



PROMOTIONAL STRATEGIES TO PROMOTE COLUMBIA ASIA AS A DESTINATION FOR KNEE REPLACEMENT SURGERIES



ABOUT HOSPITAL: 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’s Mission:

“To deliver the best clinical outcomes in the most effective, efficient and caring environment”

Columbia Asia’s Vision:

"We have a passion for making people better"

INTRODUCTION OF TOTAL KNEE REPLACEMENT [TKR] is a type of surgery in which arthritic or the worn out rough surface of the knee joint are removed and replaced with artificial material. TKR is advised to a patient when the knee has reached end-stage and conservative measure don’t seem to work.

TYPES OF IMPLANT

1.CUSTOM FIT KNEE REPLACEMENT

2.OXINIUM IMPLANT



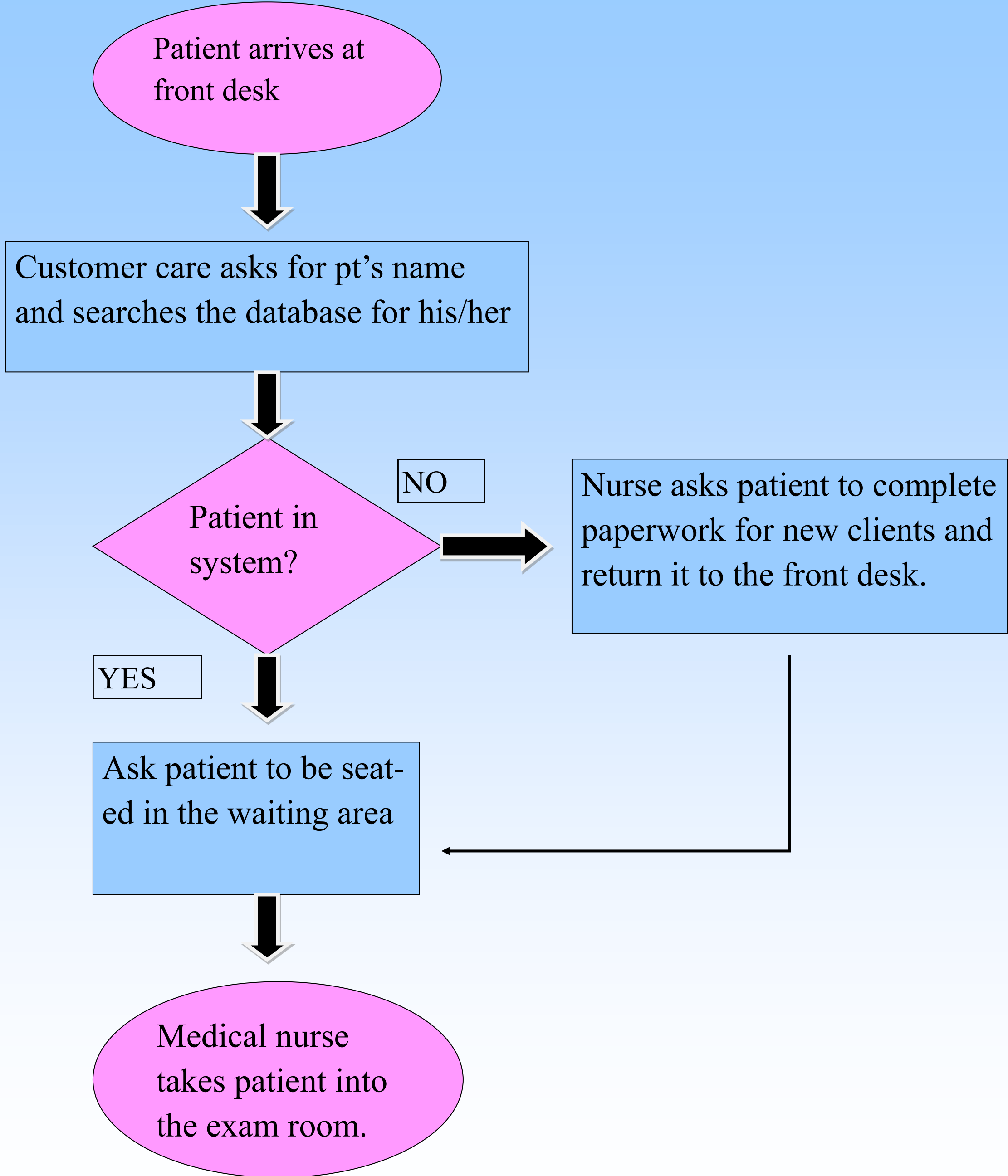
OBJECTIVES:

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

METHODOLOGY:

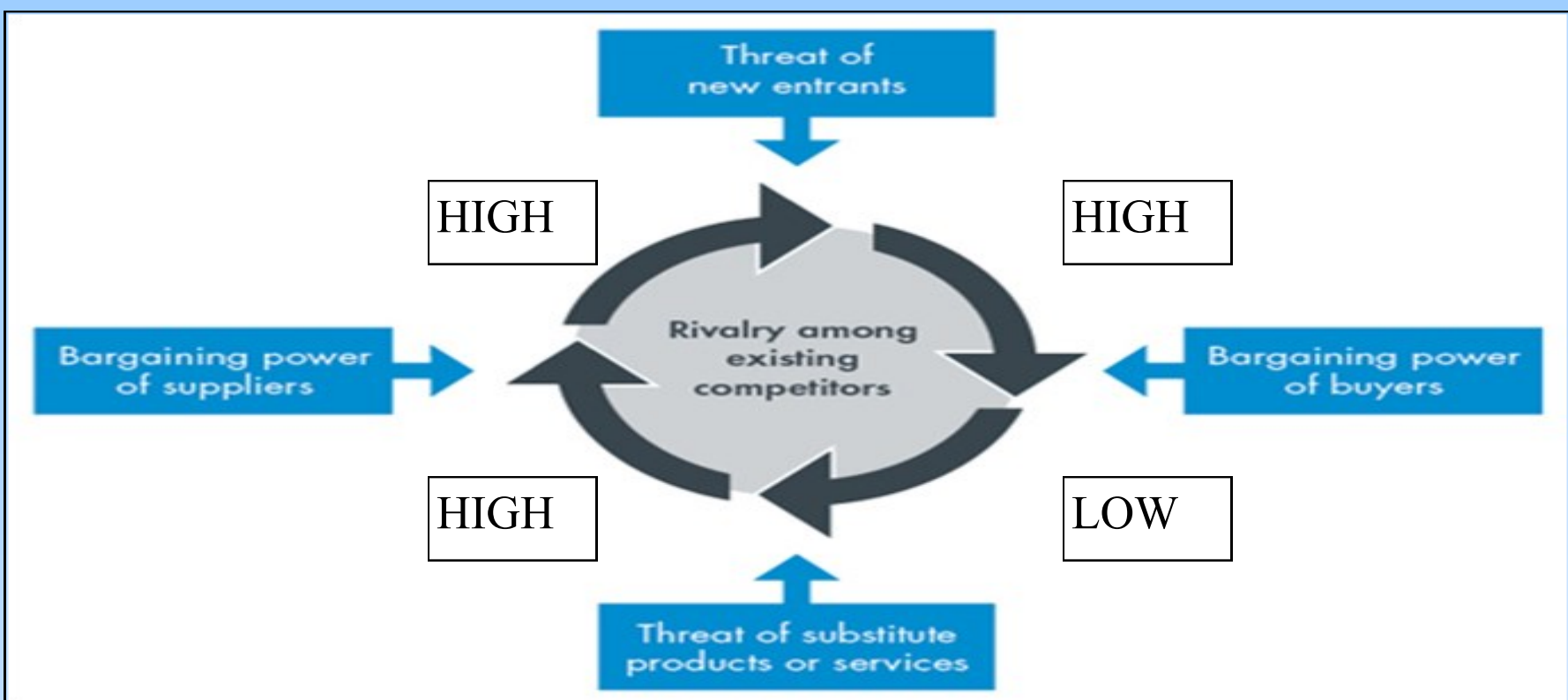
- Study Area** Internal hospital premises and camps.
External campaign activities.
- Study Design** Descriptive study.
- Study period** April –May 2017

1.TKR PROCESS FLOW OF THE HOSPITAL:



2. SCAN THE EXTERNAL AND INTERNAL ENVIRONMENT:

*PORTER ANALYSIS:



*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.

3.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.

BRANDING

TRADITIONAL MARKETING

- Newspaper
- Word of mouth
- Flyer
- Pamphlet
- Banner

DIGITAL MARKETING

- Digital media
- Face book

4.VARIOUS MARKETING STRATEGIES TO INCREASE THE BUSINESS:

ACTIONS
Promote the TKR to target audience, emphasizing the assessments and customized reports as differentiating features: - Use internal CRM 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 social media channels to announce the new program - Positioning the smart site as an additional tool to assist physician in counseling patients on knee pain management and surgery options. - Mail or email announcement about the smart site - Profile knee-pain surgery success stories

INVOLVEMENT TO CREATE AWARENESS AMONG COMMUNITY: various camps were organized in different societies to create awareness among people about the specialty.

Territories: Dwarka & Najafgarh.

Motto: Promote Hospital services.

Target:: Awareness in new territory.

Example 1. Dwarka Palam court residency.

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.



RECOMMENDATION : International market to be explored with marketing strategy. There is need to engage with international magazines, online platforms, international information centers to associated with embassy and promote the facility. Separate facility wing for ortho cases along with separate ICU and OT complex is required. Support group meetings to be held regularly with orthopedic patients. Availability of computer navigation and dexa scan is required in hospital.

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