



ANALYZING THE IMPACT OF DIGITAL MARKETING STRATEGIES
ON PATIENT ACQUISITION IN HEALTHCARE INSTITUTIONS

THUMBAY HOSPITAL, FUJAIRAH

Thumbay Hospital, Fujairah is a multispecialty hospital provides quality care at affordable price. The hospital is equipped with various specialty departments & services supported by highly qualified and experienced doctors, technicians and trained nurses. Accreditations & Membership: The Thumbay Hospital, Fujairah is accredited to JCI and various international bodies apart from the Ministry of Health, UAE, and has credentials of being a member of other equally eminent organizations. Facilities VIP Rooms, Deluxe Rooms, General Wards, Inpatient Services, Pharmacy, Physiotherapy & Traction, all types of surgeries.

Vision

To be the leading network of academic hospitals in the Middle East.

Mission

To provide patient centered care of the highest quality in an academic set up.



INTRODUCTION

Digital marketing has emerged as a critical tool for hospitals seeking to attract new patients. Hospitals may expand their exposure, target particular groups, and improve patient engagement by using the power of digital platforms, all while delivering demonstrable outcomes at a lesser cost than traditional marketing strategies.

AIM

Examining the Efficacy of Digital Marketing Tactics on Patient Engagement in Healthcare Facilities

OBJECTIVE

- ☐ Evaluate the impact of digital marketing strategies 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 various factors which affect the patient's decision while choosing a hospital for medical care and how these factors can be used in increasing the volume of patients who choose a hospital for medical care.



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?

METHODOLOGY

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:** This method analysed results 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.

Study Setting:

- This study was conducted at Thumbay Hospital, Fujairah

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.

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?

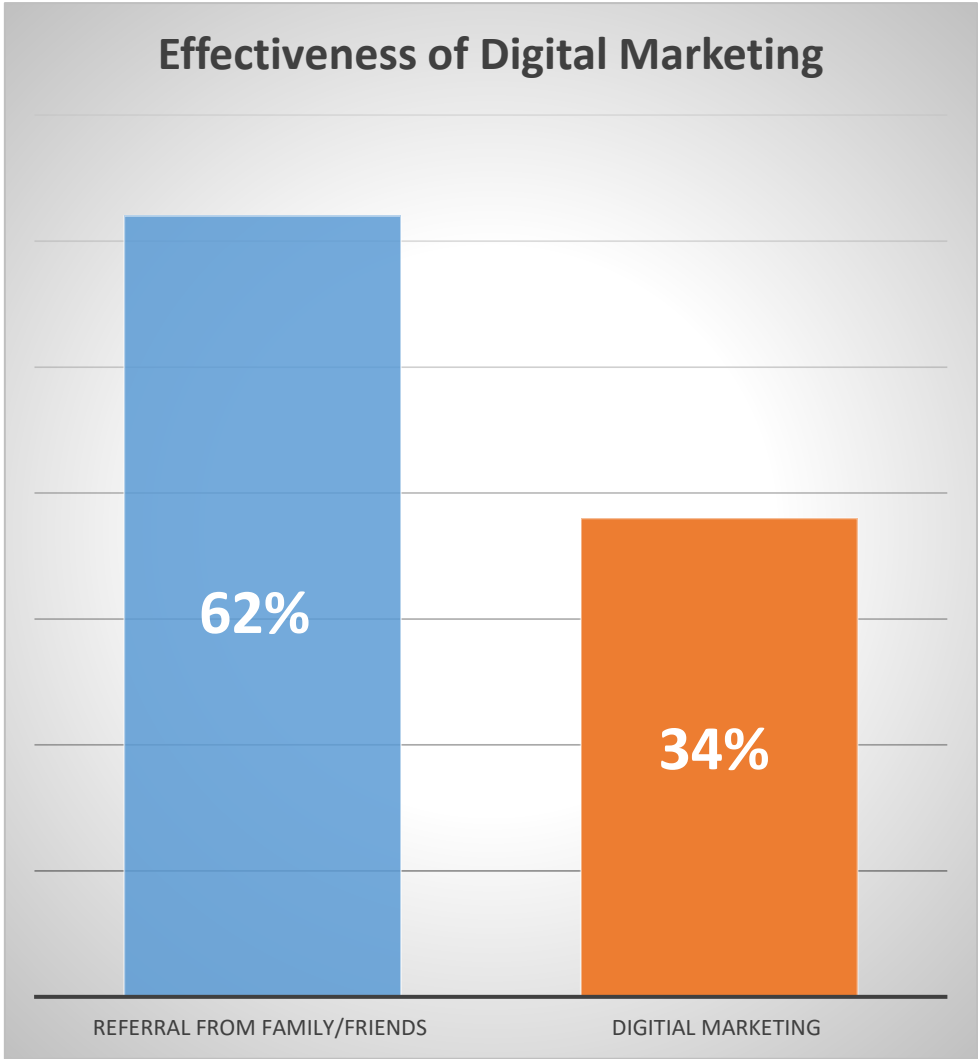
- ☐ Not at all ☐ Somewhat ☐ Very much ☐ I don't know

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) _____

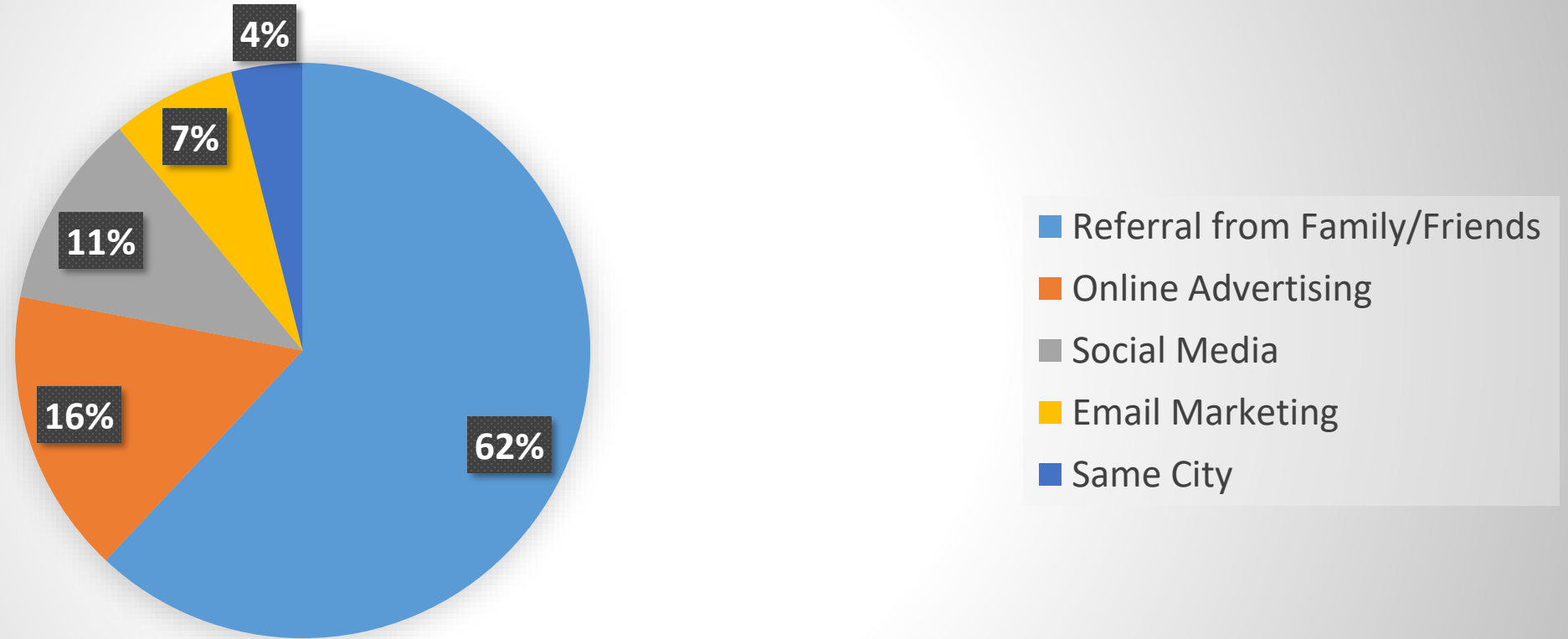
• **4.1 Effectiveness of Digital Marketing (social media, email marketing, and Online advertising**

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

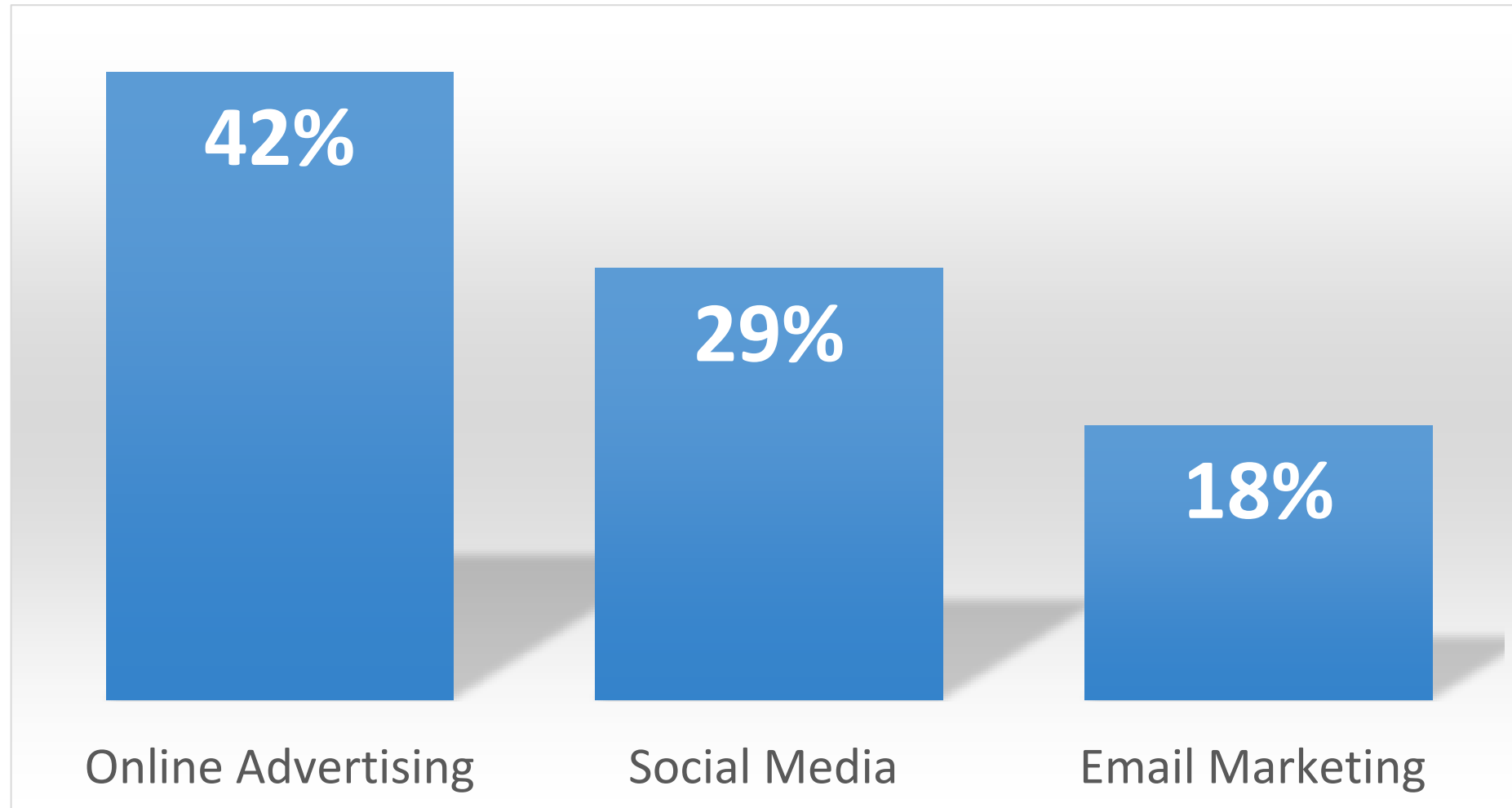


Effectiveness of various marketing channels in driving patient volume

Effectiveness Of Digital Marketing Platforms

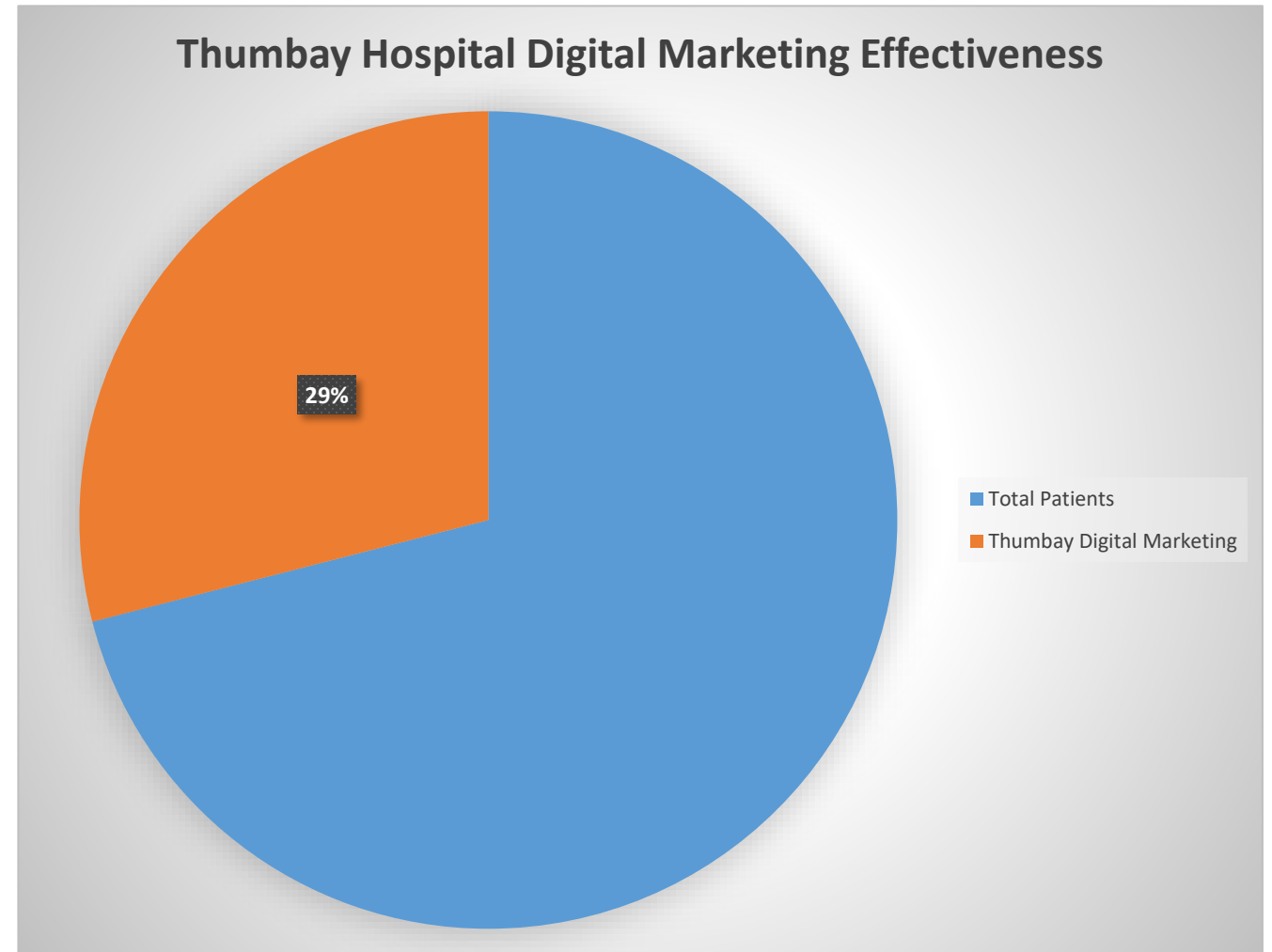


The efficiency of various Digital Marketing channels

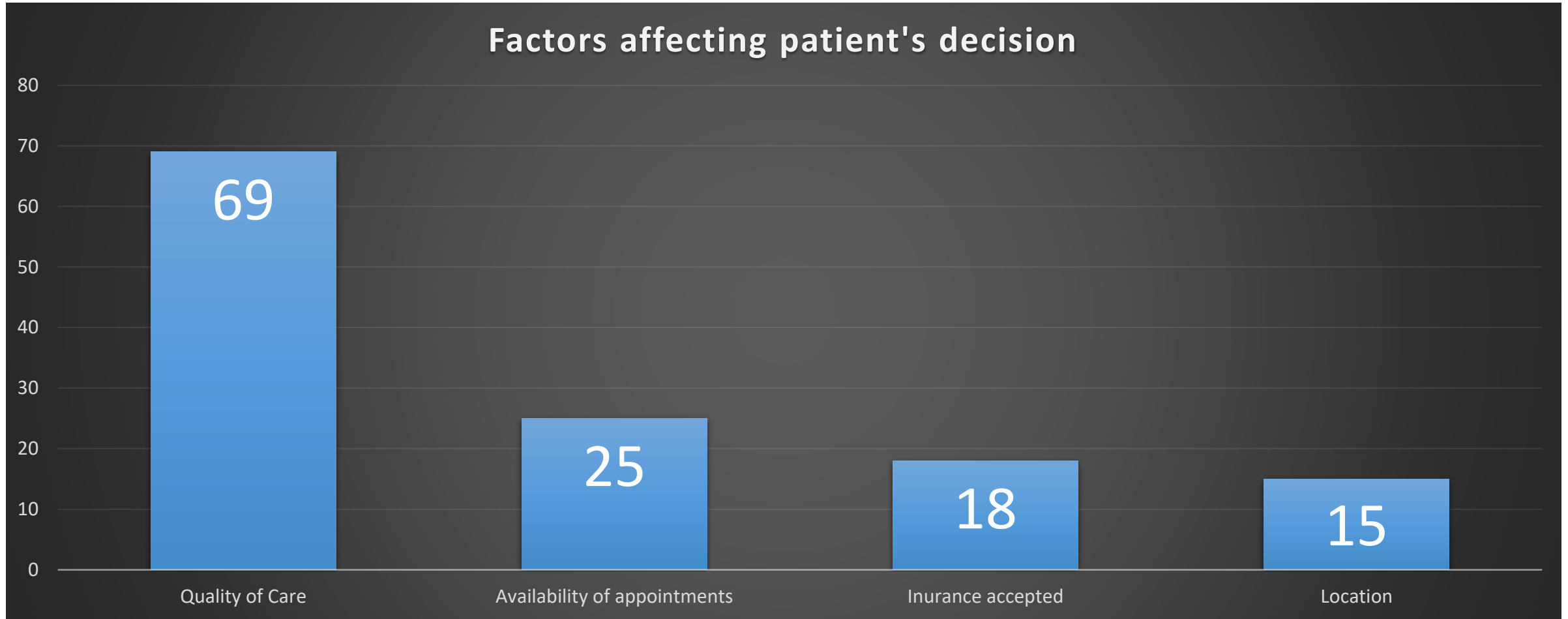


- **4.2 Awareness of patients about Thumbay Hospital's digital marketing tools**

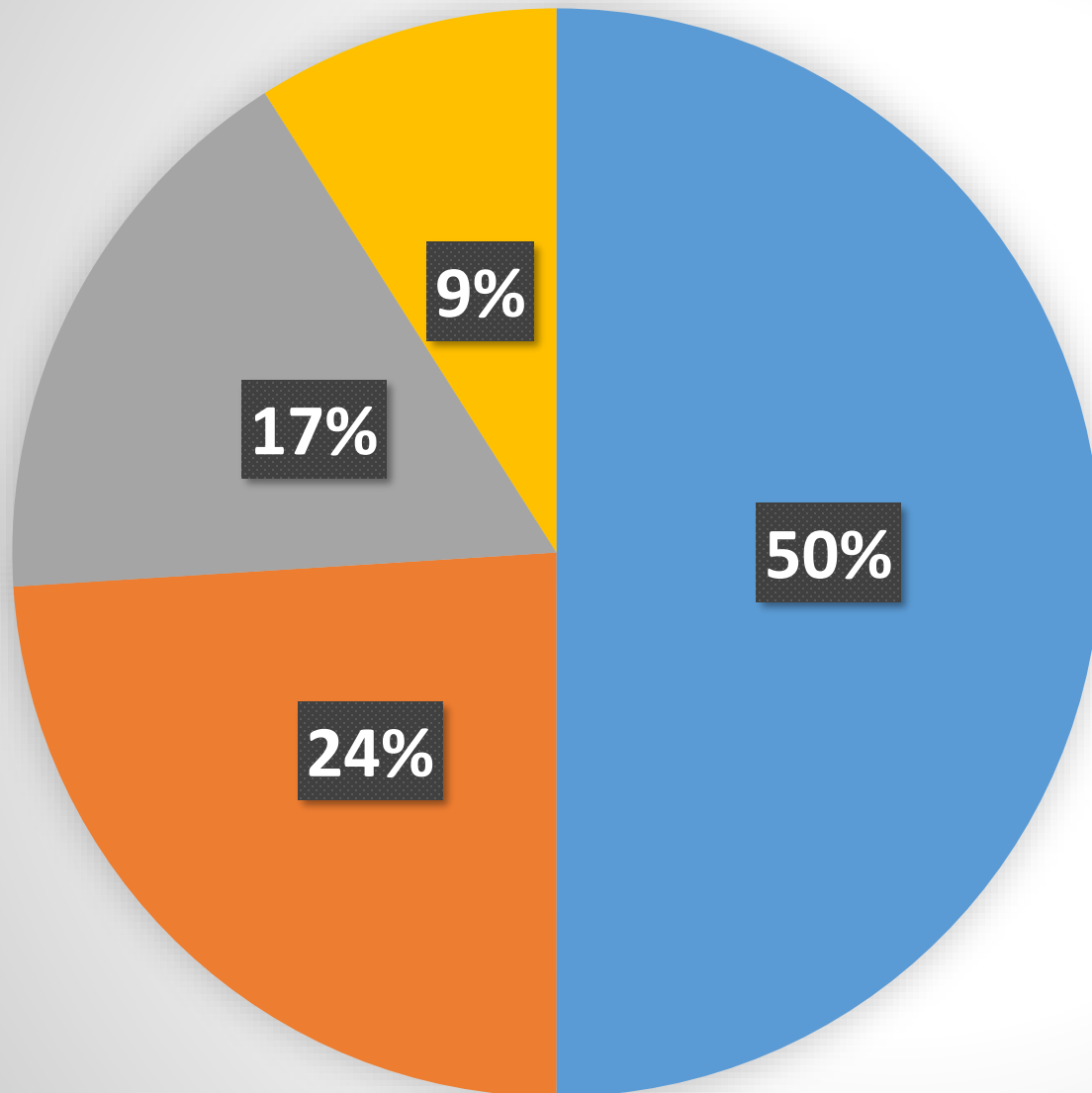
➤ Out of total study population 29 people knew about the digital marketing of Thumbay Hospital, Fujairah



Main factors patients consider while selecting a healthcare provider

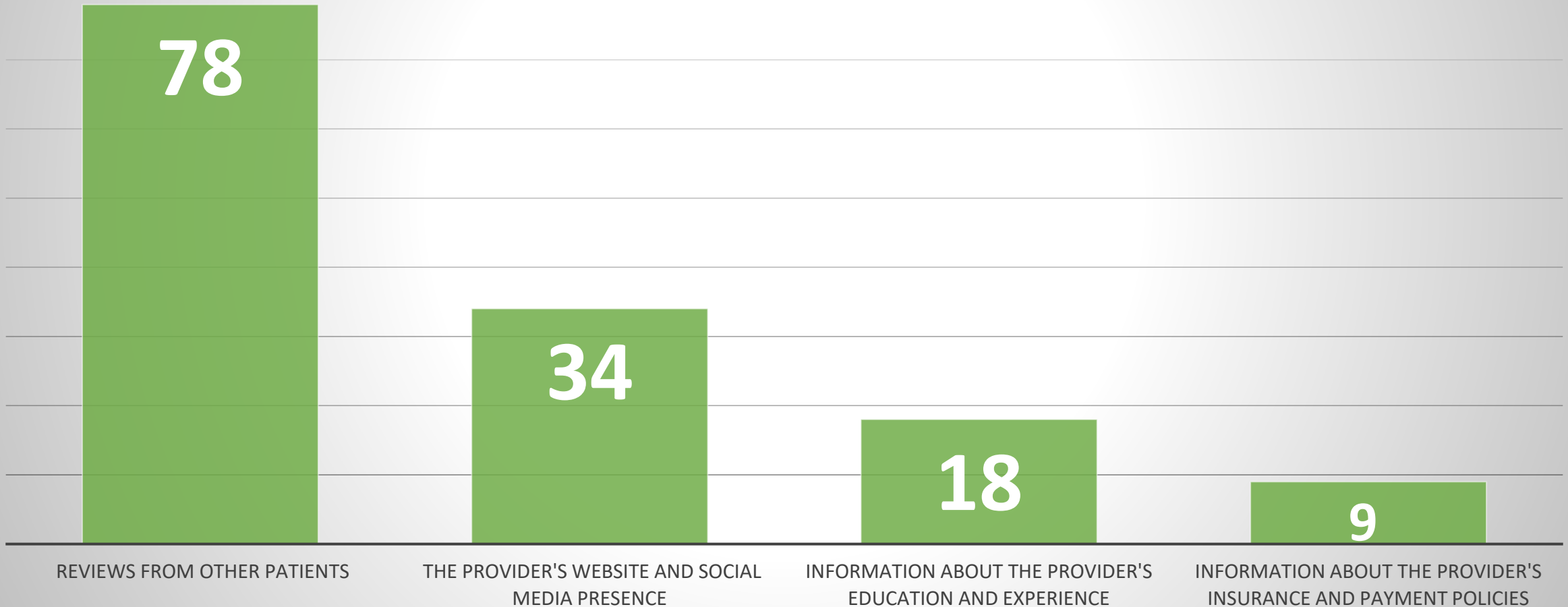


Effect of Digital Marketing on Patient Decision



- Not at all
- I don't know
- Very much
- Somewhat

The areas we should focus



CONCLUSION

- ❑ Enhancing online reviews, provider's website, and social media presence, and providing information about education and experience of providers can positively influence patient decision-making.
- ❑ The UAE's unique digital landscape and high internet penetration rates make digital marketing strategies crucial for reaching and engaging with the tech-savvy population, increasing brand awareness, and driving patient volume.
- ❑ Digital marketing channels like social media, email marketing, and online advertising play a significant role in attracting patients to hospitals, with a substantial percentage of the population visiting based on the hospital's digital presence.
- ❑ Patients consider factors such as quality of care, appointment availability, insurance acceptance, and location when selecting a healthcare provider, which should be highlighted in digital marketing initiatives to attract and retain patients.

Recommendations

- 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.



DIGITAL MARKETING

THANK YOU