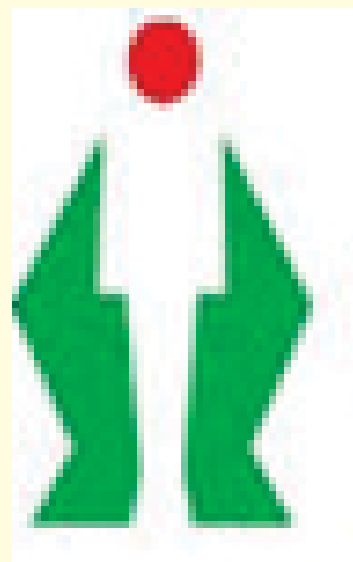


MARKETING DATA ANALYSIS FOR AVIPs FOR FORTIS ESCORTS HOSPITAL JAIPUR

INTRODUCTION TO HOSPITAL: Fortis Escort Hospital, Jaipur is the first NABH accredited multi-specialty hospital at Rajasthan, established on 2 August, 2007 with the mission to bring quality care to Rajasthan. FEHJ is the first hospital in the country to attain NABH Accreditation in minimum stipulated time (ten months) after commencement of operations and was re-accredited on 27th April 2011. The hospital is a 245 bedded hospital spread over an area of 6.67 acre.

ABOUT COMPANY LOGO: The two hands that fuse seamlessly with a human form, express our reassuring approach to healthcare.



- Green is the color of healing and is symbolic of our steadfast focus: to ensure the health and well-being of those we minister to.
- Red is expressive of the dynamic zeal with which we strive to make it a reality.
- Punch line “Your caring hospital”

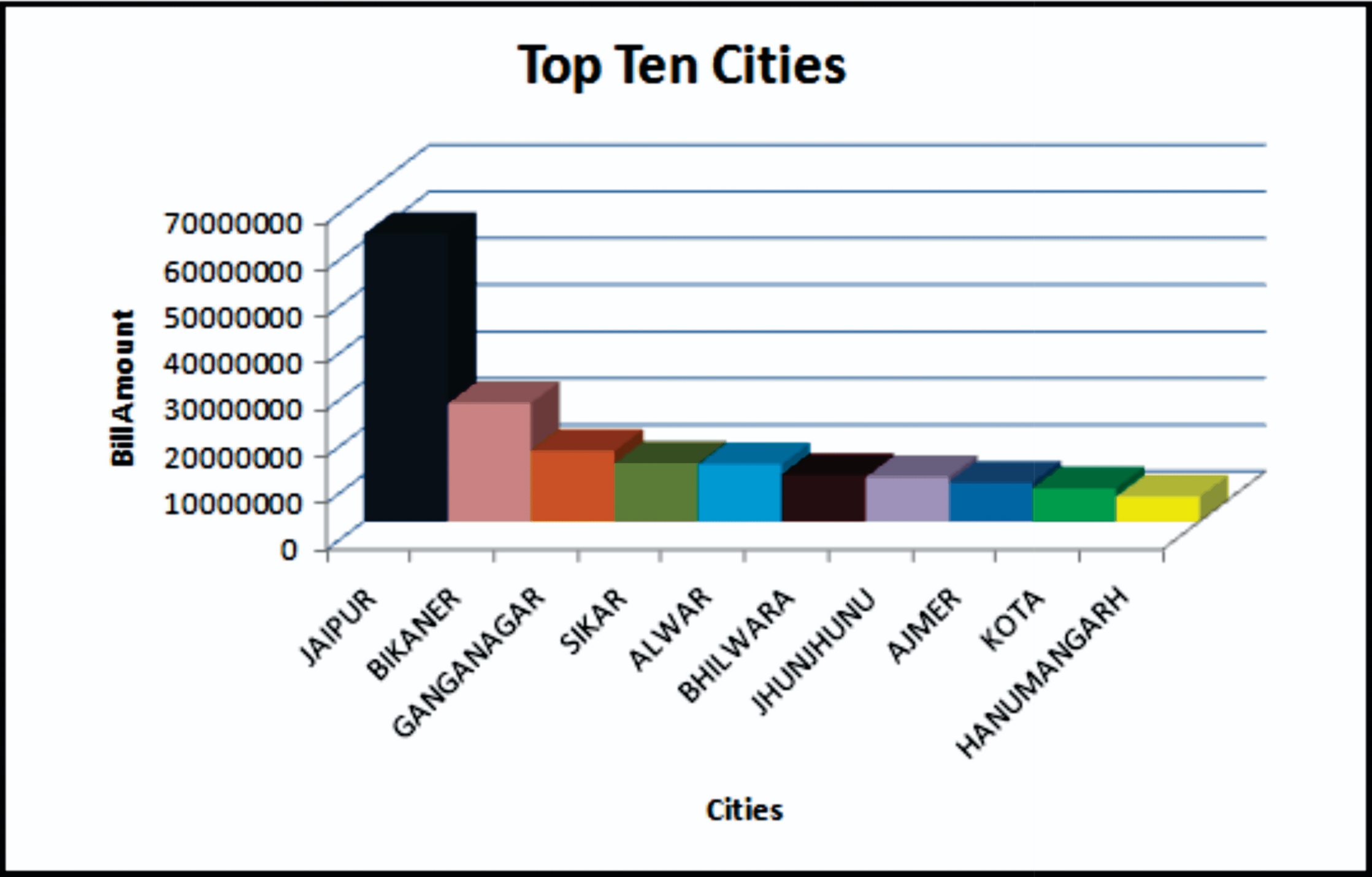
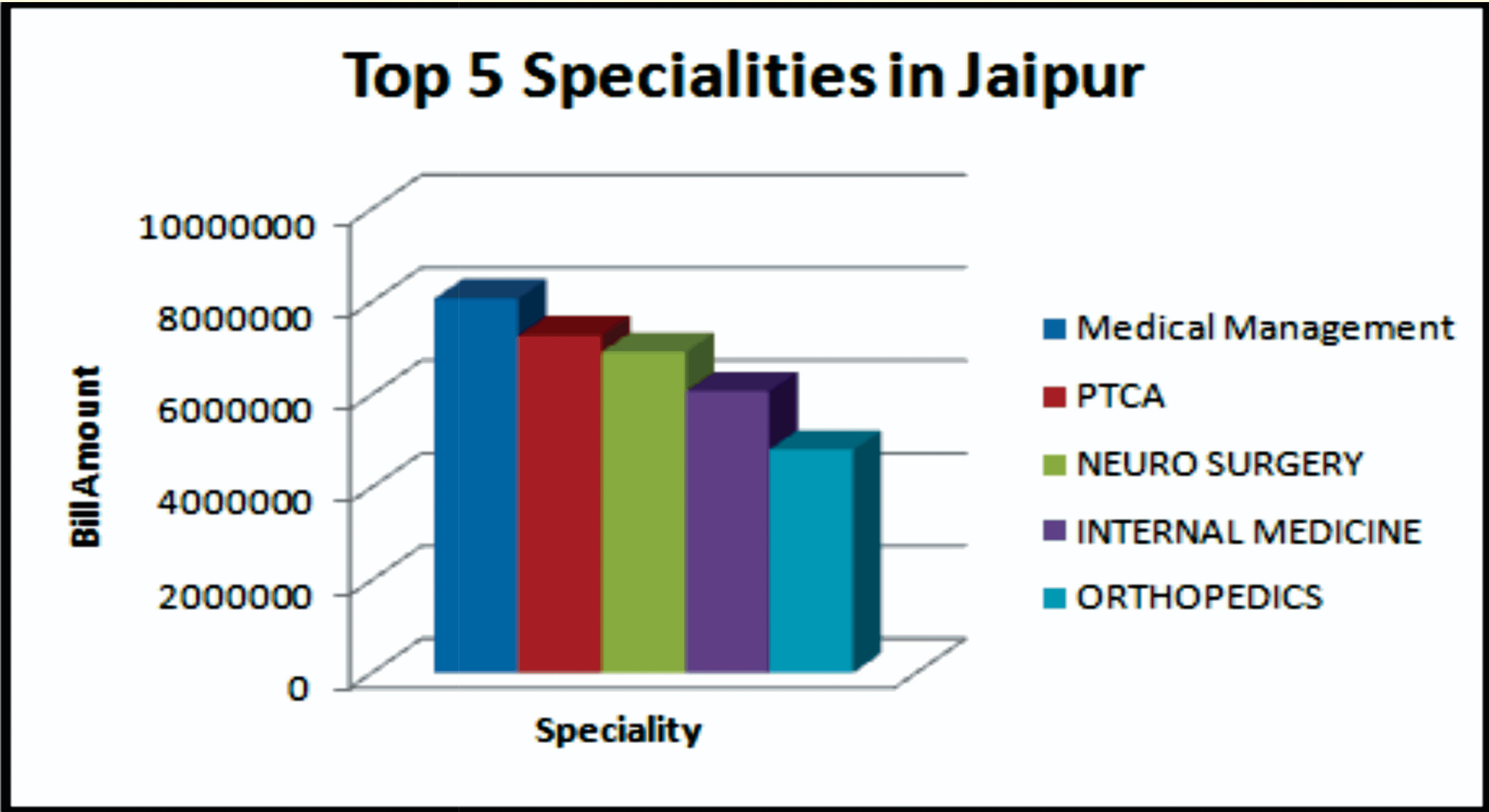
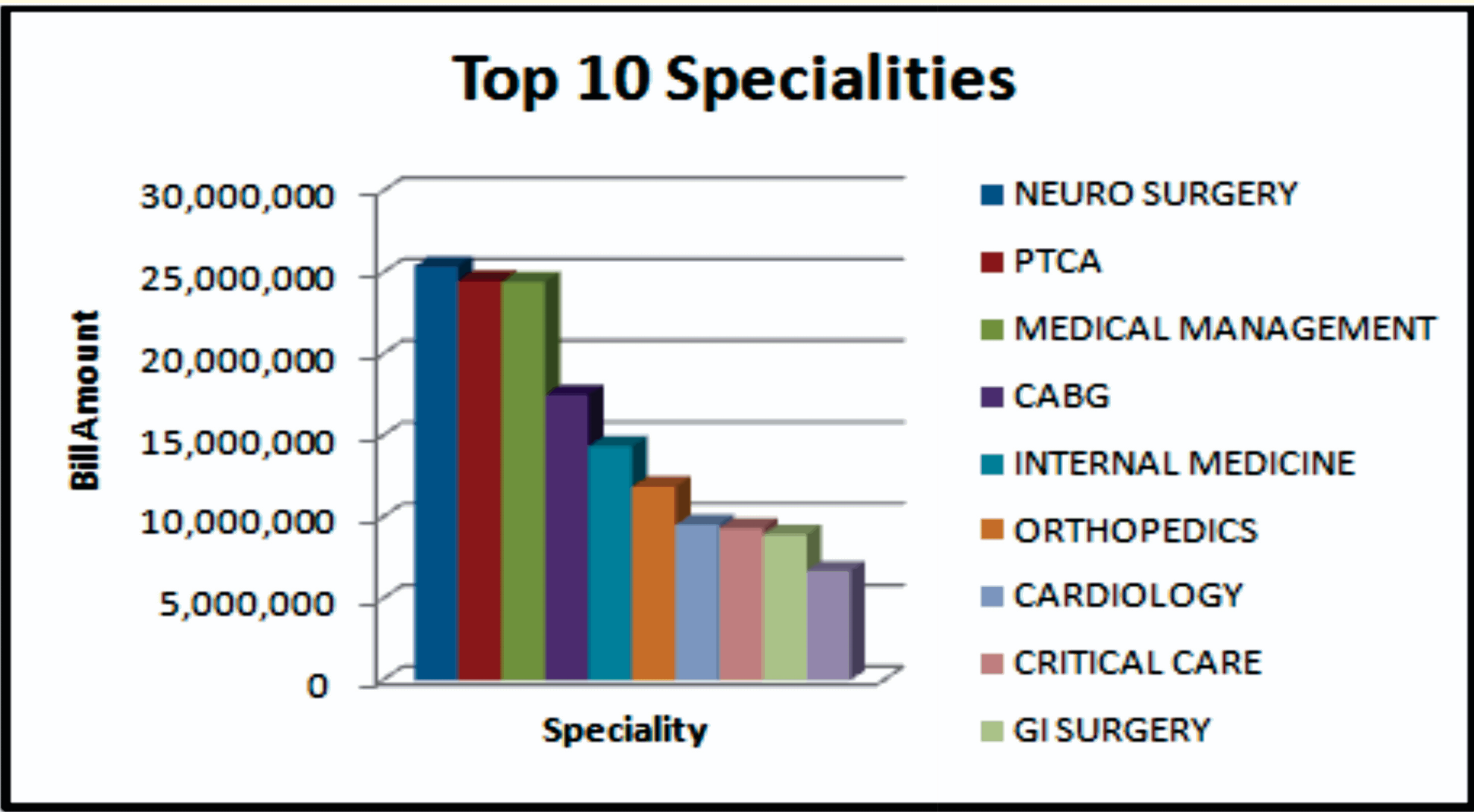
AIM: To study the marketing data for Associate Visiting Important Physicians (for the financial year 2015-16)

METHOD OF DATA COLLECTION: Data was obtained from the marketing department for the AVIPs

METHODOLOGY: The data was collected from the department for the AVIPs for the financial year 2015-16. It was analyzed on the basis of the revenue generated by the different specialties.

FINDINGS:

- Neurosurgery generates the maximum revenue. The specialties Internal Medicine and Medical Management are equally getting highest number of patients i.e., 130 followed by neurosurgery and PTCA (Percutaneous transluminal angioplasty) getting 115 patients each.
- Medical management derives maximum bill amount in Jaipur as revealed by the analysis of the data.
- The maximum number of patients come from Jaipur i.e., 485 followed by Bikaner, Ganganagar and Sikar.
- As depicted by the data the number of patients in Jhunjhunu, Kota, Ajmer and Bhilwara is low and hence revenue generated from these areas is less.



RECOMMENDATIONS:

- The data entry should follow a systematic code regarding the specialty, location names.
- Team members should update their data following the codes.
- It will help in keeping the data segregated and easily accessible always.
- The data entries should be complete always in all respect such as patient’s location, doctor’s name, date etc.
- Marketing efforts are needed to increase the revenue from Jhunjhunu, Ajmer, Kota and Bhilwara.

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