

**ASSESSING THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES IN
ATTRACTING PATIENTS TO HOSPITALS**

At

Thumbay Hospital, Fujairah

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of Master
of Business Administration (MBA)

in

Hospital and Health Management

(2021-2023)

by

Jatin Tyagi

Under the Supervision and Guidance of

Dr.Mamta Chauhan

Professor – IIHMR University

2023

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled is “**Assessing the Effectiveness of Digital Marketing Strategies in Attracting Patients to Hospitals**” bonafide record of my original researchwork. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

(Signature)

Jatin Tyagi

Date:

CERTIFICATE

This is to certify that Jatin Tyagi in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has completed her internship at Thumbay Hospitals during March 13- June 12, 2023.

Place: Fujairah, UAE

Date:

Preceptor/Head of the OrganizationName of the organization

CERTIFICATE

This is to certify that the dissertation title “**Assessing the Effectiveness of Digital Marketing Strategies in Attracting Patients to Hospitals**” is a record of the research work undertaken by (Jatin Tyagi) in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur under my guidance and supervision and her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide

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School Dean

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Date:

ABSTRACT

Background

Digital marketing has become an essential part of marketing plans for hospitals all around the world in recent years. The way healthcare providers interact with consumers and advertise their services has changed dramatically as a result of the internet's explosive expansion and the widespread usage of digital platforms. The term "digital marketing" refers to a wide range of strategies, including, but not limited to, social media marketing, email marketing, online advertising, and search engine optimization.

Compared to traditional marketing strategies, digital marketing has several benefits for hospitals. It offers a low-cost method of reaching a specific population, enabling hospitals to manage their resources effectively. Additionally, hospitals may personalize their communications through digital marketing, adjusting them to certain patient demographics and interests. The possibility of recruiting the correct patients and raising patient acquisition rates rises with this tailored strategy.

Digital marketing also encourages patient empowerment and involvement. Through numerous internet channels, patients may actively look for healthcare information, read reviews, and communicate with hospitals. By fostering trust and openness via two-way communication, hospitals are better able to promote themselves as trustworthy informational and healthcare providers.

Objectives

- Evaluate the impact of social media marketing on the number of new patients that visit a hospital, and identify the most effective social media platforms and strategies for attracting patients.
- Assess the effectiveness of email marketing campaigns in increasing the volume of patients who choose a hospital for medical care, and determine which patient segments are most responsive to email marketing.
- Investigate the role of Internet advertising in attracting new patients to a hospital, and compare the effectiveness of different types of online ads in driving patient acquisition

Research Questions

- How effective are social media, email marketing, and internet advertising in increasing a hospital's patient volume?
- How much do patients know about and use Thumbay Hospital's digital marketing tools (such as social media, email marketing, and online advertising), and how does this affect how likely they are to choose the hospital for medical care?
- How efficient are various digital marketing channels in increasing the hospital's patient volume, and which channels are most effective in attracting new patients?
- What are the main factors that patients consider when selecting a healthcare provider, and how do these factors affect the hospital's digital marketing strategy?
- How can the hospital's digital marketing initiatives be strengthened to better draw in and keep patients, and what particular adjustments need to be made?

Method

The mixed-methods strategy used in this study combines qualitative and quantitative research techniques. Hospitals and volunteers with prior experience with digital marketing in hospitals are chosen using purposeful sampling. While surveys are used to get quantitative data, interviews and focus groups with patients and healthcare professionals are used to gather qualitative data. While quantitative data is analyzed using descriptive and inferential methods, qualitative data is analyzed using thematic analysis. Potential restrictions include restrictions on sample size and the generalizability of findings. Ethical norms are observed.

Conclusion

The survey results demonstrate how effective Thumbay Hospital's efforts at digital marketing have been in raising awareness and attracting customers. If patients used the hospital's digital marketing tools, they were more likely to visit. It was shown that key factors influencing patients' decision-making were location, insurance acceptance, appointment accessibility, and quality of care.

ACKNOWLEDGEMENTS

I would like to express my heartfelt gratitude and appreciation to the following individuals who have been instrumental in my journey at Thumbay Hospital, Fujairah.

Firstly, I express my sincere gratitude to **Dr. Shihad Mohamad Abdul Khader** (COO), for his invaluable guidance, support, and encouragement throughout my tenure. His leadership and mentorship have been instrumental in shaping my growth and development as a healthcare professional.

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Finally, I would like to give Dr. P.R. Sodani (President, IIHMR University, Jaipur) my heartfelt gratitude for giving me the opportunity to complete this internship. I now like to thank Dr. Mamta Chauhan, my mentor at IIHMR University, for her exceptional collaboration, priceless advice, and supervision. Her meticulous and kind nature is evident in this report.

I view this chance as a significant turning point in my professional progress. I will strive to use gained skills and knowledge in the best possible way and will continue to work on the improvements, to attain desired career objectives.

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LIST OF ABBREVIATIONS: -

S No.	Abbreviations	Meaning
1.	SEO	Search Engine Optimization
2.	PPC	Pay Per Click
3.	SERPs	Search Engine Results Pages
4.	UAE	United Arab Emirates
5.	CPC	Cost per Click
6.	CPM	Cost per Impression
7.	OPD	Out-patient Department
8.	ROI	Return on Investment
9.	CTRs	Click Through Rates

CHAPTER – 1: INTRODUCTION

The medical services industry has seen a significant change because of the presentation of computerized innovations. The medical services industry has needed to change to meet patients' advancing necessities as the world has become progressively computerized. One area that has seen critical development is promotion in the distant past, the essential techniques for reaching patients were through regular promoting systems like print, radio, and TV. Notwithstanding, promoting has developed to incorporate a scope of computerized systems because of the rise of the web, virtual entertainment, and other computerized innovations.

Contacting and cooperating with potential clients utilizing computerized channels including web search tools, virtual entertainment, email, and sites is known as advanced advertising. Emergency clinics ought to ponder embracing computerized showcasing as a vital system if they have any desire to draw in patients for their clinical offices. Medical clinics might have the option to contact a bigger crowd, raise memorability, and in the long run get more patients by using computerized showcasing strategies.

Site improvement (Web optimization), pay-per-click (PPC) promoting, virtual entertainment advertising, email showcasing, and content advertising are the absolute best-advanced advertising methods. Clinics should pick the methodology that best matches their objectives and interest group these on the grounds that each enjoys benefits and inconveniences.

Web optimization is the most common way of working on a site's exhibition in web crawler results pages (SERPs). By positioning higher, clinics might draw in more natural rush hour gridlock to their site, expanding their possibilities and attracting new patients. PPC promoting, then again, includes buying promotion space on web index result pages or different sites.

Web-based entertainment promoting has become an ever-increasing number of famous as of late as a computerized showcasing technique. Utilizing virtual entertainment destinations like Facebook, Twitter, and Instagram, clinics might collaborate with expected patients and increment memorability. Email promoting, which includes sending

customized messages to expected patients, is another productive procedure. This approach could be very valuable for collaborating with likely patients and motivating them to act.

Giving supportive data is the last way that content showcasing draws in likely patients and increments site traffic for medical clinics. This might incorporate blog entries, infographics, recordings, and other whatever could be useful to likely patients.

While utilizing computerized showcasing methodologies to get patients to clinics might be useful, it is vital to survey and check their viability.

While utilizing computerized advertising procedures to get patients to medical clinics might be gainful, it is essential to survey and measure their viability. Emergency clinics should put clear targets and benchmark together to assess the outcome of their advanced promoting drives. Instances of this incorporate checking site traffic, virtual entertainment action, email open rates, and transformation rates.

1.1 Importance of Digital Marketing in Hospitals for Patient Acquisition

Advanced showcasing has filled in significance in the medical services business, particularly for emergency clinics planning to select new patients. Computerized advertising is significant for patient procurement in light of multiple factors:

- Increased visibility: with internet channels such as search engines, social media platforms, and websites, hospitals may reach a larger audience with digital marketing. Hospitals may boost their exposure and contact potential patients who are actively seeking healthcare services by optimizing their internet presence.
- Targeted marketing: Using digital marketing, hospitals may send personalized communications to certain groups and audiences. Hospitals may use data analytics to understand the requirements and preferences of their target audience and design customized marketing strategies that appeal to them.
- Cost-effective: When compared to traditional marketing tactics, digital marketing might be a more cost-effective strategy to reach new patients. Digital channels

frequently provide more economical advertising choices, such as pay-per-click advertising, allowing hospitals to keep their advertising expenditures under control while still reaching their target demographic.

- Worked on tolerant commitment: Through engaging and helpful substance, computerized advertising might help emergency clinics in creating associations with future patients. Clinics might advance themselves as industry-suspected pioneers and convey worth to their crowds by delivering instructive assets, web journals, and online entertainment refreshes.
- Quantifiable results: Computerized advertising permits emergency clinics to follow and survey the exhibition of their promoting exercises progressively. This empowers them to pursue information-driven showcasing choices and adjust their methods depending on the situation to meet their targets.

Generally, computerized promoting has arisen as a basic device for emergency clinics looking to draw in new patients. Medical clinics might extend their openness, target specific gatherings, and work on a persistent commitment by utilizing the force of computerized stages, all while conveying certifiable results at a lesser expense than customary showcasing techniques.

1.2 Current circumstance of computerized promotion in emergency clinics

Emergency clinics in the UAE are progressively using computerized promoting procedures as they perceive their helpfulness in drawing in new patients and raising patient commitment. The public authority has taken on plans to advance computerized change across all ventures, including medical care, and the UAE has as of late made huge interests in the computerized framework.

The developing use of cell phones and online entertainment stages is one of the driving causes behind advanced showcasing in UAE medical clinics. As per a, We Are Social and Hootsuite study directed in 2021, the UAE has one of the greatest places of the versatile entrance on the planet, with over 9.5 million dynamic portable clients. With versatile sites, web-based entertainment stages, and cell phone applications, clinics currently have an extraordinary chance to connect with forthcoming patients.

Many hospitals in the United Arab Emirates (UAE) have realized the advantages of search engine optimization (SEO) in order to draw in more patients. Hospitals may boost their visibility in search engine results pages (SERPs) and increase organic traffic to their websites by optimizing them for search engines. Hospitals also use pay-per-click (PPC) advertising to raise patient acquisition rates and provide focused visitors to their websites.

Another form of digital marketing that has gained popularity in UAE hospitals is social media marketing. Hospitals may communicate with potential patients and build their brand awareness by using social media platforms like Facebook, Twitter, and Instagram. Throughout the COVID-19 pandemic, hospitals have used social media to provide updates on safety practices, vaccination programs, and other health-related information, which has proven essential.

Email marketing is another successful digital marketing strategy that hospitals in the UAE used to reach out to potential patients. Targeted emails are used by hospitals to distribute learning resources, advertise their services, and publicize sales and events.

Despite the growth of digital marketing in hospitals in the UAE, some are still just starting to put ideas into practice. Some hospitals might not have the tools and expertise needed to successfully launch and manage digital marketing activities. However, more hospitals are expected to use digital marketing strategies in the coming years given the growing importance of the field in the healthcare industry.

1.3 Effectiveness of Digital Marketing in Hospitals

Digital marketing has been much more effective in hospitals in the UAE in recent years. As the healthcare industry grows more digital, hospitals are realizing the need to use digital marketing strategies to draw in new patients and keep existing ones. Here are some instances of effective digital marketing in UAE hospitals:

- Increased patient acquisition: Digital marketing has shown to be quite effective in

drawing in new patients for hospitals in the United Arab Emirates. Using search engine optimization (SEO) and pay-per-click (PPC) advertising, hospitals may improve their online visibility and draw in patients looking for medical services. Additionally, it has been demonstrated that social media marketing works well for expanding brand recognition and attracting new clients.

- Better Patient Engagement: Digital marketing has helped UAE hospitals interact with patients and foster relationships, which has boosted patient engagement. Hospitals use social networking sites, email marketing, and other digital channels to provide instructional materials, offer health-related information, and respond to patient inquiries. Higher retention rates are the outcome since this encourages patient loyalty and trust.
- Cost-effectiveness: Digital marketing is usually less expensive than more conventional marketing strategies like print or television advertising. Using digital platforms, hospitals in the United Arab Emirates may reach their target audience for less money while still providing verifiable results.
- Data-driven Decision Making: Hospitals may use the vital data provided by digital marketing to inform their marketing choices. By examining metrics like website traffic, engagement rates, and conversion rates, hospitals may be able to enhance their marketing efforts.
- Improved patient experience: By offering important information and tools, digital marketing may improve the patient experience. In the UAE, hospitals use digital channels to communicate information about services, procedures, and treatments, as well as to give assistance and answer patient inquiries. Patients will feel better educated and engaged in their healthcare journey as a result of this.

Overall, digital marketing efficacy in hospitals in the UAE has been progressively growing in recent years. Hospitals recognize the value of digital channels in attracting and retaining patients, and they are implementing digital marketing tactics to generate demonstrable outcomes at a lower cost than traditional marketing approaches.

1.4 Social Media as a Digital Marketing Tool

1.4.1 Instagram

Instagram is an amazing digital marketing tool for healthcare facilities. Here are some strategies on how hospitals are using Instagram to boost their digital marketing efforts:

- Visual Storytelling: Instagram's emphasis on visual material makes it a great platform for hospitals to display their facilities, services, and healthcare staff. Hospitals may publish high-quality photographs and videos that show an inside look at their surroundings, cutting-edge technology, and compassionate treatment. Visual storytelling fosters emotional connections with the audience and fosters trust.
- Patient testimonials: Instagram allows hospitals to post patient testimonials and success stories with their patients. Hospitals may gain credibility and create trust in potential patients by highlighting real-life experiences and great outcomes. Sharing these experiences also displays the hospital's competence and care excellence.
- Health education and lifestyle advice: Hospitals use Instagram to educate their followers on a variety of health subjects, preventative measures, and lifestyle advice. Hospitals distribute vital information and promote themselves as credible source of health knowledge by generating aesthetically appealing infographics, short films, or carousel postings.
- Behind-the-scenes content: Sharing behind-the-scenes content on Instagram provides a look into the everyday operations of a hospital. This might involve highlighting committed healthcare personnel, novel therapies, or community outreach programs. Such information humanizes the hospital and helps the viewer connect with it.
- Event Promotion: Instagram is an excellent medium for marketing hospital events, health fairs, lectures, and workshops. Hospitals use social media to promote events, give event details, and urge followers to come or participate. Event stickers and countdown clocks on Instagram help increase event exposure.
- Collaboration with influencers: To broaden their reach, hospitals work with

influencers or micro-influencers in the healthcare business. Influencers promote the hospital's services, share their personal experiences, and encourage their followers to interact with the hospital's Instagram page. This relationship aids in reaching a larger audience and increasing brand exposure.

- Community engagement: Through comments, likes, and direct messages, hospitals interact with their community and followers on Instagram. Responding to queries, giving useful information, and encouraging meaningful dialogues indicate the hospital's dedication to patient care and involvement.

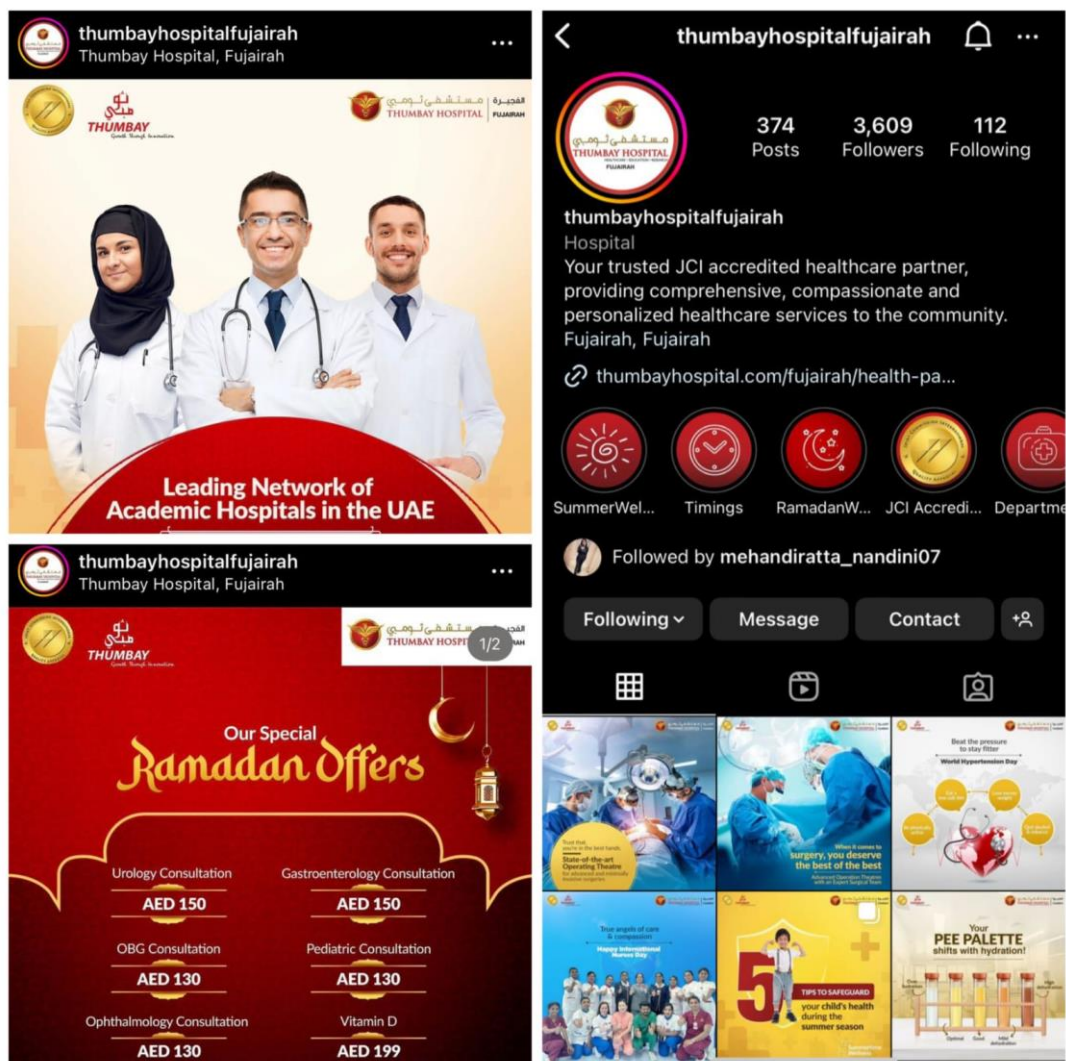


Fig:1.1: Instagram Page of Thumbay Hospital

Overall, Instagram provides a visually-driven platform for hospitals to market their services, share patient success stories, provide health education, and connect with the community. Using these characteristics, hospitals are improving their digital marketing

efforts, raising brand recognition, and engaging with their target audience in a meaningful way.

1.4.2 Facebook

For hospitals, Facebook is an effective digital marketing tool. Here are some strategies that how hospitals uses Facebook for digital marketing:

- Facebook Pages: To develop an online presence and engage with their target audience, hospitals create specialized Facebook pages. These websites serve as a central location for communicating hospital changes, services, and significant notifications. Hospitals personalize their pages with appealing aesthetics, important information, and contact information.
- Content Sharing: Hospitals share a variety of content forms on Facebook, including text posts, photographs, videos, and links. This platform is used by hospitals to publish useful and interesting material about health recommendations, illness prevention, lifestyle counselling, and medical treatment developments. Hospitals establish themselves as credible providers of health information by producing quality material.
- Patient Testimonials: Hospitals use Facebook to display patient testimonials and success stories. These testimonies, combined with favourable patient ratings, have a substantial influence on the hospital's reputation and reliability. Hospitals encourage happy patients to post their stories on their Facebook page, showcasing the high level of treatment they give.
- Facebook Advertisements: Hospitals execute targeted ad campaigns using Facebook's sophisticated advertising platform. To efficiently contact potential patients, hospitals set particular target demographics such as geography, age, gender, and hobbies. Facebook advertisements promote hospital services, special deals, events, or specialized medical specialities, enhancing brand visibility and encouraging interaction.
- Event Promotion: Hospitals use Facebook to promote events such as health fairs, workshops, webinars, and fundraising activities. Hospitals offer event details, provide updates, and encourage followers to RSVP or share the event with their networks by creating event pages or event postings. The event features on

Facebook assist to raise event publicity and attendance.

- **Community engagement:** Facebook encourages direct contact with the hospital's community and followers. Hospitals demonstrate their dedication to patient care by responding to comments, messages, and inquiries in a timely way. Engaging in meaningful discussions on the platform aids in the development of connections and the development of trust with new and existing patients.
- **Facebook Groups:** To interact with specific communities or patient support groups, hospitals start or join relevant Facebook groups. These organizations enable hospitals to share useful information, handle problems, and connect with people who might benefit from their services. Participating in groups actively helps hospitals identify themselves as useful resources in the healthcare community.

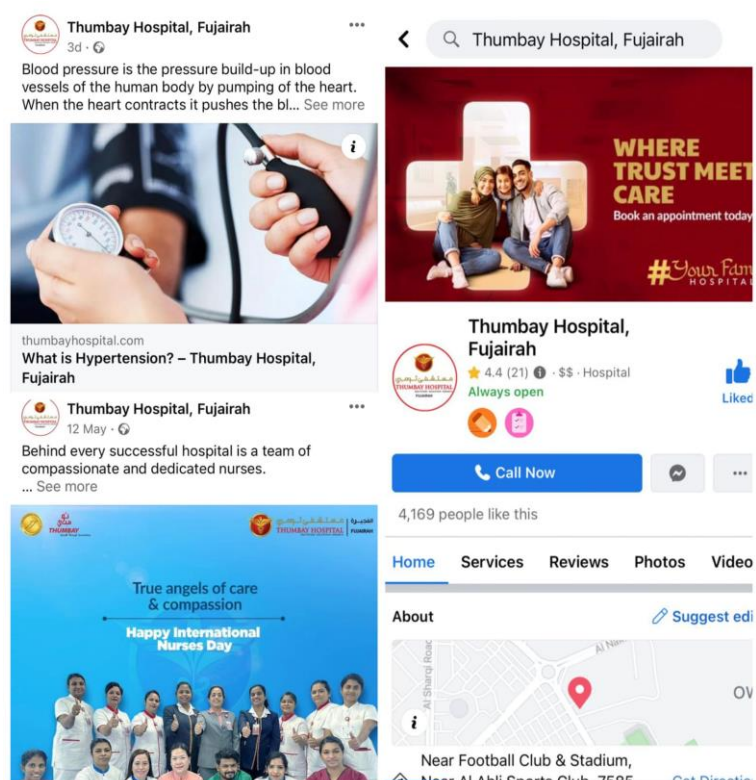


Fig: 1.2: Facebook Page of Thumbay Hospital

Facebook provides several chances for hospitals to interact with their target audience, post relevant material, promote events, and participate in the community. Hospitals may improve their digital marketing efforts, raise brand awareness, and position themselves as reputable healthcare providers by successfully using Facebook's services.

1.4.3 Twitter

For hospitals, Twitter may be an effective digital marketing tool. Here are some strategies on how hospitals use Twitter to boost their digital marketing efforts:

- Real-time information: Because Twitter is so fast-paced, it is great for providing real-time information and announcements. Twitter is used by hospitals to disseminate critical information such as changes in operation hours, new services or treatments, forthcoming events, or health advisories. This allows hospitals to stay in touch with their audience and keep them up to date on the newest advancements.
- Engage in Healthcare Conversations: Twitter allows hospitals to participate in healthcare-related conversations. Hospitals participate in important healthcare hashtags, contribute their knowledge, and provide vital insights on trending health concerns by participating in relevant healthcare hashtags. Engaging with healthcare experts, patients, and industry influencers aids hospitals in gaining a reputation and expanding their reach.
- Patient Education: Hospitals utilize Twitter to deliver instructional information and health suggestions to their patients. Hospitals give vital information on various health concerns, preventive measures, good lifestyle choices, and the need for frequent check-ups to their followers by publishing relevant tweets. This establishes hospitals as reliable providers of healthcare information.
- Thought Leadership: Twitter allows hospitals to identify themselves as healthcare sector thought leaders. Hospitals exchange research findings, novel treatment techniques, and medical technology improvements. Hospitals earn recognition, attract followers, and improve their reputation as industry leaders by delivering relevant and informative material.
- Patient Testimonials and Success Stories: By publishing testimonials and success stories, hospitals reinforce good patient experiences. Hospitals repost or cite tweets from delighted patients who have had favourable outcomes or exceptional treatment. This social proof contributes to the development of trust and confidence in the hospital's services.
- Community Engagement: Twitter allows for direct connection and involvement with the hospital's community. Hospitals reply to tweets, answer questions, and

help patients and community members. Actively engaging with followers assists hospitals in developing relationships, demonstrating their dedication to patient care, and cultivating a favourable brand image.

- **Event Promotion:** Twitter is used to publicize hospital events, health programs, and community projects. Hospitals use hashtags to promote events, communicate event details, and urge followers to come or participate. The retweet and reply functions on Twitter allow event marketing to reach a larger audience beyond the hospital's direct followers.

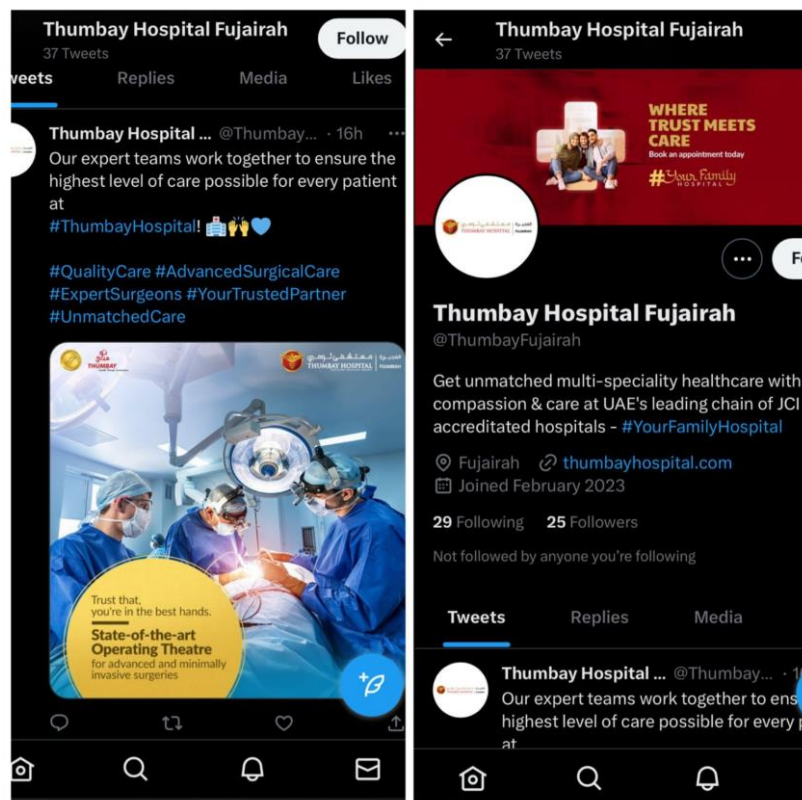


Fig: 1.3: Twitter Page of Thumbay Hospital

Twitter provides hospitals with an excellent platform for sharing real-time updates, engaging in healthcare dialogues, providing patient education, establishing thought leadership, amplifying patient testimonies, engaging with the community, and promoting events. Hospitals improve their digital marketing efforts, increase brand recognition, and interact with their target audience in a meaningful way by carefully utilizing Twitter.

1.4.4 WhatsApp

WhatsApp is a versatile and popular messaging medium that is used efficiently as a hospital's digital marketing tool. WhatsApp, which has over 2 billion monthly active users globally, allows hospitals to communicate directly and personally with their patients and future clients. Here are some strategies and tactics for using WhatsApp as a digital marketing tool for hospitals:

- Personalized Messaging: Hospitals use WhatsApp to send personalized messages to their patients, such as appointment reminders, health suggestions, or pertinent updates. This direct and immediate communication route enables hospitals to develop a more personal and engaging relationship with their audience, hence increasing patient satisfaction and loyalty.
- Patient support: WhatsApp is utilized as a platform for patient interaction and assistance. Hospitals build up specific WhatsApp helplines or support groups to answer patient questions, provide medical advice, and aid patients before and after medical operations. This improves the patient experience and builds faith in the hospital's services.
- Appointment Management: By allowing patients to plan appointments or make adjustments directly through the messaging platform, WhatsApp helps to simplify the appointment booking process. To manage appointment requests efficiently, hospitals might set up automated systems or allocate specialized people, decreasing administrative responsibilities and boosting patient comfort.
- Health education and awareness: Hospitals use WhatsApp to distribute health education materials, educational films, or pertinent articles to their patients and the larger community. This aids in raising health awareness, illness prevention, and establishing the hospital as a trustworthy source of medical information.
- Promotional Campaigns: WhatsApp is used to execute promotional campaigns for certain medical services, events, or discounts. Hospitals offer personalized marketing communications to specific patient groups or segments, increasing interest and involvement.
- Feedback and Surveys: WhatsApp is used to collect patient feedback, satisfaction surveys, or follow-ups after treatment. Hospitals use WhatsApp to deliver brief surveys or questionnaires to obtain useful insights, enhance service quality, and

resolve any concerns or issues as soon as possible.

- **Broadcast Lists and Groups:** Hospitals use WhatsApp to construct broadcast lists or groups to send mass messages or updates to a large number of patients at the same time. This tool enables hospitals to swiftly and effectively broadcast critical information, such as health warnings, vaccination programs, or emergency notifications, to a large audience.

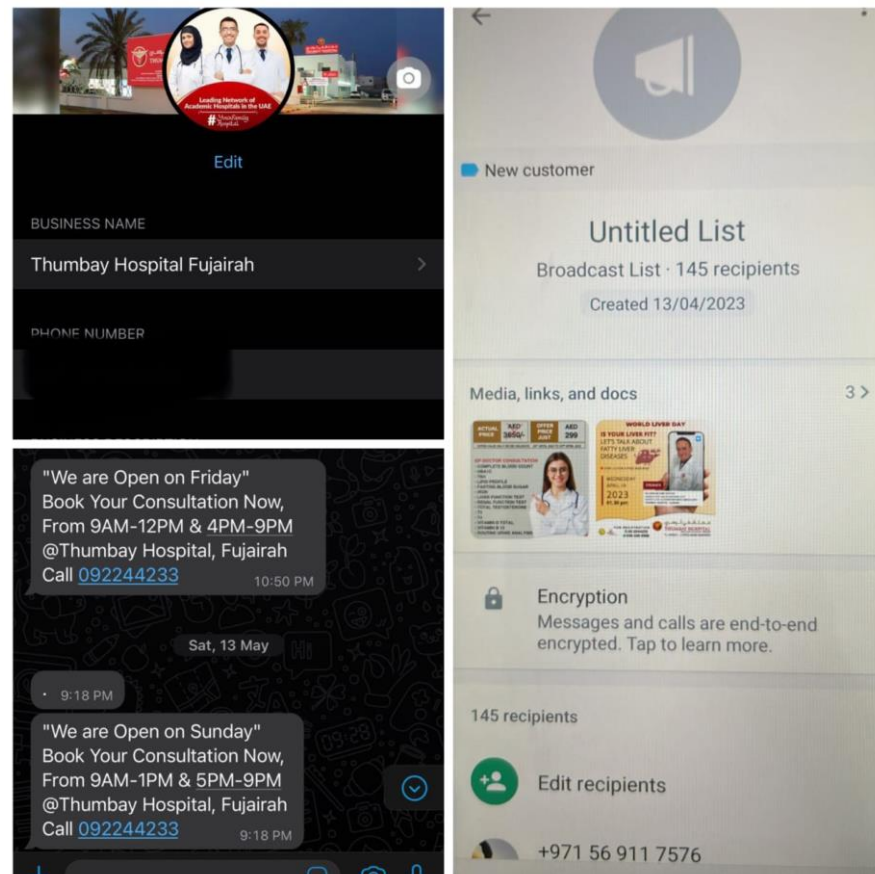


Fig: 1.4: WhatsApp messages and Broadcast list of Thumbay Hospital

When utilizing WhatsApp as a marketing tool, hospitals prioritize patient privacy and data protection. In all instances, patient permission and compliance with applicable data protection requirements should be guaranteed.

Hospitals use WhatsApp to build a direct and personalized channel of communication with their patients, increase patient engagement, and promote their brand visibility. It provides an easy and accessible platform for patients to engage with, get assistance, and receive tailored healthcare information, thereby enhancing the entire patient experience.

1.5 E-mail Marketing

Email marketing is a very effective digital marketing strategy that hospitals use it to

engage their target audience, create connections, and advertise their services. Here are important benefits and tactics for efficiently using email marketing in the healthcare industry:

- Personalized Communication: Email marketing helps hospitals to send personalized communications right to their target audience's mailbox. Hospitals may personalize their material to specific patient groups by segmenting their email lists based on demographics, medical interests, or previous interactions. This ensures relevancy and increases engagement.
- Follow-ups and Appointment Reminders: Hospitals utilize email marketing to send appointment reminders, follow-up communications, or post-visit surveys. This streamlines the patient experience, reduces no-show rates, and collects vital input for service improvement. Based on certain patient activities, automated email processes is configured to deliver timely reminders and personalized follow-ups.
- Educational information: Hospitals provide educational information to patients through email to keep them up to date on various health concerns, preventative care measures, forthcoming events, and new medical advances. Hospitals present themselves as reliable providers of healthcare information and demonstrate their knowledge to their patients by delivering meaningful and instructive content.
- Promotions and Special Offers: Hospitals sometimes use email marketing to promote promotions, discounts, or special offers on services like health screenings, vaccines, or wellness programs. These special incentives might encourage patients to take action and use the hospital's services.
- Patient Newsletters: Hospitals generate frequent newsletters to bring patients up to date on hospital news, medical discoveries, community activities, and patient success stories. By offering important and entertaining information, newsletters assist hospitals in staying in touch with their patients and cultivating long-term connections.
- Event Invitations: Email marketing is used by hospitals to send invites to health-related events, seminars, webinars, or workshops. To promote patient attendance and engagement, email invites might include event specifics, RSVP options, and personalized notes.

- Feedback and Surveys: Email marketing helps hospitals to collect patient feedback and perform surveys to gauge patient happiness, collect testimonials, and find areas for development. By soliciting patient feedback, hospitals may improve their services, resolve complaints, and increase patient loyalty.

To ensure the efficacy of email marketing in the healthcare business, hospitals follow data protection standards, acquire patient consent before sending emails, and give simple opt-out choices for subscribers who desire to unsubscribe from the email list.

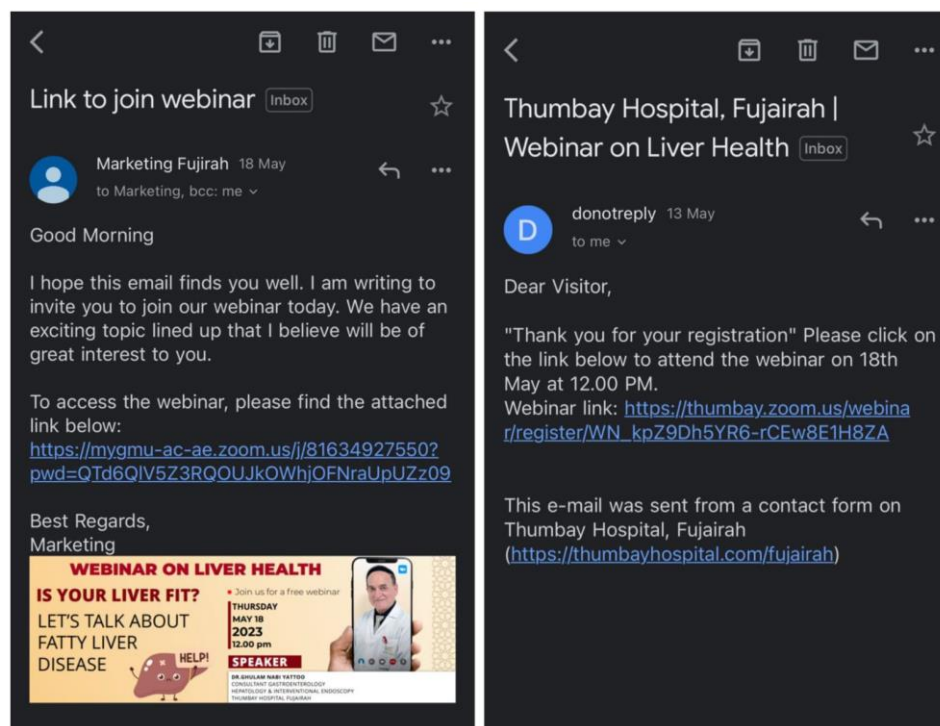


Fig: 1.5: Email Marketing of Thumbay Hospital

Hospitals improve their entire digital marketing strategy by employing targeted and personalized email marketing campaigns that develop patient connections, increase brand loyalty, and encourage patient engagement.

1.6 Online Advertisement

Online advertising is a powerful digital marketing tool that hospitals use to reach a larger audience, raise brand awareness, and attract new patients. Here are some significant benefits and tactics for properly employing Internet ads in the healthcare industry:

- Targeted Reach: Google Ads, social media advertising, and display networks all provide extensive targeting choices. To target their ideal audience, hospitals set certain demographics, geographical areas, interests, or search intent. This guarantees that their advertisements are viewed by those who are more likely to be interested in their services.
- Increased exposure: Hospitals benefit from increased brand exposure and awareness through online advertising. Hospitals reach a broader audience and establish a strong presence in the digital realm by showing advertising across many online platforms. This exposure aids in the development of brand awareness and the establishment of trust among potential patients.
- Cost-Effective: When compared to traditional advertising methods, online advertising frequently gives cost-effective options. Hospitals control their ad expenditure, set their budget, and optimize campaigns based on performance analytics. They also use cost-per-click (CPC) or cost-per-impression (CPM) models to maximize their advertising expenditure.
- Ad forms: There are a variety of ad forms available in online advertising, including text-based ads, image-based ads, video commercials, and interactive ad formats. To attract the attention of their audience and successfully express their message, hospitals might utilize appealing pictures, engaging films, or interactive components.
- Remarketing: Remarketing allows hospitals to target people who have previously visited their website or interacted with their online material. By displaying targeted advertisements to these potential patients, hospitals stay top-of-mind, enhance brand memory, and inspire them to take action, such as arranging an appointment or researching certain services.
- Landing Page Optimization: To maximize the impact of online marketing, hospitals ensure that their landing pages are conversion-optimized. A well-designed landing page with clear language, powerful calls-to-action, and relevant content directs visitors to desired activities, such as calling the hospital or seeking more information.
- Tracking and optimizing performance: Online advertising networks provide extensive analytics and tracking tools. Hospitals assess basic markers like

navigate rates (CTRs), changes, and profit from speculation (return for capital invested) to survey the viability of their notices. This data empowers emergency clinics to all the more likely streamline their missions, change their focus on procedures, and designate their promoting spending plan.

While carrying out web-based publicizing efforts, medical clinics should consent to fit promoting guidelines, like medical services regulation and patient protection prerequisites.

By appropriately utilizing web-based publicizing, clinics might widen their span, upgrade brand openness, and draw in new patients who are effectively looking for medical care administrations, bringing about development and outcome in their advanced showcasing endeavours.

Hospitals really reach and connect with their main interest group by utilizing YouTube, Google Promotions, Facebook Advertisements, Instagram Advertisements, and Twitter Promotions. To promote medical clinic administrations, construct memorability, and attract new patients, every stage offers an interesting mix of capacities and focuses on choices.

Let's examine these promotional techniques in more detail:

1.6.1 YouTube advertising

As the second largest search engine and a prominent video-sharing platform, YouTube allows hospitals to reach a huge audience with video commercials. Hospitals provide engaging video material that highlights their facilities, healthcare staff, patient testimonials, and instructional tools. The targeting tools on YouTube allow hospitals to reach consumers based on demographics, interests, and watching behaviour, ensuring that their advertising is viewed by the right people. In-stream advertisements, video discovery advertisements, and bumper advertisements are all excellent forms for engaging viewers and increasing brand exposure.

1.6.2 Google Advertising

Google Ads is a comprehensive online advertising platform that allows hospitals to show text-based advertisements, picture advertisements, and video advertisements throughout

Google's enormous network, including search results, websites, and mobile applications. Hospitals use Google Ads to reach out to people who are actively looking for healthcare services, medical information, or particular keywords relating to their expertise. Hospitals efficiently interact with potential patients at the time of their search intent by utilizing keyword targeting, ad extensions, and location targeting.

1.6.3 Facebook Advertising:

Because of Facebook's large user base and precise targeting options, it is a perfect medium for hospitals to reach their target demographic. Hospitals use eye-catching advertisements to promote their services, events, or health awareness programs. Hospitals use Facebook Ads to target people based on demographics, interests, behaviours, and even particular medical issues. Furthermore, Facebook's retargeting tools allow hospitals to re-engage with website visitors, ensuring that their advertising is viewed by those who have expressed an interest in their services.

1.6.4 Instagram Advertising

Because Instagram is a visually-driven platform, it allows hospitals to display their facilities, patient tales, and healthcare expertise through eye-catching photographs and videos. Instagram Ads help hospitals reach a younger population and interact with individuals who are actively reading through their page. Hospitals customize their advertising to particular audience segments using Instagram's targeting capabilities, which include demographics, interests, and behaviors. Sponsored posts, story advertisements, and carousel ads are all excellent forms for grabbing people's attention and boosting interaction.

1.6.5 Twitter Advertising

Twitter allows hospitals to reach a large audience and engage in real-time conversations about healthcare matters. Using relevant hashtags and keywords, hospitals utilize Twitter Ads to market their services, distribute instructional information, and communicate with people. Targeting features on Twitter, such as demographics, hobbies, and geography, allow hospitals to contact individuals who are actively engaged in healthcare debates. Promoted tweets, promoted accounts, and trending topics advertising are all efficient ways to increase business visibility and interaction.

Hospitals have defined campaign objectives, identified their target demographic, and generate appealing ad content that corresponds with their brand strategy when using these Internet advertising platforms. Regular campaign monitoring and tweaking based on performance data is critical for maximizing the efficacy of various advertising strategies. Finally, YouTube, Google Ads, Facebook Ads, Instagram Ads, and Twitter Ads provide hospitals with a diverse set of targeting choices, ad styles, and audience reach through which they may successfully market their services, enhance brand exposure, and communicate with potential patients. By effectively using these online advertising options, hospitals promote growth, develop their patient base, and fulfil their marketing objectives in the digital world.



Fig: 1.6: Online advertising of Thumbay Hospital

CHAPTER – 2: REVIEW OF LITERATURE

S No.	Author Name	Title	Methodology	Results
1.	Ahuja, V., & Khatri, A. 2021	Impact of Social Media Marketing on Consumer Behavior: A Study of Indian Hospitals.	Quantitative survey-based study	The study found that Indian hospitals utilizing social media marketing experienced increased patient engagement and positive impacts on consumer behavior, including higher patient satisfaction and increased brand loyalty.
2.	Bohm, K., Kunz, M., & Schwabe, G. 2019	The Influence of Digital Channels on the Selection of Healthcare Providers: An Empirical Analysis of the German Hospital Market.	Quantitative analysis of hospital data	The research revealed a significant relationship between a hospital's online presence, including website quality and social media engagement, and patient choice of healthcare provider. Hospitals with a strong digital presence were more likely to attract and retain patients.
3.	Choi, S., Ahn, S. K., & Lee, J. 2020	The Effect of Digital Marketing on Hospital Performance: Focusing on the Moderating	Quantitative analysis of hospital performance data and online reviews	The study demonstrated that digital marketing activities positively influence hospital performance, with online reviews playing a moderating role. Hospitals with higher online review

		Role of Online Reviews.		ratings experienced increased patient volume and improved financial performance.
4.	He, W., & Zhang, H. 2019	Examining the Influence of Online Advertising on Patient Choices: The Case of Search Engine Advertising for Eye Care Services.	Mixed-methods approach including survey data and content analysis	The research revealed that online advertising, particularly through search engine advertising, significantly impacted patient choices for eye care services. Patients exposed to online advertisements were more likely to consider and select providers who advertised online.
5.	Hinz, O., Spann, M., & Hann, I. H. 2015	Determining the Influence of Online Channels on Customer Choices for New Products.	Experimental design with online surveys	The study indicated that online channels, including social media and online reviews, significantly influenced customer choices for new products. Positive online reviews and social media recommendations increased the likelihood of customers selecting a particular product or service.
6.	Al-Badi, A., Al-Shammari, M., & Al-Sumaiti, T.	The Impact of Digital Marketing on Healthcare Services in	Qualitative interviews with healthcare providers and patients	The study highlighted the growing importance of digital marketing in the UAE healthcare sector, with healthcare providers

	2021	the UAE.		utilizing various digital channels to enhance patient engagement, improve accessibility to healthcare services, and increase patient satisfaction.
7.	Al-Dossari, F. N., & Almahmeed, A. M. 2020	The Role of social media in Shaping Healthcare Consumer Behavior in the UAE.	Online surveys and focus group discussions	The research revealed that social media platforms play a significant role in shaping healthcare consumer behavior in the UAE, with patients relying on social media for healthcare information, provider reviews, and recommendations. Social media presence and engagement were found to influence patient choices of healthcare providers.
8.	Al-Marzooqi, N. Y., Al-Tae, M. A., & Al-Akili, S. S. 2019	Digital Marketing Strategies for Hospitals in the UAE: A Comparative Analysis.	Case study analysis of digital marketing strategies in UAE hospitals	The study examined various digital marketing strategies employed by hospitals in the UAE, including social media campaigns, search engine optimization, and mobile applications. It highlighted the effectiveness of these strategies in increasing brand visibility, patient engagement, and patient

				satisfaction.
9.	Khalaf, A., Al-Kuwaiti, A., & Al- Duwailah, M. 2018	The Impact of Online Advertising on Healthcare Consumer Choices: Evidence from the UAE.	Quantitative analysis of survey data	The research demonstrated that online advertising significantly influenced healthcare consumer choices in the UAE. Patients exposed to online advertisements were more likely to consider and select healthcare providers who advertised online, emphasizing the importance of digital advertising in attracting patients.
10.	Rahi, S., Shah, M., & Shaikh, A. 2017	Enhancing Healthcare Marketing in the UAE through Digital Strategies.	Literature review and expert opinions	The article explored the potential of digital marketing strategies in enhancing healthcare marketing in the UAE. It emphasized the need for hospitals to adopt a comprehensive digital marketing approach, including website optimization, social media campaigns, and online reputation management, to effectively reach and engage patients in the digital era.

CHAPTER – 3: METHODOLOGY

3.1 Research Questions:

- How effective are social media, email marketing, and internet advertising in increasing a hospital's patient volume?
- How much do patients know about and use the hospital's digital marketing tools (such as social media, email marketing, and online advertising), and how does this affect how likely they are to choose the hospital for medical care?
- How efficient are various digital marketing channels in increasing the hospital's patient volume, and which channels are most effective in attracting new patients?
- What are the main factors that patients consider when selecting a healthcare provider, and how do these factors affect the hospital's digital marketing strategy?
- How can the hospital's digital marketing initiatives be strengthened to better draw in and keep patients, and what particular adjustments need to be made?

3.2 Research Design:

This research design is a cross-sectional study that aims to evaluate the effectiveness of digital marketing strategies in attracting first-time patients to a hospital. The focus is on gathering information from patients who have visited the hospital for the first time.

3.2.1 Research Approach:

- Qualitative Approach: This method entails obtaining comments from the patients and their attendants regarding their experiences with the hospital's marketing. Interviews with open-ended questions on communication, information sharing, and digital effectiveness were used as qualitative measurements.

- **Quantitative Approach:** In this method, results were analyzed based on the survey form obtained from the patients and attendants. Quantitative measurements offer objective information that may be used to monitor development and pinpoint areas in need of improvement.

Understanding and enhancing the digital marketing process requires both qualitative and quantitative techniques. The above-mentioned study methodology will give a thorough grasp of the elements influencing patients' decisions about their healthcare providers as well as the efficacy of digital marketing methods in luring them in. Combining quantitative and qualitative data will yield insightful findings and guide recommendations for improving the hospital's online marketing programs.

3.3 Study setting: The research took place at Thumbay Hospital in Fujairah. (UAE)

3.4 Study population: The study population consists of 100 patients who are first-time visitors and have been referred to the hospital through any source of marketing will be included in the research population. Only newly enrolled patients will get survey forms from us, and the survey includes a question regarding patient referral sources that will assist us identify our target market.

3.5 Inclusion Criteria: Patients who have sought medical attention at the hospital and were directed there using digital marketing like:

- Social Media – Facebook, Twitter, Instagram, and WhatsApp
- Email Marketing
- Online Advertising – YouTube ads, Google ads, Instagram ads, Twitter ads, Facebook ads.

3.6 Exclusion Criteria: Patients who were referred to the hospital.

- Word-of-mouth
- Referrals
- Out-of-home advertising

3.7 Study Approach

- **Sample Size Calculation:** Convenience sampling is used to calculate the sample size. Thumbay Hospital receives an average of 400 OPD visitors every day, with 50 patients

visiting for the first time. Our research population consists of patients who are visiting for the first time. This investigation lasted a month and involved the collection of 100 samples.

- Sampling Technique: Thumbay has three OPD counters, one in Block-A, one in Block B, and one in Block C. Patient survey questionnaires were distributed at all three counters, and first-time visitors who were waiting for their OPD numbers were asked to fill out the form, and the sample was obtained via convenient sampling.
- Study Instruments: This study uses several modes to retrieve information regarding first-time registration - the first one is the HIMS (hospital information management system) for real-time information and the data maintained by the front desk.
- Operational Definitions:
 - (i) **Social Media:** Online platforms and websites that let users create and share content, interact with others, and take part in online communities are referred to as social media. By displaying content like text, images, videos, and links, these platforms let users interact, connect, and communicate with others. Popular social networking sites like Facebook, Instagram, Twitter, LinkedIn, and YouTube are just a few examples.
 - (ii) **Email Marketing:** Sending targeted emails to a list of people or subscribers with the aim of advertising goods or services or engaging the audience is known as email marketing. It often involves building an email list of interested recipients and employing email automation tools to send tailored messages, newsletters, promotional offers, or updates. Organizations may develop relationships with their target consumers using email marketing, which also helps them increase conversions and maintain customer engagement.
 - (iii) **Online Advertising:** The activity of using digital platforms and channels to advertise goods, services, or brands on the Internet is known as online advertising, also referred to as digital advertising. On websites, search engines, social media platforms, and mobile applications, advertisements in a variety of formats, such as banners, videos, or text, are displayed. Businesses may choose to target specific demographics, interests, or online behaviours, and then measure the success of their campaigns using metrics like impressions, clicks, and conversions. Search engine

advertising, display advertising, social media advertising, and video advertising are just a few of the many forms of advertising it offers.

3.8 Data Collection Procedure:

- Offline surveys: Utilized offline surveys to gather quantifiable data on how patient awareness, engagement, and decision-making have been impacted by digital marketing initiatives. Use multiple-choice, open-ended, and Likert scale questions to obtain responses that are both quantitative and qualitative.

To collect both quantitative data and in-depth insights, using a combination of quantitative and qualitative questions.

- Structured interviews: Conduct structured interviews with a group of participants to learn more about their perspectives on Thumbay Hospital's digital marketing strategies. Use a structured interview guide to ensure consistency between interviews and to cover important topics.

3.9 Ethical Considerations

- Informed Consent: Get participants' informed consent before asking them to participate in the survey. Participants are assured of their privacy and confidentiality and the survey's aim and intended usage are made explicit. Participants should be given the freedom to drop out at any time without facing any repercussions.
- Anonymity and Confidentiality: Maintaining participant replies' anonymity and confidentiality is important. To protect anonymity, remove any personal information from the survey forms. Make sure the data is stored and protected securely, and that only those engaged in the study who have permission may access it
- Voluntary Participation: Stress that participation in the survey is entirely voluntary and that respondents are under no obligation to do so. Avoid using any pressure or improper influence that might cause participants to give false or biased information.

CHAPTER – 4: RESULTS

4.1 Effectiveness of Digital Marketing (social media, email marketing, and Online advertising)

Channel of awareness	Total no. of patients
Referral from Family/Friends	62
Digital Marketing	34
Same City	4

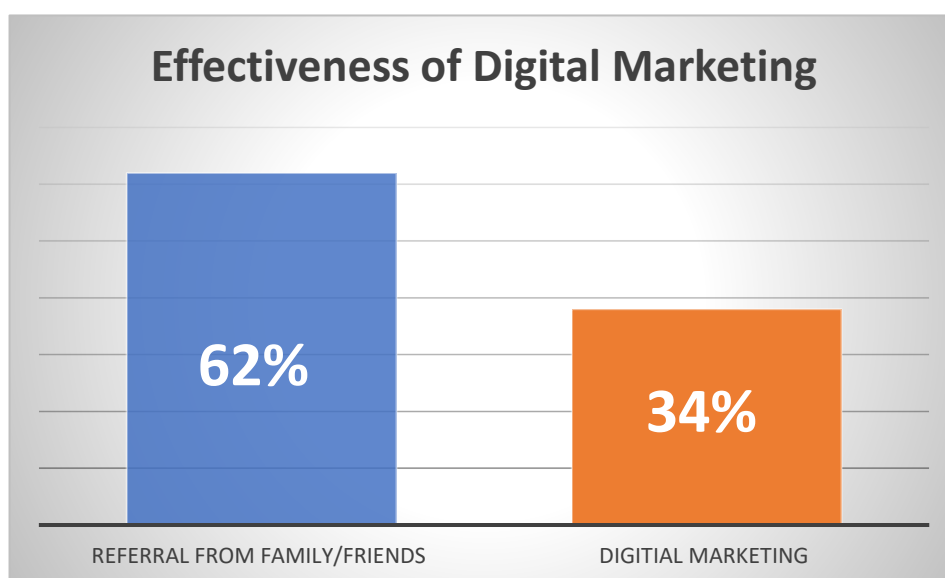


Fig: 4.1: Awareness channel of current healthcare provider

34% of the research population is aware of digital media channels (such as social media, email marketing, and online advertising) about the hospital, according to data gathered from Question 1 of the survey form. This suggests that a sizeable proportion of the public who were polled are aware of the hospital's internet presence.

4.2 Effectiveness of various marketing channels in driving patient volume

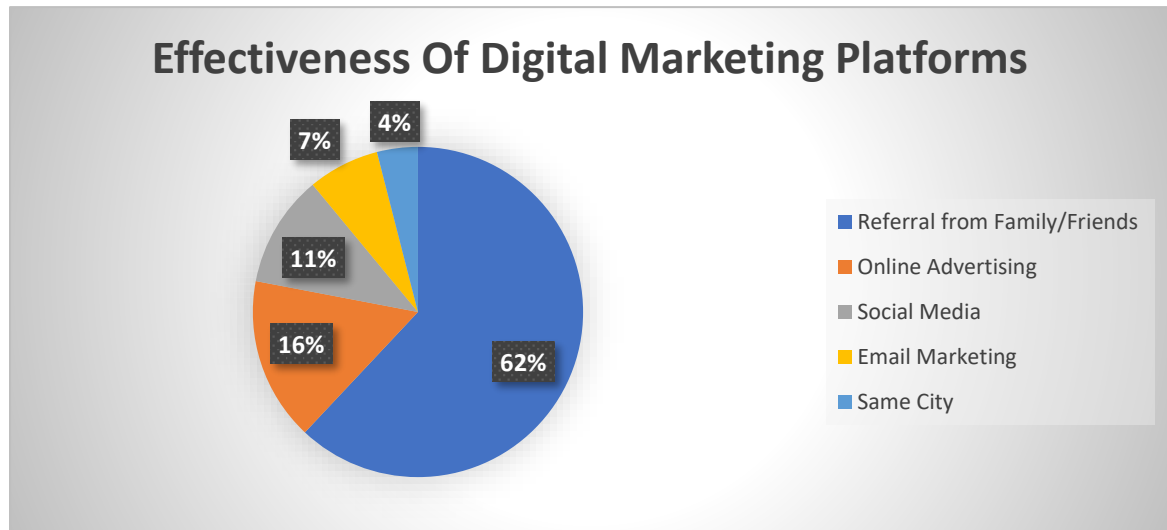


Fig: 4.2: Effectiveness of various Digital Marketing platforms

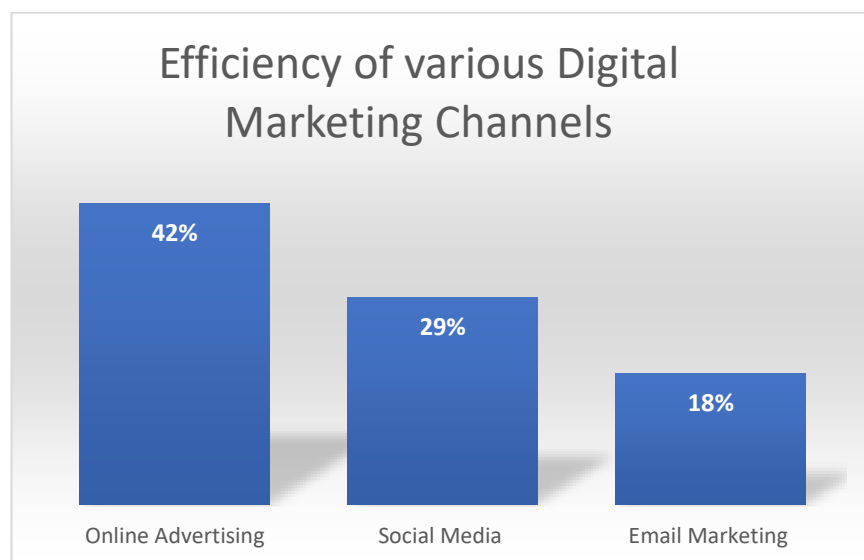


Fig: 4.3: The efficiency of various Digital Marketing channels

According to information gathered from Question 1 of the survey, 34% of the people under study are aware of digital marketing channels relevant to the hospital. This group's awareness of internet advertising, social media, and email marketing is 42%, 29%, and 18%, respectively.

4.3 Awareness of patients about Thumbay Hospital's digital marketing tools

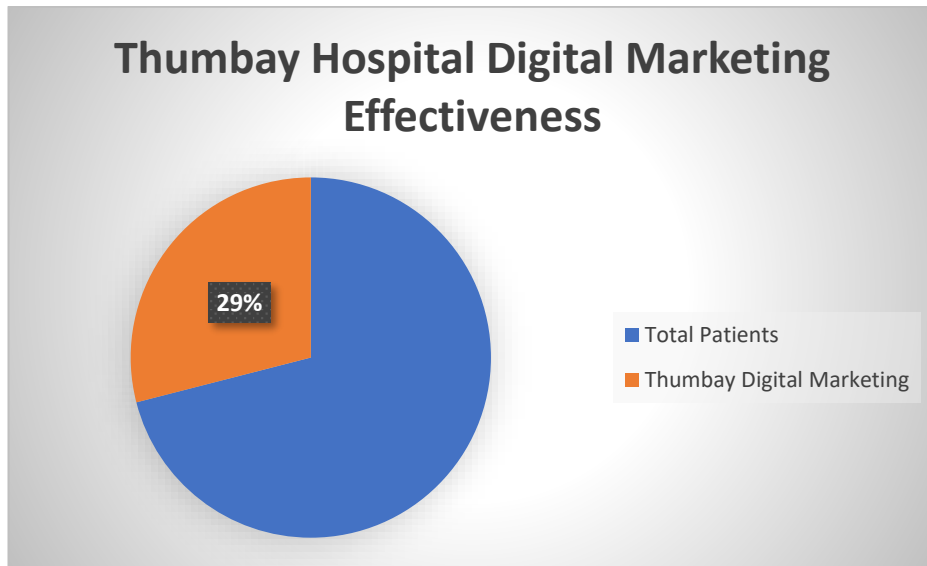


Fig: 4.4: Thumbay Hospital's online presence

According to the information gathered from the survey, 29 patients from the research population were aware of or had experience with Thumbay Hospital's digital marketing platforms. Furthermore, 26 patients visited Thumbay Hospital as a result of its online presence, among those who were aware of its digital marketing.

4.3 Main factors patients consider while selecting a healthcare provider

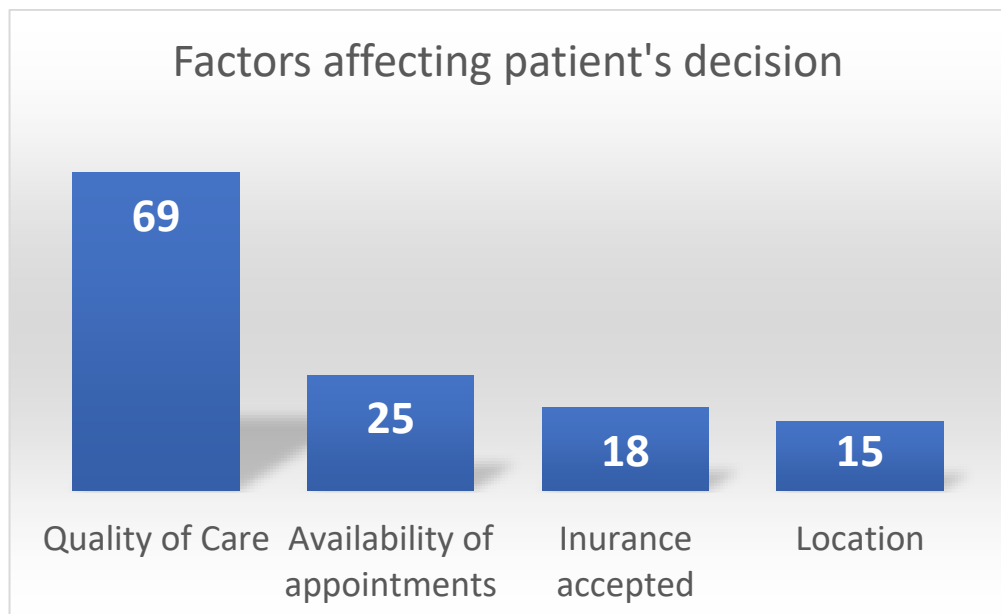


Fig: 4.5 Factors Influencing Healthcare provider selection

The following findings were attained based on the information gathered from Question 3 of the survey form, which asked participants to identify the elements that are most significant to them when choosing a healthcare provider:

Quality of care: 69 patients out of 100 chose this factor.

25 out of 100 patients chose the availability of appointments.

18 out of 100 patients who accepted their insurance chose this factor.

Location: 15 patients out of 100 chose this factor.

It is significant to highlight that patients may take into account several considerations while making their selection because participants were permitted to pick various options.

4.4 Effect of Digital Marketing on patient decision while choosing a hospital for healthcare services

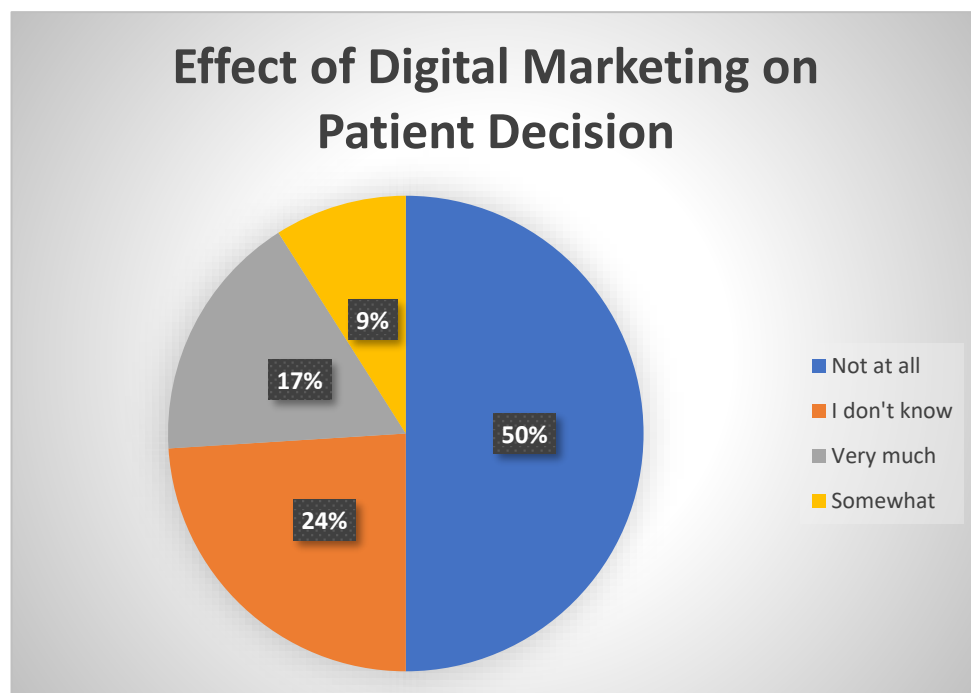


Fig: 4.6 Effect of Digital Marketing on patient decision

Based on the data collected from Question 4 of the survey form, it was found that among those who are aware of the hospital's digital marketing channels, 50% indicated that it does not affect their likelihood of choosing the hospital for medical care. 24% responded with "I don't know," 17% responded with "very much," and 9% responded with "somewhat."

4.5 Areas of Improvement

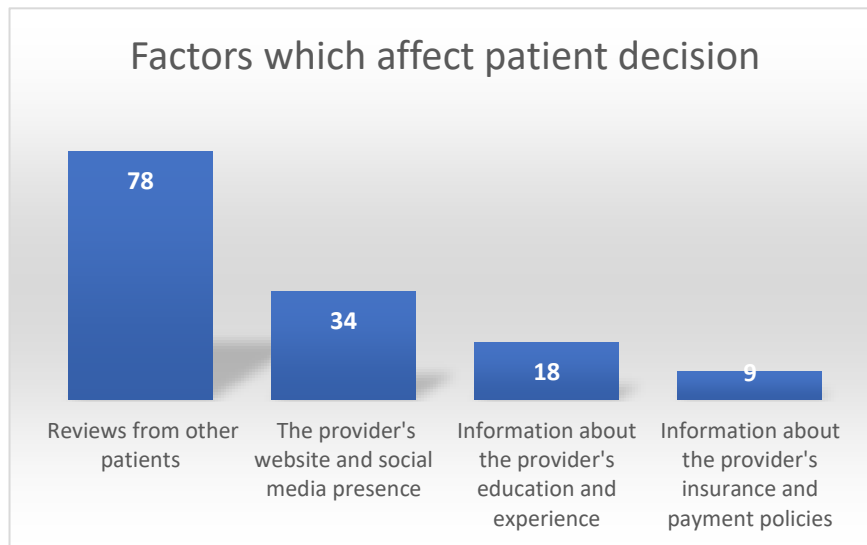


Fig: 4.7 Factors to be focused on while making digital marketing strategies

Based on the data collected from the survey form, where participants were asked to select the information they typically look for when researching a healthcare provider online, the following results were obtained:

- Reviews from other patients: 78 out of 100 patients selected this option.
- The provider's website and social media presence: 34 out of 100 patients selected this option.
- Information about the provider's education and experience: 18 out of 100 patients selected this option.
- Information about the provider's insurance and payment policies: 9 out of 100 patients selected this option.

It is important to note that participants were allowed to select multiple options, indicating that patients may consider multiple sources of information when researching healthcare providers online.

CHAPTER – 5: DISCUSSION

Insights regarding patient knowledge of and involvement with Thumbay Hospital's digital marketing initiatives, as well as the variables affecting their decision-making process, are provided by the survey findings.

The poll did not specifically assess how effective social media, email marketing, and online advertising were at boosting hospital patient volumes. To examine this element, more study or data analysis would be required.

However, the results show that a sizable proportion of research participants were aware of or came across Thumbay Hospital's internet marketing platforms. Furthermore, the bulk of these patients came to the hospital because of its website. This indicates that the hospital's efforts at digital marketing have been successful in luring clients and influencing their decision to seek medical care at Thumbay Hospital.

The poll also reveals the criteria that patients value most when making their healthcare provider choice. The most important aspect is revealed to be care quality, which is followed by appointment accessibility, insurance coverage, and location. These results highlight how crucial it is to match the hospital's digital marketing strategy with these crucial elements to improve patient enrolment and retention.

5.1 Consciousness of Advanced Media Channels

The overview results demonstrate that 34% of the examination populace knows about computerized media channels connected with the emergency clinic, for example, virtual entertainment, email promoting, and web-based publicizing. This recommends a huge extent of the overviewed people know about the clinic's web presence. This finding lines up with past examinations that have shown the developing impact and reach of advanced advertising diverts in different enterprises, including medical services.

To evaluate the legitimacy and generalizability of these discoveries, it is crucial to contrast them, and comparable examinations led by different specialists. While there probably will not be explicit examinations accessible on the familiarity with advanced advertising channels for medical clinics, concentrates on computerized showcasing mindfulness and viability in different ventures can give experiences. Future exploration could investigate how these discoveries line up with different examinations in the medical

care space to acquire a far-reaching understanding.

5.2 Factors Impacting Medical Care Supplier Decision

The overview discoveries recommend that the nature of care is the main element impacting patients' decision on a medical services supplier, with 69% of members choosing it. This lines up with past exploration that reliably distinguishes the nature of care as a basic variable for patients while choosing a medical services supplier. The accessibility of arrangements was picked by 25% of members, underscoring the significance of advantageous and convenient admittance to medical care administrations.

To reinforce the meaning of these discoveries, contrasting them and existing literature is fundamental. Past examinations have likewise underscored the significance of the nature of care and arrangement accessibility in patients' dynamic cycles. By contrasting these discoveries and other explorations, we can acquire a more extensive comprehension of the variables impacting patients' decisions in medical services.

5.3 Job of Advanced Advertising in Medical Services Supplier Decision

Among the individuals who knew about the clinic's computerized showcasing channels, half expressed that it didn't influence their probability of picking the emergency clinic for clinical consideration. This finding proposes that while computerized promoting can improve brand mindfulness and reach, it may not be the sole determinant for patients when choosing a medical services supplier. Medical clinics should utilize an exhaustive promoting system that envelops different perspectives past computerized channels.

To acquire further experience in the job of computerized advertising in medical care supplier decisions, it would be significant to contrast these discoveries and studies led in the medical care industry or other help areas. Looking at the impact of computerized promoting on understanding dynamics in various settings can give a more extensive point of view on its viability.

5.4 Online Exploration Inclinations

The overview results demonstrate that patients essentially depend on audits from different

patients (78%) while investigating medical services suppliers on the web. This tracking down highlights the meaning of patient criticism and encounters in affecting the dynamic cycle. The supplier's site and web-based entertainment presence were chosen by 34% of members, featuring the significance of a solid internet-based presence for medical care suppliers.

To contextualize these discoveries, contrasting them and existing exploration on understanding inclinations for online research is essential. Concentrates on the medical care area have reliably shown that patient surveys assume a critical part in forming patients' discernments and decisions. Furthermore, the accentuation on the supplier's site and virtual entertainment presence line up with concentrates on that feature the developing impact of online stages in medical services navigation.

5.5 Qualities and Constraints

This study gives significant bits of knowledge into the attention to computerized promoting channels, factors affecting medical services supplier decisions, and online examination inclinations. The qualities of this study incorporate the consideration of a different exploration populace and the utilization of an organized review structure to gather quantitative information. Notwithstanding, there are sure impediments to consider. The example size probably won't be illustrative of the whole populace, and the study structure's plan and phrasing might have affected members' reactions. Furthermore

CHAPTER – 6: CONCLUSION

The survey findings show that Thumbay Hospital's efforts at digital marketing have been successful in spreading awareness and drawing clients. Patients were more inclined to visit the hospital if they experienced the hospital's digital marketing platforms. Quality of care, appointment accessibility, insurance acceptance, and location were found to be significant determinants of patients' decision-making.

It is crucial to keep concentrating on giving good treatment, streamlining appointment scheduling procedures, properly expressing insurance acceptance policies, and emphasizing the hospital's location to boost the hospital's digital marketing operations. To investigate the particular alterations required to improve the hospital's digital marketing strategy, more investigation and analysis may be required.

Thumbay Hospital can continue to draw in new patients and keep existing ones by matching its digital presence to their preferences and requirements. This will eventually result in a rise in patient volume and an improvement in their level of satisfaction. The hospital's efforts in digital marketing will continue to improve and be successful as long as performance is regularly monitored and evaluated and proposed methods are put into practice.

6.1 Recommendations for Increasing Digital Presence:

The following recommendations are suggested to further improve Thumbay Hospital's online presence and capitalize on its success in drawing clients:

- Expand and diversify your hospital's digital marketing channels by looking into new ones that fit your target market and goals. Platforms including websites devoted solely to the healthcare industry, mobile apps, and internet directories may fall under this category. The hospital may expand its reach and interact with a larger spectrum of potential patients by broadening its digital marketing platforms.
- Improve online presence: Invest in developing and keeping up a robust social media presence. Share fascinating and educational information regularly about hospital services, health themes, and patient testimonies. To encourage patient interaction and create a great online reputation, respond to comments and

messages right away.

- Create a user-friendly website: Ensure that the hospital's website is easy to use, attractive to the eye, and offers thorough information on services, physicians, facilities, and contact information. To improve the customer experience and convenience, implement tools like online appointment scheduling, virtual tours, and patient portals.
- Encourage patient reviews and oversee them: Encourage patients to post comments and recommendations on review websites for healthcare, social media, and Google My Business. Following up on evaluations promptly to resolve any issues or suggestions. Positive reviews can have a big influence on how potential patients decide.
- Use email marketing to your advantage: Use email marketing campaigns to stay in touch with current and prospective patients. Offer helpful health-related information, regular updates on hospital services, and promotional deals. When feasible, personalize email content to provide recipients with a more engaging and personalized experience.
- Work along with partner organizations and influentials: Work together with influencers in the healthcare sector, such as doctors or bloggers, to boost the hospital's online visibility. To co-create material, run webinars, take part in healthcare events, and collaborate with pertinent organizations, neighborhood groups, or patient advocacy organizations.
- Monitor and assess the hospital's digital marketing success regularly, paying particular attention to website analytics, social media data, and email campaign outcomes. This information will give important insights into the efficacy of various techniques and aid in making wise choices for ongoing development.

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ANNEXURE

Survey Form

Thumbay Hospital, Fujairah

Survey Form

Hospital Id. - _____

1. How did you first become aware of the hospital you currently use for medical care?

☐ Social Media

☐ Email Marketing

☐ Online Advertising

☐ Referral from family/friends

☐ Other (please specify) _____

2. Have you ever come across an email, social media post, or online advertisement for Thumbay Hospital?

☐ Yes

☐ No

If your answer is "yes," have you visited this hospital based on its online presence (through email, social media post, or advertisement)?

☐ Yes

☐ No

3. When selecting a healthcare provider, which factors are most important to you? (Select all that apply)

☐ Quality of care

☐ Location

☐ Availability of appointments

☐ Insurance accepted

☐ Reputation

☐ Affordability

☐ Range of services offered

☐ Other (please specify) _____

4. How much does a healthcare provider's digital presence and online reviews influence your decision to choose them for medical care?

☐ Not at all

☐ Somewhat

☐ Very much

☐ I don't know

5. What information do you typically look for when researching a healthcare provider online? (Select all that apply)

☐ Reviews from other patients

☐ Information about the provider's education and experience

☐ The provider's website and social media presence

☐ Information about the provider's insurance and payment policies

☐ Other (please specify) _____