

**Summer Training at
Columbia Asia Hospital,
Palamvihar, Gurgaon**

- **Effect of Promotional Mix Strategy on Patient Footfall From the Outreach Areas (Dwarka and Najafgarh)**
- **To Study the Promotional Mix of Columbia Asia Hospital**

**By
Anita**

**Under the guidance of
Dr. Alok Kumar Mathur**

**MBA Hospital and Health Management
2015-2017**



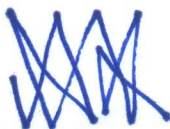
**The IIHMR University, Jaipur
2016**

CERTIFICATE

This is to certify that Ms. Anita has undergone Summer Training in Columbia Asia Hospital, Palamvihar, Gurgaon from 1st April 2016 to 31st May 2016.

The candidate herself completed the project assigned to her during Summer Training. Her approach to the project was sincere and proactive. This summer training is partial fulfillment of the course requirement recommended for the award of MBA in Health and Hospital Management.

I wish her success in all her future endeavors.



Mr. Alok Mathur
Associate Professor

IIHMR, Jaipur



Col. (Dr.) Ashok Kaushik
Dean (Academic & Student Affair)

IIHMR, Jaipur

24th May 2016

To Whomsoever It May Concern

This is to bring to your kind notice that Ms. Anita has done her training with us in Marketing Department from 1st April 2016 to 31st May 2016. 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

A handwritten signature in black ink is written over a blue circular stamp. The stamp contains the text "COLUMBIA ASIA HOSPITAL" around the top edge, "Gurgaon Haryana" in the center, and "Palam Vihar, Gurgaon" around the bottom edge.

Authorized Signature

Columbia Asia Hospital - Palam Vihar

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

Phone: 0124 - 3989 896, Fax: 0124 - 3022 022, www.columbiaasia.com

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

CIN: U85110KA2003PTC033055

31st May, 2016

To Whomsoever It May Concern

This letter is issued to certify that Ms Anita has done her Internship Training with us in Marketing Department from 10th April, 2016 to 31st May, 2016. During her tenure with us, we found her to be excellent in understanding the concepts of marketing and also taken active participation in the activities conducted. Her participation was appreciable in the In-house Weight Loss Camp to promote Bariatric Super speciality held from 16th May, 2016 to 21st May, 2016.

Yours Sincerely,

For Columbia Asia Hospital Palam Vihar, Gurgaon



Marketing Manager,

Mr Ronald Kiran May

Columbia Asia Hospital - Palam Vihar

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AKNOWLEDGEMENT

I would like to thank all the people who contributed in some way to the work described in this report.

First and foremost, I thank my academic mentor, Professor **Alok Mathur**, for guiding me throughout the project. During my training, he supported me by giving me intellectual freedom in my work, supported me in getting engaged in new ideas and demanding a high quality of work in all my endeavors.

I would like to thank Marketing manager **Ronald Kiran May** without whom this project would not have been possible. He helped me build my hospital marketing concepts through his immense knowledge.

Additionally, I owe a debt of gratitude to all the members of Columbia Asia Hospital and Marketing team for their interest in my work.

I am also indebted to **Dr. Ashok Kaushik** and whole IIHMR faculty for their valuable time and guidance throughout my project.

I am lucky to have met **IBS interns** here and I thank them for their friendship, love, and unyielding support.

Finally, I would like to acknowledge friends and family who supported me during my time here.

Lastly but not the least, I would like to thank my family for all their constant love and encouragement. For my parents who raised me with a love for healthcare and supported me in all my pursuits.

ACRONYMS/ABBREVIATION

- FDI: FOREIGN DIRECT INVESTMENT
- ICU: INTENSIVE CARE UNIT
- NICU: NEONATAL CARE UNIT
- OPD: OUT-PATIENT DEPARTMENT
- IPD:IN PATIENT DEPARTMENT
- IT: INFORMORMATION DEPARTMENT
- HIS: HOSPITAL INFORMATION SYSTEM
- CRO: CONVERSION RATE OPTIMISATION
- ROI: RETURN ON INVESMENT

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1.INTRODUCTION

1.1 COLUMBIA ASIA GROUP OF HOSPITAL



COMPANY PROFILE

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, 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.**

MISSION:

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

VISION:

"They have a passion for making people better".

MOTTO:

Customer First

PEOPLE

They hire the best talent from healthcare and other industries, invest in training the employees and have numerous rewards and recognitions for them.

PATIENT-CENTERED CARE

They take pride in the service standards, the people working with them and the clinical expertise extended to patients. Their mission is to provide effective and affordable care in a clean and caring environment.

They have a hospitality-based approach wherein our patients are treated as guests. The processes are technology-driven, making it convenient for patients to use our services. All medical programmes are underpinned by an uncompromising belief and practice of ethics, excellence and strict clinical governance.

INFRASTRUCTURE AND SERVICES

Columbia Asia today serves more than one million patients every year. The hospitals offer comprehensive clinical programmes that are supported by a list of ancillary services (ICU, NICU, physiotherapy, referral lab, teleradiology/telemedicine, pharmacy and imaging facilities). A comprehensive electronic medical records system forms the core of the hospital information system (HIS) that supports clinical decision making. While four of their hospitals are already accredited by NABH, the rest are under process. They cater to healthcare needs of international patients from developed and developing countries.

NABH ACCREDITATION



National Accreditation Board for Hospitals & Healthcare Providers (NABH) is a constituent board of Quality Council of India, set up to establish and operate accreditation programme for healthcare organizations. The board is structured to cater to much desired needs of the consumers and to set benchmarks for progress of health industry. The boards while being supported by all stakeholders including industry, consumers, government, have full functional autonomy in its operation.

1.2 COLUMBIA ASIA HOSPITAL, PALAM VIHAR, GURGAON

Columbia Asia Hospital – Palam Vihar, Gurgaon, is a 90 bed multi-specialty facility situated in an upscale locality of the National Capital Region. The hospital began its services in July 2008 and has already become a preferred healthcare service provider for the residents and corporate entities of Gurgaon.

The hospital offers a wide range of clinical services such as Obstetrics & Gynecology, Internal Medicine, General Surgery, Pediatrics, Ophthalmology, Ear, Nose & Throat, Urology, Gastroenterology, Dermatology, Orthopedics, Reconstructive & Aesthetic Surgery, Smoking Session Clinic, Sleep Lab, Cardiology, Orthopedics, Neurology & spine surgery, Pulmonology. Qualified and experienced medical personnel and technicians ensure healthcare delivery of the highest standards.

It is today considered as one of the best hospitals in Gurgaon. The hospital has international standard infrastructure and follows globally benchmarked standards of medical, nursing and operating protocols and is rapidly becoming the preferred healthcare destination for International Patients.

SERVICES OFFERED

• CATH-LAB	• OPERATION THEATER	• PSYCHOLOGY AND COUNSELING SERVICES
• EMERGENCY ROOM	• INTENSIVE CARE UNIT	• AUDIOLOGY
• BLOOD BANK	• LABOR AND DELIVERY SUITE	• PHYSIOTHERAPY
• LABORATORY	• BARIATRIC SURGERY CLINIC	• NUTRITION & DIETETICS
• PHARMACY	• BLOOD BANK	• AMBULANCE
• ENDOSCOPY	CARDIAC SCREENING	CANCER SCREENING
• RADIOLOGY		

FACILITIES

• DIAGNOSTIC IMAGING	• CT SCAN	• OPERATING THEATRE
• AMBULATORY & DAYCARE	• CAFETERIA	• NURSING UNITS
• PATIENT ACCOMODATION	• CLINICAL LABORATORY	

2. EFFECT OF PROMOTIONAL MIX STRATEGY ON PATIENT FOOTFALL FROM THE OUTREACH AREAS (DWARKA AND NAJAFGARH).

2.1 RATIONALE:

TO REPOSITION HOSPITAL AS SUPERSPECIALTY HOSPITAL

2.2 GENERAL OBJECTIVES:

- To do the SWOT analysis of Columbia Asia Hospital.
- To study the promotional mix of Columbia Asia Hospital.
- To study the impact of Promotional mix strategy on patient footfall.

2.3 RESEARCH METHODOLOGY

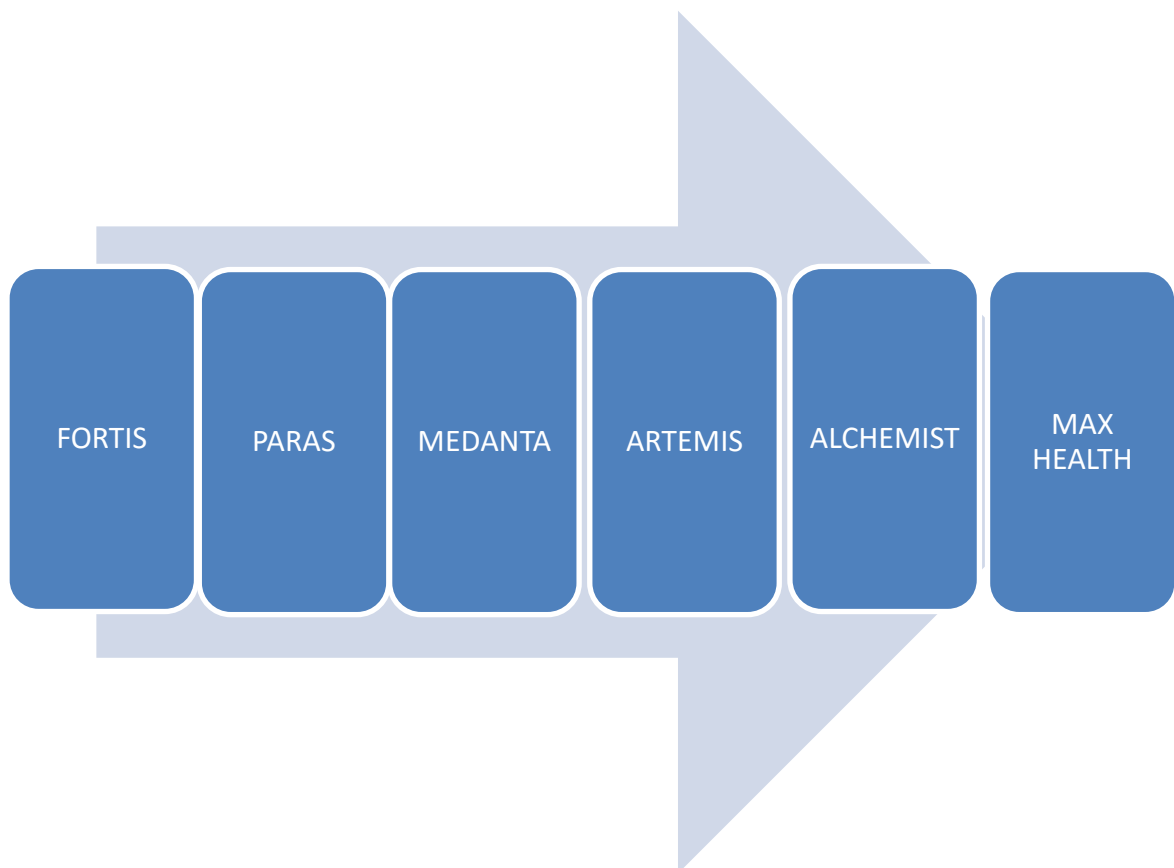
- Type of study: Interventional Study
- Study Population : Registered old patients of Dwarka and Najafgarh
- Duration of study : January 2016 to May 2016
- Sample Size : 30,000 (Najafgarh) & 80,000 (Dwarka)
- Sampling Technique : Convenience sampling
- Type of data : quantitative

- Source of data collection: I.T Department of Columbia Asia Hospital, Palam vihar.
- Data Analysis: Analysis of Information provided by hospital.
- Mode of Data Collection: Primary and Secondary

3. **OBJECTIVE 1:**

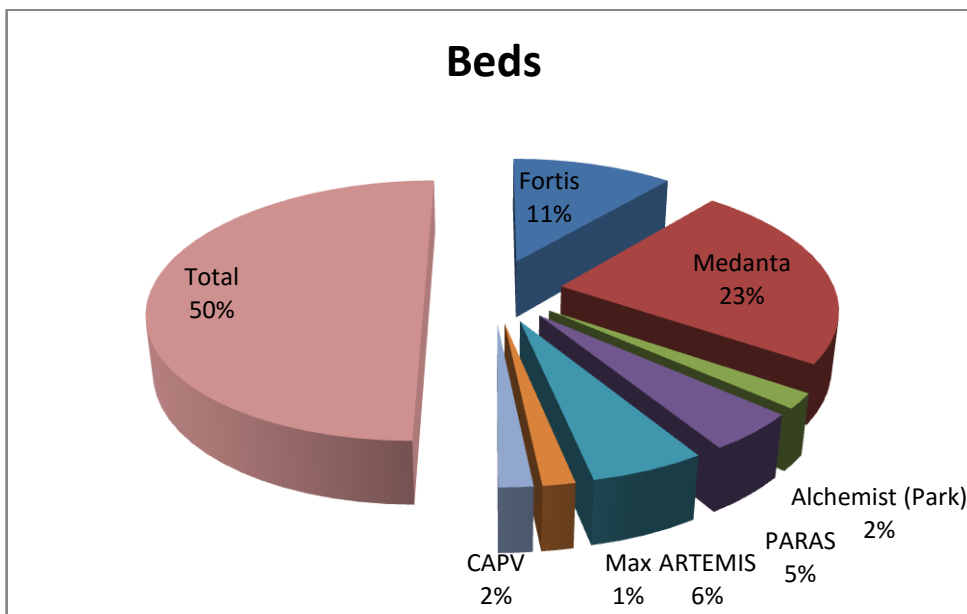
To do the SWOT analysis of Columbia Asia Hospital.

MAJOR COMPETITORS



3.1 MARKET SHARE OF MAJOR COMPETITORS

HOSPITAL	BEDS	REVENUE SHARE	REV/BED/ DAY
FORTIS	600	22%	39,756
MEDANTA	1250	53%	42,959
ALCHEMIST (PARK)	100	1%	12,785
PARAS	250	6%	26,820
ARTEMIS	300	13%	41,794
MAX	85	3%	30,822
CAPV	90	2%	33,844
TOTAL	2675	100%	39,290





3. OBJECTIVE 2:

To study the promotional mix of Columbia Asia Hospital.

4.1 INTRODUCTION

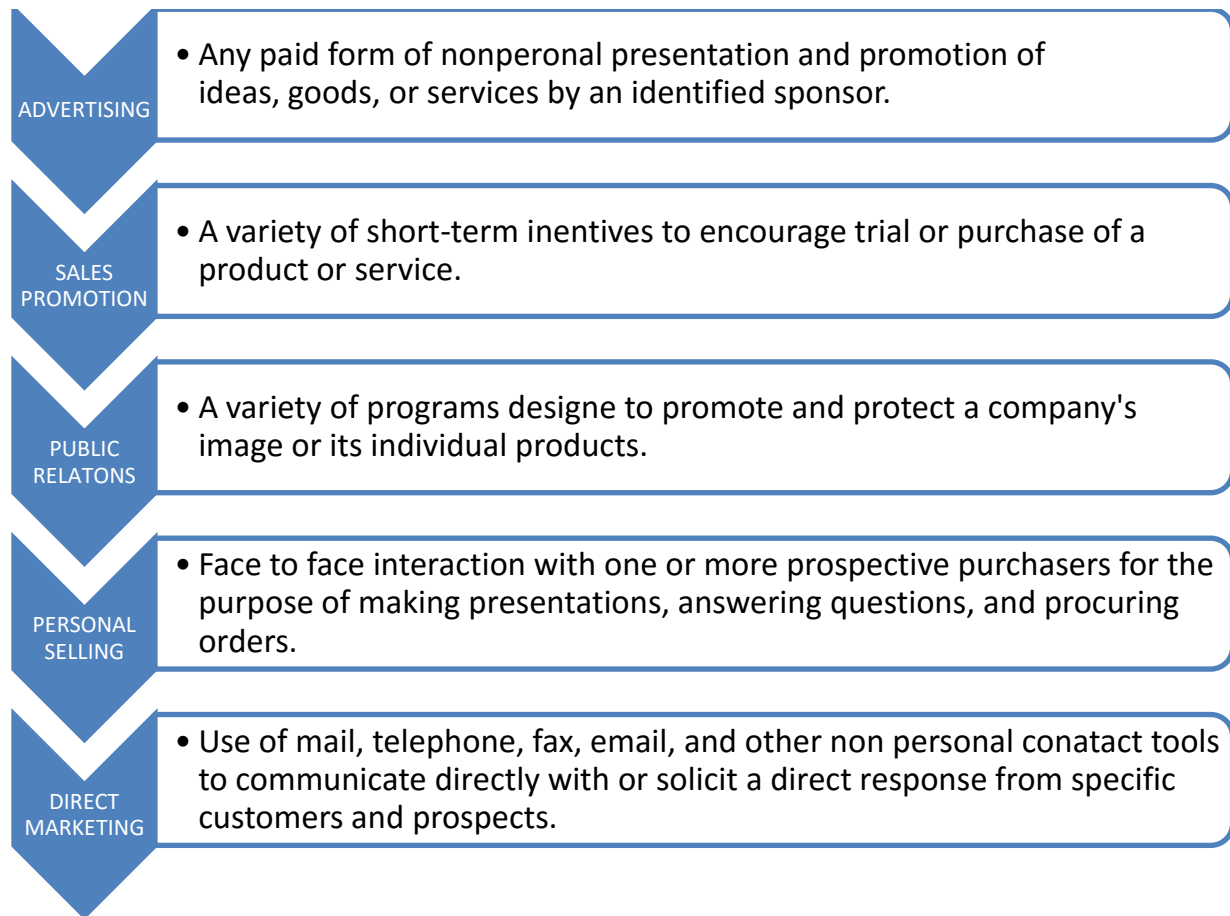
Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. Companies must also communicate with their present and potential customers, retailers, suppliers, other stakeholders, and general public.

Every company is inevitably cast into the role of communicator and promoter.

Communication is a process whereby individuals share meaning and establish a commonness of thought. Taken together, then, marketing communication represents the collection of all the elements in an organization's marketing mix that facilitates exchanges by accomplishing shared meaning with the organization's customers or clients.

To communicate effectively, marketers need to understand the fundamental elements underlying effective communication.

The marketing communication mix (also called the promotional mix) consists of five major modes of communication:

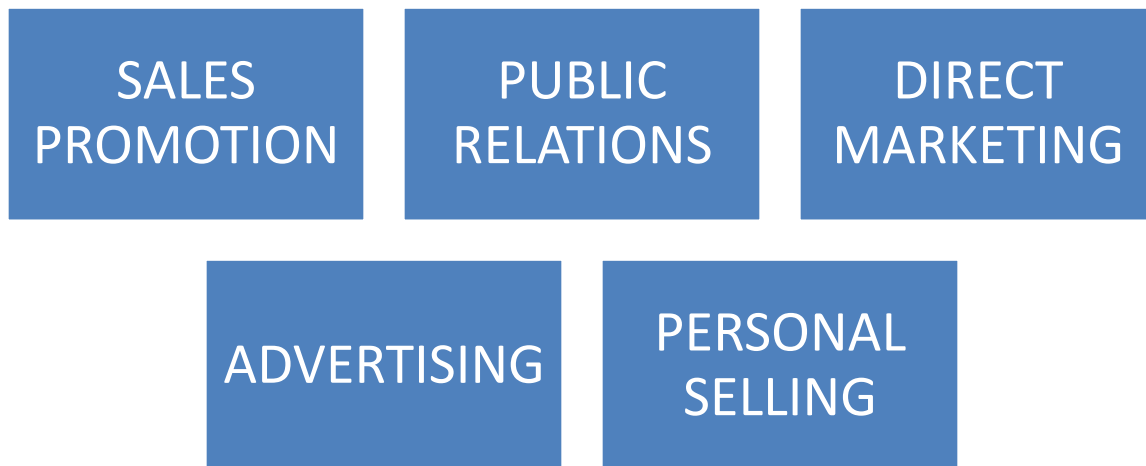


4.2. DEVELOPING EFFECTIVE COMMUNICATION

The basic eight steps in developing an effective total communication and promotion program-

Identify the target audience.	Image analysis on familiarity and favorability scale.
Determine the communication objectives.	Awareness, liking, knowledge, preference, conviction, purchase.
Designing the message.	AIDA model- gain Attention, hold Interest, Arouse desire, elicit Action.
Selecting communication channel.	a. Personal b. Non personal
Establishing total promotional budget.	Affordable method, percentage of sales method, competitive-parity method, objective and task method.
Deciding promotional mix.	Companies are always searching for ways to gain efficiency by substituting one promotional tool for another. They also face task of distributing the total promotional budget over various tools.
Measuring the promotion's	After implementing the promotional plan, the communicator must

results	measure its impact on the target audience. This involves asking the target audience whether they recognized or recall the message, how many times they saw it etc. Behavioral measure of audience also matter.
Managing and coordinating integrated marketing communication.	The wide range of communication tools, messages, and audience makes it imperative that companies give thought to a fresher and fuller use and orchestration of communication tools.



4.3.1. SALES PROMOTION



CORPORATE CAMPAIGNS
OUTREACH AREA CAMPAIGNS



TRADE SHOWS & CONVENTIONS



• PRICE-OFF COUPONS DISTRIBUTION



SALES CONTEST



SPECIALTY ADVERTISING

4.3.1. a) Corporate & Outreach Campaigns

The campaigns are a good way of sales promotion .Columbia Asia follows the routine as mentioned below:

- Columbia Asia marketing unit has a daily routine of sending campaign request to 10 corporate.
- The interested corporate revert back with acceptance of camp request.
- The initiation of process of camp starts.

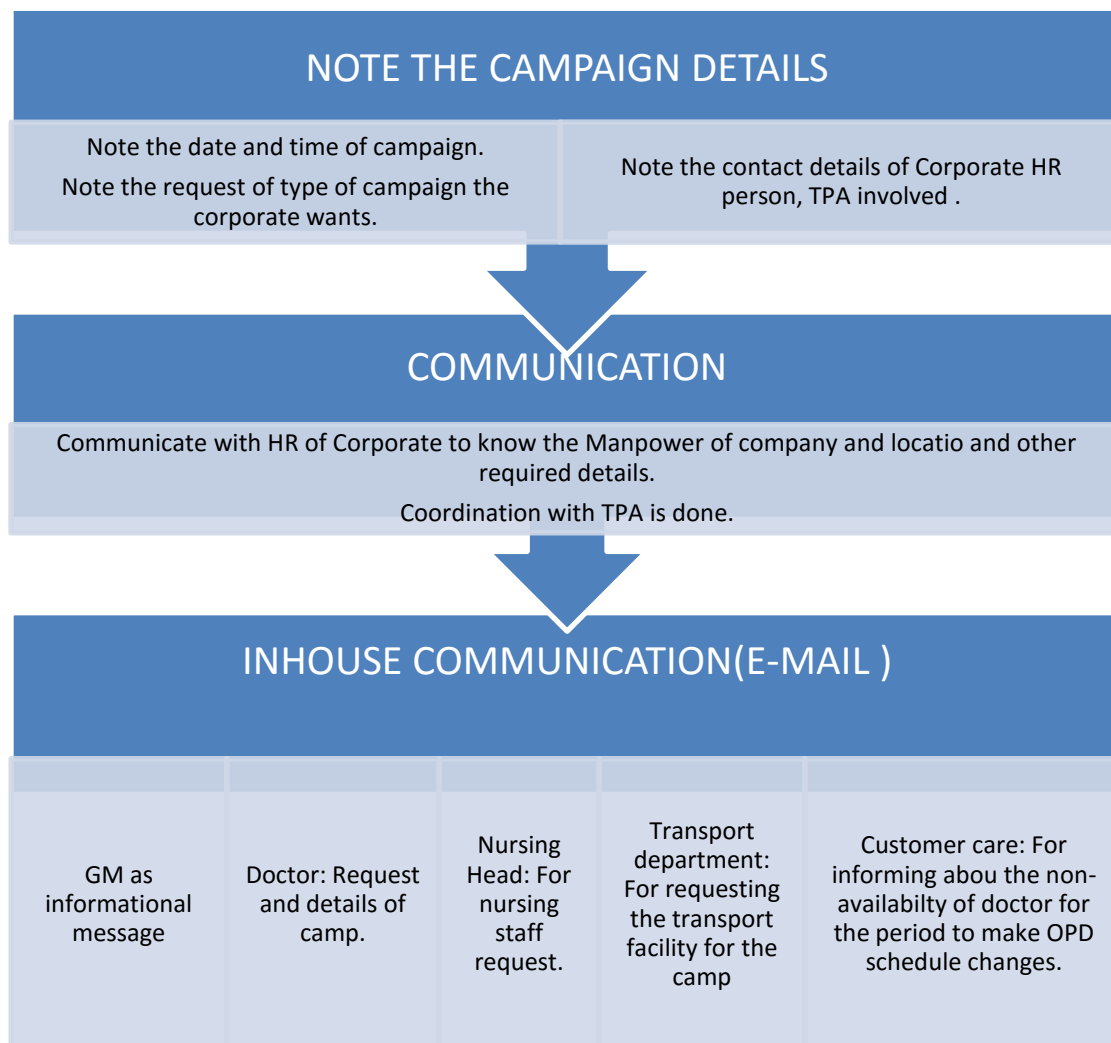
There are different types of health checkup campaigns:

- BASIC HEALTH CHECKUP: It includes BP, Weight and Height, RBS.
- CARDIAC HEALTH CHECKUP: It includes BP, Weight and Height, RBS, ECG.
- GYNAE CHECKUP: Pap smear, Hemoglobin, BP, Weight & Height.

- **MULTI SPECIALTY CHECKUP:** Specialist of various departments like (Gynecology, Pediatrics, Orthopedics, General Physician).



IMPORTANT STEPS IN SALES PROMOTION THROUGH CAMPAIGNS:



CAMPAIGN TEAM ARRANGEMENT

DOCTOR: For basic health checkup and cardiac health checkup Medical Officer is required.

For Specialty campaign , specialist of the related branch are arranged.

It is also possible that hospital may take an empanelled doctor from outside who charges Rs3000/- for 3-4 hours. Rs 500/- per hour is paid for overtime.

Nursing team: The nursing team consists of minimum 1 and maximum 2 according to camp requirement.

Transport vehicle: the vehicle is arranged according to team members count.

Ambulance is arranged according to the company's request.

EQUIPMENTS REQUIRED FOR CAMPAIGNS

BASIC HEALTH CHECKUP	CARDIAC CAMP	MULTISPECIALTY CAMP
Glucometer (For RBS)	Glucometer (For RBS)	Basic health checkup equipments
Accucheck strips	Accucheck strips	Gynae- Slides for pap smear
BP Apparatus & Stethoscope	BP Apparatus & Stethoscope	Hemoglobin estimation equipment
Weighing machine	Weighing machine	
Heightometer	Heightometer	
Alcohol swabs	Alcohol swabs	
Handrub	Handrub	
	ECG Machine. Jelly , ECG Paper.	

IMPORTANT STEPS IN THE PROCESS:

1. One day prior reminder calls are mandatory to all the associated team members.
2. The nursing team has to reach the marketing office 15 minutes prior to scheduled time of leaving with all the equipments.
3. The doctor is picked from a common point as per convenience.
4. The team leaves for destination according to time and distance and traffic.
5. One final call is made to corporate to inform.

6. It is important to tell the team count to corporate to make arrangements for refreshments.
7. The marketing manager and the team of camp meets the HR and the camp commences.
8. The clients are screened and unhealthy clients are encouraged for further treatment from Columbia Asia Hospital.
9. It is important to distribute the discount coupons simultaneously.
10. Rapport building is achieved through the camp services and communication.
11. At the time of completion of camp the manager promotes the hospital services.
12. The HR of corporate is convinced to get the empanelment with the hospital.

4.3.1. b) Trade Shows & Conventions

The hospital set up booths or shows of their services at a particular space in hospital or outside.

In Columbia Asia Hospital marketing team promoted Bariatric Surgery through this method.

In the one week camp set up in OPD -2 of the Hospital was made. The first 4 days screening of clients for high risk cases was done. The 5th day was an educational session on Bariatric Surgery by the bariatric surgeons.

A machine called Body Mass Analyzer was used to check the body composition of the clients. The machine was taken as part of tie up with the Enbody Company. They were marketing their machine by displaying it in our hospital. We got advantage to screen the high risk patients.



BMI>35: High risk patients. Sent to Bariatric surgeons for free consultation.

25<BMI<35: Client at tendency for obesity. They are sent to dietician for consultation.

During the whole week, 204 clients were screened. Out of them 35 were high risk clients who had BMI<35. They were sent to Bariatric surgeons for consultation.

On the last day of the bariatric week, an educational session was conducted for high risk clients. Invitation was sent by phone calls. On the day of session, clients were received from reception to the Gurukul of hospital, the venue. The session was taken by Endocrinologist and bariatric consultants. Two success cases that were operated by the surgeons were also invited by doctors to set live success examples. The operated cases, both shared their wonderful experience. They discussed about how their lives changed after surgery.

One surgery has been performed within two weeks through the program.

4.3.1. c) Sales Contest:

A sales contest is a contest involving the sales force or dealers, aimed at inducing them to increase their sales results over a stated period, with prizes going to those who succeed. In Columbia Asia an IPL 20-20 tournament was organized for the same purpose of increase in sales results, lead generation and promotional activities increase.

The game was played among all the Columbia Asia branches across India which are namely Ahmadabad, Patiala, Kolkata, Yeshwantpura, Pune, Whitefield, Doddabalapur, Mysore, Hebbal, Ghaziabad, Bangalore, Palamvihar.

The distribution of scores was:

Lead generation: 1 Run

E-mail & Calls: 1 Run

PR Activity: 4 Runs

Human Interest Story: 4 Runs

IPD Conversion: 6 Runs

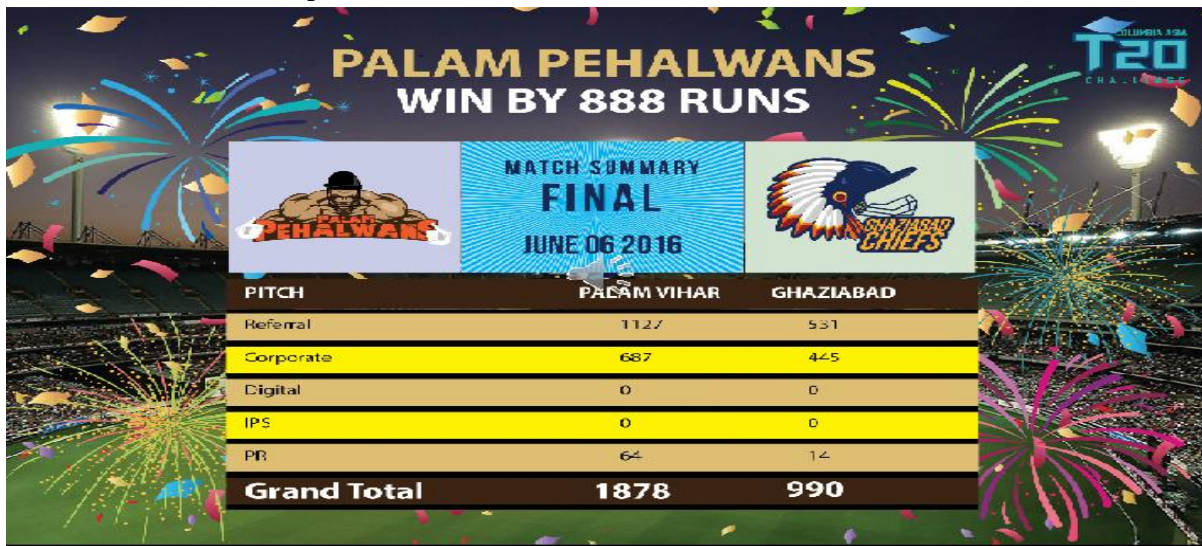
Banners & Label Distribution: 4 Runs

The prize kept for the tournament was 50,000 cash and award function at Bangalore.

Columbia Asia Palamvihar participated in the activity with great enthusiasm. The team of marketing employees and interns worked day and night to win this match.

Marketing team performed corporate camps , Outreach camps, Joggers park camp, sessions, banners and poster distribution in colleges and schools. Human interest stories were collected from doctors and published.

All the activities were updated on salesforce.com.



PITCH	PALAM VIHAR	GHAZIABAD
Referral	1127	531
Corporate	687	445
Digital	0	0
IPS	0	0
PR	64	14
Grand Total	1878	990

All the hard work done paid off well. All the matches were won and hospital entered into semifinals. Patiala gave us good completion in semi-finals. Palamvihar won the semifinal and entered finals. In finals Yeshwantpur gave tough competition. Palamvihar won the match and the tournament. It was a huge victory.

4.3.1. d) Specialty Advertising:

This is a very useful way of advertising which is not only low cost but also very informational and useful for clients as well hospital. It creates goodwill because of its utility and also helps clients remember our hospital and its details. A very good example being fridge magnets. Columbia Asia gave fridge magnets of ambulance designed on it. It also had hospital emergency

contact details. School book labels are another way of advertising on mass scale at economic rates.



3.3.2. PUBLIC RELATION

Public relation is an important marketing tool. Not only must the company relate constructively to its customers, suppliers, and dealers, but it must also relate to a large set of interested publics.

In Columbia Asia various PR activities occur as mentioned below:

NEWS

EVENTS

PUBLICATIONS

BREAKFAST
WITH GM

PUBLIC
SERVICE
ACTIVITY

IDENTITY
MEDIA

4.3.2. a) NEWS:

News helps to keep the hospital in good books of public. Columbia Asia always shares good work done by the hospital in news. Also the educational messages are also transferred through news media.

An interview of Dr. Satish Koul with Rajya Sabha TV channel was conducted. The topic of discussion was fighting with Malaria.

One day prior to shoot E-mail was sent to GM, F&B, Facility, Customer care.

Room was arranged as per requirement. A standee of Columbia Asia logo on it was placed at back of table and chair of doctor. The room was assured to be noise free. The interview was successfully done and aired on TV.

Newspaper also helps a lot in hospital image branding. Effective news like “Efforts of ambulance team saved a life in golden hours” in local Hindi newspaper creates awareness about the capabilities of staff.



4.3.2.b) PUBLICATIONS

Columbia Asia is very active in publications. From time to time publication on various health tips, informational messages, articles are published on face book and magazines.

Marketing teams collect articles from doctor and refines it and get approval from doctor and get it published. The topics can range from myths, facts, and nutritional messages.

Move over kale. Experts predict the next big superfood

Brown rice, kale, avocado, chia seeds and more. Can't keep up with the super foods? We get experts to predict the next superfood

ARPITA KALA @akemi_is_here | 3 JUN 2016, 2:33 PM



Watch what you're eating next
IMAGE: THINKSTOCK



No, they aren't just fancy names. Super foods are mostly plant-based, but also some fish and dairy edibles, that are packed with so many nutrients that your health should benefit just by inhaling it. Not really, but you get the drift. While avocado was touted last season's superfood, we rounded up some experts to tell us the next unassuming nutrient-rich edible that may just win this season's superfood crown.

Coconut Oil: You must have oft come across bloggers gushing about coconut oil and thought what's the big fuss? Well, according to some researches, it has been found to be useful in diabetes, heart problems, thyroid disorders and helps aid weight loss too. Apart from that coconut oil is a good skin moisturiser, doubles up as a makeup remover and according to some, even helps in hair growth.

- Dr Amrapali Patil, nutritionist and weight management expert founder of Trim N Tone clinic.

Maca root powder: Do not go by the appearance as maca root powder is quite pleasant tasting and can easily be the holy grail superfood for all your lady problems. It contains essential amino acids and fatty acids many micro-elements not found in other sources of food as well as Vitamin B, C and E. It's especially helpful for those suffering from PCOD, mood and sexual function disorders and is great for menopausal women as all hormones wear off with age. Coconut oil also rates high on my list as it keeps you full and positively affects your metabolism due to the presence of MCTs (medium chain triglycerides) source of essential fatty acid and is thermogenic by nature that means positively affect the metabolism.

- Dr Anjali Hooda Sangwan, obesity, metabolic medicine and clinical nutrition consultant.

Black rice: Who knew rice had so many colours? So if you're so over your brown rice diet, there is an even more nutritious rice in town – black rice and it has many health benefits. This rice has highest amount of antioxidants, healthy vitamin, protein and dietary fiber as well as iron, which you will not get from other varieties of rice.

- Santosh Kumar Pandey, healer and founder, Shenmen Healing Center.

Seaweed: Sushi lovers rejoice. Seaweeds are undoubtedly one of the upcoming and the next superfood in the fitness scene. They have immense amount of minerals and nutrients and are a rich source of energy. These superfoods that help in purifying blood are high in calcium and contain huge amount of antioxidants. It helps in effective weight loss and helps to stimulate the thyroid gland, which is responsible for maintaining a healthy metabolism.

- Dr. Tripti Sharma, dietitian, Park Hospital

Ghee: I put my dibs on the humble ghee. Recently a study has proven that people in rural area who consume ghee have lower incidences of heart diseases than those ate less of it. People have a misconception that ghee is another saturated fat and is unhealthy for the heart when, in fact, ghee has many health benefits if taken in moderation and required quantity. It promotes digestive healing and is especially beneficial to the heart. The amount of vitamin A in ghee makes it ideal for protecting eye health.

- Dr Priyanka Shokeen, senior dietitian, Columbia Asia Hospital

Camu powder: Camu is a plant from South America, which grows berries. But since it's very sour it cannot be eaten raw. Also due to limited research the recommendations and dosage in any particular health condition are not advisable. On the whole, it is a rich source of Vitamin C, hence it has a beneficial effect on hair and skin. It's also rich in anti-oxidant, which extends its benefit to diseases such as diabetes, inflammation as well as boosts the immune system.

- Khushboo Sahijwani, nutritionist from Shenmen Healing Center.

Turmeric: While Moringa, Seaweed and Kelp have been touted as the next superfoods in the West, I would think it is the humble turmeric or *haldi*. This root has played an integral role in the Indian diet and beauty regime and we find that the West is now waking up to its superpowers. It is a holistic ingredient, with antioxidant, anti-bacterial, anti-fungal, anti-inflammatory and immunity boosting properties. Most of us have grown up with the ubiquitous *haldi doodh*, which our mothers made us drink when we were sick. Today, Turmeric Latte or 'Golden Milk' has a cult following among the health conscious in the US and the UK. According to Google's 2016 Food Trends Report, turmeric is one of the top trending foods in the last couple of years, and in fact, the term is frequently searched for along with it.

- Vandana Luthra, founder and vice chairperson, VLCC Group

4.3.2.c) EVENTS

Companies can draw attention to new products or services by arranging special events. Parent Craft is a very good event to be mentioned here.

This event was held on two consecutive Sundays in house. The theme was to invite the expecting couples to attend the parent craft for better parenthood. This event included:

1. Session by Gynecologist.
2. Session by pediatrician.
3. Yoga for pregnant ladies.
4. Diet session by dietician.
5. Lunch
6. Photos shoot of couple.

Couples were invited by E-mail shooting to couples of Gurgaon who were registered with our hospital as well as non-registered also. The event was a big success and attended by 35 couples on both the Sundays.

This event helped the clients to know about the hospital and our specialist. They got to know about the services of our hospital. IPD conversions occurred after the Parent Craft.



4.3.2.d) PUBLIC SERVICES ACTIVITIES

Also known as cause marketing, this type of marketing can help in improving public goodwill by contributing money and time to good causes.

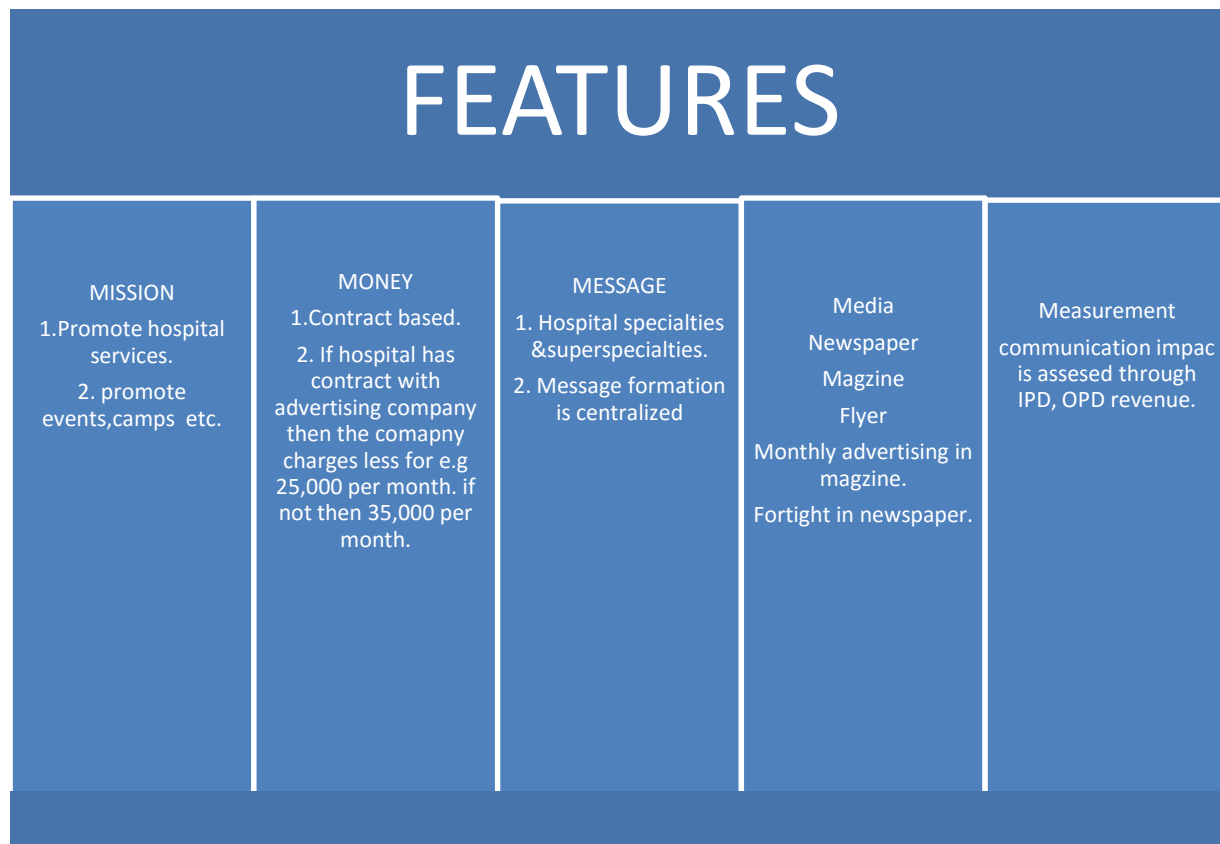
On Mother's day we arranged an event "Mother and daughter" educational event by Gynecologist on topic Menstrual hygiene in Meenakshi school. Flower pots with green plants were gifted to school.

On Arthritis day, an ortho health checkup was conducted in an Old age home.

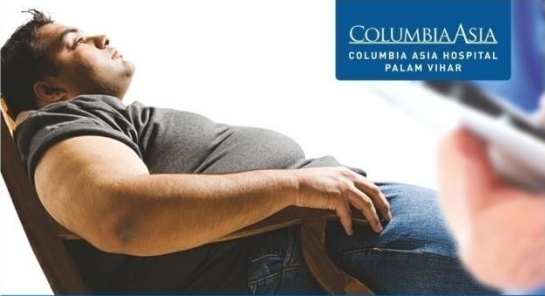
4.3.2. e) BREAKFAST WITH GM: This was an initiative to develop good relations with GM's of corporate. Every week our hospital invited GM's of corporate for breakfast and has general discussions.

4.3.2. f) IDENTITY MEDIA: Columbia Asia has t-shirts, caps, brochures, plants, business cards, labels, magnets, batches.

4.3.3. ADVERTISING



1. The newspaper and magazine with best coverage of population is selected.
2. The contractual service is less costlier.
3. The content of advertisement is selected by bangalore.
4. The magazine and newspaper have greater impact than flyer although costly.
5. The clients response is more towards newspaper advertisement than any other media



COLUMBIA ASIA
COLUMBIA ASIA HOSPITAL
PALAM VIHAR

BARIATRIC (WEIGHT REDUCTION) & GENERAL SURGERY CAMP

- Bariatric Surgery
- Cholecystectomy (Gall Bladder)
- Appendectomy
- Hernia Surgeries (Groin & Abdominal Hernias)
- Painless Surgeries For Piles
- All Other Abdominal Surgeries

Date: 15th May 2016, (Sunday) | **Time:** 10:00 am - 2:00 pm
Venue: Kailash Hospital, Farukhnagar, Gurgaon

Consulting Specialists
Dr. Mriganka Sekhar Sharma, MBBS, MS, Fellow-Cleveland Clinic (USA)
Consultant – Bariatric & Minimal Access Surgery
Total Experience: Over 10 Years
Dr. Amit Deepta Goswami, MBBS, MS, FIAGES, FCLS, FNB
Consultant - Bariatric & Minimal Access Surgery
Total Experience: Over 10 Years

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Block - F, Near Gol Chakkar, Palam Vihar, Gurgaon - 122 017. www.india.columbiaasia.com

4.3.4. DIRECT/ONLINE MARKETING



1. **E-mail:** Digital marketing strategy of shooting e-mail is a very economical and time saving way to attract the prospective patients and referral doctor.

Columbia Asi used to shoot e-mails to the residents of not only Palam vihar, but also the outreach public who are otherwise not within reach of our promotional strategy.

Marketing team used to shoot E-mails to promote the outreach camps, special events occurring in the hospital, any new technique or service introduced in our hospital, keeping in touch with referral doctors and new doctors, greeting our clients and doctors for goodwill of hospital.

The e-mailing proved very beneficial and effective.

2. **Calls:** Phone calling is a good and old method of communicating our message effectively to the prospective clients and doctors.
The prospective clients for events invitation were done through it.
Communicating with referral doctors by phone calls has been effective to maintain good relations with them.
3. **Telemarketing:** Columbia Asia displays its advertisements in local television channels. TV show on Rajaya sabha channel. It helped a lot to target local population.
4. **Website updating:** Website corrections and updating the website is done from time to time. On an excel sheet the corrections were noted and then forwarded to Bangalore. The corrections included Doctor profile not available, doctor profile picture not displayed, landing page was less appealing, events update was not done timely etc

OBJECTIVE 3: To study the impact of Promotional mix strategy on patient footfall.

DWARKA (PRE-INTERVENTION)

S.NO.	MONTH	OPD	IPD	REVENUE (IN LAKHS)
1	JANUARY	15	6	1.5
2	FEBRUARY	14	7	2
3	MARCH	17	12	5

DWARKA (POST OUT-REACH MARKETING)

S.NO.	MONTH	OPD	IPD	REVENUE(IN LAKHS)
1	APRIL	22	19	6.3
2	MAY	35	26	8

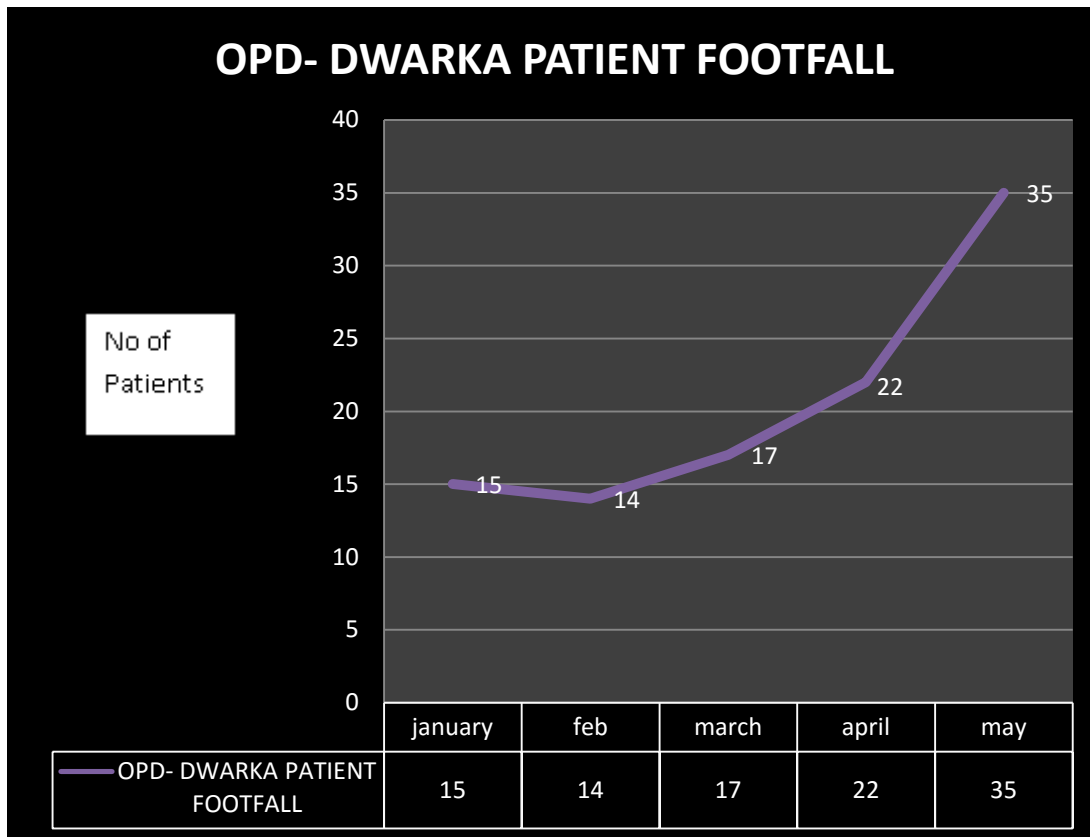
NAJAFGARH (PRE-MARKETING)

S.NO.	MONTH	OPD	IPD	REVENUE (IN LAKHS)
1	JANUARY	5	1	.35
2	FEBRUARY	7	2	.45
3	MARCH	8	1	.47

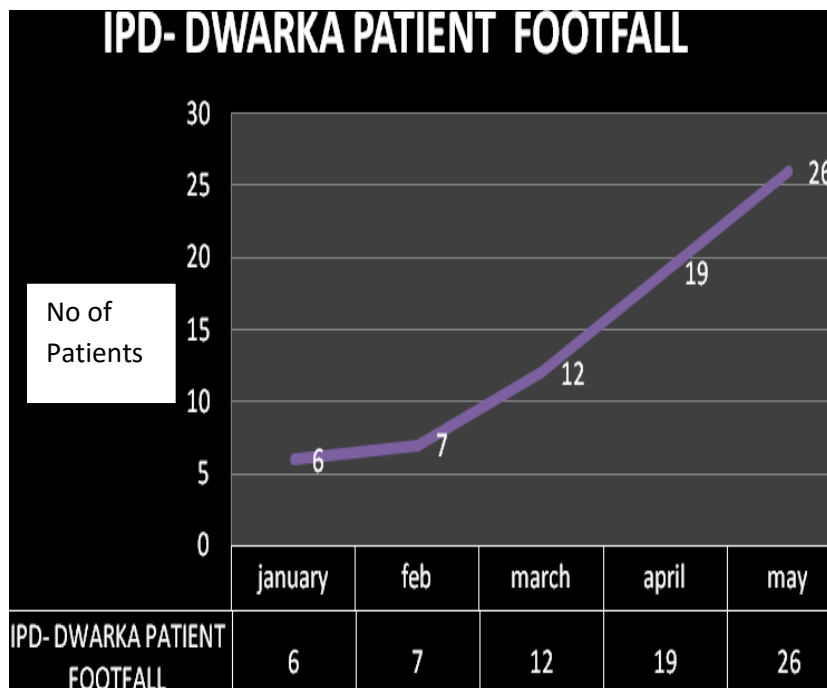
NAJAFGARH (POST OUT- REACH MARKETING)

S.NO.	MONTH	OPD	IPD	REVENUE(IN LAKHS)
1.	APRIL	14	5	1.5
2.	MAY	175	8	8

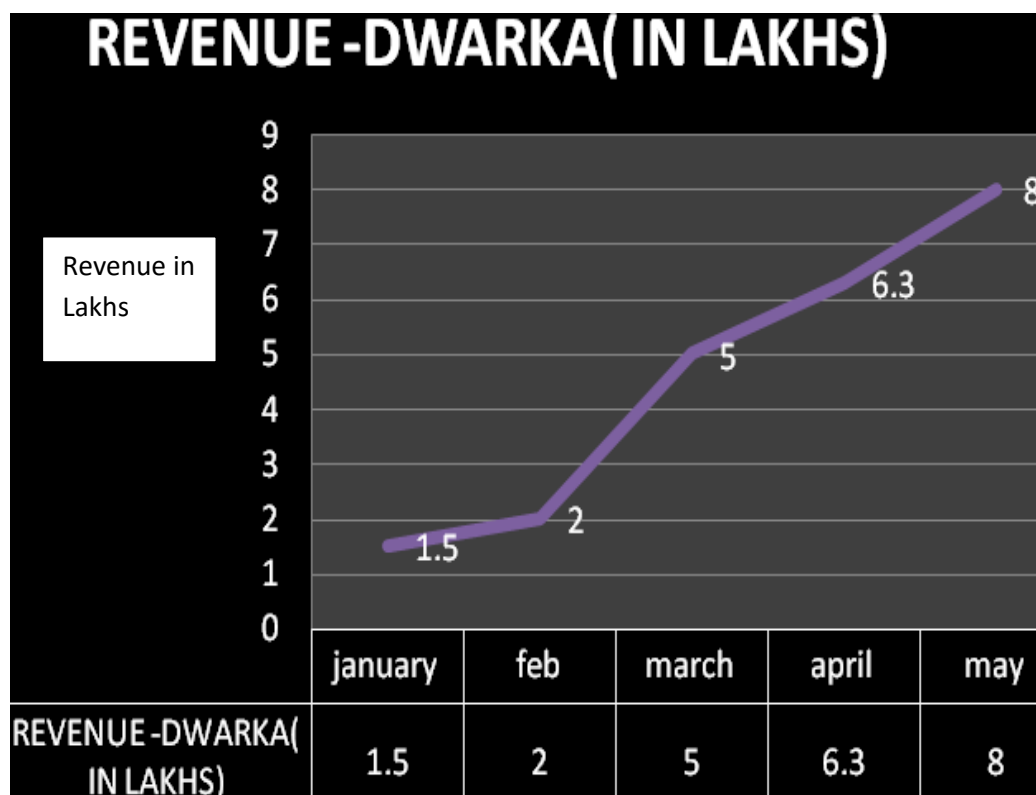
Study Analysis



- Patient footfall was uniformly low during January to March.
- The average patient count to OPD from Dawarka was 15.
- An increase in the OPD footfall is clear from the graph in month of April and May with average of 29.

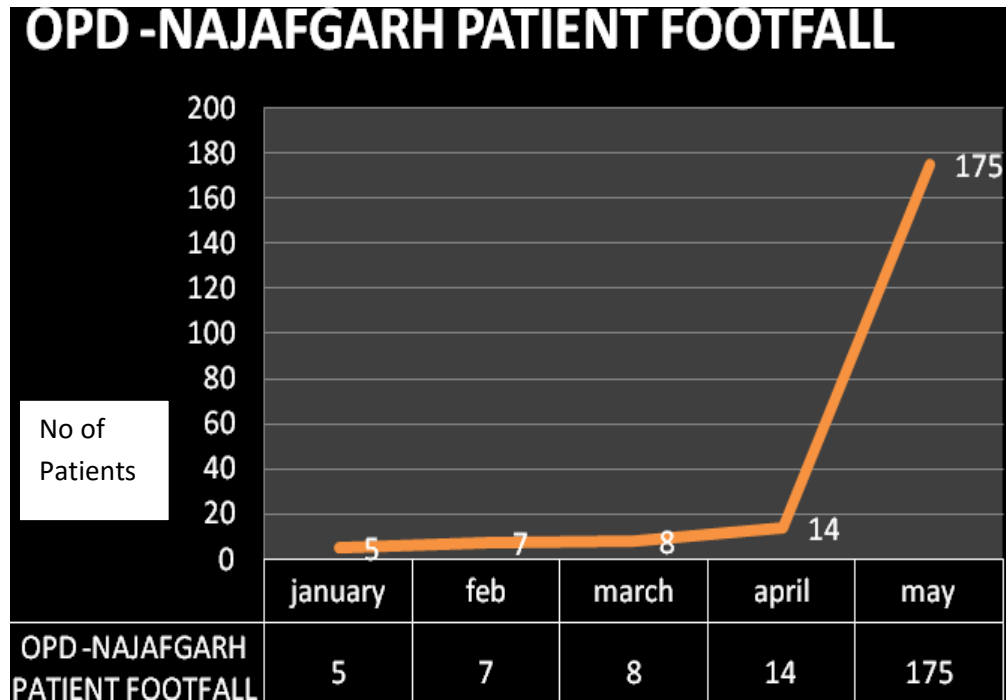


- There was no significant increase in the patient count in duration of January to March with average being 8 patients.
- The increase in patient to IPD increased tremendously during April and May with average of 23.

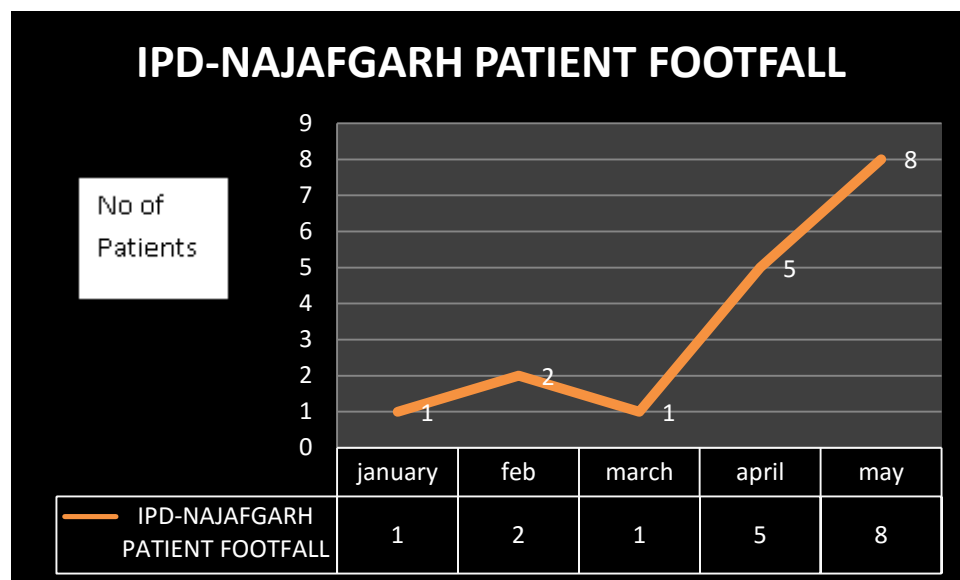


The revenue generated was consequently affected in a positive way with a great elevation from last week of March onwards.

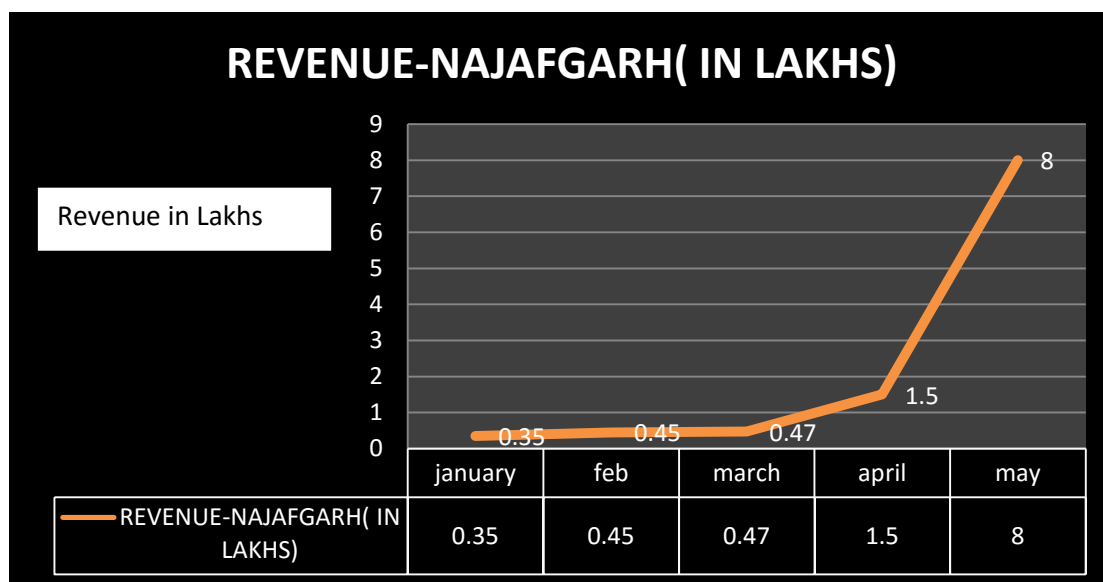
DATA ANALYSIS NAJAFGARH



- The patient footfall was stagnant and low for the month of January to March which continued till mid- April
- There was a sudden rise in patient number to OPD which reached to 175 patients.



- There was linear increase in IPD from January to February which started declining in March .
- The IPD number started increasing in end of March.
- The IPD increased in April and May up to 8 patients.



- The revenue was negligible up to March.
- There was a rapid increase in revenue from April and continues till up to date.

INTERPRETATION

- The increase in footfalls and revenue was due to :
- The increase in awareness of population of Dwarka and Najafgarh about the super specialties (Neurology, Bariatric surgery, Endocrinology , Cardiology) offered by Columbia Asia through digital marketing strategy of E-Mail shooting to the residents of that area.
- Also the outreach Super specialty clinic started at Orthopedic Centre Clinic in Dwarka and Balaji hospital in Najafgarh attracted many patients.
- The marketing of the Outreach OPD was also conducted through e-mailers and flyers which proved to be a great help.
- The events conducted in hospital helped in IPD conversions.
- The cause marketing also boosted the goodwill of the hospital.
- The competitions among all the marketing units of Columbia Asia hospitals helped in generating leads and conversions.

CONCLUSION

The population for the study was the registered patients from Dwarka and Najafgarh of the last 8 years.

These two areas were specifically targeted because they are outreach areas and the footfall was not up to mark from these areas in present time.

Also the hospital is emerging as a super specialty hospital so its repositioning among the areas other than Palamvihar was hour of need .

The hospital is now providing super specialty services in Bariatric, Endocrinology, Neurology and Cardiology.

During the study it was observed that people were not aware of the super specialties services offered and the specialist doctors details and packages.

A very good response was found after the intervention was taken.

The patient footfall increased due to the marketing done through the promotional mix strategy to promote super specialties and the promotion of Outreach OPDs also started in Orthopedic clinic of Dwarka and Balaji Hospital, Najafgarh.

Various camps were also conducted in these areas whose promotion was majorly done through digital media and minor through flyers.

Digital promotion not only saved time and money but also the ROI was much greater as compared to other channels of promotion.

Limitations

1. The corporate camps being time bound lead to lesser coverage of clients than present in corporate.
2. Communication gap among corporate, TPA and hospital lead to cancellation of camps sometimes.
3. The e-mails were shot to all the old customers but few e-mail Ids were non functional.
4. Technical problems were also an issue which caused delay in e-mail shooting.
5. The software of hospital supported only 500 e-mails at a time .So it was difficult to shoot thousands of e-mails in groups of 500.

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