

ETERNAL HOSPITAL

Eternal Hospital, Jaipur is the state of the art tertiary care hospital in Rajasthan embarking on the mission of redefining patient care with international clinical excellence and advanced technology.

INTRODUCTION

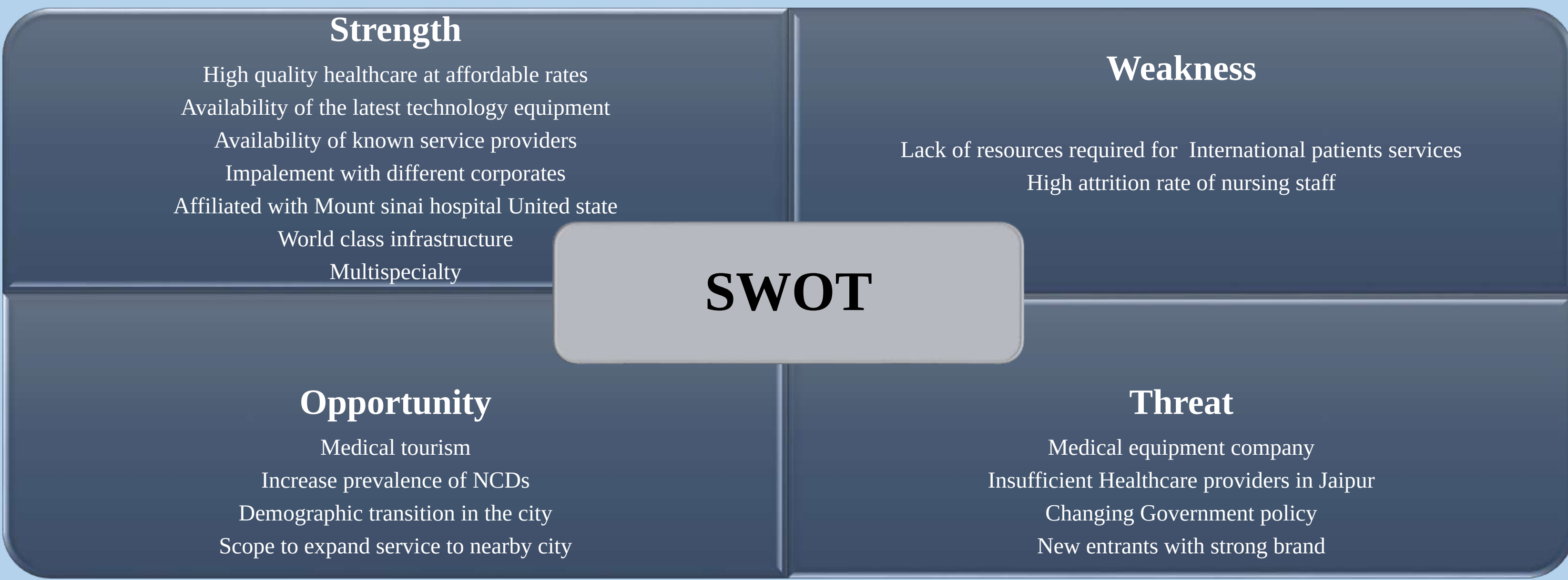
- Wellness is an evolving process of becoming aware of and making choices toward a fulfilling sense of individual life accomplishments.
- Dimensions of wellness include both physical and mental components.
- The health care market has become consumer centered and expecting high quality care at a reasonable price.
- The mushroomed development of corporate hospitals in India, competition is also bringing massive changes in industry structure.
- The hospitals must strive for maximum patient satisfaction.
- In deriving patient satisfaction, hospital marketing is playing crucial role.
- The marketing process involves marketing planning, marketing decision making and formulation of marketing mix strategies

OBJECTIVES

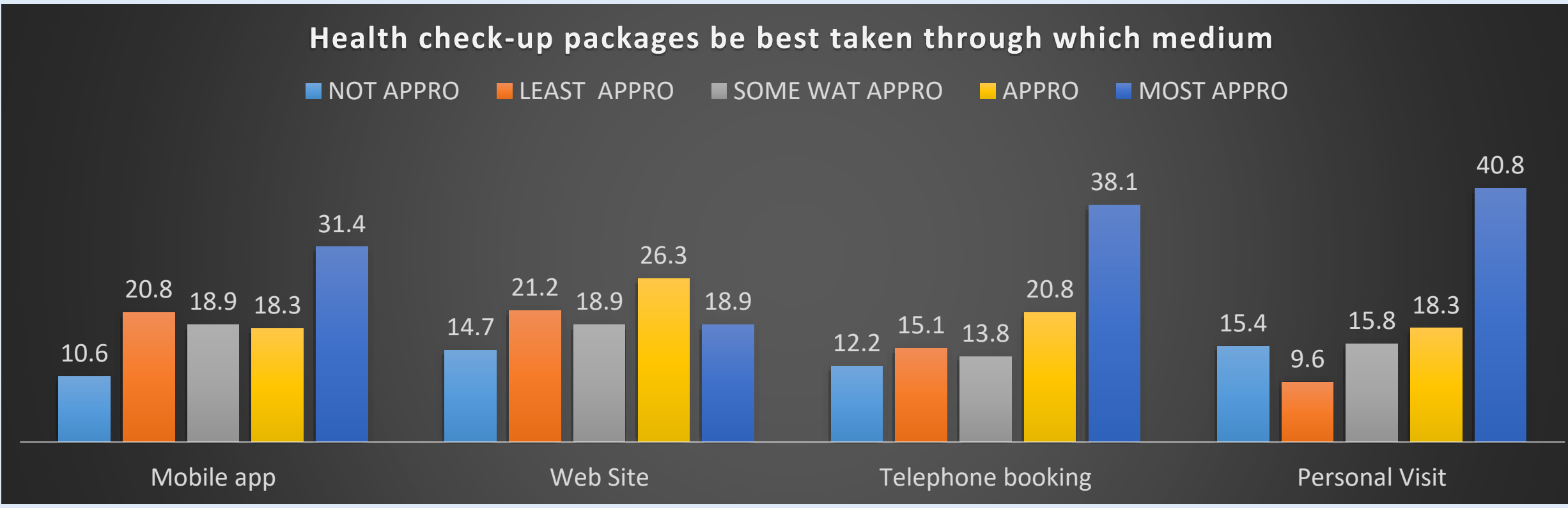
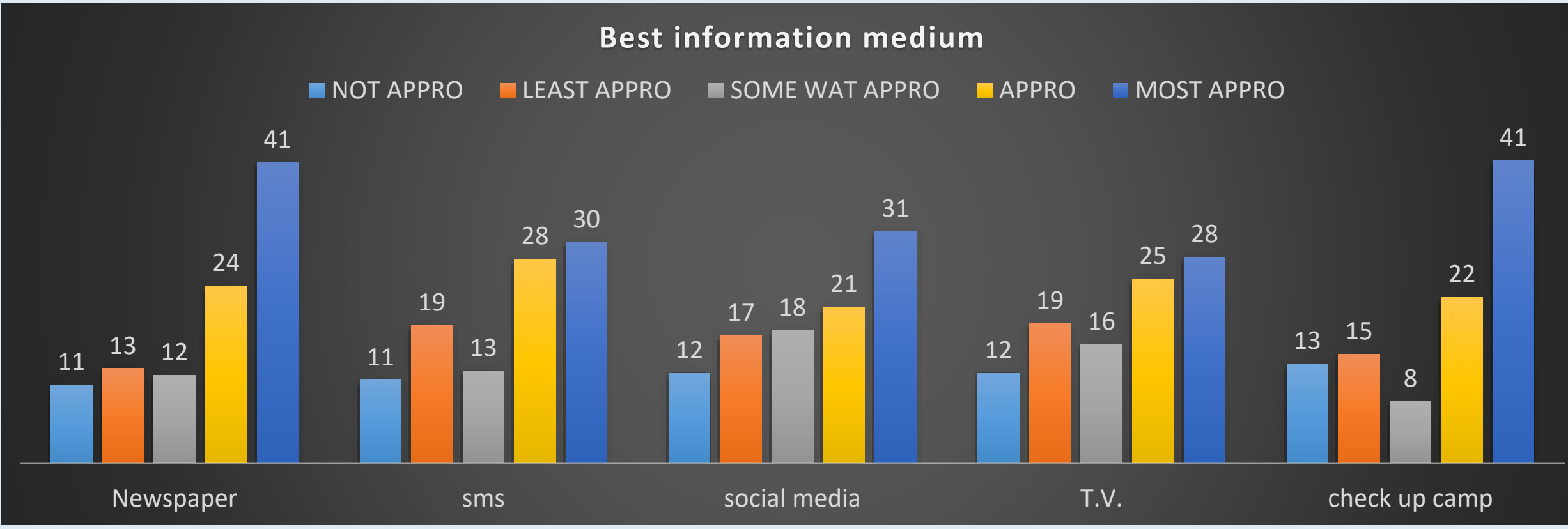
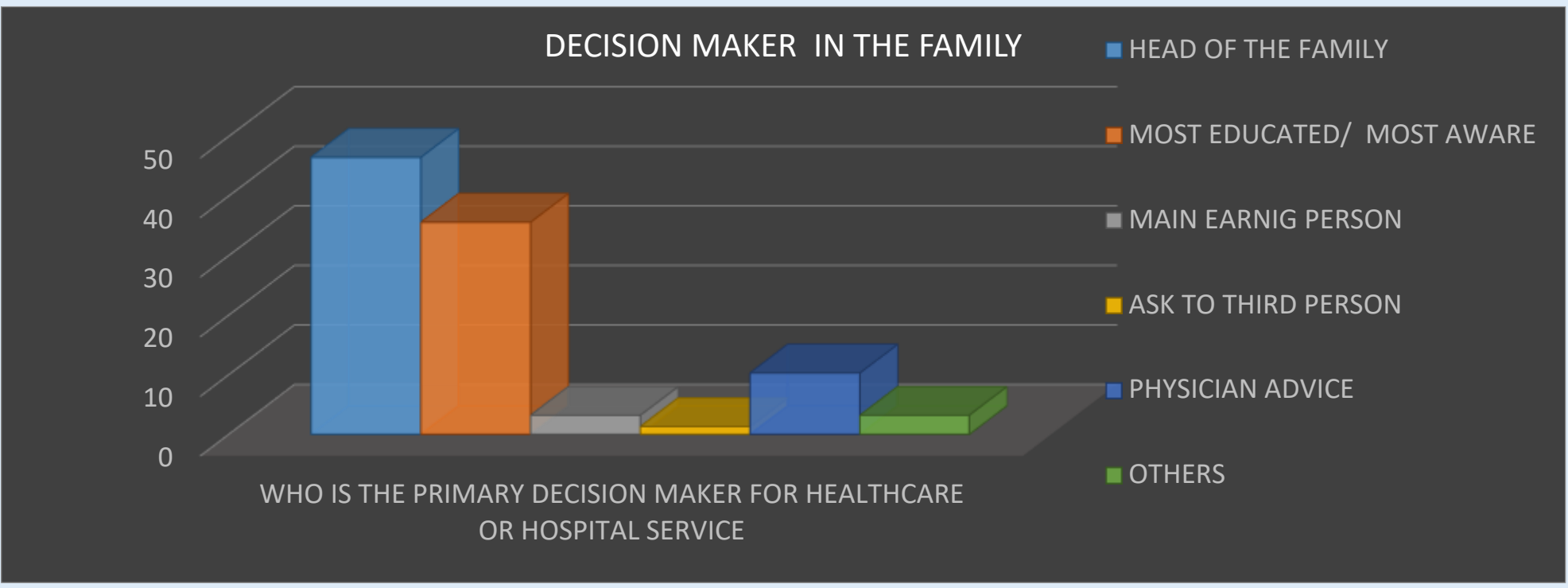
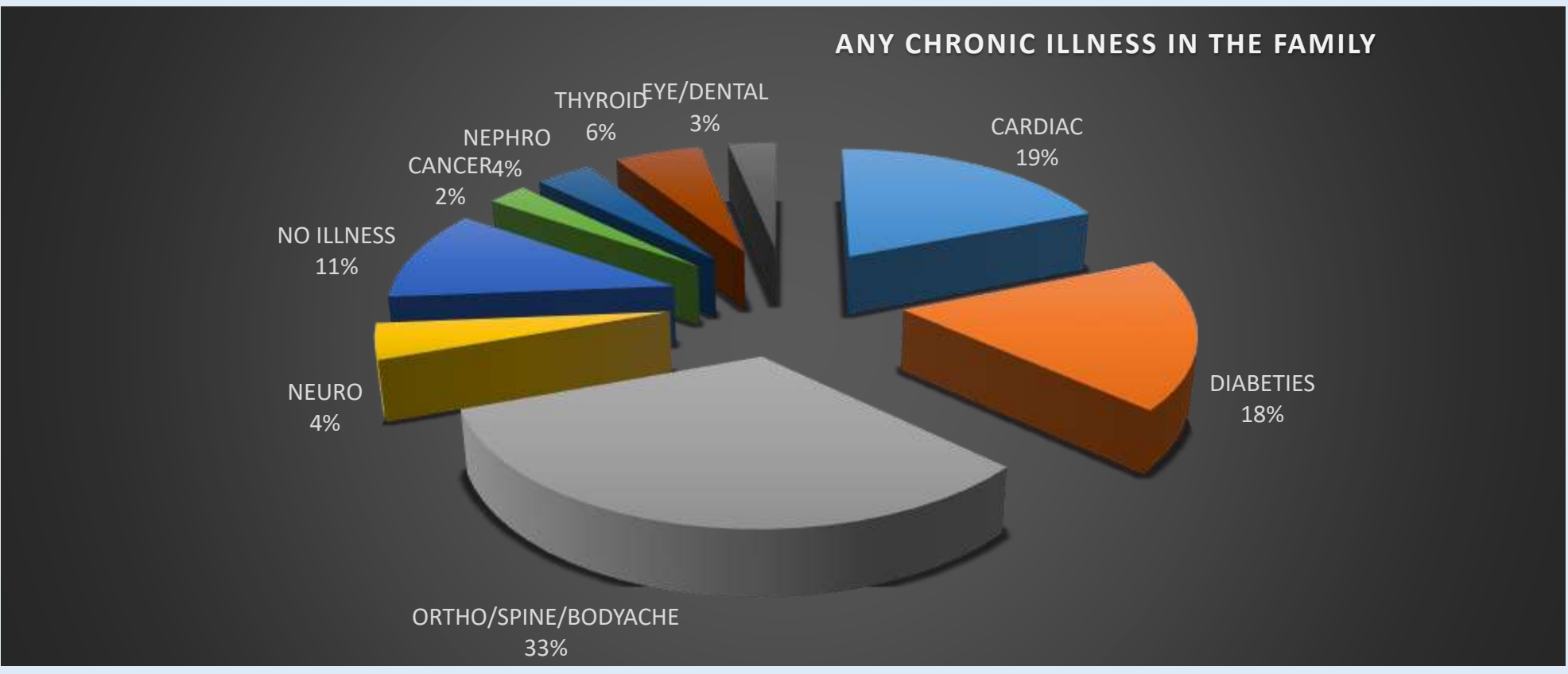
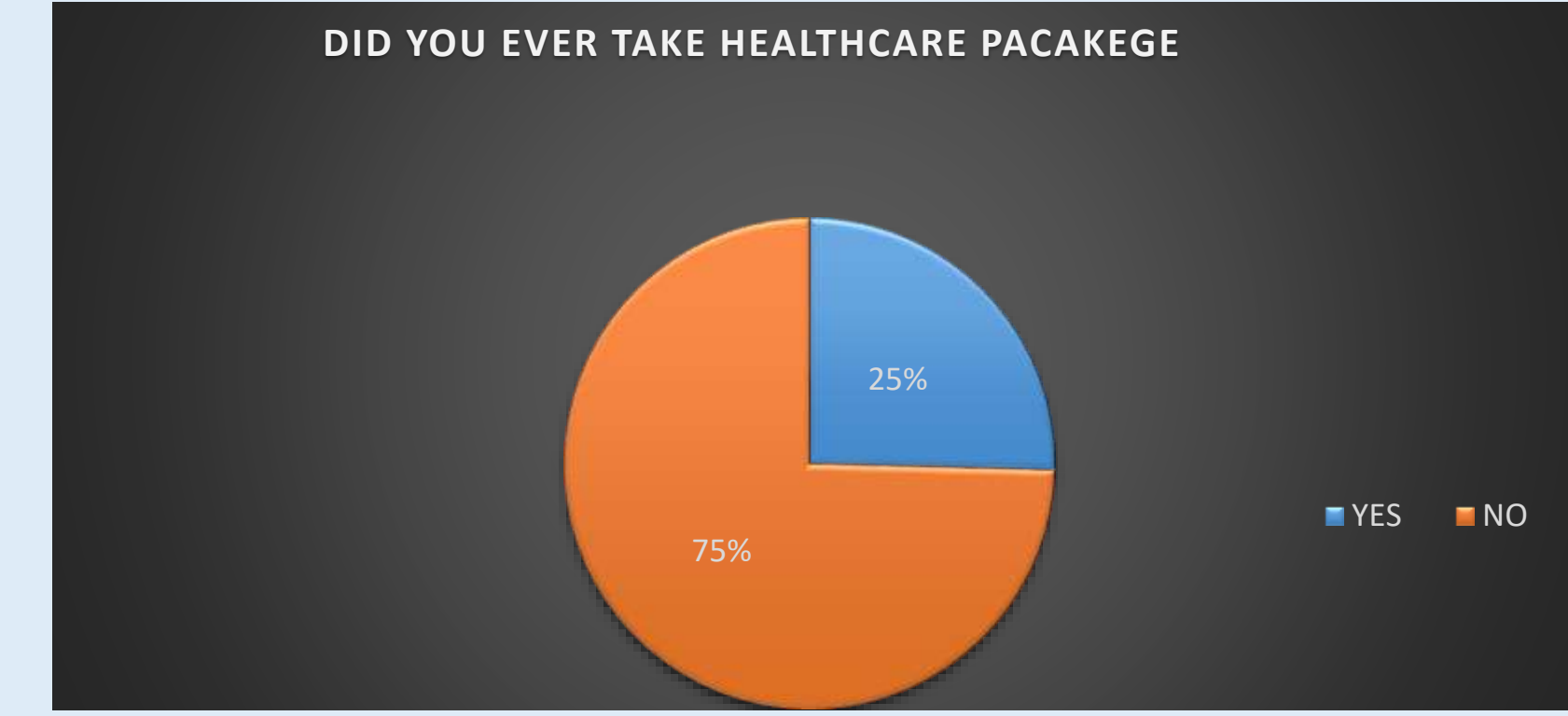
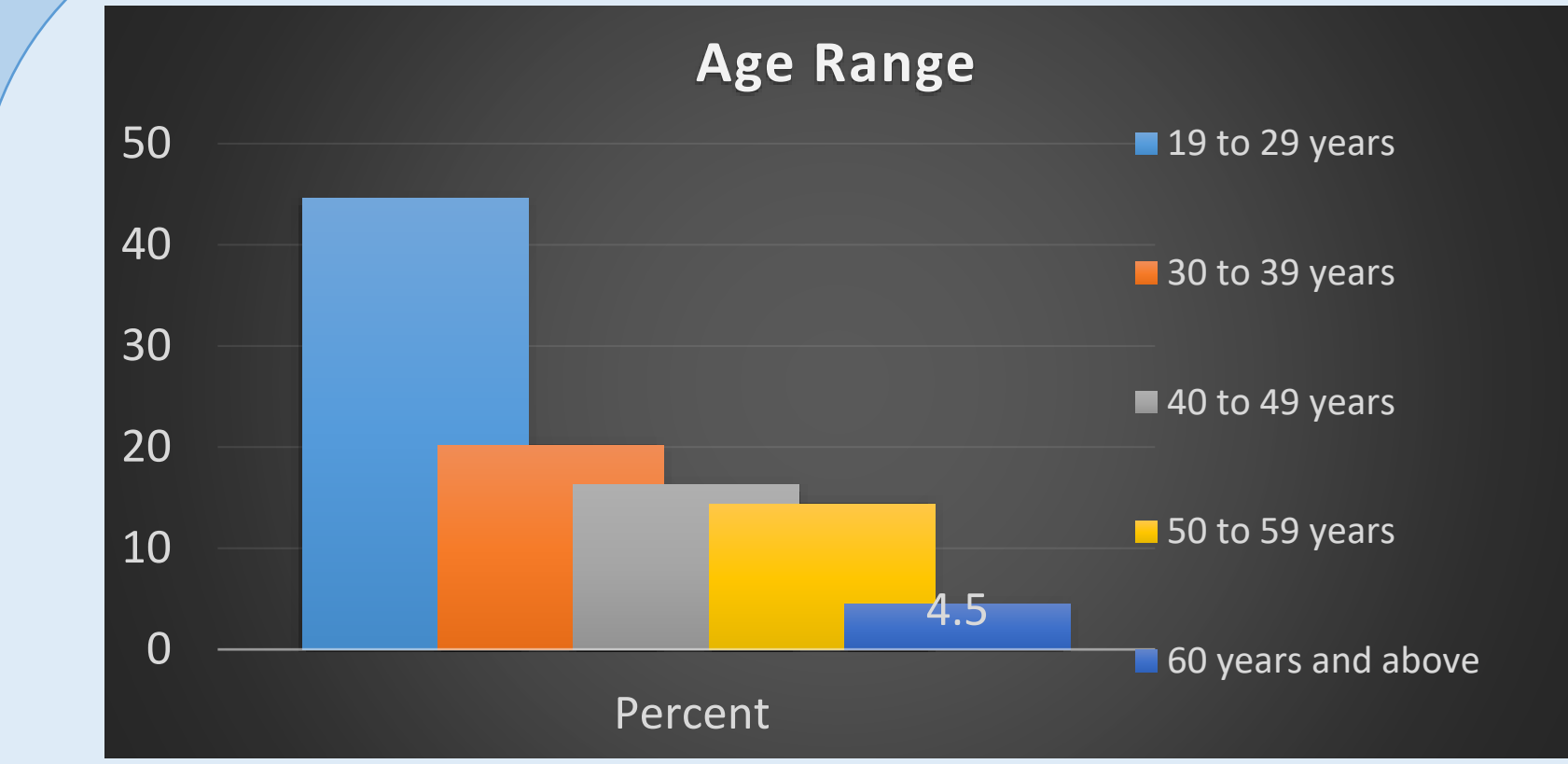
- To design the Product mix for healthcare packages
- To identify best, information and selecting medium for healthcare packages.
- To identify Prevalence of disease in Jaipur.

METHODOLOGY

- Research design – Cross-sectional descriptive study
- Sampling design –Convenient Sampling
- Sample population- Shopkeepers, working people i.e corporate and government
- Sample Size –Total sample size of 312 were taken which include male and female both.
- Sample area – Which Cover North, South, East, West and Central Zone of Jaipur
- Tool and technique- Semi Structured Questionnaire was used to collect primary data with PAPI
- Study duration-one and half month



Data Analysis

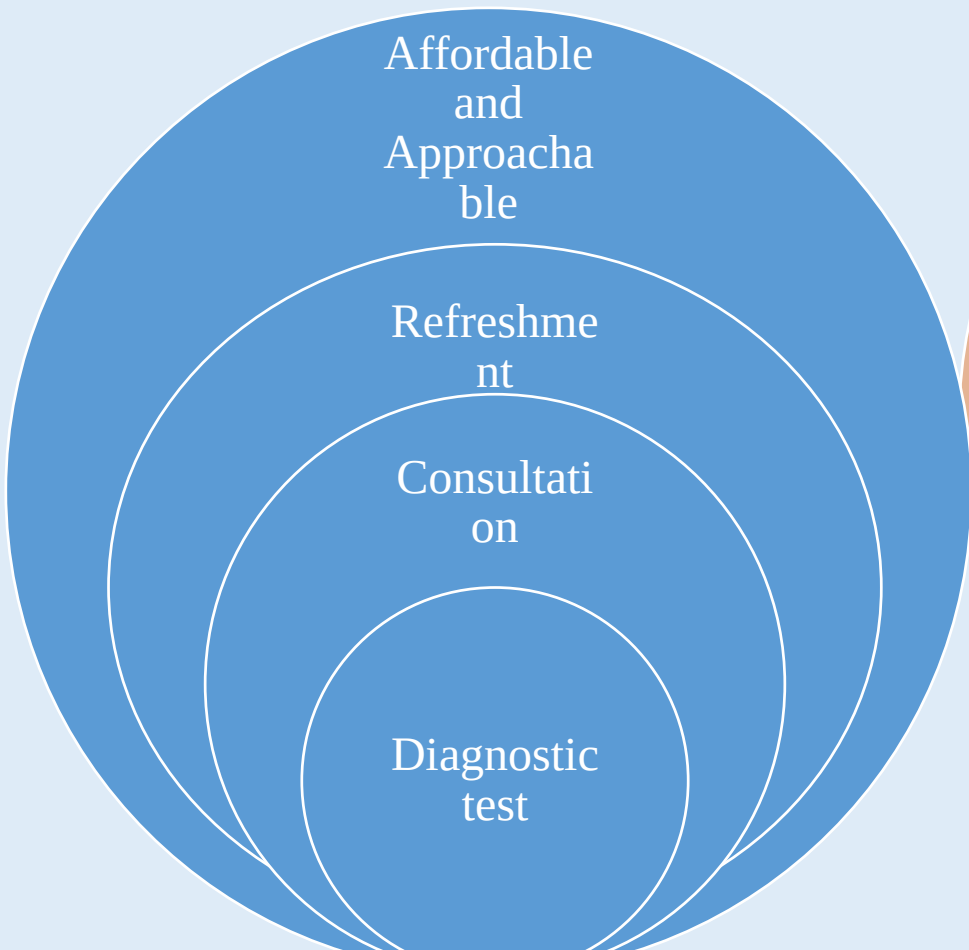


PRODUCT

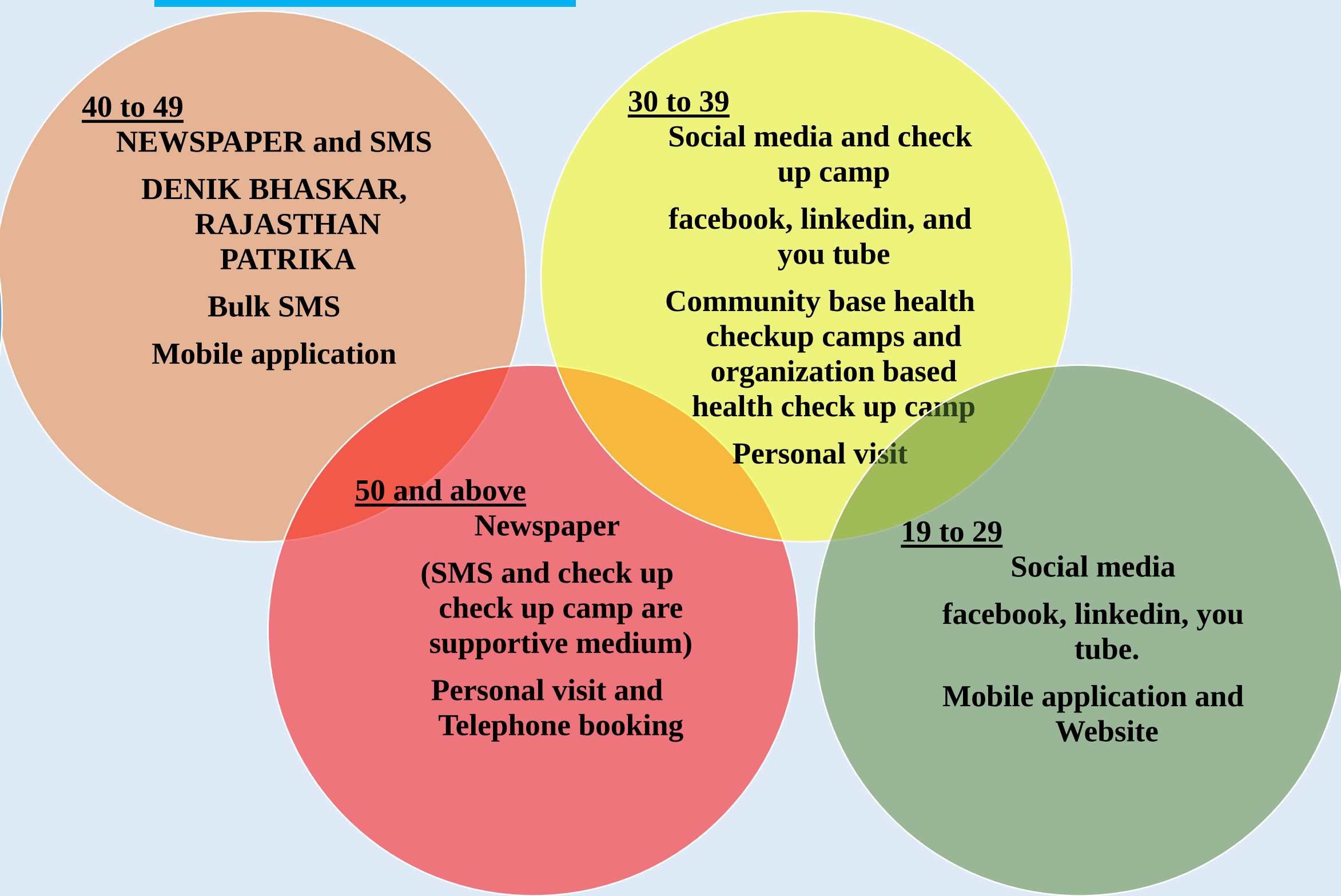
Comprehensive preventive Healthcare packages

Today's fast paced lifestyle and using on technology leads lots of diseases like Diabetes, Dyslipidemia, Ischaemic Heart Disease, Malignancies musculoskeletal disorder (like cervical, back pain knee pain, other joints pain), among others

Keeping "WELLNESS IS FIRST PRIORITIES" regular health check up is need to make you better and productive in your life. "Where good care leads good health follow" Eternal healthcare packages are made according to your age specific problems.



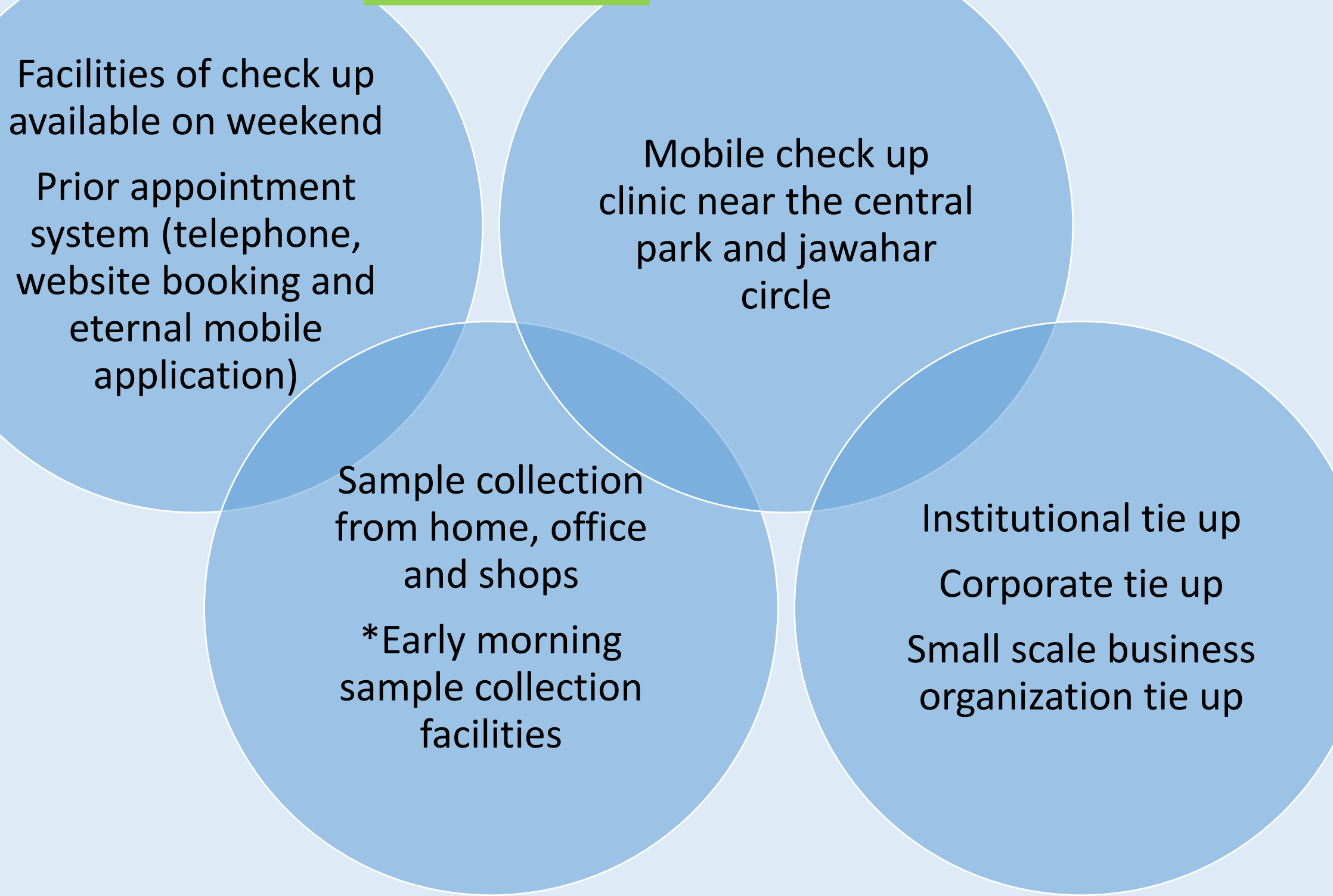
PROMOTION



PRICE

Competitive and affordable price which decide by the Eternal hospital marketing team

PLACE



POSITIONING



CONCLUSION

After study on designing the marketing mix of wellness package for Eternal hospital we came to know people are somewhat aware of the wellness packages but they have fear to go to hospital and moreover they don't know which type of healthcare package best suits to them that's why most of them have chosen basic wellness package that's why it is important to address the need of the population by the informative media and aware them what is best for them. Time and money is the another factor they think of so it again to address in such a manner so that they can realize health is our priorities.

SUGGESTION

- Sample collection from home
- Community based health check up camps
- EHCC mobile app :-which guide the person for online registration, booking for consultation and payment
 - real time tracking
 - suggestion on every three month
 - offers in every season (viral, malaria).
 - Discount on references by previous patients.
 - Feedback about services they availed
- Social media advertisement
- Newspaper advertisements.