

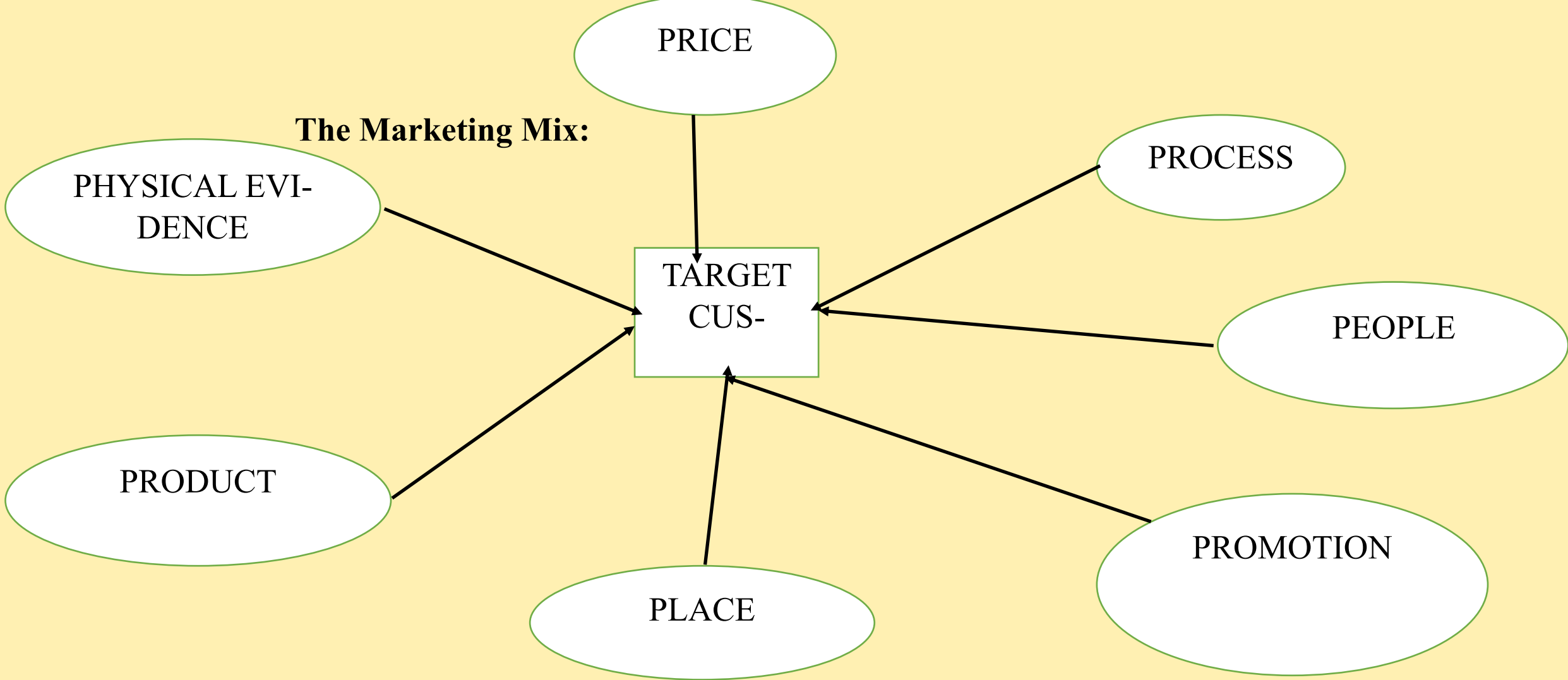
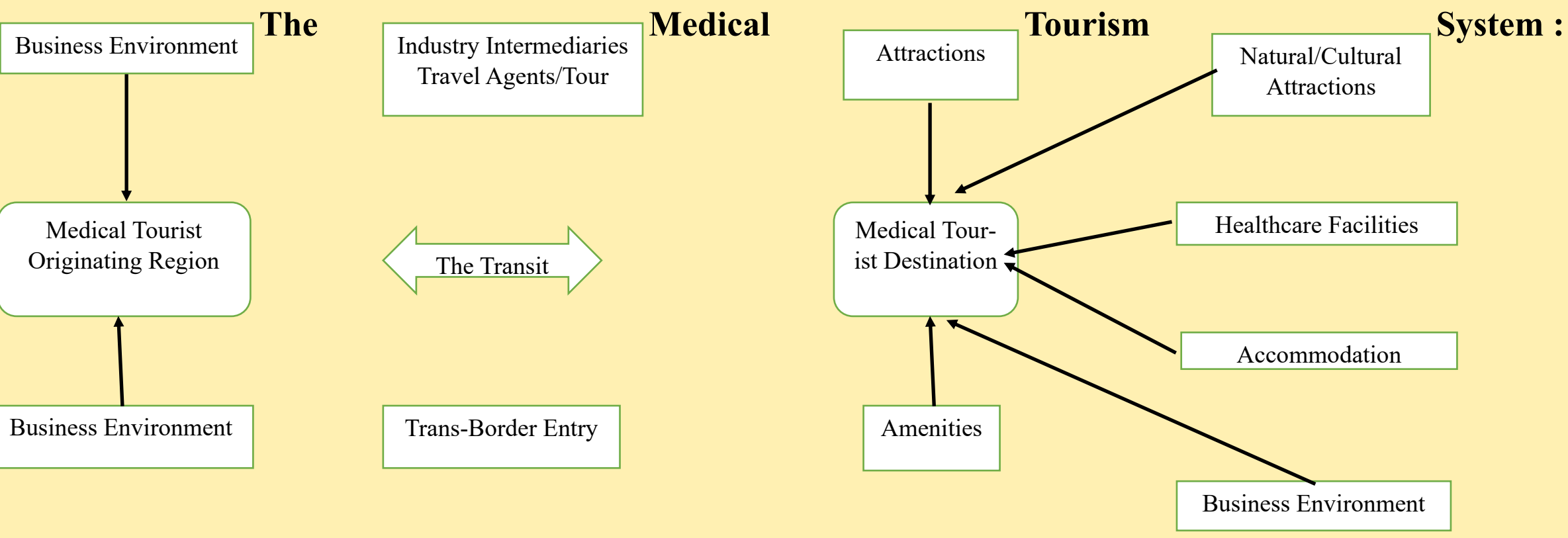


A Study of the Marketing Mix with regard to International Patient Services at Apollo Hospitals, Ahmedabad.



INTRODUCTION:

-Medical Tourism” refers to the travelling of people to different countries with the motive of obtaining medical, surgical and dental care while at the same time touring, vacationing and fully experiencing the attractions of the countries that they are visiting.
The *Marketing Mix* is defined as the set of controllable variables that the firm can use to influence the buyer’s response.
Today, the health care market has become competitive with the increase in the number of corporate and privately-owned hospitals in the country. Hence, the marketing of a hospital has become important to maintain and to strengthen its position in an increasingly competitive market.



OBJECTIVES:

- . To understand the marketing mix i.e the Product, Price, Place and Promotion Strategies with regard to International Patient Services in Apollo Hospitals International Ltd.
- . To study the level of success of this Marketing Mix with regard to the International Patients at AHIL.

METHODOLOGY:

Study type-

- . Descriptive and Analytical

Study area-

- . International Patients Department, Apollo Hospitals International Ltd., Ahmedabad, Gujarat.

Study duration-

- . Two months

Data Collection-

- . Primary Data - Collection was done through personal interviews with the international marketing team and patients.
- . Secondary data – Collection was done through hospital information system .

FINDINGS:

The Product

Services provided –

- . Treatments :
1.Oncology 2.Gynaecology 3. Heart Surgeries 4. Neurological and Spinal Surgeries 5. Transplants
- . Facilities:
 - . Travel Desk
 - . Translators
 - . Food and Beverages
 - . Prayer Hall
 - . Transport Services including airport pick-ups and drop.

The Price

Pricing is usually done by taking into account the cost of running the hospital, the overheads, salaries of the doctors, nursing staff and administrative staff, cost of infrastructure, bed occupancy etc. AHIL also provides for insurance for its patients.

The following International Insurance schemes are supported:

- . AON Kenya Ins. Broker Ltd.,
- . AXA Insurance (Gulf),
- . B.S.C, UAE, Aetna Health,
- . Bupa International U.K,
- . Britam British – American Centre.

The Promotion

- . Word of Mouth
- . Publishing of Articles in Newspapers
- . Tie-ups:
 - . Continuing Medical Education (CME)
- . HealthCare Facilitators
- . Presence in events
- . Launch of medical tourism companies overseas



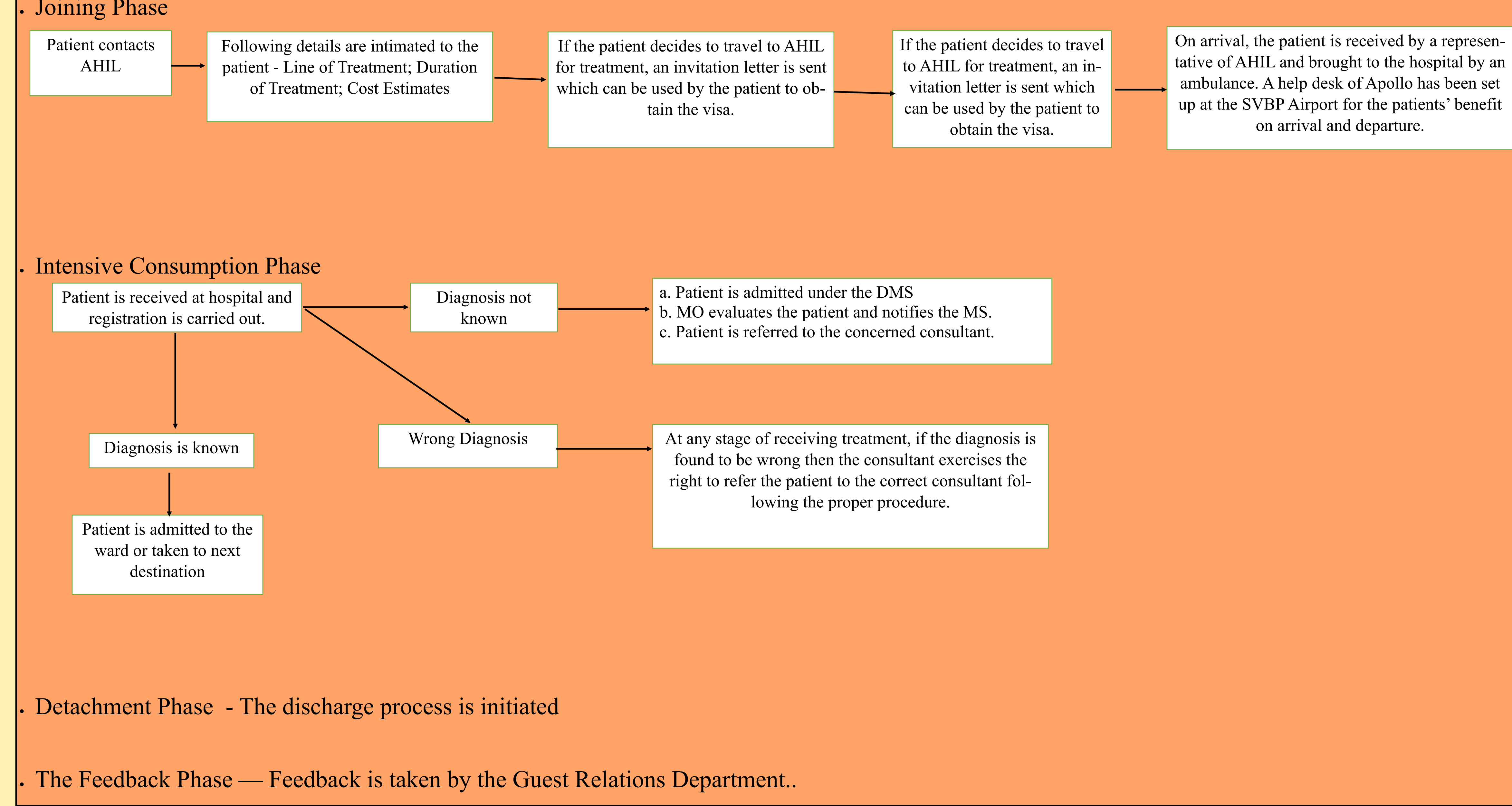
The People

- . Sufficient number of staff members, nurses, doctors and paramedics to ensure that quality healthcare is imparted to each and every patient under their care.
- . The administration of the hospital is also well-equipped.
- . The hospital has a dedicated human resource department which handles all matters related to the recruitment, training and development of all its employees
- . The hospital has its own nursing institute which contributes towards the generation of qualified nurses, trained according to the needs of the hospital.

The Place

- . Strategically located
- . Ambulances are available for pre-hospital care and emergency services
- . A city centre of the hospital has been set-up in the city of Ahmedabad for easy access of patients, so that they are able to avail the services provided
- . Help desks have been set up in the SVBP International Airport, which ensures help to the international patients both at the time of arrival and departure.
- . Website:
- . Social Media: - Facebook, Twitter, YouTube

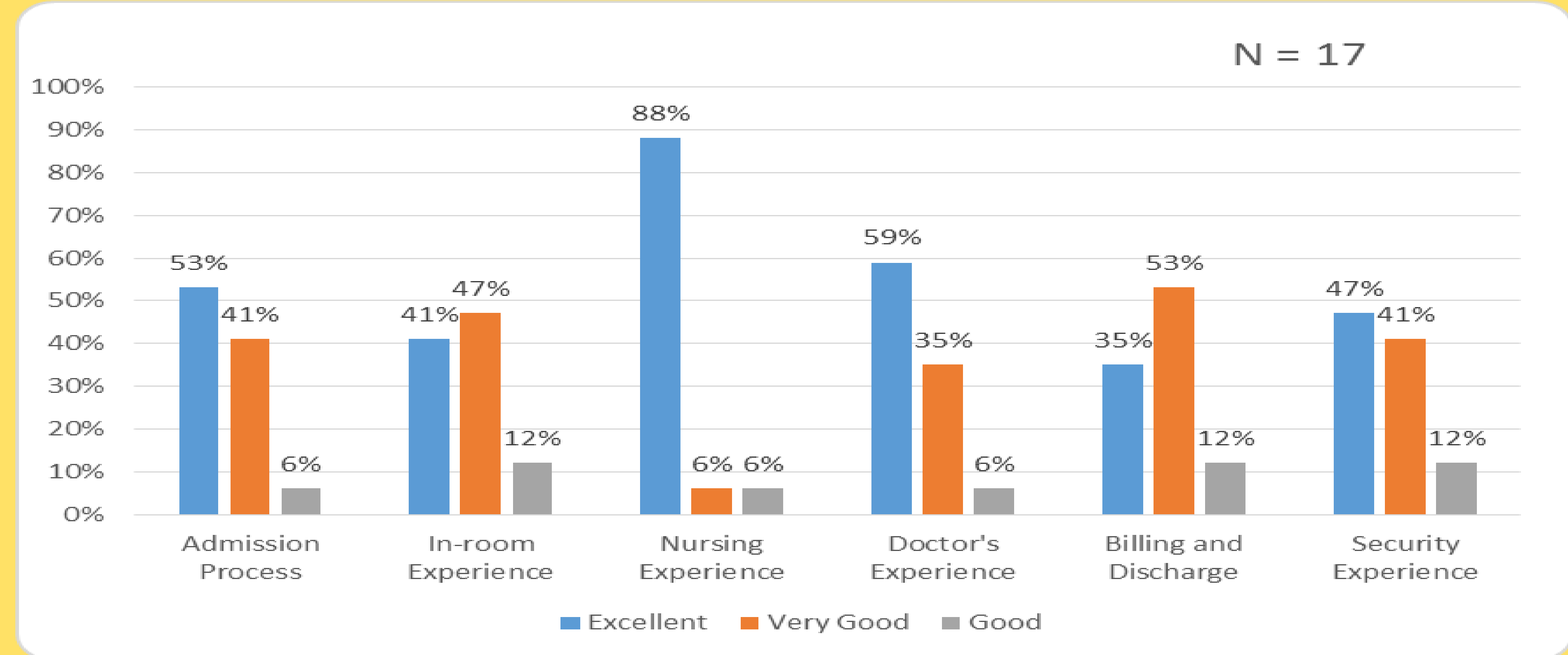
The Process Flow :



The Physical Evidence

- . The reception area is wide and spacious
- . The various departments of the hospital and their locations are also depicted in the reception area for ease in traversing inside the hospital for the customers.
- . The hospital is well lit and is centrally air-conditioned.
- . The waiting areas in the various OPDs are well-spaced, with proper seating arrangements and provides forms of entertainment to keep the patients occupied while they wait for their turn
- . Food, drinking water and sewerage facilities are well – provided for by the hospital staff.

A Graph depicting the level of satisfaction of the patients with the different elements of the Marketing Mix.



- . Admission Process – It takes into account factors like speed of the process and courtesy and compassion of staff members.
- . In-room Experience – It takes into account factors like cleanliness, hygiene, peace and quiet.
- . Nursing Experience – It takes into account factors like promptness in reacting to calls, courtesy and compassion of the nurses.
- . Doctor's Experience – It takes into account factors like explanation given by doctor regarding treatment, courtesy and compassion, regular visits and updates etc.
- . Billing and Discharge Experience – It takes into account factors like speed of the discharge process and communication & handling of queries.
- . Security experience – It takes into account the helpfulness of the security staff.

RECOMMENDATIONS

- . Spoken English classes can be introduced for staff members; those working in the house-keeping department, food and beverages section etc. so that there will be ease in communication with the international patients.
- . The social media components used can be made more user-interactive. The topics of discussion can be segregated into different threads, which will help keep track of the ongoing activities. For example, one thread can be dedicated for complaints; another can deal will interactive quiz sessions which will promote user interest; a third can be dedicated to sharing experiences about their tryst with AHIL and so on.
- . To take part in these forums of discussion, it should be made mandatory that the user has an account registered with the website. This would contribute towards the practice of data mining.
- . The concepts of Gamification can be applied to improve upon the different aspects of the marketing mix — by using it as a promotional strategy ; to increase the inflow of patients while creating a loyal customer base.
- . The food and beverages offered to the International Patients can be improved upon.

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