

**Summer Training at
Fortis Escorts Hospital,
Jaipur**

- 1. Demand Increment of PHC (Preventive Health Care)**
- 2. Marketing Efforts and their impact on Revenue**

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



**The IIHMR University, Jaipur
2016**

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Aditi Gupta student of MBA Hospital and Health Management (MBAHM) from The IIHMR University, Jaipur has undergone internship training at Fortis Escorts Jaipur, from 01.04.2016 to 31.05.2016.

The Candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Col. Dr. Ashok Kaushik
Dean, Academics and Student Affairs
The IIHMR University, Jaipur



Prof. Dr. Nirmal Gurbani
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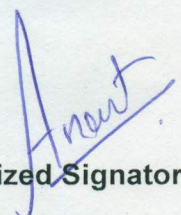
01st June, 2016

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Aditi Gupta** worked as a **Trainee** with us in the **Dept. of Sales and Marketing** from 1st April, 2016 to 31st May, 2016.

Her performance during the period in the department was good. She comes across as a willing, sincere and intelligent person who has a strong drive and zeal for learning.

We wish her the best for all her future endeavors.


Authorized Signatory



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List of Acronyms:-

- TMT:- Tread mill test
- PMS:- Preventive Maintenance Schedules
- ECHO:- Echocardiography
- PHC:- Preventive Health Care
- MICU:- Medical Intensive Care Unit
- FEHJ:- Fortis Escorts Hospital Jaipur
- ENT:- Ear Nose Throat
- NABH:-National Accreditation Board Of Hospital
- ICU:- Intensive Care Unit
- CSSD:-Central Sterile Services Department
- SICU:- Surgical Intensive Care Unit
- PICU:- Pediatric Intensive Care Unit
- NICU:- Neonatal IntensiveCare Unit
- CCU:-Coronary Care Unit
- CMW:- Cardic Motarnity Ward
- MRI:- Magnetic Resonance Imaging
- OPD:- Out patient department
- TKR:- Total Knee Replacement
- ECG:- Electro Cardio Gram
- PFT:- Pulmonary Function Test
- DEXA:- Dual - Energy X-Ray Absorptiometry
- GDA:-Ground Duty Authority
- F&B:- Food and Beverage
- PSU:- Public Sector Unit
- CTVS:- Cardio Thoracic & Vascular Surgery
- CME:- Continuing Medical Education
- RD:- Relationship Dinner
- OOPD:- Outreach out-patient department
- LHP:- Little heart program
- CSR:- Corporate Social Responsibility

1. Overview of the Hospital:

Fortis Healthcare Limited is leading integrated healthcare delivery service provider in India. **Fortis Escorts Hospital Jaipur is first hospital in country to attain NABH accreditation in minimum stipulated time (six months) after commencement of operations and was re-accredited on 27th April 2011.** FEHJ with specialties in Cardiac sciences, neurosciences, renal science and gastro intestinal diseases, the hospital also provide superior services in mother and child care, Orthopedics and also a complete range of multi-specialty services in all disciplines. FEHJ has dedicated facilities for comprehensive care of trauma patients and other in need of emergency care which includes an **emergency operation theatre and 20 - bedded medical intensive care unit (MICU)**. FEHJ is first amongst the proposed multi super-specialty hospital to be set up in Rajasthan. FEHJ is a super - specialty hospital backed by multispecialty.



Super Specialties—Cardiology&CardiacSurgery, Renal Sciences, Neuro - Sciences, Gastrointestinal Sciences

Multispecialty—Orthopedics & Joint Replacement, Diabetes & Endocrinology, Dermatology, Internal Medicine, Pulmonary, Medicine, Ophthalmology, Dietetics, Physiotherapy & Preventive Health Check, GeneralSurgery, Dental Surgery, Cosmetics & Plastic Surgery, ENT, Gynecology & Obstetrics, Pediatrics Neonatology.

1.1 VISION OF THE HOSPITAL

"Globally respected healthcare organization recognized for clinical excellence and distinctive patient care."

1.2 Mission

To be the preferred super-specialty health care provider for international standards known for patient centric care and clinical excellence through continual improvement of processes and outcomes.

1.3 Quality Policy

To create world class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care.

1.4 Accreditations

National accreditations board for hospital and healthcare providers (NABH) accreditations.

Fortis Escorts Hospitals Jaipur is NABH accredited Multi - Super specialty Hospital in Rajasthan, with the mission to bring quality medical care at door step.

1.5 Fortis Hospital, Jaipur

- 245- Bedded Multi super-specialty hospital spread over 6 Acres with covered area approx. 2.1 Lac sq. ft. spread over 7 stories.
- 110 Critical Care beds
- Region's most advanced Neuro sciences & Trauma Centre
- Flat Panel Cath Lab
- Round the clock Cardiac ambulances with all the life - saving equipment.
- Advanced Mother and Child Care Unit with Level 3 Neo - Natal ICU.
- Fully automated blood bank with component facilities and advanced facilities for collection & process.

1.6 Floor wise Facility Distribution:-

7th Floor:-

- Suite
- Presidential Suite
- Executive

4th and 3rdFloor:-

- Patient Rooms

2ndFloor:-

- CSSD
- SICU 1, 2,3,4

1stFloor:-

- Library
- Conference hall
- Training hall
- Directors office
- Labor and Delivery room:-
- PICU
- NICU
- Department of Gastro Science
- Dental Department
- Preventive Health care
- High Dependency Unit
- Specialty Ward
- Neurology
- CCU, CMW, Cath Lab

GroundFloor:-

- MICU 1 & 2
- Blood Bank
- X-Ray, CT - Scan, MRI
- Reception
- Department of Diabetes
- Cardamom
- Lab Reports
- Pediatrics
- OPD - 1,2,3,4
- TPA (Credit Cell)
- Emergency

- Ophthalmology

Basement:-

- Marketing
- Finance
- Human Resource
- Pharmacy(Main)
- Housekeeping
- Medical Records
- Staff Canteen
- Biomedical
- Engineering
- A/c Control Plant
- Research Department
- Boiler-room

1.7 Services at Fortis Hospital

- Anesthesiology
- Cardiac sciences
- Dental Surgery
- Dermatology
- Dietetics and Nutrition
- Emergency and Trauma Centre
- Endocrinology
- Flatpanel Cath lab
- Geriatrics
- Gynecology
- Hematology
- Internal Medicine
- Laparoscopic, Gastrointestinal and Bariatric Surgery
- Mother and Child
- Neuro Sciences
- Neuro, Vascular and Non Vascular Intervention
- Obstetrics
- Ophthalmology
- Orthopedics and Joint Replacement

- Pediatrics
- Physiotherapy and Rehabilitation
- Preventive Health Check-ups
- Psychiatry and Psychology
- Pulmonary and Critical Care
- Radiology
- Renalsciences and Urology
- Rheumatology

PROJECT - 1

"Revenue Escalation"

IN PREVENTIVE HEALTH CARE



2 INTRODUCTION:

Good health is the foundation of a productive and rewarding life. Today's lifestyle has brought with it stress, unwholesome eating habits and inadequate rest. Coupled with medical condition elevated levels of pollution and lack of exercise, these factors are bound to gradually take their toll on us. Yet, most of us tend to ignore these facts until we are compelled to confront.

"PREVENTION IS BETTER THAN CURE"

Preventive health's check-ups consist of various packages in the programs are designed to give complete check - up within their limitations, detect any latent health problems. With the lack of exercise, these factors are bound to gradually take their toll on us. Yet, most of us tend to ignore these facts until we are compelled to confront a **Preventive healthcare** (alternately **preventive medicine** or **prophylaxis**) consists of measures taken for disease prevention, as opposed to disease treatment. Just as health encompasses a variety of physical and mental states, so do disease and disability, which are affected by environmental factors, genetic predisposition, disease agents, and lifestyle choices. Health, disease, and disability are dynamic processes which begin before individuals realize they are affected. Disease prevention relies on anticipatory actions that can be categorized as primal, primary, secondary, and tertiary prevention.

2.1 PURPOSE:

To conduct a comprehensive act of preventive health program tests based on diseases risk profile, age and gender to identify any disease in proactive manner and suggest the style changes and treatment plan.

2.2 SCOPE:

Preventive healthcare (alternately preventive medicine or prophylaxis) consists of measures taken for disease prevention, as opposed to disease treatment. Health, disease, and disability are dynamic processes which begin before individuals realize they are affected. Each year, millions of people die of preventable deaths.

There are many methods for prevention of disease. It is recommended that adults and children aim to visit their doctor for regular check-ups, even if they feel healthy, to perform disease [screening](#), identify risk factors for disease, discuss tips for a healthy and balanced lifestyle, stay up to date with immunizations and boosters, and maintain a good relationship with a healthcare provider.

2.3 PROCESS DESCRIPTION:

- Department Timings :-Morning 8 to Evening 4:30
- Dedicated Doctors :- They only handle PHC patients.
- Dedicated Coordinators :- They work only for PHC .
- Breakfast is provided along with every health package.

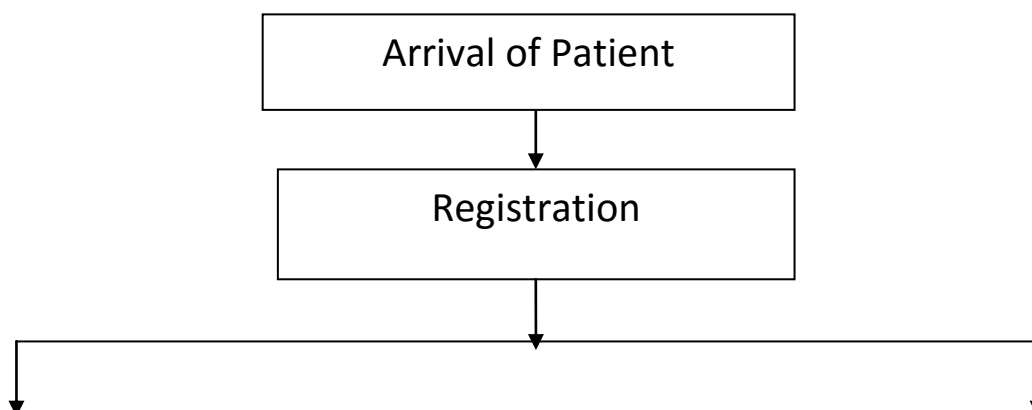
a) Appointment Process:-

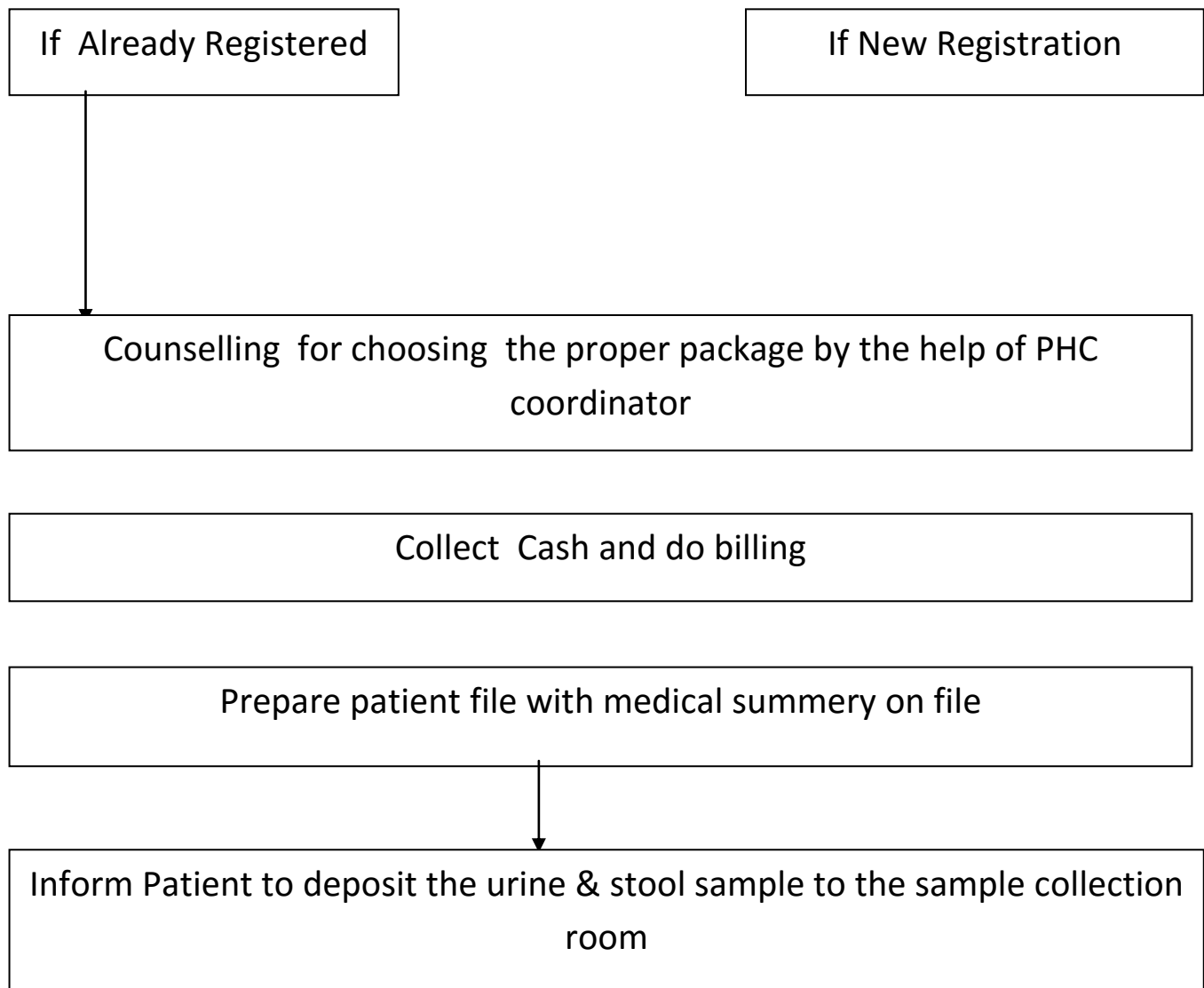
There are three ways for appointment process :-

- a) Walk - IN
- b) Mail
- c) Over Phone

These are the three ways by which patient can take appointment whatever he/she might feel comfortable.

b) Patient Registration:-





c) FACILITATING THE PATIENTS:

Patient arrives at the PHC department as per their appointment time and date. PHC Coordinator will check the file of the patient to ensure whether the entire test are performed or not, if in case any test is pending the coordinator will make sure that those test will get completed. After that patient's consultation is done, then PHC Coordinator will get the review done with the consultant. After the completion patient is asked to fill the feedback form.

The feedback forms that are in PHC are not always filled by every patient. Sometimes PHC Coordinator forgets to ask patient to fill the feedback form.

d) WALK - IN PATIENT:

In Case of walk in patient PHC coordinator check the availability in the PHC current day schedule and brief the patient about the packages and the coordinator will make sure that the patient is on overnight fasting or not.

2.4 FORTIS HEALTH CHECK-UP PACKAGES:

S.No	Name of Package
1	Cardiac PHC (essential)
2	Cardiac PHC (comprehensive)
3	Cardiac PHC (screening)
4	Growth (Screening)
5	Diabetes (comprehensive)
6	Diabetes (screening)
7	Executive Health Check-up (Essential)
8	Executive Health Check-up (Screening)
9	Fortis Executive Health Check-up (Below 50 years)
10	Gail Executive Health Check Up Package Male (Above 35 Years)
11	High End Hospitality Health Check Up Package (For Food Handlers)
12	Hypertension PHC (Essential)
13	Hypertension PHC (Screening)
14	ICICI Lombard T2 Package
15	IDEA Executive Health Check Up
16	Metlife Global Operation Pre Employment Health Check-up Package
17	Needle Stuck Injury -1
18	Pre-Employment Health Check Up
19	Pre TKR (Bilateral)
20	IDBI Pre recruitment health check up
21	Pre Cataract Profile
22	Pre TKR (Unilateral)
23	L&T ECC Annual Health Check-up Package
24	L&T ECC Pre Employment Health Check Up Package

2.5 AIM OF STUDY: To Increase the Demand of PHC Packages.

2.6 OBJECTIVES:

The main Objective of research is to **increase the revenue and demand of the packages of Preventive Health Care (PHC)**. The need to develop low-cost methods of reducing health risks is more pressing than ever before. In many cases,

effective preventive care can reduce the need for more expensive curative care later in life.

If preventive care can be sufficiently useful substitute for curative care and a sufficiently cost- effective one, a shift towards this type of behavior could greatly benefit society.

While preventive care may be beneficial at all ages, the greatest potential individual and societal benefits may be found.

We lack a thorough understanding of the connection between preventive care and reduced health risk of children during crucial stage of development.

Demand management is largely a process of educating patients about how to make appropriate use of health care services.

2.7REVIEW OF LITERATURE:

In a working paper presented at Indian Council for Research on International Economic Relations, with the subject of “Impact of Preventive Health Care on Indian Industry and Economy” in September 2007, the researchers have concluded that:

“While one segment of the society is making the transition and has started getting treatment from super-specialty hospitals at exorbitant rates, a large section of the population still suffers in the hands of quacks and other substandard health providers.”

Given this background, their report tries to suggest solutions for effective delivery of health care by stressing the importance of preventive Health Checkup through a system of vouchers issued by the employers for the benefit of employees to be used at their convenience. They intend to spread awareness on preventive health check up by motivating employees thorough vouchers issued by employers.

In another research paper titled - “The effectiveness of Health Screening” presented at international research center in January 2012, the researchers emphasized on negative effects of preventive health care viz. increased cost due to over-treatments. They state in some cases effectiveness of preventive check-up is limited resulting in preventive heal check-up cost to exceed the associated savings.

2.8Research Methodology:-

- Area: Preventive Health Check Centre (Location - 1st floor)
- Duration: 1 Year

- Study Type: Qualitative Study
- Study subject: Expectation of the patients who visit PHC for their health check-up.

2.9 Data Collection Method:-

- **Secondary** - Review of Hospital Records
- Area Details:-

a) Patients inside Jaipur:-

Directions	No.ofpatients
North	473
East	219
West	567
South	1220

b) Patients outside Jaipur:-

Directions	No.ofpatients
North	43
East	29
West	38
South	63

c) WORK LOAD ACCORDING TO ARRIVAL TIME OF PATIENT:

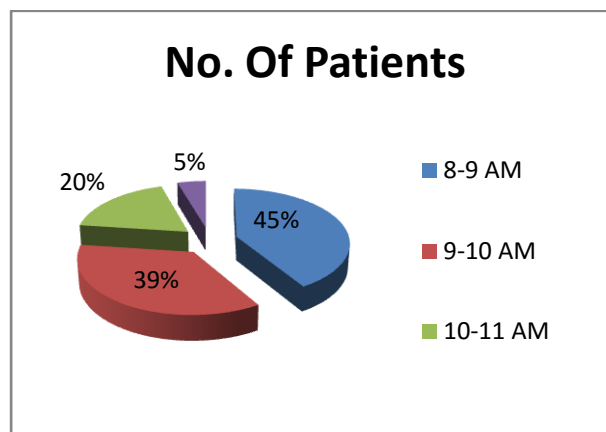


Figure 1.1 No of Patients

d) PERCENTAGE OF PEOPLE DIVIDED INTO CASH & CREDIT:

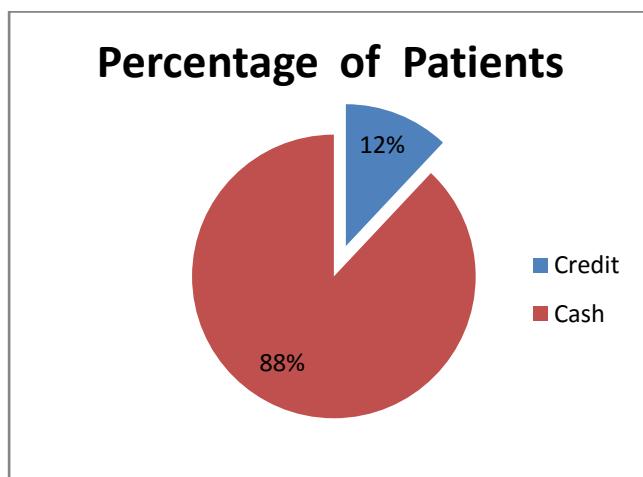


Figure 1.2Percentage of Patients in Cash/Credit

e) CASH AND CREDIT PATIENTS ON PER DAY BASIS

DAY	DATE	CASH	CREDIT
Monday	18 April 2016	29	4
Tuesday	19 April 2016	14	4
Wednesday	20 April 2016	19	2
Thursday	21 April 2016	24	2
Friday	22 April 2016	18	3
Saturday	23 April 2016	12	----

Table 1: Cash and Credit patients on per day

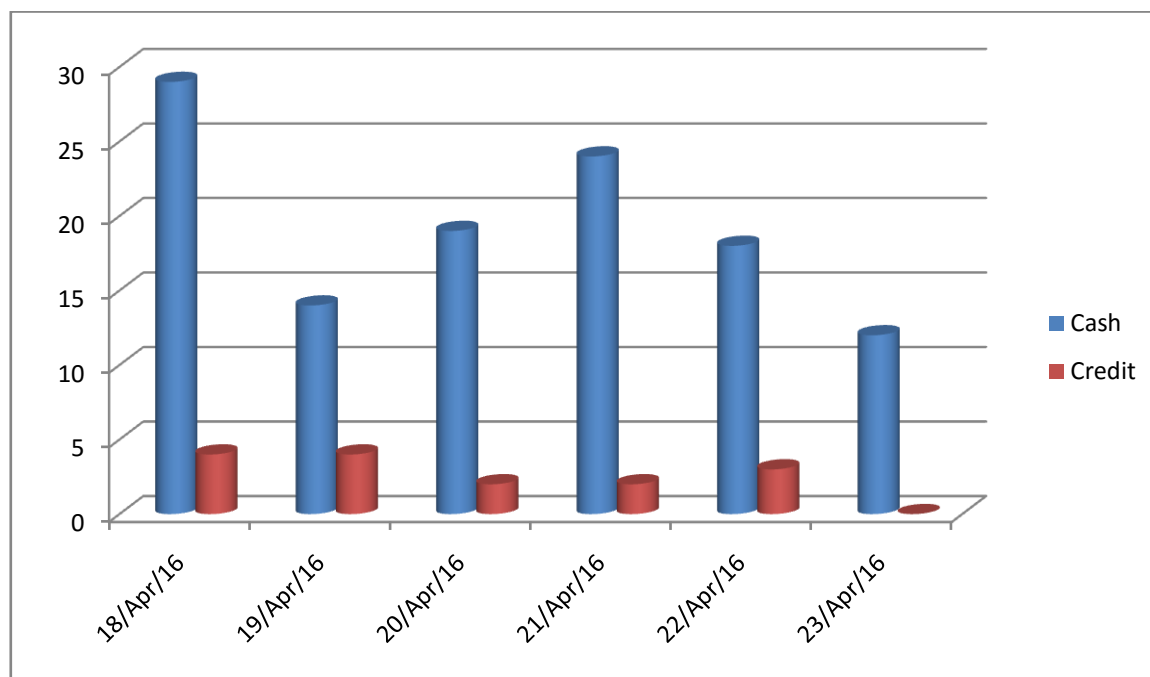


Figure 1.3Cash and Credit Basis Per day Patients

2.10 Research Process & Research Results:-

The process begins with the analysis of the annual year data of preventive health care and on basis of no. of patients opting for various packages is taken as the key parameter for further research. The data is further sorted to such packages which are subscribed by more than 50 patients to cut out irrelevant data out of clumsy data available.

Further the data is divided on basis of their place of residence and are sorted in two categories i.e. Jaipur (city) resident and non-Jaipur (out of city) resident so that we can know where we need to increase its demand and where the peoples are not aware about our packages.

Out of these we select the top 24 packages on basis of package subscribed by no of patients to know which package is highly preferable by the patients. After having top 24 packages with us, the revenue from them is considered to identity most profitable/highest revenue generating package.

And to find out the packages which can be focused revenue is taken as parameter. The top five packages are sorted having highest revenue to make improvement in them whatever is needed by comparing the expectation and disease burden over patient .

After analysing the complete process we able to find these five are the highest revenue generating health care packages .

Synod.	TOP 5 PACKAGE OF HIGHEST REVENUE	PERCENTAGE SHARE IN REVENUE
1	Diabetes (Comprehensive)	13.85%
2	Cardiac PHC (Comprehensive)	13.66%
3	Cardiac PHC (Essential)	12.69%
4	Executive Health Checkup (Essential)	11.94%
5	Hypertension PHC (Essential)	7.03%

2.12 CHALLENGES FACED BY PHC:

- High level of competition.
- Peoples are not completely aware about Preventive Health Packages.
- People don't feel it cost effective.
- It is difficult to manage when there is rush.

2.13 CONCLUSION:-

After analyzing the one year data of more than 100 packages we come to the conclusion that the above mentioned five are the most revenue giving packages to work over them and shall try to improve other packages by considering other hospitals packages and considering the demand and expectation of the peoples and society that where we are lacking.

2.14 Further Recommendations and Scope:-

- We should compare the disease burden of the country so that we can workover that disease and caninclude that in our packages instead of just working on old packages.
- Make comparison of our packages with our competitors like EHCC who are providing preventing health care facility
- For increasing the demand and to make people aware about the Preventive health care services provided by Fortis,on the website of Fortis pop ups or links could be uploaded as a frontline service not on back pages as to highlight PHC Packages. This is in turn might help us gain revenue out of the services provided under PHC.

Project -2

Marketing Efforts and their impact on revenue

3. INTRODUCTION / BACKGROUND:-

Marketing Efforts has the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing efforts includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives.

The process usually begins with a scan of the business environment, both internal and external, which includes understanding strategic constraints. It is generally necessary to try to grasp many aspects of the external environment, including technological, economic, cultural, political and legal aspects

How do we know what we are getting in return? How can we quantify the results of our marketing efforts to make sure they are worth the money spent?

It's true we spend marketing dollars to display at trade shows, to attend events, to hold conferences, and to produce marketing materials for campaigns.

How do we know what we are getting in return? How can we quantify the results of our marketing efforts to make sure they are worth the money spent?

3.1 . Purpose:-

This project Marketing Efforts and their impact on revenue is done to know which effort is worth and where we need to make improvement and to stop the wastage of money and time.

3.2 Scope:-

Marketing Efforts . It is the efforts which each and every organization makes to generate the revenue . It Includes many activities like CME , RD , CAMP. OOPD ,TALK ,CSR and many more . And is different for different organization but we will be discussing about Fortis Hospital Jaipur.

3.3 Aim of Study:-

To know what is the impact of Marketing Efforts.

3.4 Objective:-

The main objective of considering the impact of Marketing Efforts on revenue is to know whether the efforts we are making is efficient or not, is there any need to made

changes in that, on which efforts we need to focus more, is hospital and peoples are benefiting from it or not.

So after considering all efforts we able to know whether the effort we have made in this month has given the result in next month or not for which disease which activity is beneficial and where we are lacking, where we need to make improvement and lastly through this project we able to see.

3.5 Review of Literature:-

Revenue reports help us to know which the areas of marketing that are generating the most amount of revenue for your company. Every organization works with certain objectives and those are to be achieved. To achieve the Pre-decided objectives a number of activities are to be performed.

These activities are performed and these are related to each other so that objectives can be fulfilled effectively.

Similar way the marketing activities are performed in some of the company those are interested in marketing the services for use of patients. Marketing is one of the important activities of the organization. It is through marketing the services of the company are reaching to the customers.

Marketing in the healthcare arena has grown primarily because of three factors:-

- Changing healthcare policy
- Changing consumer expectations
- Changing attitudes regarding the stigma of marketing by the healthcare profession.

It is important to take into account how much you have been spending on each channel.

The information will help you understand what content helps close some of the larger revenue for the company as you think. This will then help you decide what efforts you should made and in which way.

You may find out that you generate 100 leads from a particular campaign. But it isn't clear how much of those leads will actually take your services but through this project you able to know how much of the revenue you have generated from that leads.

This information gives you much better insight to decide what to keep and cut from your marketing effort as you know what will actually generate more business for your company.

Last, but certainly not least, reporting on revenue can help you relate to the efforts your team have made. By being able to talk in the same language and explain how much revenue your marketing efforts are generating, you will have more productive conversations.

3.6 Research Process:-

Firstly we analyze the 7 months (October - April) data of all the marketing efforts are done during this period.

Then we prepare one efforts sheet so that to collect the data in an arranged way from the different sheets of different activities and prepare a summary sheet of all efforts and arrange the data in numerical form so that to know which activity is done how many times and in which month.

After this we consider the revenue sheet and take the revenue from each and every activity in separate months so that to know how much revenue marketing efforts has given is it have increased from doing any activity or not. Does it have any impact or not.

By this we would be able to know that whether we have to increase our activity or not and it is beneficial or not. Does it give any revenue to the organization or not. All such questions are answered through this that where we need to work.

3.7 Research Methodology:-

- Area:- Field Visits to different corporate and PSU
- Duration:- 7 Months (October - April)
- Study Type:- Interventional Study
- Study Subject:- Impact of Marketing Efforts on revenue.

3.8 Data Collection Method:-

Secondary: - Review of Hospital Records.

3.9 Research Results and Recommendations:-

S.No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
1	Total volume Of CTVS	38	43	92	86	78	90	77
	Total Revenue From CTVS (Rs. In Cr.)	0.61	0.64	1.09	1.16	1.04	1.16	1.18
	CME	2	5	2	0	0	0	0
	RD	0	0	0	0	0	0	3
	OOPD	7	0	5	5	2	6	6
	Camp	1	0	0	0	0	1	0
	LHP	0	1	0	1	1	1	1

Here, the CME & OOPD shows the effect on revenue so we should continue that and camp & LHP doesn't give much revenue, so we should work on CME & OOPD.

S.No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
2	Total Volume Of Cardiology	175	300	491	402	409	386	316
	Total Revenue From Cardiology (Rs In Cr.)	1.65	1.74	2.71	2.57	2.49	1.9	2.17
	CME	1	4	0	0	1	0	0
	RD	0	0	0	0	0	0	0
	OOPD	4	5	13	14	16	17	15
	CORPORATE & PSU	1	0	0	0	0	0	0
	Camp	2	0	0	0	0	2	0
	Branding	2	2	19	18	3	3	1
	LHP	0	0	0	1	1	1	1

Cardiology being a critical measure depends highly on branding. The hospital having good brand and specialty can attract customers in such crucial illness measures. Therefore revenue as well as volume is higher in those months where branding activity has been done. However continuing OOPD efforts can act as supporting factor.

S. No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
3	Total volume Of Orthopedics	118	100	141	75	87	128	138
	Total Revenue From Orthopedics (Rs. In Cr.)	1.9	1.42	2.05	0.98	0.92	1.88	1.95
	CME	0	0	0	0	1	0	0
	Camp	0	0	0	3	2	2	1
	Branding	2	3	1	0	0	1	2

In Orthopedics, Branding activity is showing the direct impact on increasing the revenue. Camps in the months of March & April have also increased the volume as well as revenue. Therefore more frequency of Branding & Camps on orthopedics may be helpful in generating good business.

S. No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
4	Total Volume From Renal	62	56	62	43	48	49	40
	Total Revenue From Renal (Rs. In Cr.)	0.88	1.01	1.23	0.71	0.69	0.7	0.54
	CME	1	0	0	0	0	0	0
	OOPD	1	0	0	1	0	1	0
	CORPORATE & PSU	1	0	0	0	0	0	0
	Camp	1	2	1	1	3	2	1
	Talk	1	0	0	0	1	0	0

In Case of Renal all the Marketing Efforts should work together to increase the revenue it cannot work with the help of only one effort as we can see in the month of October, we have worked with all the efforts and there is increase in Revenue. So we should continue that.

S. No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
5	Total Volume From Neuro & Spine	49	44	44	42	39	60	39
	Total Revenue From Neuro & Spine (Rs. In Cr.)	1.71	1.61	1.44	1.92	1.48	1.93	1.9
	CME	1	1	1	0	0	0	0
	OOPD	0	0	0	0	0	1	1
	Branding	1	0	0	1	1	2	0

CME is helpful in keeping the volume of Neuro and Spine high. But revenue can be increased only with the help of Branding. Here customer base increase does not guarantee increase in revenue and hence CME or OOPD (any one) is necessarily required for increase in both the parameters i.e. revenue and volume.

S. No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
6	Total Volume From Gastroenterology	62	37	32	31	34	33	41
	Total Revenue From Gastroenterology (Rs. In Cr.)	1.47	1.09	0.76	1.16	0.84	0.74	0.82
	RD	0	0	0	0	0	0	1
	OOPD	0	0	1	0	1	1	0
	Corporate & PSU	0	0	0	0	0	0	1
	Camp	0	0	0	0	0	1	2
	Talk	0	0	0	0	0	0	1
	Branding	0	0	0	0	2	0	1

Revenue or Volume from Gastroenterology which deals with disorders of stomach & intestine can be increased by OOPD and we have used all the efforts in the month of April which will surely show its impact on Revenue.

S. No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
7	Total Volume From Oncology	1	4	0	2	4	4	13
	Total Revenue From Oncology (Rs. In Cr.)	0.15	0.11	0.06	0.14	0.2	0.07	0.04
	OOPD	1	0	0	0	0	0	0
	Corporate & PSU	0	0	0	0	1	0	0
More activities should be plan on oncology								

S. No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
8	Total Volume From Gynecology	75	51	81	68	53	85	81
	Total Revenue From Gynecology (Rs. In Cr.)	0.47	0.26	0.38	0.36	0.28	0.58	0.43
	Corporate & PSU	0	0	0	1	0	0	0
	Camp	1	0	0	0	0	0	0
	Talk	1	1	0	0	0	0	0
	Branding	0	1	0	1	1	0	0

Continuous marketing for two month yields better results in third months for Gynecology. Example Talk being done in October and November has given better result in December, branding being done in Jan & Feb yielded highest volume in March. Hence these two tools can be used continuously and together for best results.

S. No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
9	Total Volume From Plastic Surgery	36	27	57	51	46	43	38
	Total Revenue From Plastic Surgery (Rs. In Cr.)	0.4	0.32	0.53	0.48	0.5	0.3	0.33
	OOPD	1	0	0	1	0	1	0
	Camp	1	1	1	2	1	1	1
	Branding	0	1	0	0	0	0	0

Plastic Surgery is not a day to day activity for common man and hence the hospital with good brand is preferred if affordable. Hence for a well branded Hospital like Fortis, branding activity once a while (like once in three months) can act as catalyst and can keep revenues as well as volume high.

S. No.	Activity	Oct	Nov	Dec	Jan	Feb	Mar	Apr
10	Total Volume From Internal Medicine	299	173	161	155	159	149	111
	Total Volume From Internal Medicine (Rs. In Cr.)	1.83	1.58	0.87	1.39	1.46	1.76	1.07
	Corporate & PSU	1	0	0	0	0	0	1
	Camps	2	0	1	0	0	0	0
	CSR	3	2	3	1	2	1	4
Continuing all three efforts will help in generating revenue								

3.10 Challenges faced during Marketing Efforts:-

- ☐ Properly tracking the source of information (e.g.: camps, talks, etc.) of the patients availing health facility at Fortis Hospital.
- ☐ Getting approval for JDA controlled park
- ☐ Changing the mind-set of people about Fortis as Socially Responsible Organization
- ☐ Inter Departmental coordination & availability of doctors/nursing staff.
- ☐ Single person is managing everything it creates a problem for him at the peak time.

3.11 Conclusion:-

- A. We need to make efforts for Oncology and Renal.
- B. OOPD is highest revenue giving activity because it is done in every month.
- C. Branding also plays a very important role in revenue generation so we should keep it continue or can increase its volume, it will be helpful only for revenue generation.

3.12References:-

-  AHRQ (Agency for healthcare research and quality) - Research centers for excellence in clinical preventive Services
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