

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

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Health Management

HM- 24





Introduction

- 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.
- Know your Audience.
- Apollo Hospitals , Trichy Tamilnadu
- 120 Bedded hospital
- More than 300 to 500 people visits, New Registration Ranges from 75 to 120.
- With Covid situation, the fever Clinic is also having quite a footfall number with 80 to 100 visits.
- Good Faith & Brand Impaction.



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.

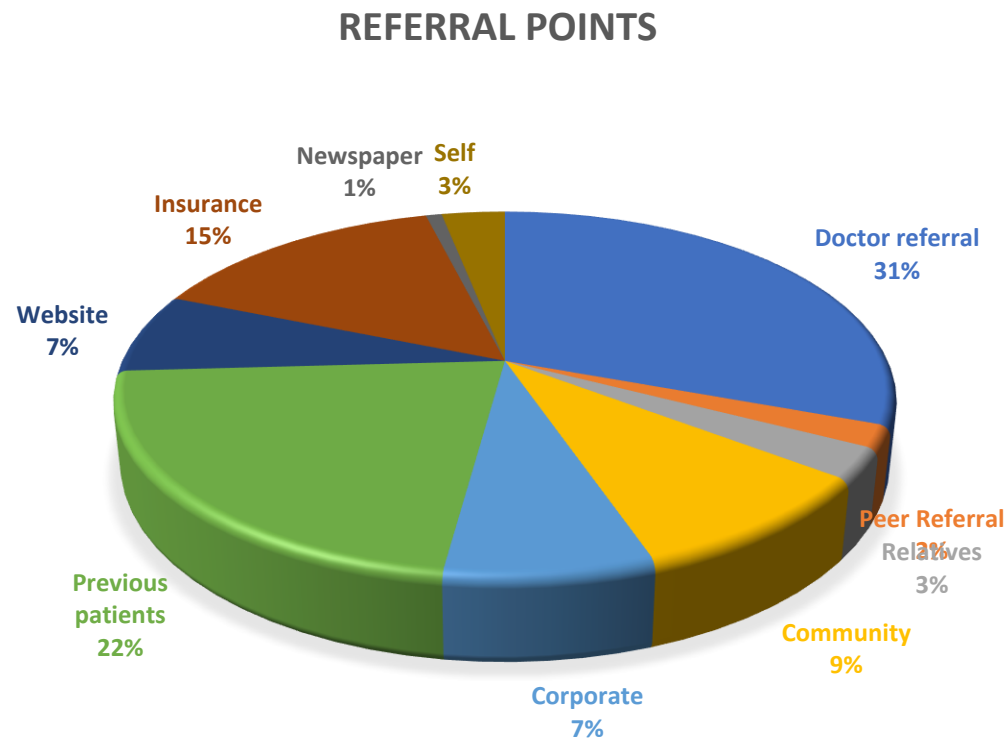
Research Objectives



METHODOLOGY

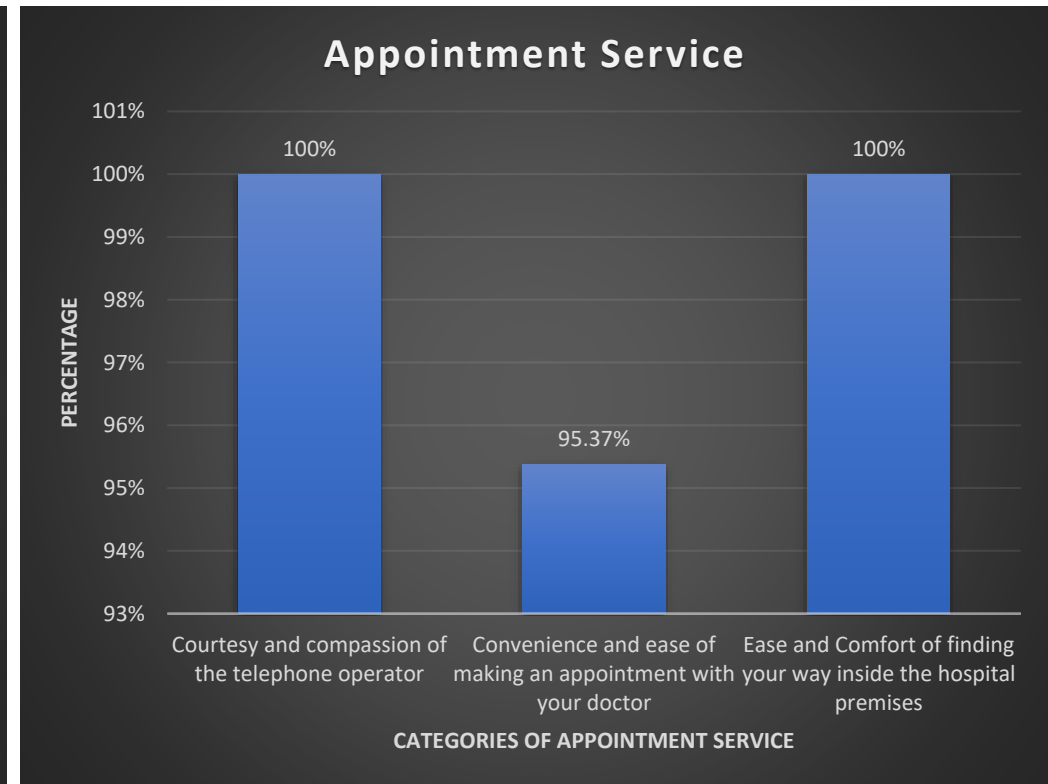
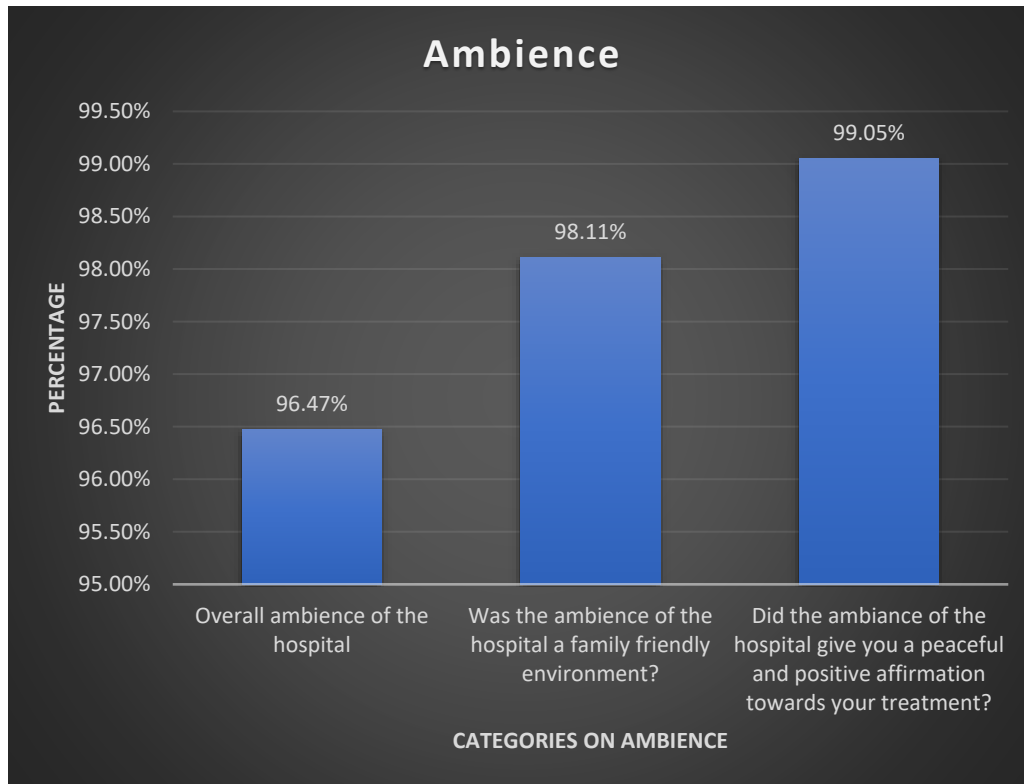
- **Setting:** Apollo Speciality Hospital, Trichy, Tamil Nadu
 - **Study Design:** Descriptive Cross Sectional
 - **Study population :**Patients visiting Apollo Hospitals, Trichy.
 - **Sampling technique:** Convenient Sampling Method.
 - **Data collection & Analysis :**
 - A predesigned and pretested close ended questionnaire.
 - In-depth discussion with the Marketing team and medical administrators of the hospital.
 - PESTEL and SWOT were used for Internal Environment.
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REFERRAL POINTS & LOCATIONS

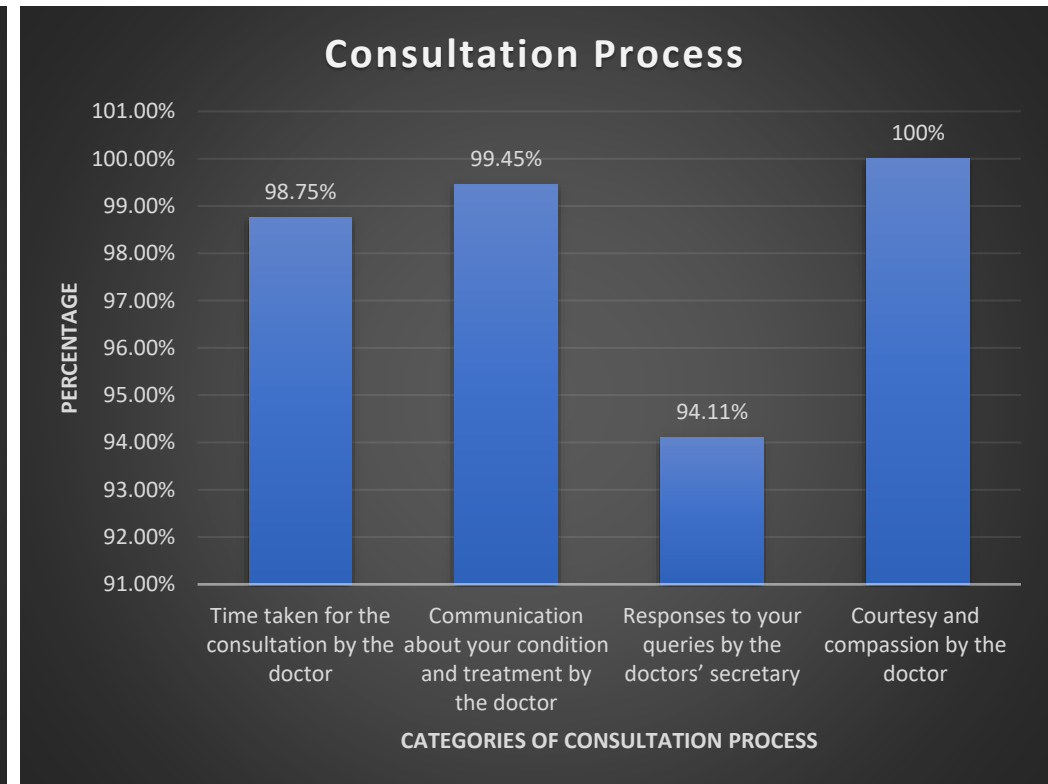
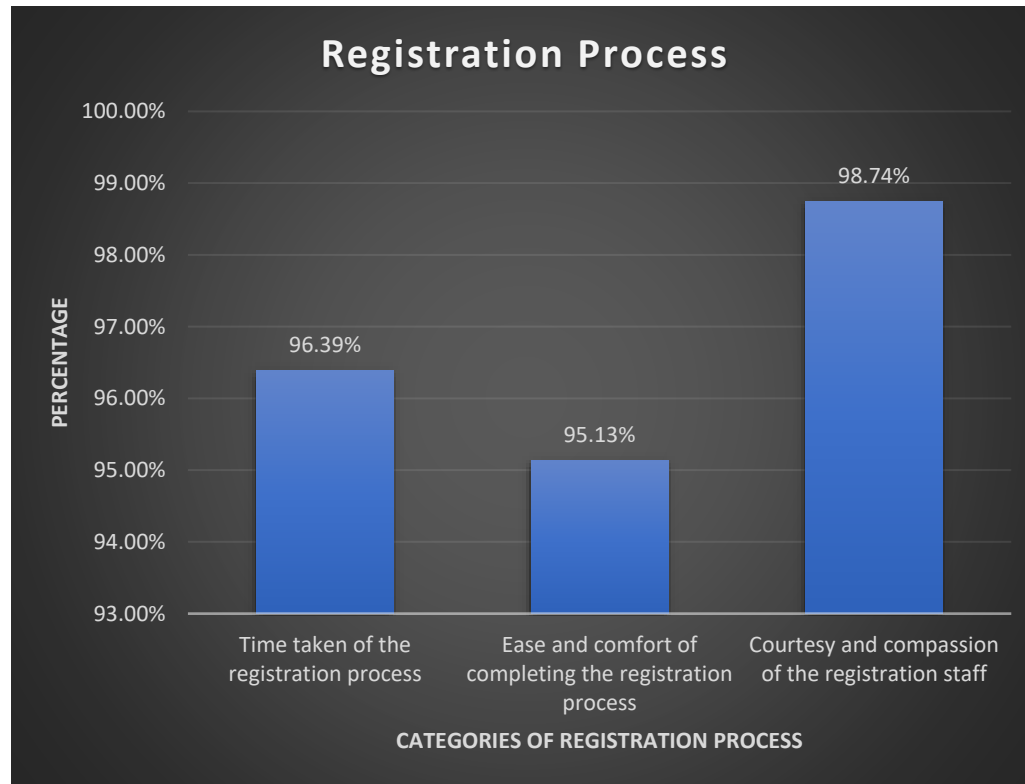


Location	Percentage of people	Distance from the hospital
Trichy	32%	Same city
Tanjore	18%	60 km
Pudukottai	8%	50.5 km
Karur	12%	81.7 km
Chennai	1%	330 km
Madurai	1%	132.2 km
Ariyalur	7%	87.4 km
Manapparai	10%	40.5 km
Lalgudi	11%	25.5 km

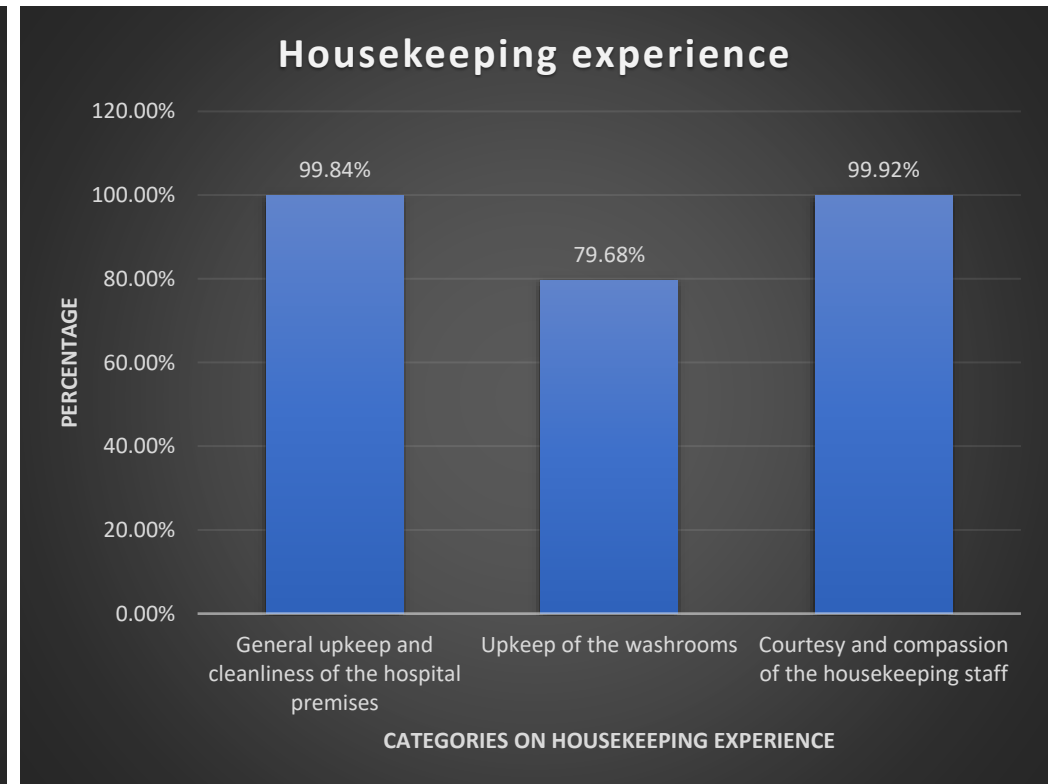
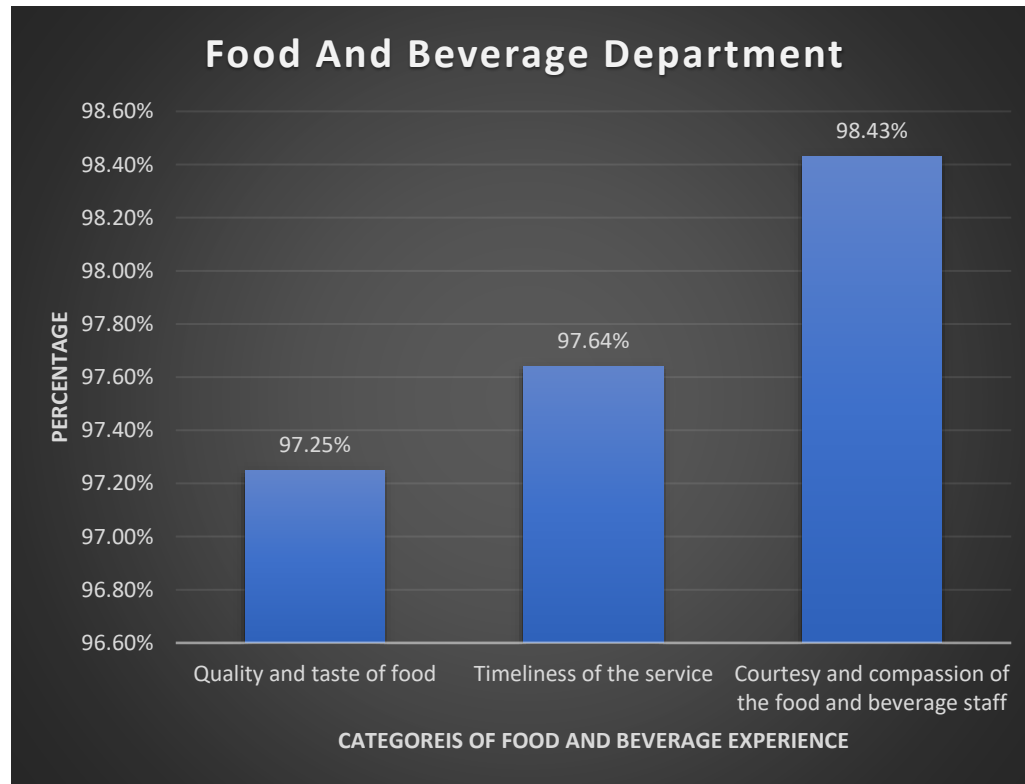
PATIENT FEEDBACK FOR THEIR EXPERIENCE IN THE HOSPITAL.



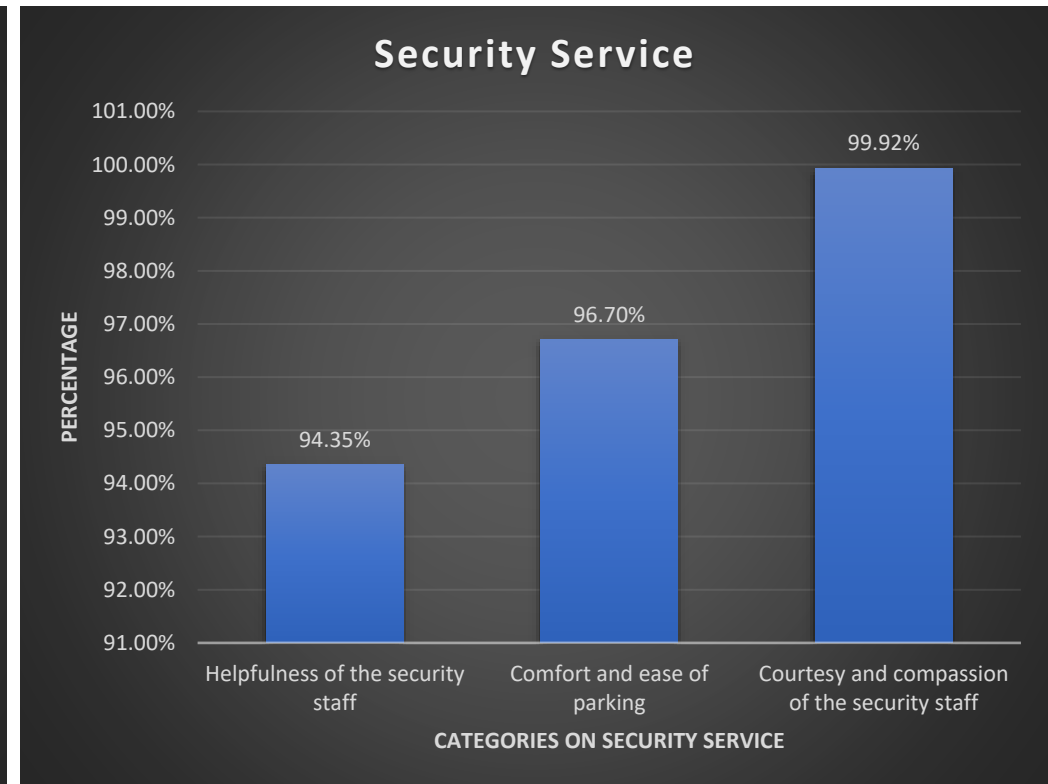
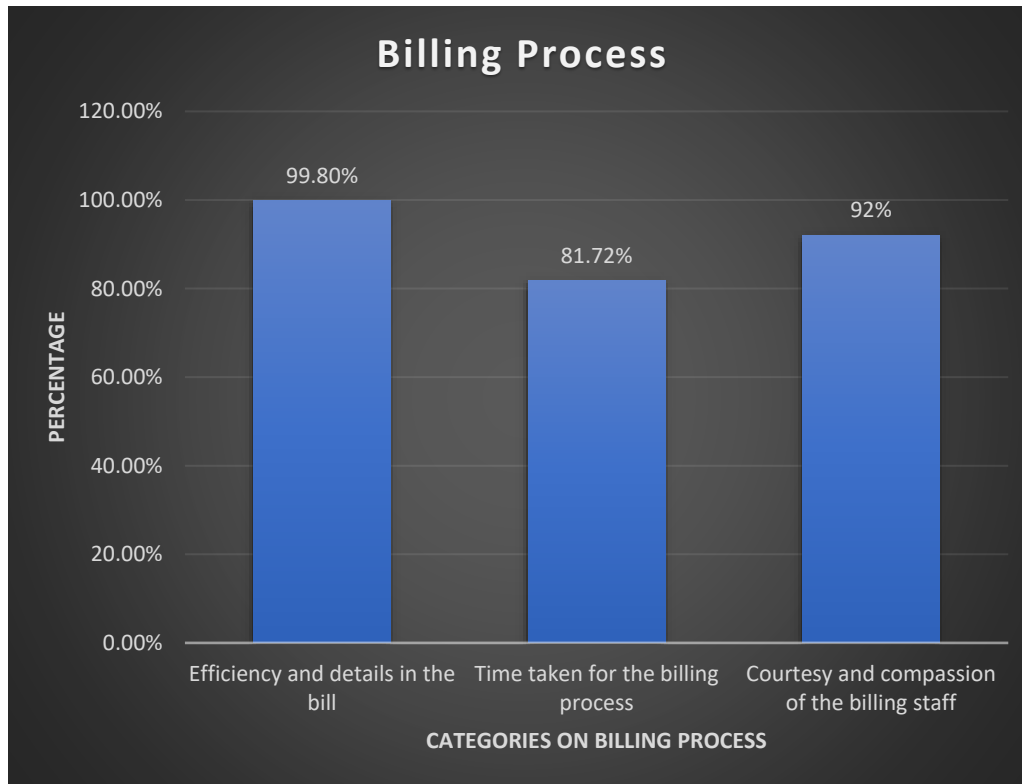
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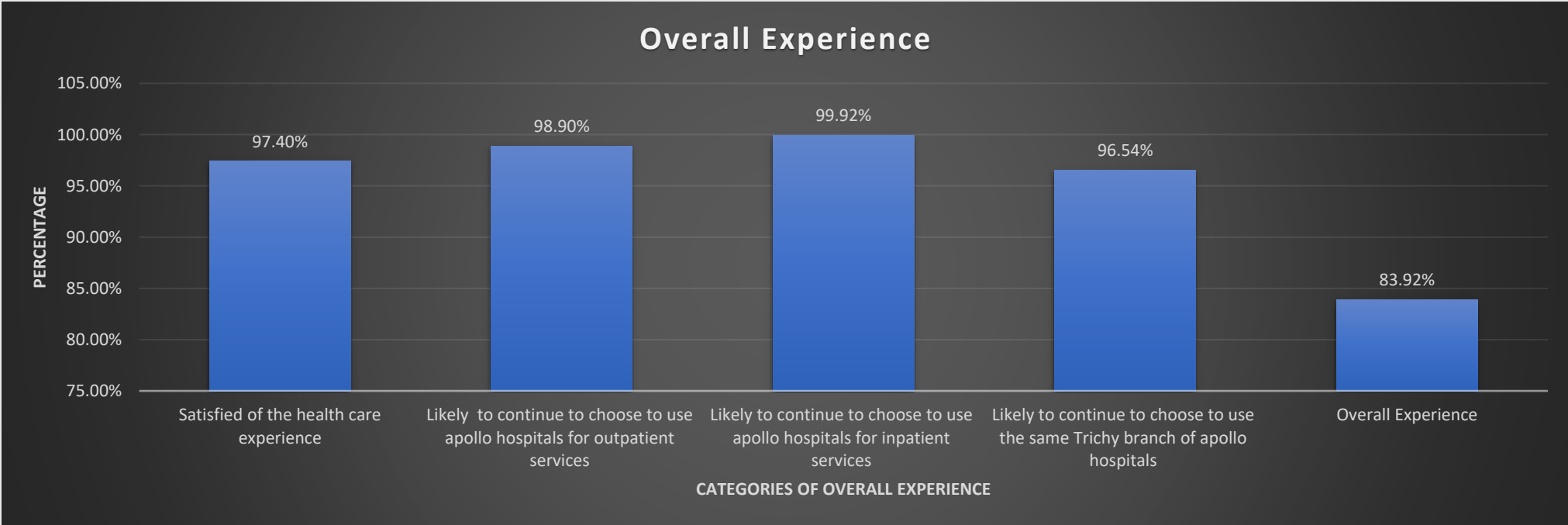
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ANALYSIS OF THE EXTERNAL MARKET PESTEL

- **Political** : Apollo hospitals undertake all the government policies and treatments.
 - **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.
 - **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.
 - **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.
 - **ENVIRONMENT** : Trichy climate witnesses very hot weather during the months of summer.
 - **LEGAL** : All essential standards and protocols relating to employees and patients as well have been taken care by the Apollo Hospitals. NABH Accrediation.
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PESTLE Analysis



SWOT

• STRENGTHS

- NABH ACCREDITATION
- External referral Doctors
- Special paediatric MICU and ICU units with 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.

SWOT

• OPPURTUNITIES

- 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.
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Recommendations



ENGAGE AND ENCOURAGE MORE
DOCTORS FOR REFERRALS IN AND OUT
APOLLO.



PREPARE A BEST IP PATIENT
EXPERIENCE AND RECOMMEND THEM
WITH OUR OTHER SERVICES



IMPROVEMENT IN EMERGENCY CARE &
EXPANSION OF AMBULATORY SERVICES

Recommendations

- **Direct Footfall Numbers > Indirect Footfall numbers.**
 - India still take an episodic view of events rather than a lifecycle view. The “footfalls” approach is myopic and helps build only for the short term.
- **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.



Recommendations

- **Retaining old patients.**
 - 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.
 - 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.
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Thank You