

# Streamlining the Footfall Patterns and Creating Marketing Strategy - A Holistic Data Approach

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Master of Business Administration (MBA)

In

Hospital and Health Management

By

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Under the Supervision and Guidance of

Dr. Vinod Kumar

2021

### DECLARATION BY STUDENT

I hereby declare that this dissertation titled “**Streamlining the Footfall Patterns and Creating Marketing Strategy - A Holistic Data Approach**” is the bonafide record of my original research work. 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 Information derived from the published or unpublished work of others has been duly acknowledged in the text.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)

Name of Student: Celestin Prabha A

Date:

## CERTIFICATE

This is to certify that dissertation titled “**Streamlining the Footfall Patterns and Creating Marketing Strategy - A Holistic Data Approach**” is a record of the research work undertaken by Celestin Prabha A in partial fulfilment 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 his/her approach to the research study has been sincere, scientific, and analytical.

Faculty Guide  
IIHMR University, Jaipur

School Dean  
IIHMR University, Jaipur

Date

Date

# ABSTRACT

**INTRODUCTION:** Apollo Speciality Hospitals, Trichy, Tamil Nadu is a 120 bedded hospital with a wide range of specialities and with the OPD department running a footfall count of more than 500 to 600 visits daily and new registration opening 100 to 120 files daily. It has its highest number of visits are ranked accordingly in the departments of Cardiology, orthopaedics, General medicine and Obstetrics and Gynaecology respectively. With the COVID-19 situation a special department of Fever clinic has been opened and it has its registration of more than 80 to 150 visits daily. And most importantly, the people in the locality visit this hospital because of good faith and brand impression.

**AIM:** The aim of this study is going to be on discovering the various grounds and patterns on which the people reach THE APOLLO SPECIALITY HOSPITAL, Trichy. Hence through which we can examine and suggest some constructive marketing strategies to the hospital to increase its footfall and revenue.

## CONCEPTUAL FRAMEWORK

### INPUTS

Conceptualizing & designing the study for analyzing the footfall patterns

Preparation of study tools

### PROCESS

Conduct of Study and analysis

### OUTPUT

Study report with recommendations

### OUTCOMES

Implementing the best strategy to reach the community and increase footfall and revenue

## REVIEW OF LITERATURE

Analysis of hospital processes is essential for development of improved methods, policies and decision tools for overall performance improvement of the hospital system. Amidst the current scenario of continuously increasing healthcare costs and scarcity of resources, optimal utilization of resources without hampering the quality of care has gained importance in any country. The concept of patient flow and its modelling has gained much attention in healthcare management literature over past few decades. Simulation is suitable for almost any type of analyses to be performed and any kind of operational performance measures to be computed. It is found that the analytical queueing models have mostly been used to represent a single stage of a care process (i.e., single node models), and steady state systems. Although closed form solutions may not be obtained for real-life queueing situations which generally have characteristics, such as non-Poisson and time-varying arrivals and non-exponential

service time distributions, such characteristics need to be incorporated in the patient flow model. Bhattacharjee, P., & Ray, P. K. (2014)

Whatever may be the technique for patient flow modelling, the current requirement and trend is to model integrated multi-facility systems and multi-stage patient flows (e.g., Matta and Patterson, 2007 and Lin et al., 2014)

As an approach towards theoretical contribution, finding exact or approximate numerical solutions for queueing systems incorporating specific characteristics of hospital patient flows is an important current research area (Creemers and Lambrecht, 2011)

## **RESEARCH GAP**

The challenges faced by the patients to reach the hospital and how to build more positive patient – hospital relationship.

## **RESEARCH QUESTION:**

How can the footfall of the hospital can be increased, and does it have any impact with the patient satisfaction level and how can new marketing strategies be improvised to increase the footfall and revenue?

## **RESEARCH OBJECTIVES:**

- To evaluate various modes of footfall at the hospital
- To study the pattern of flow of patients from various locations to the hospital
- To identify the best marketing strategy to maximize the reach in community

## **RESEARCH HYPOTHESIS**

Patient satisfaction level & a constructive patient – hospital relationship is likely to have a positive impact on the increase in footfall level in the hospital which can eventually increase its revenue and footfall.

## **METHODOLOGY**

### **• Setting:**

o Apollo Speciality Hospital, Trichy, Tamil Nadu

### **• Duration of Study:**

o 2 Months

### **• Sampling technique:**

o Random Sampling Method

• **Data collection procedure:**

- A predesigned and pretested questionnaire will be used as a tool for collection of information for each parameter from the patients of visit to the hospital.
- Further face to face interviews were conducted with the patients.
- Due consent was taken from the respondents prior to commencement of interviews during the study.

**Ethical considerations:**

- Informed consent was taken from all the respondents.
- Utmost care was taken to preserve anonymity and confidentiality of the respondents.
- All the research related data was stored securely

**ANALYSIS PLAN**

Data will be compiled in MS excel for analysis and appropriate statistical tests will be applied.

**IMPLICATIONS OF RESEARCH:**

**For the hospital:**

It will be very useful for the hospital as they are streamlining the various grounds through which the patient flow is occurring and through which they can focus on various modes and departments to increase their patient flow to reach their hospital. They can now develop new strategies to develop a better relationship between the hospital and patient.

**For research purpose:**

The key findings of our research can be a stepping guide for other researchers to develop their own studies, through which new strategies can be introduced into the market and can be followed by budding hospitals to make a stand in the arena of competition.

# Acknowledgement

I would also like to express my deep sense of gratitude to **Mr. Samuel Chinnappan , General manager and unit head of Apollo hospitals , Trichy** , for giving me the opportunity to explore an entirely new dimension through this project.

I would also like to extend my sincere gratitude to **Mr Sangeeth Ramamoorthy**, Manager-Operations and Partner Relations, who, in spite of his busy schedule, provided valuable guidance which has been indispensable for my project.

This report is a result of 3 months of unflinching support from **Dr.Vinod Kumar** , my faculty guide at IIHMR University. His, valuable advice, constructive suggestions and guidance at all stages of my project have made this project possible.

This note of thanks is incomplete without mentioning my friends and colleagues who have wholeheartedly supported and encouraged me throughout the duration of this project.

Celestin Prabha A

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# Chapter 1

## Introduction

In today's world when a product is launched in a market and for the product to reach its required target audience, marketing is done in various ways and methods. Healthcare is a fast-growing industry and keeping the patients and customers informed of the changing facilities and recent advancements is a high priority task for the health care providers. This is an important step in the marketing process because providing the information timely and relevant, establishes good credibility. Especially marketing in hospital field is very crucial and it should be done appropriately as it may result in a great impact in the hospitals' important intangible asset called the trust. As most hospital make the people to reach them and increase their revenue by using their brand equity and good faith.

It is very important to know your audience because strategies for marketing, vary depending on who the target audience is. So, knowing your audience and finding the strategy to reach them means a great obstacle crossed. Hence the best practice is to make the audience know why the the service provided by this specific hospital is better from the other same services provided by hundreds of providers around them. Thus, here comes the need for creating new marketing strategies which would lead to the increase in footfall of patients to the hospital and extremely likely to increase the revenue of the hospital. India is now in a phase where there are more hospitals built in a very fast phase which never happened before. With increase in competition the market is undergoing transition from service providers' dominance to service seekers dominance. As the patients are going to have a variety of choices to receive their treatment and the hospital must take enormous risk in satisfying them and make new strategies for new patients to reach the hospital.

A hospital marketing department majorly consists of,



Figure 1.1 : Showing the hospital marketing department

Apollo Hospitals was established by Pratap C Reddy in 1983 in Chennai. Apollo hospitals, Trichy was established in 2006. For last 15 years the hospital has been working dedicatedly serving the people of Trichy and also its neighbouring districts with its highest service quality care treatments. It is a 150 bedded hospital with more than 300 to 500 people visits per day and the average new registration ranges from 75 to 120 per day With Cardiology, orthopaedics, General medicine and OBGYN respectively. With the Covid situation a special department of Fever clinic has been opened and it has its registration of more than 80 to 150 visits daily. Putting up with the fierce competition around it, the hospital is facing a decrease in footfall. Hence it is necessary to implement new marketing strategies to increase the footfall.

As per the ground analysis, this hospital is situated in the Chennai – Trichy highways and it naturally fails to attract the people in the city and residential areas but still the patients are reaching the hospital due to its specific speciality services that are provided only with here. The developed and affordable KMC hospital located in the

centre of the city plays as its major threat. Since they provide special care for heart and have their own multi-speciality hospital.

It was found that Trichy is the centre of TamilNadu and one of the largest corporations for its neighbouring districts, it has the accessibility and availability of specific treatments and facilities which are not available in those small towns and districts. And also large number of patients arrive from Lalgudi, Tanjore, Pudukottai, Karur, Ariyalur , Manapparai as there is good accessibility of road and they can easily reach. But there are high chances the patients can diverge to Madurai the nearest city through this highway which is only 2 hours on road from Trichy and obtain their treatments.

### **RESEARCH GAP**

The challenges faced by the patients to reach the hospital and how to build more positive patient – hospital relationship.

### **RESEARCH QUESTION:**

How can the footfall of the hospital can be increased, and does it have any impact with the patient satisfaction level and how can new marketing strategies be improvised to increase the footfall and revenue?

### **RESEARCH OBJECTIVES:**

- To evaluate various modes of footfall at the hospital
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### **RESEARCH HYPOTHESIS**

Patient satisfaction level & a constructive patient – hospital relationship is likely to have a positive impact on the increase in footfall level in the hospital which can eventually increase its revenue and footfall.

## Chapter 2

### LITERATURE REVIEW

| Author (Year)                                                                                                                                                  | Study Location   | Sample size/Concepts                                | Sampling Techniques                      | Salient Features                                                                                                                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2013<br/>MBOGO<br/>PITHON<br/>KANINA</b>                                                                                                                    | <b>Kenya</b>     | <b>40 – 10<br/>customers of<br/>each 4 clusters</b> | <b>Random<br/>sampling<br/>technique</b> | Both small and large organizations need to adopt promotional mix strategies to attract or retain customers. This study concludes that the promotional strategies such as advertising, sales promotion, public relations, and direct and digital marketing positively influence the customer growth                                                               |
| <b>Dr. N. Lakshmi<br/>Bhaskar,<br/>Dr. S. Naga<br/>Satish Kumar,<br/>M. Meera<br/>Subhashini ,<br/>Dr. K. T. Reddy<br/>, Dr. N.<br/>Satyanarayana<br/>2012</b> | <b>India</b>     | <b>Concepts of<br/>relationship<br/>marketing</b>   |                                          | Patient satisfaction is both a goal and marketing tool. If the patients are satisfied with the quality of services provided by the hospital, he brings more patients through positive word of mouth publicity. Satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the patient is dissatisfied |
| Robin Scott<br>MacStravic &<br>Elaine Denning<br>1987                                                                                                          | <b>Newyork</b>   |                                                     |                                          | The basic thrust of relationship marketing can be summarized in the notion of creating a sense of being peoples “personal hospital” in virtually the same sense as people have a personal physician.                                                                                                                                                             |
| <b>2011<br/>Radha Aras</b>                                                                                                                                     | <b>Australia</b> | <b>Concepts of<br/>social</b>                       |                                          | Social marketing can optimize public health by                                                                                                                                                                                                                                                                                                                   |

|                                                                                  |                         |                                                                         |                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                  |                         | <b>marketing and marketing in health</b>                                |                                            | <p>facilitating relationship between building with consumers and making their lives healthier.</p> <p>It is important for all healthcare workers to understand and respond to the publics' desire and needs and routinely use consumer research to determine how best to help the public to solve problems and realise inspirations.</p>                                                                                                                                                                  |
| <b>2013<br/>Alaeddin<br/>Mohammad<br/>Khalaf Ahamed</b>                          | <b>Saudi<br/>Arabia</b> | <b>272 managers<br/>from 34<br/>private<br/>hospitals in<br/>Jeddah</b> | <b>Purposive<br/>sampling<br/>strategy</b> | <p><b>The recommendations</b> were to use marketing mix strategies components like Health service strategy, Pricing, promotion.</p> <p>Marketing mix strategy is a necessary strategy in service to organization to ensure the success for their goals.</p> <p>Marketing of the hospitals are very much important to do the advertising in the target market and act on the behalf of the whole hospital or with co ordination in dealing with hospital performance measured by patient satisfaction.</p> |
| <b>Martin<br/>Christopher<br/>Adrian payne<br/>David<br/>Ballantyne<br/>1991</b> | <b>UK</b>               |                                                                         |                                            | Relationship marketing is much of keeping the customers as it is about providing them with the quality gap of what they expect and what they need.                                                                                                                                                                                                                                                                                                                                                        |
| <b>2013<br/>Dabhade,<br/>Nishant; Yadav,<br/>Rajesh K.</b>                       | <b>Bhopal<br/>MP</b>    |                                                                         |                                            | Service Marketing triangle shows three interlinked groups (customer, provider and                                                                                                                                                                                                                                                                                                                                                                                                                         |

|  |  |  |  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--|--|--|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |  |  |  | <p>the company) that work together to develop, promote and deliver service to the satisfaction of the customer.</p> <p>Service marketing involves three types of marketing: External Marketing, Internal Marketing, and Interactive Marketing.</p> <p>Importance of service marketing in the hospital industry so we come to know that break at any point whether it is in service marketing triangle or in GAP model can spoil relationship of hospital with the existing and potential customers.</p> |
|--|--|--|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Table 1.1 :Table showing the literature review

## Chapter 3

### METHODOLOGY

#### • Setting:

- o Apollo Speciality Hospital, Trichy, Tamil Nadu

#### • Study Design:

- Descriptive Cross Sectional

#### Study population :

Patients visiting Apollo Hospitals, Trichy.

#### • Sampling technique:

- o Convenient Sampling Method

#### • Data collection & Analysis :

- A predesigned and pretested close ended questionnaire will be used as a tool for collection of information for the 255 patients of visit to the hospital. i.e Patient referral and feedback form.
- In-depth discussion with the Marketing team and medical administrators of the hospital for the analysis of market environment scanning
- Due consent will be taken from the respondents prior to commencement of interviews during the study.
- PESTEL and SWOT were used for Market analysis
- 

#### Ethical considerations:

- Informed consent was taken from all the respondents.
- Utmost care was taken to preserve anonymity and confidentiality of the respondents.
- All the research related data was stored securely.

## CHAPTER 4

### RESULTS AND FINDINGS



Figure 1. 2 Referral points through which, the patients reach the hospital.

As shown in the above results, maximum footfall comprised of the patients referred by doctors (39%) followed by the patients who have previously have or had personal treatment experience of the hospital and the patients who have specific insurance which are allowed by the hospital.

| <b>Location</b> | <b>Percentage of people</b> | <b>Distance from the hospital</b> |
|-----------------|-----------------------------|-----------------------------------|
| Trichy          | 32%                         | Same city                         |
| Tanjore         | 18%                         | 60 km                             |
| Pudukottai      | 8%                          | 50.5 km                           |
| Karur           | 12%                         | 81.7 km                           |
| Chennai         | 1%                          | 330 km                            |
| Madurai         | 1%                          | 132.2 km                          |
| Ariyalur        | 7%                          | 87.4 km                           |
| Manapparai      | 10%                         | 40.5 km                           |
| Lalgudi         | 11%                         | 25.5 km                           |

Table 2.1. Showing the locations from which, the patients reach the hospital in %.

Based on the table results the locations from which the participants are reaching the hospital are higher with the Native people as they are more aware of the hospital followed by the city of Tanjore as Trichy is their nearest biggest city and followed by karur and Lalgudi. But we can see the shortest distance, pudukottai lies in the 5<sup>th</sup> place of people reaching the hospital inspite of its shortest distance and this can be because of Madurai the next biggest city is much nearer to it.

## PATIENT FEEDBACK FOR THEIR EXPERIENCE IN THE HOSPITAL

The rating has been given for each question from 1 to 5.

With 1 being the lowest to 5 being the highest.

The scale is given below for reference.

|                                                |   |
|------------------------------------------------|---|
| Excellent/Extremely satisfied/Extremely likely | 5 |
| Very Good/Satisfied/ Very Likely               | 4 |
| Good/Average/Likely                            | 3 |
| Fair/Unsatisfied/Not likely                    | 2 |
| Poor/Extremely unsatisfied/Not at all likely   | 1 |

### 2.OVERALL EXPERIENCE

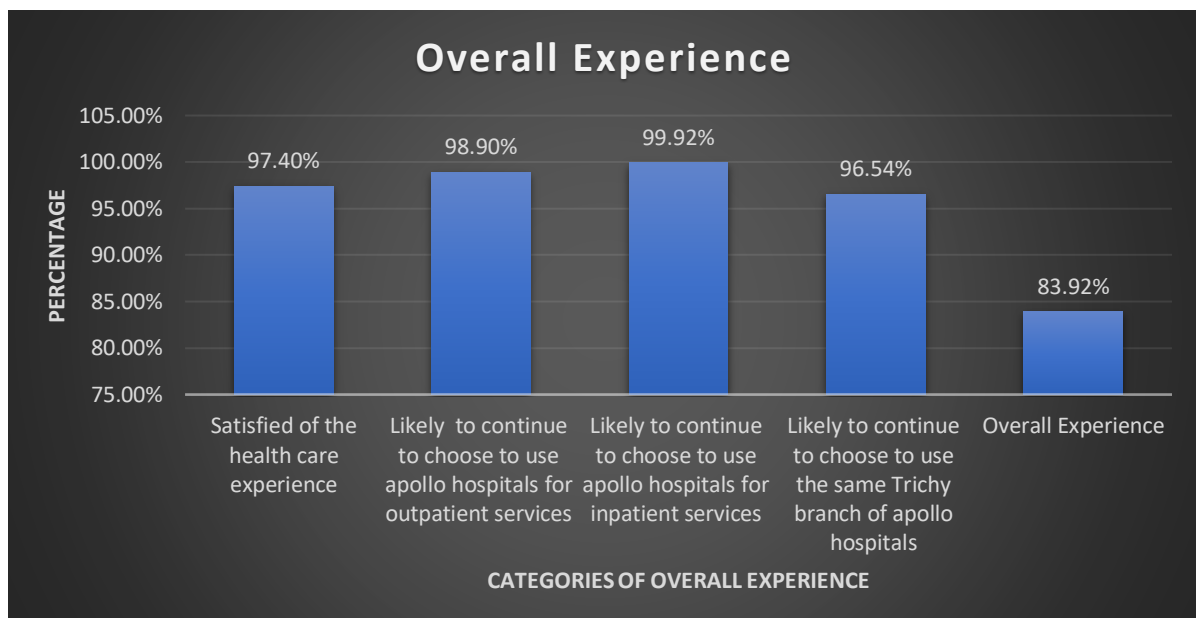


Figure 2.1 Respondents' feedback on overall experience

As per the Figure 2.1., Even though the people are satisfied with the healthcare and likely to choose the same branch and apollo brand for Inpatient and Outpatient service, But still they find it hesitant to have a overall good experience., Hence there is some scope of improvement there is needed.

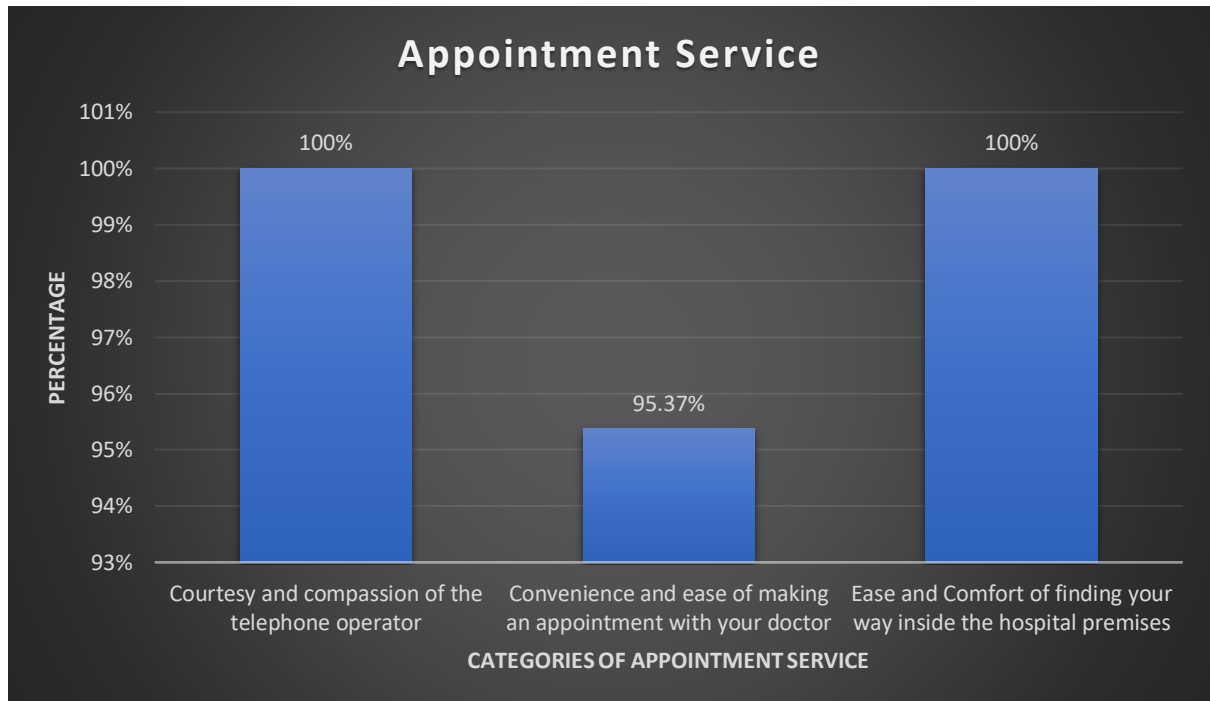


Figure 3.1 Showing the feedback on appointment experience.

As per the Figure 3.1., the participants are 100% satisfied with the telephone operators and finding the way in the hospital premises. But they find it little inconvenient in making an appointment with the doctor.

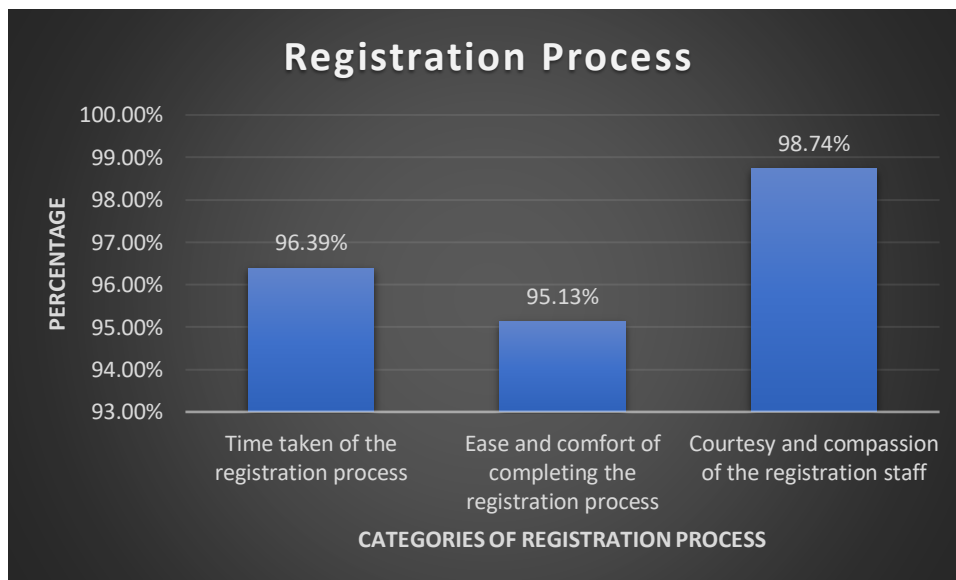


Figure 4.1 Showing the feedback on Registration experience.

The participants are happy about the registration staff but they find inconvenience in the completion and ease along with time taken and hence this should be taken under notice by the registration staff.

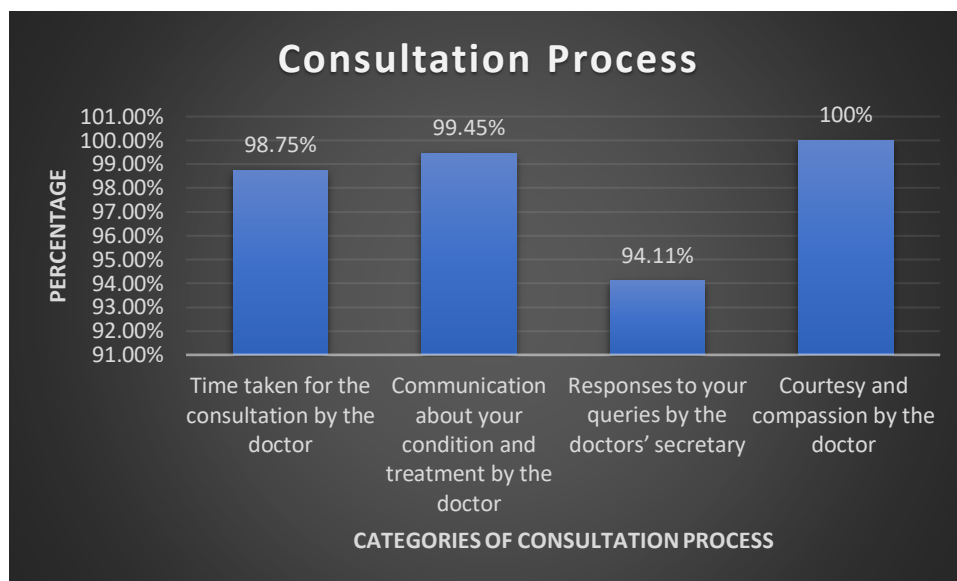


Figure 5.1 Showing the feedback on consultation experience

The participants are satisfied with the consultation with the doctor but they find some inconvenience with the secretaries of the doctor and this should be taken in notice as it affects the overall experience.

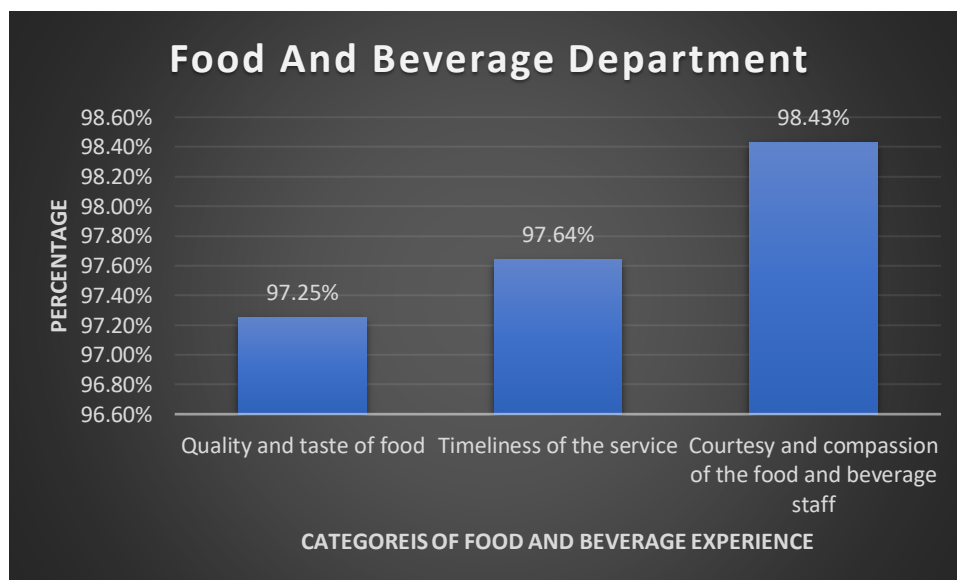


Figure 6.1 Showing the feedback food and beverage experience

As per the above graph, the participants are quite satisfied with the food and beverage department. There seems to be a little discomfort from the courtesy of the staffs and this can be improved from the staff side by more compassionate service.

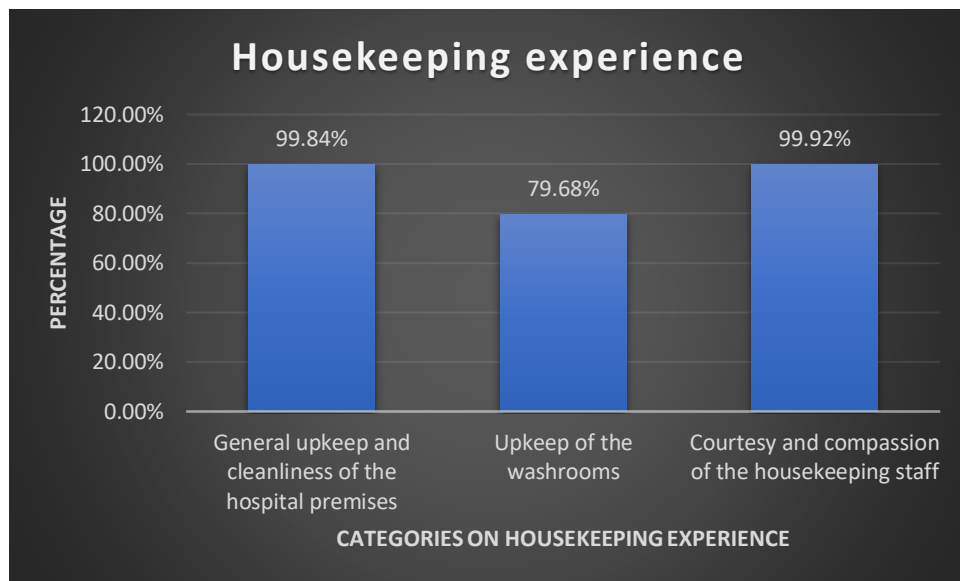


Figure 7.1 Showing the feedback on housekeeping experience

The above results show that the general premises are clean and tidy, but there comes a issue with the upkeep of the washrooms and this needs to be focussed as they deal with the sanitation and hygiene of all the patients and attenders. Also, there is quite a lag in the courtesy of the staff of the housekeeping department and this should come into notice of the HOD and prior action should be taken.

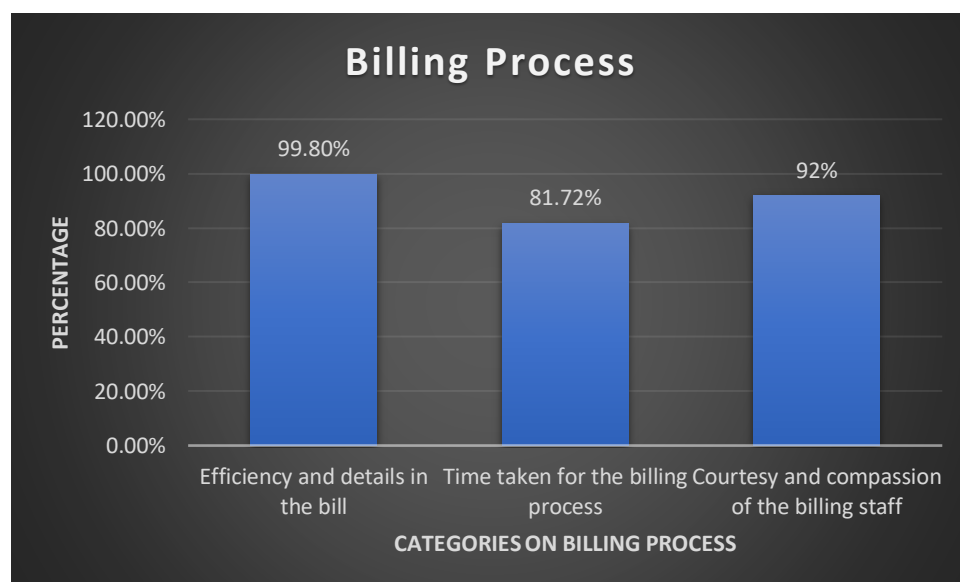


Figure 8.1 Showing the feedback on billing experience

The Efficiency and details on the bill is getting good response from the participants but the time taken for the process overlooks a major lag. This can be because there is only limited counters for both IP and OP billings. There is also a major lag in the courtesy of the billing staff and this should be taken into action.

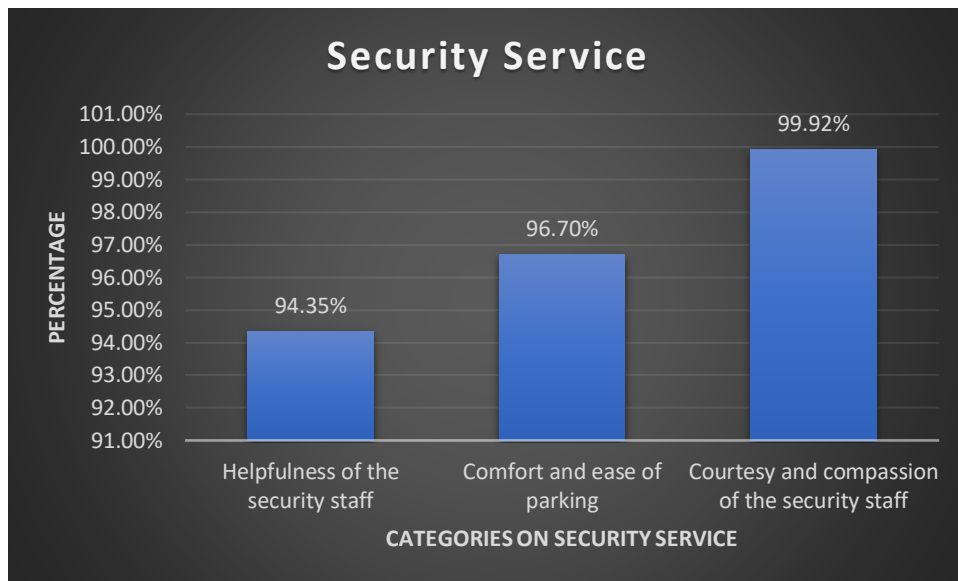


Figure 9.1 Showing the feedback on security experience

The participants are highly satisfied by the courtesy of the security staff but there is a little discomfort seen in the parking region and its ease of management and this should be taken care by the hospital and take sufficient actions.

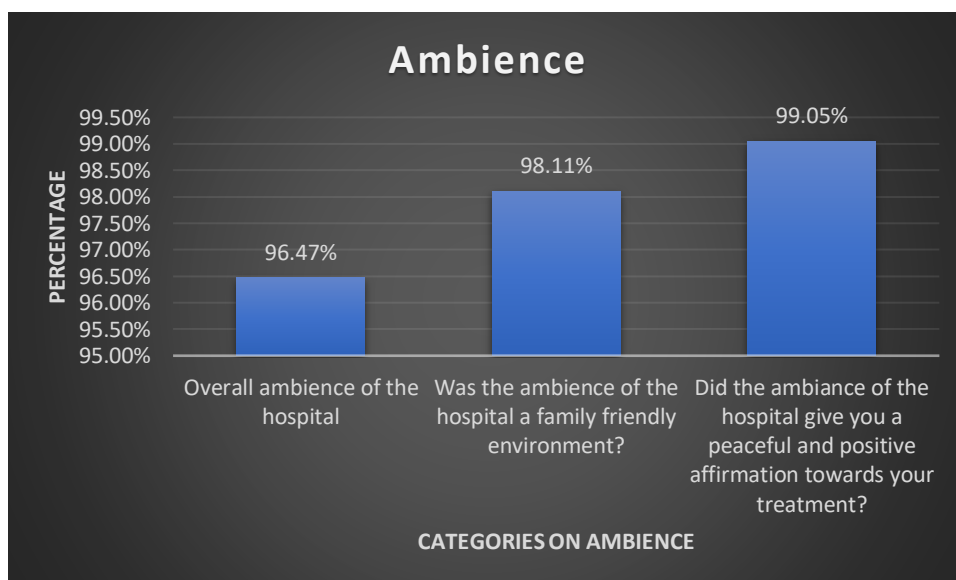


Figure 10.1 Showing the feedback on ambience

The patients find the hospital to have a positive ambiance for treatment and family friendly but they find it little uncomfortable in the overall ambience and hence there is scope in improvement in that area.

## ANALYSIS OF THE EXTERNAL MARKET

### PESTEL

Done by scanning the external environment of Trichy Hospitals with respect to Apollo Speciality Hospital, Trichy.

**Political :** Apollo hospitals undertake all the government policies and treatments are carried out with their due respect of the funds allotted and schemes given to the public by the governing party. And also there was a change of government in this time and the new government has allotted funds for making the healthcare facilities more feasible by increasing the transportation and hence there is high chance of increase of patients to Apollo hospitals.

**Economic :** Trichy is an emerging metropolis and New IT parks and more industrial area with high tech bus stands are being established in recent times. And thus with the change of lifestyle and increase in their capacity to earn will automatically urge them to try corporate hospitals and thus apollo becomes more affordable or them. And as Apollo has a lot of tie ups with the insurance companies and Government schemes , this will automatically increase the chance of higher footfall to the hospital.

**SOCIAL :** With the increase in job opportunities and migration of people to Trichy as their job retention is low due to improper work balance and creates a positive social environment. Also the retired population is highly moving to tier 2 cities to avoid the commotion of the metropolitan cities and lead a peaceful life. There are high chances that the geriatric and other age group of patients are willing to come to the hospital.

**TECHNOLOGY:** Apollo is well known for its introduction of many technologies into the medical field such as being pioneer in Tele medicine introduction in India and introduction of robotic assisted surgeries. Also, they have highly succeeded in them. This is a major positive point for the hospital as the patients believe in the technology provided by the hospital and there is high chance that the footfall can be increased if we market in the criteria of technology.

**ENVIRONMENT :** Trichy climate witnesses very hot weather during the months of summer, the temperature goes beyond 48 to 52 degree Celsius to which the hospital has to take many measures of keeping a green environment and increasing the air-conditioning facilities for the convenience of the patients.

**LEGAL :** All essential standards and protocols relating to employees and patients as well have been taken care by the Apollo Hospitals and the hospital has been confined to the NABH accreditation which help the patients to the trust the services.



## SWOT ANALYSIS

### STRENGTHS

#### NABH ACCREDITATION

- As per the results almost 31 % of the patients are referred by external doctors and 22% of patients are referred by previous patients and a lot by community and relatives hence this shows that the brand name is well established and apollo is one of the trusted brands in the market.
- It provides a lot of special care treatments which many south Indian hospitals could not provide such as special paediatric MICU and ICU units higher success rates of transplants and oncology services.
- Highest success rate of plasma treatment in whole of district and vaccination drive is being offered to the public in a highest amount by the government with its tie up.

### WEAKNESS

- Less number of beds compared to the competitors.
- Branded as corporate hospital and not for the low-income people and not aware of the insurance policies.

### OPPORTUNITIES

- Advanced technologies
- Good referral contacts with the doctors in and around the Trichy district.
- Brand name
- Service excellence

### THREATS

- Introduction of new tertiary care hospitals built with more bed facilities around the district can play as the biggest threat to the hospital.
- Policy and legal restrictions as well as the current pandemic situation can play as an important threat.

## CHAPTER 5

### DISCUSSION

As mentioned in the results by interviewing 255 patients we could clearly see that the patients referred by the external doctors are high with 35%. This is mainly due to the clinical experts who are available in the hospital and the advanced technological advancements which are available in the hospital. Studies show that marketing mix strategies components like Health service strategy, Pricing, promotion can improve the footfall of the hospital. Thus, by knowing the strengths we can process a combing process where the hospital can do courtesy visits to the clinicians/general practioners of the town to build a good positive relationship with them and making them aware of the advancements and services provided by the hospital so that more patients can be referred by them to the hospital. This can be further elaborated by presenting brochures of the hospitals' achievements and the list of full team consultants and specialists empanelled with the hospital. The next highest can be seen in the category referred by the previous patients and here comes the concept of relationship marketing. As pulling in more new patients need more of investments and effort but retaining the current customers can help us in increasing the footfall as they will contact us whenever their need arises and also by the results observed through the internal environment hospital almost 92% of the patients chose that they would again come for the IPD &OPD services if their need arises, Hence it's the intelligence of the hospital to retain these patients and giving them the required service excellence. As for the locations , the results evidently show that the locals o Trichy are well aware of the hospitals and they reach the hospital when are where they require , also the people of neighbouring cities and towns reach the hospital as they are inaccessible to this variety of facilities and technology and also as the hospital is situated in the highways , it becomes easy for them to reach and saves their time and expense to travel.

As of the strengths and weakness of the internal environment, the hospital is well equipped with technology, and this is one powerful tool to pull the public inside as well as the greatest weakness is they are also a perception that the brand name causes is it is corporate hospital as is only for the rich. But the public are not aware as the hospital provides with a lot of insurances and government tieups which could be

beneficial for them and obtain their service with low cost. Hence this field should be marketed well and can be a very good source of footfall.

We could also see a lot of discomfort in the billing section as this arises because there are only 2 counters for OPD billing and 2 counters for IPD billing and these IPD billing staffs sometimes do the insurance counselling also which delays the process of billing and turn the waiting time to be high which annoys the patients. Other than that in registration process the people do get stuck and show inconvenience experience and this mainly arises which they are requested to do the self-registration when there is over crowding in the registration counter. This can be avoided if the staff number is increased for the registration process also there is a slight inconvenience shown in the experience of patients where the queries are not clarified properly by the doctor secretaries and the hospital should take care in this department and counsel the doctor secretaries to be more polite and compassioned towards the patients and give them the required information which they require. The other modes of referral there is a quite good number whom they have reached the hospital through the website and thus publishing name will help them easily find the doctor and his availability so that thus can be helpful for the patient. India is still a country where **Direct Footfall Numbers > Indirect Footfall numbers** as India still take health as an episodic view of events rather than a lifecycle view. The “footfalls” approach is myopic and helps build only for the short term, thus, to increase the footfall we can focus more on retaining the old patients for that the concept of relationship marketing is introduced, where, (7) Relationship Marketing - it is an advertisement of customer loyalty as much as it is an indication of the hospitals’ ability to treat the patient as a “lifetime customer” and not just as another footfall. Some recommendations for **Retaining old patients are**,

- Follow up services can be provided to know the status of the patient and to remind them of due review consultation.
- To intimate them about concerned Health education programmes, medical camps etc.
- To send them brochures, newsletters, updating them about new services started at organization etc.

- Hospital can develop “Health Card” schemes to build up new patients. The above said health card schemes may cover an individual or total family. These health cards can be given during the combing process also where, the doctors whom we are contacting can give these health cards as gift cards and the patients can receive a good number of concessions on their bills.
- Hospitals can develop “customer clubs” on disease basis and offer exclusive health care packages to members of the clubs. This includes providing some extent of concessions for both outpatient and inpatient bills.

## CHAPTER 6

### CONCLUSION

Thus, with the results and findings it is proven that the brand name plays a major role in increasing the footfall of the hospital and thus still gaps are seen making the hospital to reach all levels of people as Apollo is still seen as a hospital which can be affordable only for the rich. But the awareness of the insurance schemes should be made more prominent to the providers and the public so that all levels of people reach the hospital. Social marketing can be implemented to pull the new customers and relationship marketing can be implemented to retain the old customers and satisfy them with the good service excellence, in a way they can even help us to pull more customers as they are satisfied and recommend for more public. Word of mouth plays a huge role in our society as our people still believe humans more than machines, thus gaining the public trust is extremely vital.

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## ANNEXURES

### QUESTIONNAIRE

# Streamlining the Footfall Patterns and Creating Marketing Strategy - A Holistic Data Approach

Dear Respondent,

The purpose of this study is to be on streamlining the various grounds and patterns on which the people reach THE APOLLO SPECIALITY HOSPITAL, Trichy. This study will help in knowing the ways on how the people are reaching the Apollo Hospitals and how we can improve on us to reach easily and provide better experience of stay and service for the upcoming guests. I request you to spare a few minutes of your valuable time to evaluate the experience of your stay and help me with your valuable responses to improve my study. Please be assured that your responses will be kept completely confidential.

Thank you.

Are you willing to participate in the study.

Yes

No (If the response is 'No' end the survey by thanking the respondent)

|                     |
|---------------------|
| NAME OF THE PATIENT |
| AGE                 |
| UID NO              |
| ADDRESS             |
| DATE OF YOUR VISIT  |

**Please fill in the detailed information about how you came to know about the hospital. If the question does not pertain to your visit, please leave it blank.**

#### 1.HOW DID YOU COME TO KNOW ABOUT THE HOSPITAL?

- A. Referred by a doctor ☐
- B. Word of mouth ☐
- C. Media ☐
- D. Social media ☐
- E. Private Insurance companies ☐
- F. Journals ☐
- G. Customer review sites ☐
- H. Training programmes ☐
- I. Camps ☐

A.1) If **referred by any other doctor** from outside of THE APOLLO Hospitals.

- i. Please can you mention the name of the doctor.....
- ii. Please can you mention the Hospital name .....
- iii. Do you have the referral document provided by the doctor: ☐Yes ☐ No

B)1) If you came to know about the hospital by **WORD OF MOUTH**, then please tick the option below on how you came to know.

- i. Peer Referral
- ii. Relatives
- iii. Community
- iv. Corporate
- v. Previous patients
- vi. Others

C)1)If you came to know about the hospital by any sorts of **MEDIA**, then then please tick the option below on how you came to know.

- i. Newspaper
- ii. Billboards
- iii. Internet ads
- iv. Medical Mobile Apps
- v. Pamphlets
- vi. Website
- vii. Whatsapp
- viii. Blog
- ix. Television

Also please mention on what content or area the information was published on .....

D)1)If you came to know about the hospital by any sorts of **SOCIAL MEDIA**, then then please tick the option below on how you came to know.

- i)Facebook      ii)Instagram      iii) Twitter

Also please mention on what content or area the information was published on .....

E) 1)If you are referred by any **PRIVATE INSURANCE COMPANIES**, then please fill the details below,

- i. Name of the insurance.....
- ii. Place where the insurance was taken.....
- iii. Do you have the document? ☐Yes ☐No

F)1) If you came to know about the hospital by any **JOURNALS** , then please fill the details below,

- i. Name of the journal.....

F)1) If you came to know about the hospital by any **CUSTOMER REVIEW SITES**, then please fill the details below,

- i. Name of the Customer review sites .....

G)1) If you came to know about the hospital by any sorts of **TRAINING PROGRAMMS**, then please tick the option below on how you came to know.

- i) CME      ii) Webinars      iii) Training sessions

Also please mention the place and what subject the programme was conducted on .....

H)1) If are referred by any **CAMPS**, then please fill the details below,

- i) Place the camp was conducted.....
- ii) Date the camp was conducted.....
- iii) On which speciality.....

**Please fill in the box that best represents how well we met your experience in each critical touch points. If the question does not pertain to your visit, please leave it blank.**

## 2.OVERALL EXPERIENCE

2.1 Considering of healthcare experience that you have experienced how satisfied are you with the hospital?

☐Extremely unsatisfied      ☐Unsatisfied      ☐Average      ☐Satisfied      ☐Extremely Satisfied

2.2. Can you please elaborate on the reason for your rating .....

2.3 How likely are you to continue to choose to use apollo hospitals for outpatient services if need arises?

☐Not at all likely      ☐Not likely      ☐Likely      ☐Very likely      ☐Extremely likely

2.4 How likely are you to continue to choose to use apollo hospitals for inpatient services if need arises?

☐Not at all likely    ☐Not likely    ☐Likely    ☐Very likely    ☐Extremely likely

2.5 How likely are you to continue to choose to use the same Trichy branch of apollo hospitals if need arises?

☐Not at all likely    ☐Not likely    ☐Likely    ☐Very likely    ☐Extremely likely

2.6 Overall service experience at apollo hospitals

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

### 3.APPOINTMENT EXPERIENCE

3.1 Courtesy and compassion of the telephone operator

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

3.2 Convenience and ease of making an appointment with your doctor?

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

3.3 Ease and Comfort of finding your way inside the hospital premises.

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

### 4.REGISTRATION EXPERIENCE

4.1 Time taken of the registration process

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

4.2 Ease and comfort of completing the registration process

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

4.3 Courtesy and compassion of the registration staff

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

### 5.CONSULTATION EXPERIENCE

5.1 Time taken for the consultation by the doctor

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

5.2 Communication about your condition and treatment by the doctor

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

5.3 Responses to your queries by the doctors' secretary

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

5.5 Courtesy and compassion by the doctor

☐Poor                      ☐Fair                      ☐Good                      ☐Very good                      ☐Excellent

### 6.FOOD AND BEVERAGE EXPERIENCE

### 6.1 Quality and taste of food

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

### 6.2 Timeliness of the service

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

### 6.3 Courtesy and compassion of the food and beverage staff

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

## 7.HOUSEKEEPING EXPERIENCE

### 7.1 General upkeep and cleanliness of the hospital premises

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

### 7.2 Upkeep of the washrooms

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

### 7.3 Courtesy and compassion of the housekeeping staff

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

## 8. BILLING EXPERIENCE

### 8.1 Efficiency and details in the bill

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

### 8.2 Time taken for the billing process

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

### 8.3 Courtesy and compassion of the billing staff

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

## 9.SECURITY EXPERIENCE

### 9.1Helpfulness of the security staff

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

### 9.2 Comfort and ease of parking

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

### 9.3 Courtesy and compassion of the security staff

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

## 10. AMBIENCE

### 10.1 Overall ambience of the hospital

☐Poor                      ☐ Fair                      ☐Good                      ☐Very good                      ☐ Excellent

10.2 Was the ambience of the hospital a family friendly environment?

☐Not at all likely    ☐Not likely    ☐Likely    ☐Very likely    ☐Extremely likely

10.3 Did the ambience of the hospital give you a peaceful and positive affirmation towards your treatment?

☐Not at all likely    ☐Not likely    ☐Likely    ☐Very likely    ☐Extremely likely