred choice of healthcare services for families and businesses. With 100 to 150 beds per medical facility, two-storey buildings for smoother patient flow and new medical technologies to decrease the levels of invasive treatments, the efficiency of patient care is optimized resulting in a shorter length of stay. In turn, this results in transparency in rates with better affordability for patients. But as progressive as medical technology can be, the difference in healthcare relies much on its people – highly skilled medical consultants, caring nurses as well as teams of committed staff who see to every patient's need on the road to recovery.

Columbia Asia medical facilities provide a wide array of medical services such as General Surgery, Pediatrics, Obstetrics & Gynecology, Orthopedics and Internal Medicine. These are supported by a comprehensive list of ancillary services that include an Intensive Care Unit, Neonatal Care Unit, Physiotherapy, Laboratory, Pharmacy and Imaging.

At Columbia Asia, comprehensive medical programmes demand ethics, excellence and strict clinical governance. All of its operations follow international quality assurance guidelines that meet the highest standard of patient care possible.

Columbia Asia is an international healthcare group operating a chain of modern hospitals across Asia. Columbia Asia Hospitals Pvt. Ltd. is one of the first healthcare companies to enter India through 100% foreign direct investment (FDI) route. The Columbia Asia Group is owned by more than 150 private equity companies, fund management organizations and individual investors.

Columbia Asia hospitals are clean, efficient, customer care, affordable and accessible. The innovative design of the hospitals, from their manageable size to their advanced technology, is focused on creating positive experience for patients.

The first hospital in India commenced operations in 2005 in Hebbal – Bangalore and currently Columbia Asia operates eleven facilities. The group has presence in Ahmedabad, Bangalore, Mysore, Kolkata, Gurgaon, Ghaziabad, Patiala and Pune.



OBJECTIVES

BROAD OBJECTIVE

- To Promote TKR surgeries of Columbia Asia Hospital and plan strategies for increasing the business.

SPECIFIC OBJECTIVE

- To study the existing process flow for TKR of the hospital
- To study the existing marketing strategy plans for the hospital
- To scan the external and internal environment for TKR at Columbia Asia Hospital
- To suggest various marketing strategy for increasing the business
- Create awareness among the community about the benefits and the process

METHODOLOGY

- **Study Area** Internal hospital premises and camps
- External campaign activities
- **Study Design** Descriptive study
- **Study period** April –May 2017

LITERATURE REVIEW

MARKET OF KNEE REPLACEMENT SURGERIES IN INDIA-

“Knee replacement is one of the most effective and widely used ways to relieve the knee arthritis pain. Technological advancements in the knee replacement market such as minimal invasive surgery, improved implant materials and their success rates are allowing even the younger population to undergo knee replacement surgery ultimately driving the global knee replacement market significantly. The global knee replacement market is also promoted by the technologies such as 3D printed knee implants which are being manufactured by the U.S. based medical company Conform IS.

The emerging knee replacement market has been experiencing a phase of new product development and technological advancements due to greater demand. The manufacturing companies are raising their respective market share with aggressive marketing activities and growing awareness among people.

Knee Replacement Market: Drivers & Restraints

The knee implants market is expected to grow due to several factors such as increasing rate of old-age diseases like osteoporosis, diabetes, obesity, arthritis; ageing population and sports-related injuries. Conversely due to existing and upcoming advance technologies such as minimal invasive surgery and better implant materials are making it more widely accepted even by the younger populace.

Despite of being widely used procedure for curing extremely debilitating diseases, such as osteoarthritis, the global knee replacement market is facing some challenges such as economic slowdown that is preventing the market from growing. Some of the other growth restraining factors of the global knee replacement market can be high surgery cost, increasing competition, increasing number of OEM's in the market and growing awareness for some non-surgical treatment methods such as exercises, weight loss, walking aids, shoe inserts and pain killer medicines.

Knee Replacement Market: Key Players

The global knee replacement market is consolidated. Some of the key players in the market are Stryker Corporation, Zimmer Holdings, Smith & Nephew Plc, DePuy Companies, Inc, Wright Medical Group, Inc, Biomet, Inc., and Exactech and B. Braun Melsungen AG.”¹

Significant growth expected to continue and market anticipated to reach USD 2.4 Bn by 2030 We estimate that current size of the Indian orthopedic devices market is around USD 375 M (Rs. 2,400 crores) and it will grow at around 20% every year for the next decade to reach USD 2.5Bn (Rs. 16,000 crores) by 2030. As a largely out-of-pocket healthcare market with less than 300 million Indians covered by insurance, the medical devices market benefits

¹<http://www.futuremarketinsights.com/>

from higher disposable income in an economy growing at around 7-7.5%. Additionally, growing incidence of diabetes, obesity, osteoarthritis and osteoporosis are further expanding the clinical need. On the other hand, global orthopedics industry is estimated to grow at a comparatively modest rate of 5% annually. This has thus increased global interest in the Indian orthopedics industry. Evolving market composition will alter the orthopedic devices landscape today, multinational companies dominate the market with up to 70% market share. The market is split evenly between the joints segment (knee and hip) and the trauma-spine segments. The joints market in fact, has a higher percentage of multinationals, at around 80%. Comparatively, the low-value trauma segment has seen minimal participation from MNCs, with Indian companies traditionally occupying up to 90% of the market share. However, this landscape is gradually evolving today. We see an increased desire on the part.

“India is poised to become the largest market for orthopedic implants (knee) over the next 5 years, growing at a compounded growth of over 30% annually.

At present, the total joint replacements in India are estimated to be around 40-50,000 with knee surgeries growing faster than the other categories and doubling every year. The factors driving their growth include the entry of newer joint implants and availability of several options, right from joints that can be bend and rotate, to gender-specific ones developed especially for the Asian populations.

In India, every 2 in 10 people above 65 years is believed to have osteoarthritis knees, affecting their mobility. In osteoarthritis, the joints damaged and the surrounding bone grows thicker. The cartilage gradually roughens and becomes thin. Muscles around the joint weaken and become thin or wasted. The loss of cartilage leads to wearing of bone, bone growth at the edges, change the shape of the joint and deformity.

But what is alarming is that very few people actually go in for surgeries, due to a plethora of factors including lack of awareness, fear of surgical procedure and high costs. A knee replacement surgery costs Rs. 1.5-2 lakh for one knee, while the computer-aided one will be more expensive by 5-10%”²

² <http://timesofindia.indiatimes.com/defaultinterstitial.cms>

MARKETING TOOLS



INTRODUCTION

TKR IN COLUMBIA ASIA –

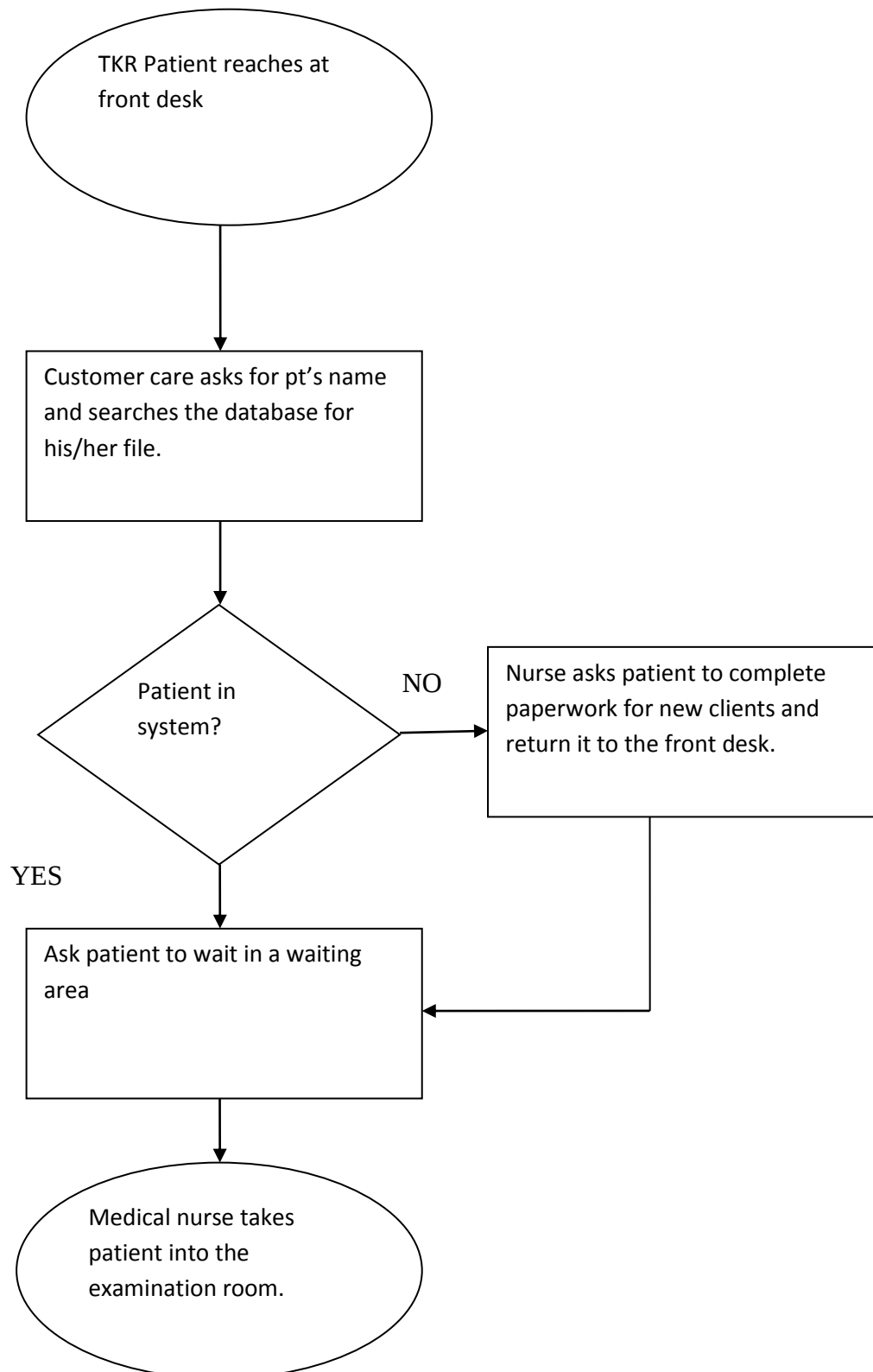
TKR started in 2010 at Columbia Asia Palam Vihar. TKR was started by Dr. Premchand and later by Dr. Jayant Arora. custom fit knee replacement, oxinium implant, standard metal implant are used in surgeries. In hospital on an average 10 TKR per month are done.

WHY COLUMBIA ASIA?

- Multispecialty presurgery evaluation of TKR candidates
 - Inpatient management teams including anaesthesia, internal medicine and orthopaedic surgery.
 - Dedicated operating room teams in which TKR surgeons work with the same group of specialized arthroplasty scrub technician and nurses.
 - Involving patients in discharge planning before admission to better manage patient expectation.
 - A CT –guided custom fit knee replacement facility enabling best surgical outcomes.
 - Specialized clinics at Columbia Asia Hospital – Palam Vihar
 1. Knee arthritis clinic
 2. Sports injury clinic
 3. Arthroscopic surgery clinic
 4. Rheumatology clinic
1. Knee arthritis clinics- Provides specialized treatment to patients with all stages of knee arthritis. It offers lubrication injections, cartilage repairs using keyhole surgical techniques consultation with physiotherapist and dieticians.
 2. Sports injury clinic- This clinic offers management to patients with sports injuries to knees, ankles and shoulder
 3. Arthroscopic surgery clinic- This clinic provides keyhole surgery treatment for knees, shoulders. Arthroscopic surgery is a minimally invasive surgery that entails very small incisions and therefore affords quick recovery.
 4. Rheumatology clinics- provide tertiary care for with all kind of rheumatic diseases.

OBJECTIVE 01: TO STUDY THE EXISTING PROCESS FLOW FOR TKR OF THE HOSPITAL

INTERNAL PATIENT FLOW PROCESS OF TKR



O₂: TO STUDY THE EXISTING MARKETING STRATEGY PLANS FOR THE HOSPITAL

PRODUCT

TOTAL KNEE REPLACEMENT -

Custom fit knee replacement is new and advanced technique that Columbia Asia Hospital has been using for the last two years. It was one of the first hospitals in Gurgaon to offer knee replacements using patient specific instrumentations.

Advantages of CFKR technique over the traditional surgery

- Provide a natural alignment
- Alienates the multiple steps of traditional surgery
- Shortens the surgery time
- Minimize the blood loss
- Lowers the risk of infection
- Reduces the length of surgical incision
- Leads to precise implant fitting
- Provide better functional outcomes



TYPES OF IMPLANTS-

1. OXINIUM IMPLANT
2. STANDARD METAL IMPLANT

PLACE

Knee replacement surgeries are done at Columbia Asia Hospital's branches including-

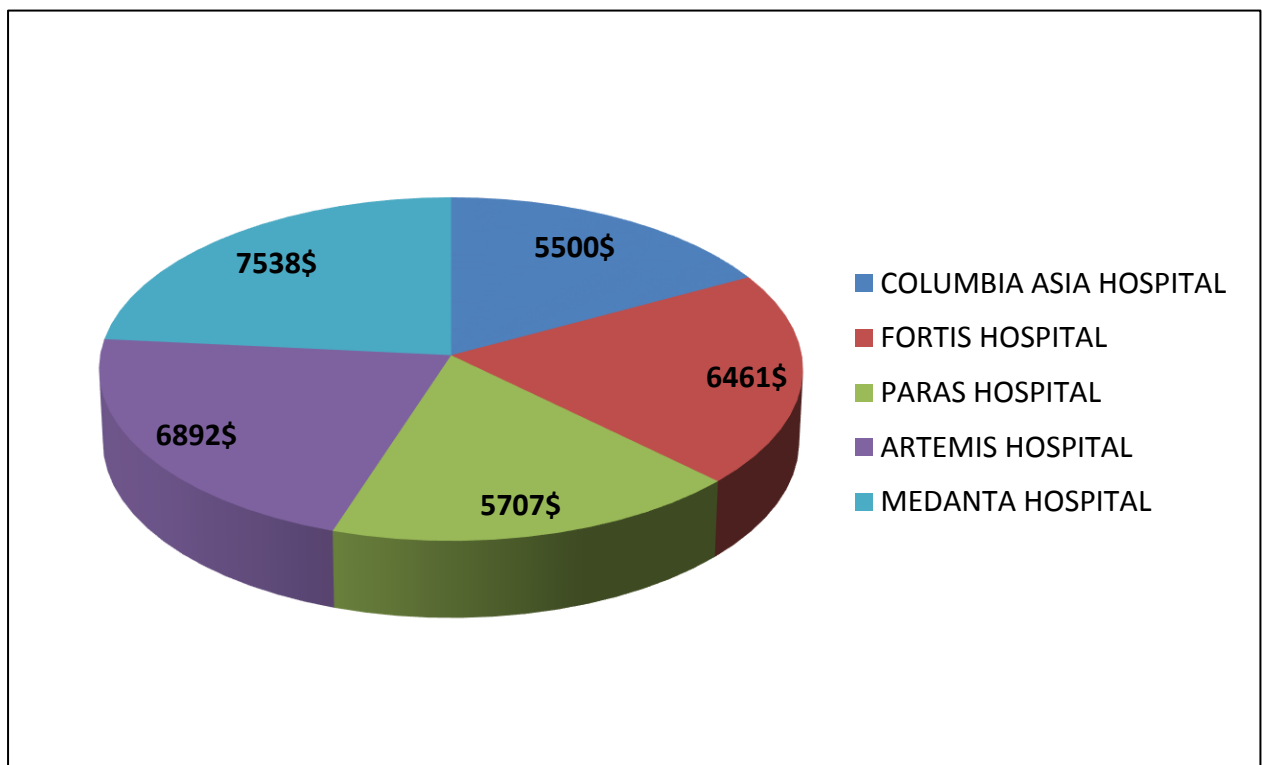
- Bangalore
- Karnataka
- Kolkata
- Maharashtra
- Gujarat
- Uttar Pradesh
- Punjab

PRICE

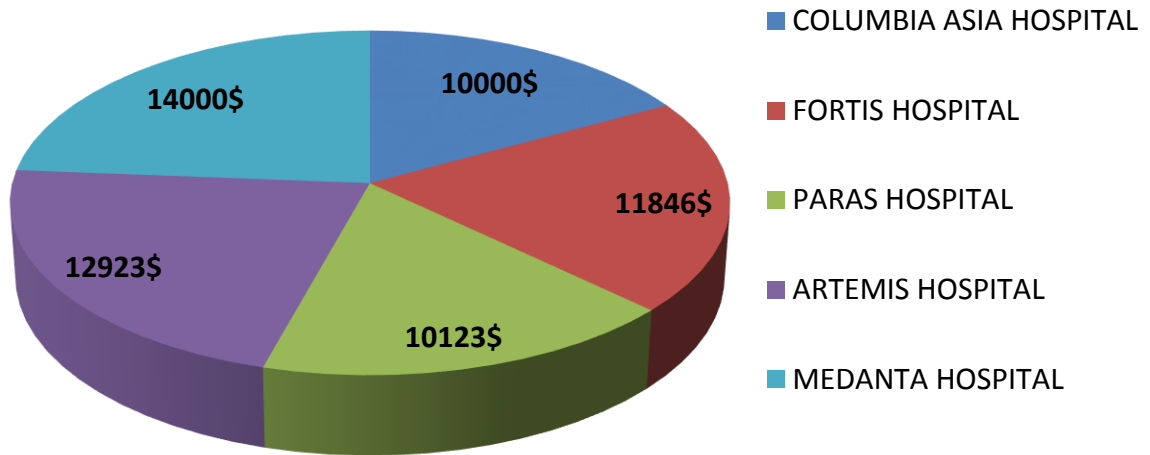
PRICE COMPARISON-

HOSPITAL NAME	U/L TKR	B/L TKR
COLUMBIA ASIA	2.5L/5500USD	4.5L/10000USD
FORTIS	3L/6461USD	5.5L/11846USD
PARAS	2.6L/5707USD	4.7L/10123USD
ARTEMIS	3.2L/6892USD	6L/12923USD
MEDANTA	3.5L/7538USD	6.5L/14000USD

U/L TKR



B/L TKR



PEOPLE

TEAM OF CONSULTANTS

Dr. Jayant Arora, MS, DNB, MRCS (UK)



Dr. Jayant Arora is a specialist in Orthopedics at Columbia Hospital in Palam Vihar. His qualification speaks volumes about his intellect. After completing MBBS from Maulana Azad Medical College, University of Delhi in 1996, he pursued MS (Ortho.) from Safdarjung Hospital, University of Delhi in 2000; DNB (Ortho.) from PGI Chandigarh, National Board of Examinations in 2001; MRCS (UK) from Royal College of Surgeons of Edinburgh, UK in 2003; and CCBST from Royal College of Surgeons of Great Britain and Ireland and MSc. Orthopedics from University of Central Lancaster (Wrightington Hospital), both in 2006. He initially interned at MAMC, Delhi and has been serving this department since over 20 years. He has worked as a SHO (Trauma and Orthopedics) at Scotland NHS Hospitals; Registrar (Trauma and Orthopedics) at Dumfries and Galloway Royal Infirmary in UK; Consultant Orthopedic Surgeon at Sheeler Hospital in Gurgaon; and Consultant Orthopedic Surgeon at Benzups Hospital in Dwarka etc. He has delivered various papers and posters, and has authored publications like 'Pathophysiology of the Compartment Syndrome'.

Dr. Prem Chand, MBBS, MS (Ortho.), DNB (Ortho.), MCh ORTH. (UK)



Dr. Prem Chand has dedicated his career to Orthopedics and works at Columbia Asia Hospital in Palam Vihar. He is an academically equipped doctor, having completed his MBBS in 1992; Master of Surgery - Orthopedics (MS) in 1996; Diplomate National Board (DNB) - Orthopedics in 1996; and MCh Orth. from University Department of Orthopedic & Trauma Surgery, The Royal Infirmary & the Nine wells Hospital, Dundee, Scotland, U.K. in 2004. He has over 11 years of work experience in the Department of

Orthopedics and has worked as a Senior Orthopedic Consultant in few of the most renowned hospitals across India like Apollo Clinic, Gurgaon; Umkal Hospital, Gurgaon; Rockland Hospital, New Delhi; Paras Hospitals & Healthcare, Gurgaon; and Orthopnea Hospital, New Delhi. He has also served as a Registrar (Senior Resident) in Orthopedics at Central Institute of Orthopedics, Safdarjung Hospital in New Delhi and as a Postgraduate Resident in Orthopedics at Patna Medical College in Patna. He enjoys professional membership of Member of Indian Orthopedic Association, Member of Delhi Orthopedic Association & Member of International Medical Society of Paraplegia and has actively attended CME's & workshops.

Dr. Vibhore Singhal, MBBS, MS (Orthopedics)

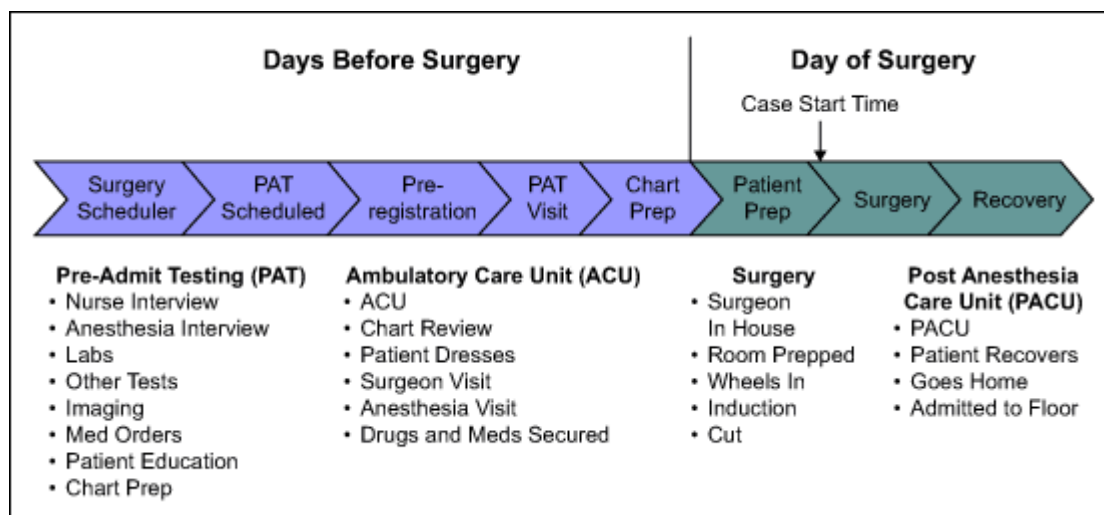


Dr. Vibhore Singhal, MBBS, MD (Orthopedics), is an orthopedic specialist at Columbia Asia Hospital, Palam Vihar. He has an experience of 10 years in the field of orthopedics with special interest in unicondylar, patelldemoral and compartmental knee replacement and shoulder arthroplasty and arthroscopy. He had been Chief adviser in resident doctor association in RML Hospital, New Delhi. He is also involved in teaching undergraduate, post-graduate and paramedical courses. He is registered with Delhi Medical Council, Uttaranchal state medical council and Singapore Medical Council. He owns the membership of reputed institutions like Delhi Orthopedic Association, Indian Orthopedic Association, Dehradun Orthopedic Club and SGH and Singapore Orthopedic Association. He has attended a number of Conferences and courses. He has been acknowledged for authoring a number of publications nationally as well as internationally. He has been involved in volunteering activities like taking up the responsibility of the Chief Operation Theatre Coordinator at ISKAA 2013, Bensups Hospital, Dwarka, and attending camps to name a few.

PHYSICAL EVIDENCE-

In Columbia Asia Hospital there is a good ambience. Right from the reception one finds very cordial and comforting staff. The staff follows a dress code to show professionalism and to maintain discipline. Hospital is well organized and distributed into different departments. All doctors are offered with a well-equipped cabin. The entire hospital is centrally air-conditioned with good lighting. Maintenance of hygiene and cleanliness is taken care by housekeeping department.

PROCESS



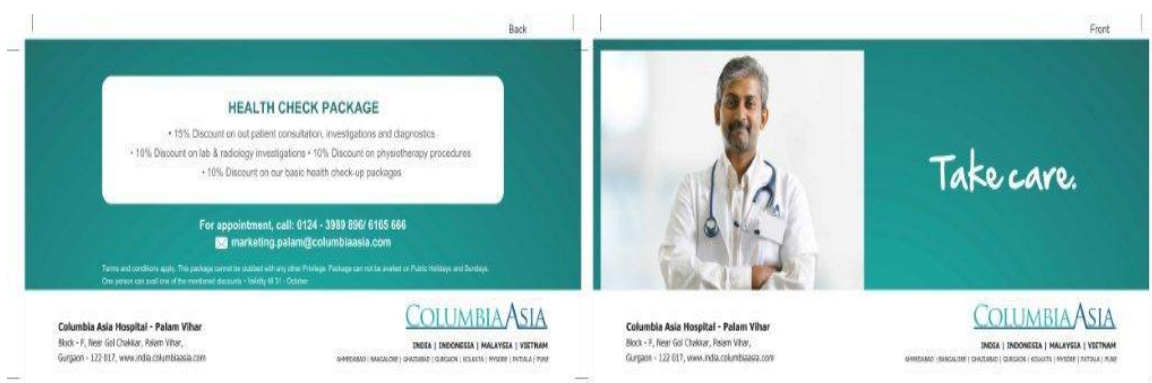
PROMOTION

Promotion is done through various methods

EXISTING PROMOTIONAL STRATEGIES

• SPECIAL OFFERS

Discounted Coupons are distributed in all the CSR activities done in various communities, Resident Welfare Societies, Corporate Camps, Senior Citizens forums and assisted living communities.



RWA event (Camp) organized in association with communities to Promote Hospital presence in outreach localities because most of the people are unaware of the services.

Territories- Dwarka & Najafgarh, **Motto:** - Promote Hospital services, **Target:** - Awareness in new territory

Example 1. Dwarka Palam court residency

Free orthopedic camp was being organized where 30 patients came for check-up and 1 patient was converted to hospital.

Promotion: - To promote Columbia Asia Discount coupon and Brochure were distributed.

Branding: - Branding was done 4 days before to make people aware of the camp.



Fig: showing Camp at Dwarka

Example 2 Dwarka- Best Residency Society

Free Basic Ortho Health Check-up camp is being organized where 38 patients came for check-up and 1 patient was converted to hospital.

Promotion: - To promote Columbia Asia Discount coupon and brochure were distributed.

Branding: - Branding was done 4 days before to make people aware of the camp



- **ADVERTISEMENTS**



COLUMBIA ASIA
COLUMBIA ASIA HOSPITAL
PALAM VIHAR

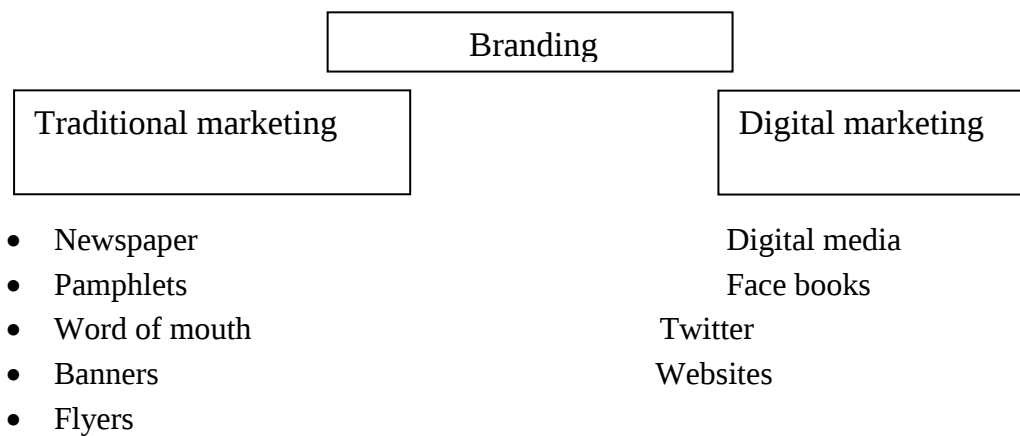
BONE AND JOINT PROBLEMS?

GET A SECOND OPINION FROM OUR EXPERTS.

Accident & Trauma | Arthroscopy | Joint Replacement
Spine Surgery | Sports Medicine

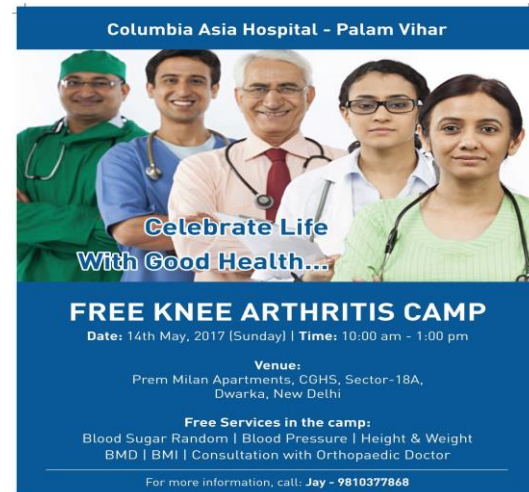
☎ **0124 - 3989896/ 6165666**

- **PROMOTIONS**



- FLYER

These are basically inserted into the News Paper and are very handy in reaching out to the desired target audience. Close monitoring of this activity is required.



Columbia Asia Hospital - Palam Vihar
Block - F, Near Gai Chakkur, Palam Vihar,
Gurgaon - 122 017 | Tel.: 0124 3989996
www.columbiaasia.com

COLUMBIA ASIA
INDIA | INDONESIA | MALAYSIA | VIETNAM
HONGKONG | SINGAPORE | GUANGZHOU | SHANGHAI | TAIPEI | HONGKONG | PUNE

- BANNER

These are put at strategic locations for people to see and recall the call to action and participate in the activities that are being conducted for increasing the foot falls.



DIGITAL MARKETING

- EMAILS

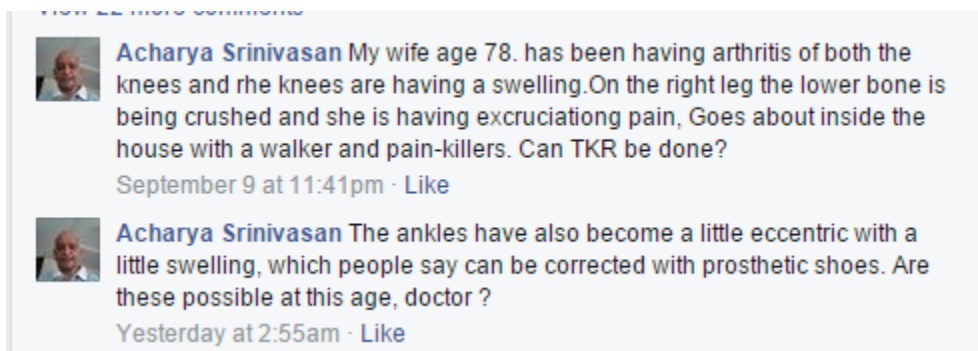
Sending Periodic emails throughout the month and promote the focused specialties. The goal of email campaign is to generate impressions, educate the audience and encourage people to sign up for the program or take an appointment.

- SOCIAL MEDIA- FACEBOOK, TWITTER, GOOGLE+

- a. Creating images to use in the posts promoting the campaign
- b. Increase the number of online appointments through appointment pages, specialty page and doctor profile
- c. Social media platform also plays a role in building awareness due to their shareable viral nature and help in promoting hospital services
- d. YOUTUBE: Health talks videos, Video Ads, Testimonial Ad

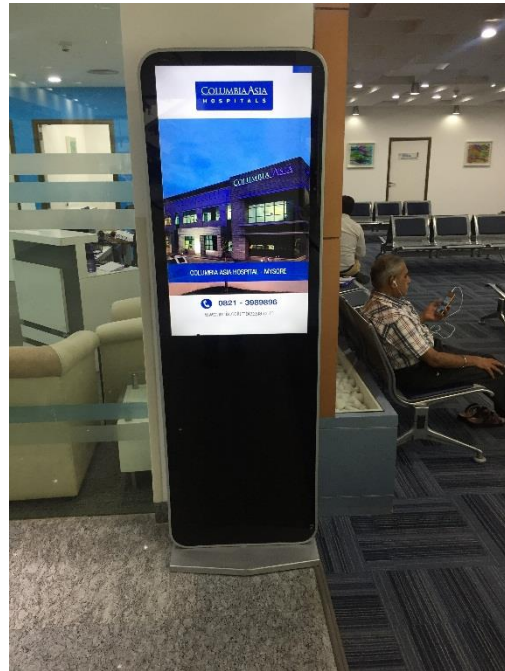


- FACE BOOK: Lifestyle based ads, TKR Package promotions, Face Book Chat



- IN HOUSE DISPLAY ON TV

The Digital Standee displays all the Packages and promotional details to the Walk-in patients and other people that come in to the hospital.



COLUMBIA ASIA

**Don't let joint pains
hold you back from
an active lifestyle.**

**JOINT REPLACEMENT (TKR, THR) | TRAUMA CARE | SPINE SURGERY
AT COLUMBIA ASIA HOSPITAL - PALAM VIHAR**

0124 - 3989 896/ 6165 6666

CAMPS IN VARIOUS PLACES

The Camps are conducted in Various Resident Welfare Societies and also in Corporate Houses to the people.



O3-TO SCAN THE EXTERNAL AND INTERNAL ENVIRONMENT FOR TKR AT COLUMBIA ASIA HOSPITAL

SWOT ANALYSIS-

STRENGTH • Affordable rates of treatment as compared to other competitors. • Skilled and well qualified consultants and surgeons. • Global brand standards • International standard of cleanliness and hygiene • Sorted organizational structure.	WEAKNESS • Non-availability of computer navigation • DEXA scan is not available • Single dedicated OT is not there for knee replacement surgeries
OPPORTUNITIES • Increasing demand for knee replacements. • Opening new centers, tapping the small cities, towns, villages. • New domestic market area.	THREATS • Competitors offering more services • Dispersion of international patients to other countries like Malaysia, Thailand, Turkey, Singapore.

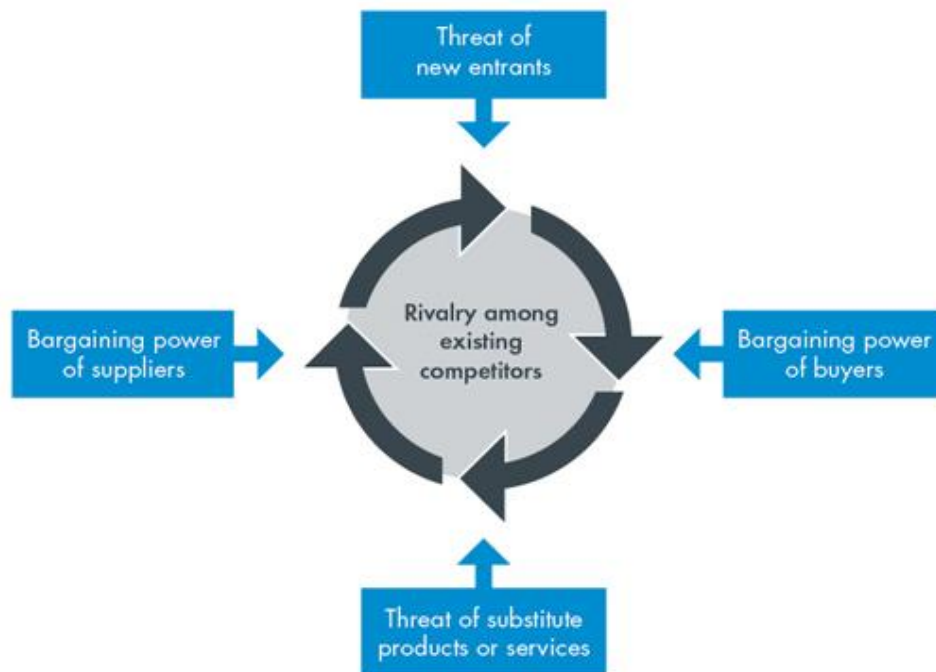
PORTER ANALYSIS

Michael porter five forces Model:

a) Buyers Power:

Demand is exceeding supply: TKR related health care services has indicated a steep rise where Columbia Asia still falls short on conducting total number of TKR compared to the competition. . For eg: Columbia Asia hospital performs 10 TKR per month whereas competition hospitals perform 23 TKR per day.

b) Suppliers Power: it is high as many hospitals with performance of larger number of TKR.



Michael Porter five forces

- c) **Rivalry among Competitors:** other hospitals which are high bed strength and equipment and situated in close proximity they can cause threat.
- d) **Threats of New Entrants:** It is high. New competition with larger bed strength and high end equipment for ortho department.
- e) **Threats of Substitutes:** It is low. Because there are few companies like Zimmer, Johnson and Johnson which provides implants.

04- TO SUGGEST VARIOUS MARKETING STRATEGIES FOR INCREASING THE BUSINESS

MARKETING ACTION PLAN

ACTIONS	TOOLS
Promote total knee replacement to target audience, emphasizing the assessments and customized reports as differentiating features: • Use internal Custom relation management to identify specific past and current patients who may need orthopedic services • Target news media, health and medical blogger; invite on-line “tours” of the site • Use of social media channels to announce the new program	• Press release • External newsletter article • Internal newsletter • Blog announcement • Face book announcement • Twitter announcement
“Increase target segment awareness, emphasizing the free on-line assessment to incentivize traffic from consumers with knee pain considering corrective surgery; • Promote through traditional multi-media channels (print, outdoor, direct mail etc) • Reach target customer market through on-line advertising • Reach and engage consumers through social media marketing • Profile knee-pain surgery success stories • Identify high-impact locations”	• “Print ad • Outdoor poster • Direct mail postcard • Wall poster • Brochure • Banner ads • Social media promotions”³

³ <http://www.adam.com/>

PATIENT TESTIMONIALS



O5 CREATE AWARENESS AMONG THE COMMUNITY ABOUT THE BENEFITS AND THE PROCESS

Create awareness about knee replacement through various camps organized in societies like Dwarka, Palam vihar etc. Before organizing the camp, branding are done through digital or traditional methods. Banners, flyers are placed. Various online sites are launched to promote the specialties.



CONCLUSION:

Conducting TKR at this hospital is an important part of Hospital because a significant part of revenue comes from the market segment. So for this many strategically driven activity is very important for the hospital but before entering into any activity it is very important to know the Market as well. There are many factors which plays a very important role. One of the major factors is the work force of the corporate, People living in and around the hospital market area. Because before proposing any package or activity it is very important to know that what type of corporate, society it is, will they be benefited with the activity proposed will they find the activity or package worthwhile. Other thing is to keep doing some activity in every corporate and RWA because it is sure way possible for the brand visibility for the hospital and profitability.

Outreach OPD and Resident Welfare Association events will help Columbia Asia to increase the Market Share for this it is important to know the population of that catchment area and the services and specialties which are not available in those hospital which area already there in that region. People are unaware of the facility and services provided by the Columbia Asia Hospital, to make the people aware promotional activity in that region should be done So it is concluded It provides support specialties for TKR patients at competitive price.

- There is wider scope for international patients to be operated within the facility.
- In Hospital Standardization of procurement of implants.
- Specialized nurses for specialty to support better clinical outcomes.
- In Columbia Asia Hospital specialized laminar OT for infection free outcomes
- International standard of ambience for better post op care.
- 2nd level of specialty consultants well connected with primary consultant for better clinical outcomes.
- Friendly support staff aiding to the positive healing process of patient care

RECOMMENDATIONS

- International Markets to be explored with marketing strategies.
- To engage with International Magazines, online platforms, International Information centers, to associate with Embassy and promote the facilities.
- Separate facility wing for Ortho cases along with separate ICU and OT complex.
- Support group meetings to be held regularly with orthopedic patients.
- Data management for online queries.
- Availability for computer navigation.
- Availability for DEXA Scan.

REFERENCES:

- www.columbiaasia.com
- <http://www.wikipedia.com>
- www.futuremarketinsights.com/reports/knee-replacement-market
- <https://www.marketresearch.com/product/sample-7906447.pdf>
- www.sathguru.com/Publication/download/Orthopedic-industry-in-India.pdf)
- Other references-
 - Hospital guide
 - College guide
 - Data from the hospital
 - Hospital handbook