

DIGITAL ENGAGEMENT STRATEGY FOR MANIPAL HOSPITALS TO GAIN MORE APPOINTMENT LEADS.

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INTRODUCTION

To capture the attention of the targeted audience, hospitals are increasingly investing in digital channels, who in turn create engagement with the customers which finally results in customer acquisition along with retaining loyal customers. Following is the conglomeration of digital engagement channels popularly being employed around the globe.



RATIONALE

Because of the rapid advancement in the technology as well as the expeditious speed at which new people are joining the web, it has become imperative for Manipal Hospitals to appropriately select and methodically implement digital channels depending upon the competency as well as the customers perception associated with them.

OBJECTIVES

- Study the present scenario in Manipal Hospitals in relation to the Digital channels employed.
- Analyze the various sources and portals through which appointments and leads are being generated at present.
- Fabricate a Digital Engagement strategy exclusively for Manipal Hospitals with the intention of generating more appointment leads.

RESEARCH METHODOLOGY

RESEARCH DESIGN:

It is cross-sectional descriptive in nature conducted over a period of two months.

SOURCES OF DATA COLLECTION:

Primary Data:

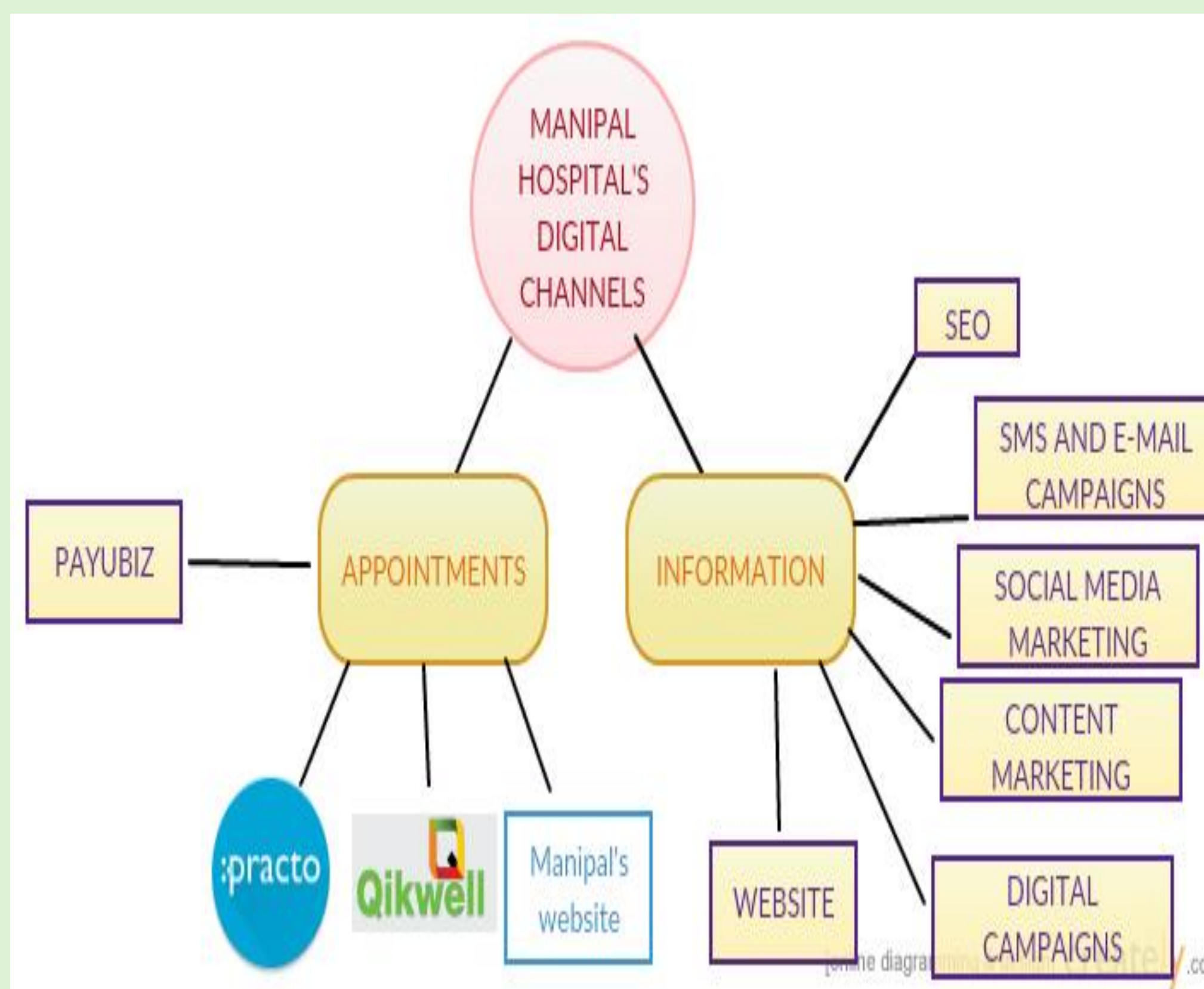
- Data regarding sources of appointment generation for the month of April from **Customer Relation Department**.
- Data regarding Digital channels and portals employed by the Hospital at present from the **Digital Marketing Team** and **Qikwell**.

Secondary Data:

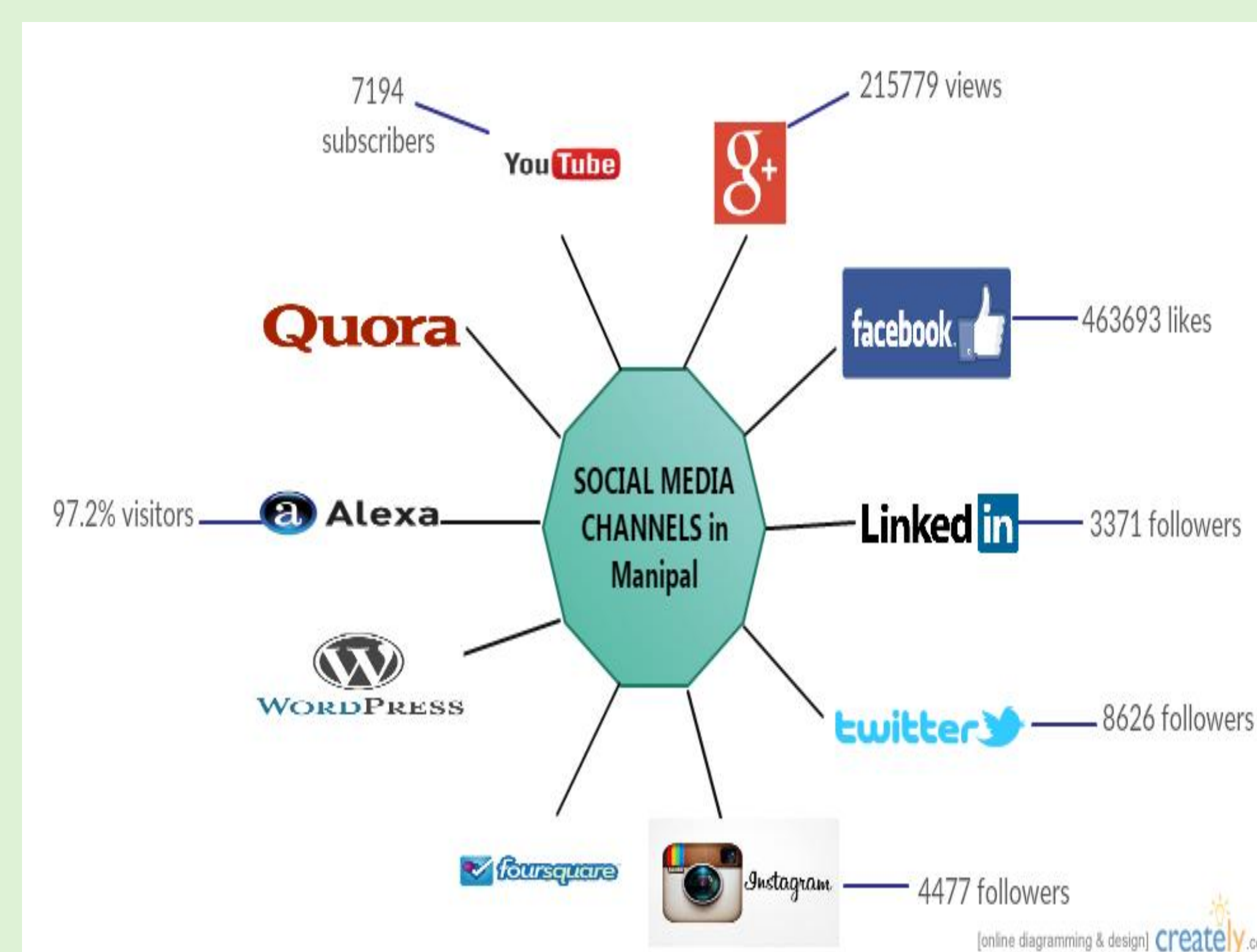
- Retrospective data collected from Nov'15 to March'16 regarding digital appointments made.

DATA ANALYSIS

- Digital marketing channels enrolled by Manipal Hospitals at present.



- Social media channels currently in use by Manipal Hospitals.

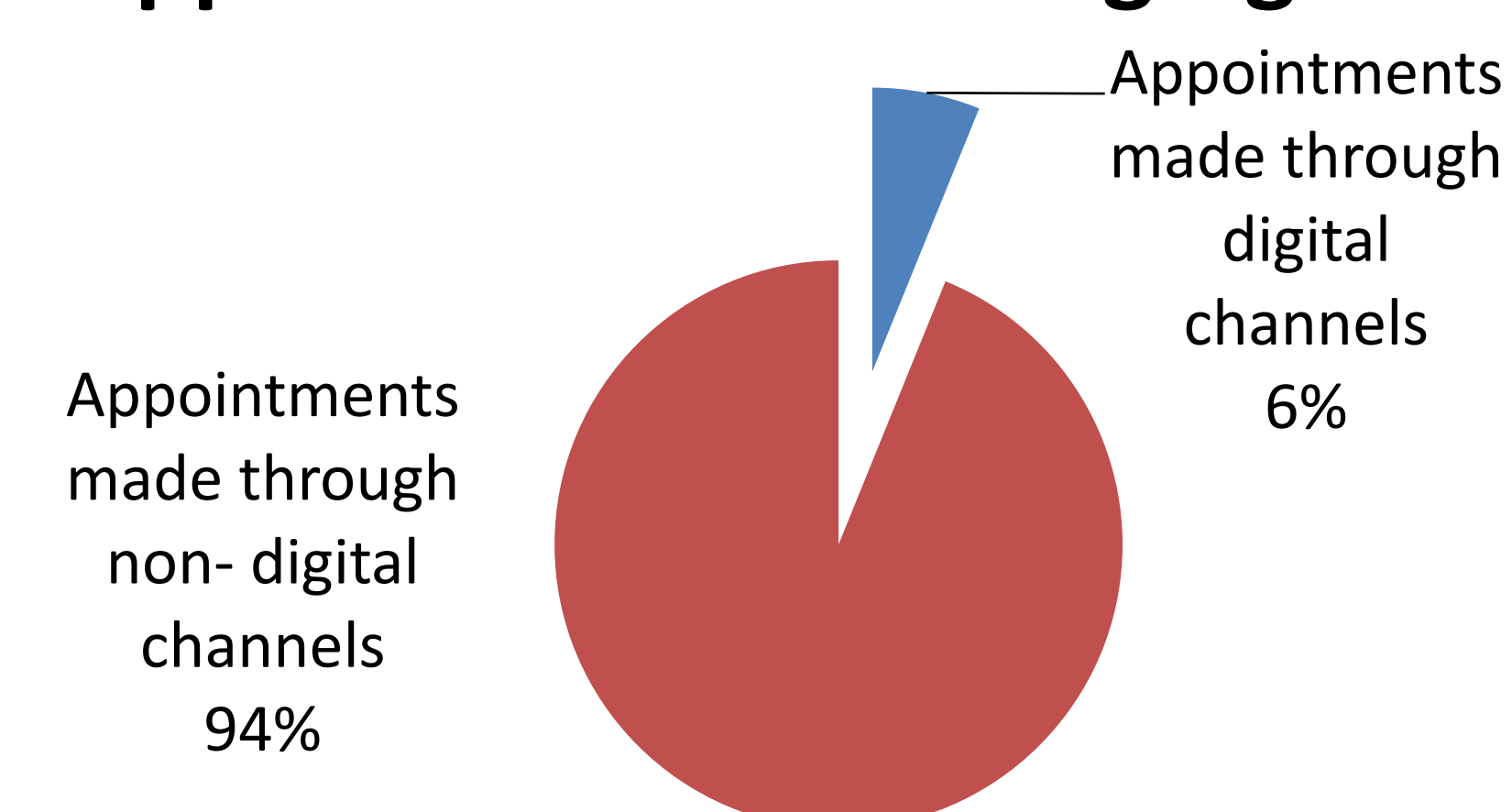


- Appointment generation from various sources for the month of April.

APPOINTMENT SOURCE	APPOINTMENTS IN %
WALKINS	54
CALL CENTER	20.9
OPD	18.8
WEBSITE (WIDGET)	4.2
QIKWELL PLATFORM	1.5
PRACTO PLATFORM	0.4
DOCTORS MOBILE AND APP	0.04

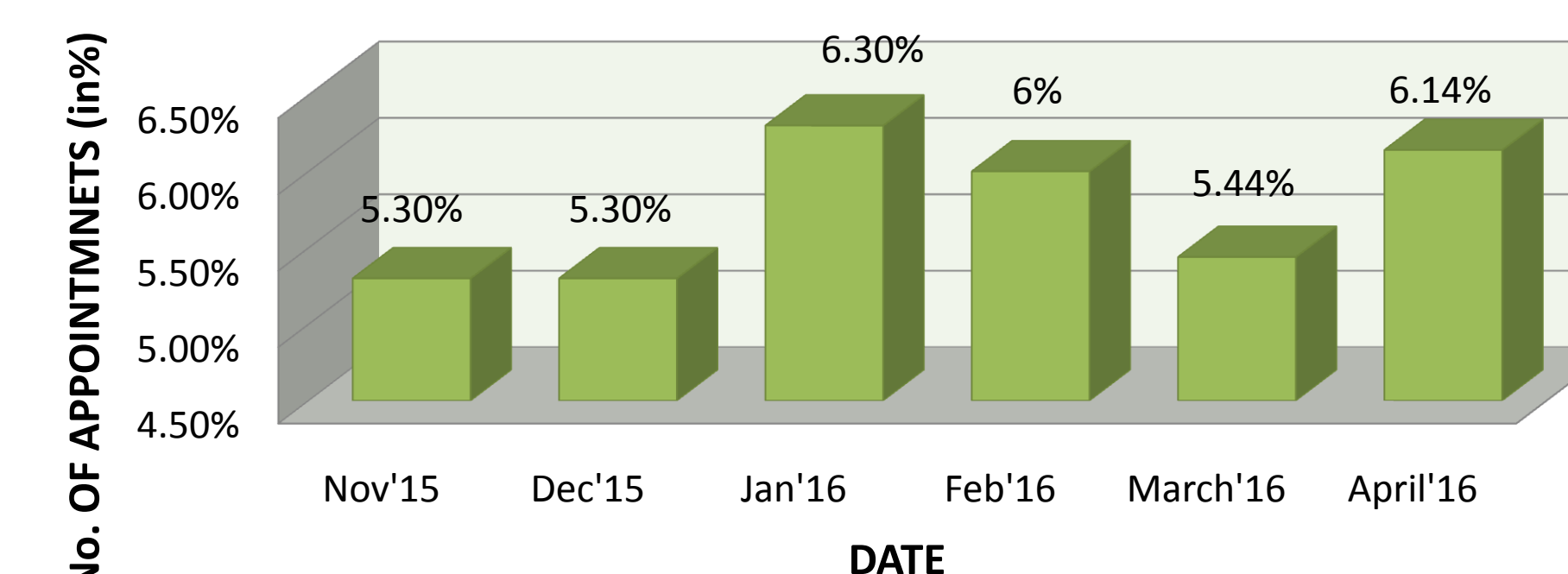
- Appointment generation segregation for April.

Appointment source segregation

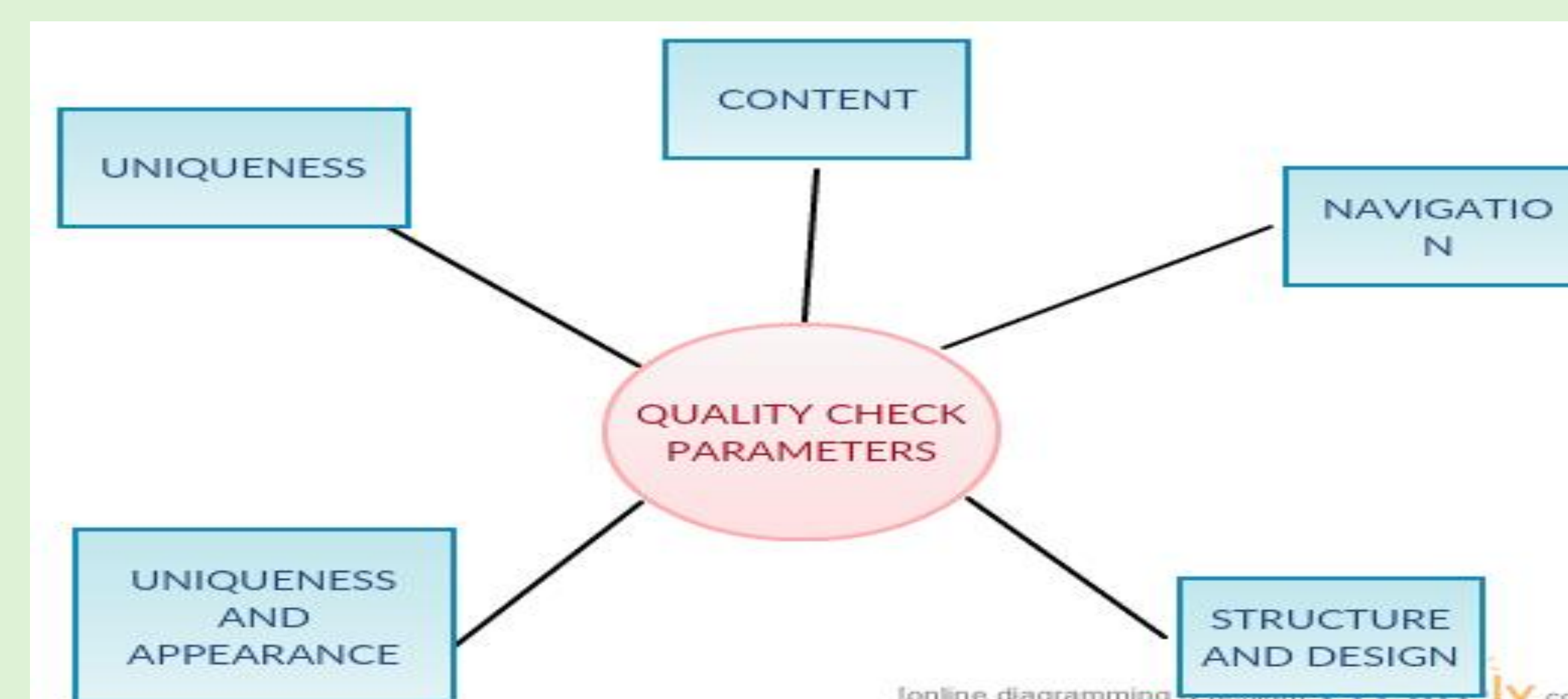


- Digital appointments made from Nov'15 to April'16.

Appointments made digitally through the months



- Quality assessment of Manipal Hospital's website.



FINDINGS:

- Spelling and grammatical error.
- Broken hyperlinks and internal search engine.
- Absence of options for language and font change.
- Absence of content rich media.

RECOMMENDATIONS

It has been found that at present Manipal Hospitals have engaged numerous Digital channels to gain appointment leads, however in the month of **April** only **6.14%** of total appointments were raised digitally. Following is the Digital Engagement strategy for Manipal Hospitals to gain appointment leads.

1. MANIPAL HOSPITAL'S WEBSITE RENEWAL

- Improving **internal search engine**, mending **broken hyperlinks** and upgrading **overall quality** of the website.
- Creating **online health library** (This is already being inculcated by collaborating with firms like **A.D.A.M Ebix**.)
- Option of **online billing and insurance**.
- Option of getting **translated in different languages**.

2. DIRECT E-MAIL MARKETING

- Send **promotional** and **appointment reminder** e-mails and **quality newsletter**.
- Create **e-mail blasts** for different customer personas.

3. CREATING QUALITY CONTENT

- Plan **premium content offer**.
- Unique and meaningful content through **articles, blogs, news, webinars, podcasts** (Being included by using services of firms like **Infocus Rx**.)

4. IMPROVING PRESENCE ON SOCIAL MEDIA

- Organizing **quizzes, polls, contests, games**.
- Creating an sharing content on most talked about topics.
- Add **Book an appointment** link on media pages.
- **Social commerce introduction** and **intense social media campaigns**.
- **Creating and sharing content** on most talked about topics on the social pages.

5. MOBILE MARKETING

- Creating an **optimized, responsive, device independent mobile app**.
- Make the Hospital number **clickable** on the mobile app.
- **M-payment** options should be introduced.

6. INTRODUCTION OF INFLUENCER MARKETING and MORE TIE-UPS WITH AFFILIATORS and Aggregators.