

Measuring outcomes of Special packages and online listing as a marketing activities in multi specialty hospital

Introduction

- Marketing activities are planned to target set of customers with multiple marketing channels.
- An effective campaign has an engaging, shareable, campaign concept that utilizes both online and offline marketing communications tools and digital media channels
- Marketing campaign plans are used in order to maximize the reach and acquire new customers. Campaigns are used and designed with specific goals in mind, such as:
 - A branding campaign to build brand awareness, favorability, and familiarity
 - Launching a new product
 - Increasing sales of a current established product
- For a multispecialty hospital marketing campaigns revolve around a specialty or a disease with an end objectives of increasing patient consultations to the hospital and also to be able to reach a maximum people.

Rationale

Measuring effectiveness of campaigns is useful for the businesses to determine **profitability** of expenditure

It gives an numeric estimate for measuring success over time and **taking the intuition out of making future business decisions.**

Aim

To measure the effectiveness of marketing activities like Practo and special packages in monetary terms and number of people reached.

Objectives

- To determine the return on investment
- To determine the number of patient reached
- To determined number of footfall increased
- To find out patient life time value
- To find out patient acquisition cost
- To define buyers journey and identify the touch points

Special packages, how are they designed

Launching the campaign /
post campaign analysis

- Channels are used to target the defined audience
- Post launch the performance is analysed
- The campaign effectiveness is studied for future



Preparing for the campaign and
identifying channels to use for it

- All the branding materials are designed like posters, flyers,
- Finalizing radio ads
- Sensitizing sales and operation team
- Upgrading it to the HIS



Identifying services

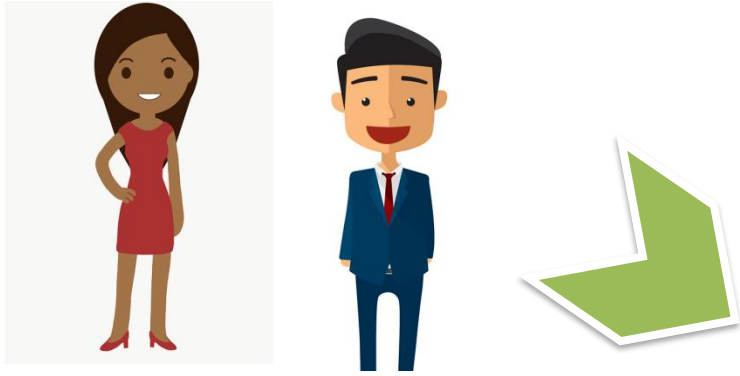
- Range of services to be included in the package
- Deciding price of the package and getting it approved
- Considering USP of the hospital and competition

Identification of specialty for
running a campaign

- Done based on OPD footfall
- Neurosciences department for Special clinics
- Endocrinology department for World Diabetes's day Package



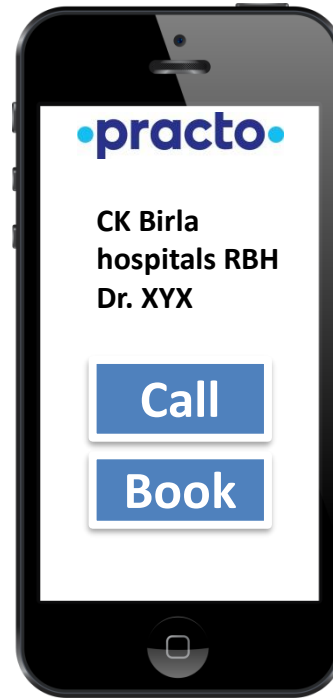
Leads generated through Practo



Patients in need of medical care and an intention to visit a doctor/ hospital search for keywords like

- Doctors' name
- Specialty
- Hospitals name

Lands on Practo page/ app

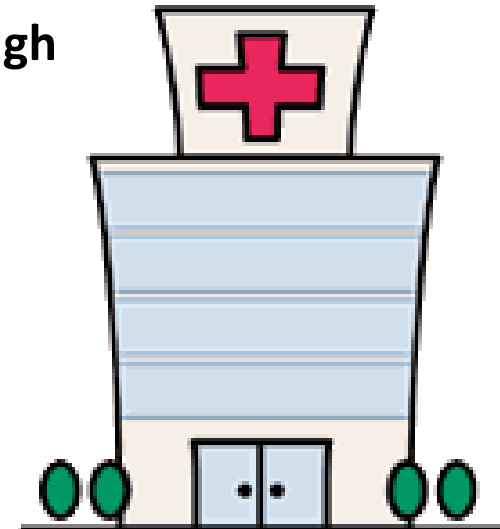


- Patients call to enquire which Practo connect to the hospital
- Patients visits a hospital through an enquiry or booking

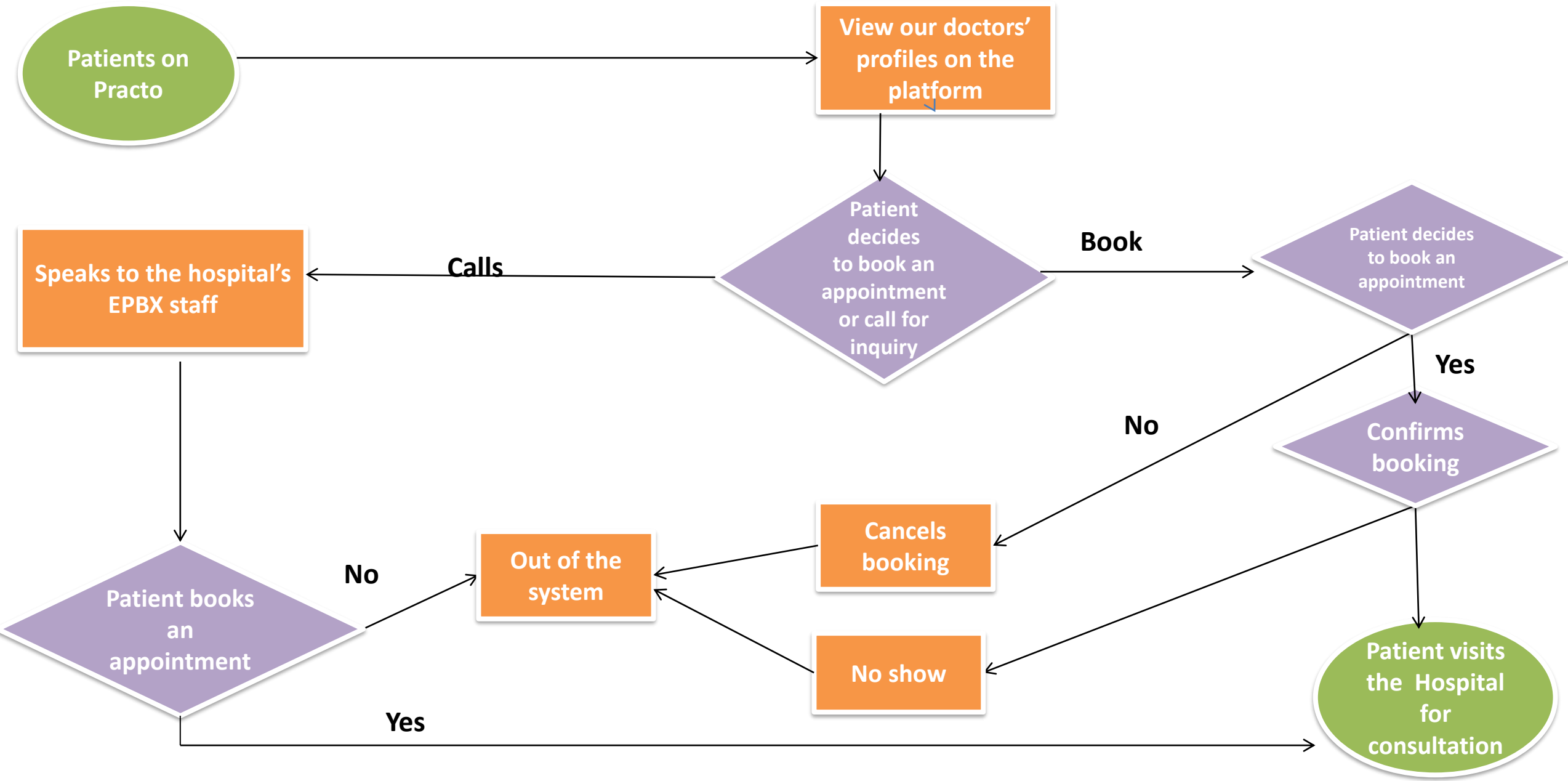
On the Practo page they get an option to either

- call to make an enquiry
- Book to visit a doctor

Both of which is free for the patients and chargeable to the hospital



Flow chat of patients on Practo



Methodology

Research question: What is the effectiveness of recent marketing activities and initiatives?

Research design: Quantitative research

Study setting in a 200+ multispecialty hospital in Jaipur

Study population: Patient coming in the hospital premises to avail services

Sample size calculation: 384 sample size for a population of 30,000 people

Sampling methods:

- Random sampling to calculate life time value of patients

- Convenience sampling to understand buyers' journey

Data Collection:

- Secondary data for measuring return on investment, number of patient reached, number of consultations increased, patient acquisition cost, and patient life time value

- Questionnaire for studying Buyer's Behavior

Operational Definition

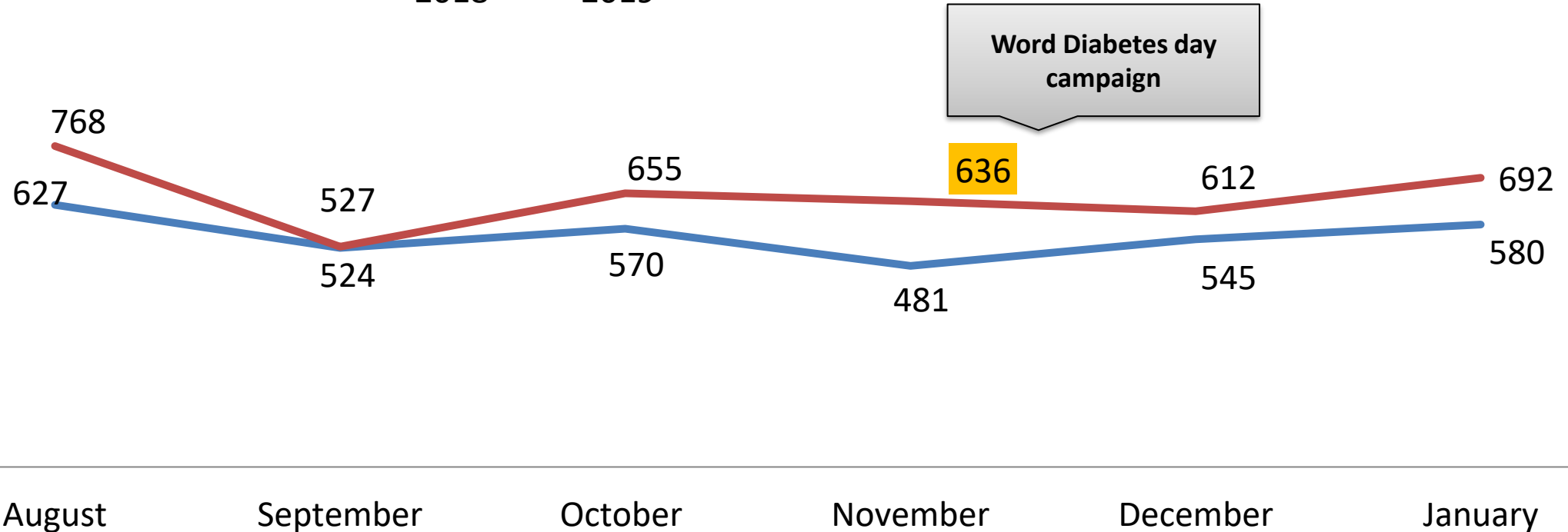
- **Return on investment:** $\text{Revenue} - \text{Investment} / \text{Investment}$
- **Number of patient reached:** $\text{Impressions} / \text{Investment}$
- **Number of consultations increased:** $\text{No of Consultations increased} / \text{Investment}$
- **Patient acquisition cost:** $\text{Sales and marketing cost} / \text{Number of new customers increased}$
- **Patient life time value:** $\text{Customer value} * \text{Average Customer life span}$
- **Buyers' journey:** Measured on the following parameters
 - Awareness of the disease
 - Consideration of available options
 - Intention to buy
 - Purchase decision
 - Post Purchase recommendation

Results

Generated footfall ratio for World diabetes day campaign

Endocrinology footfall

— 2018 — 2019



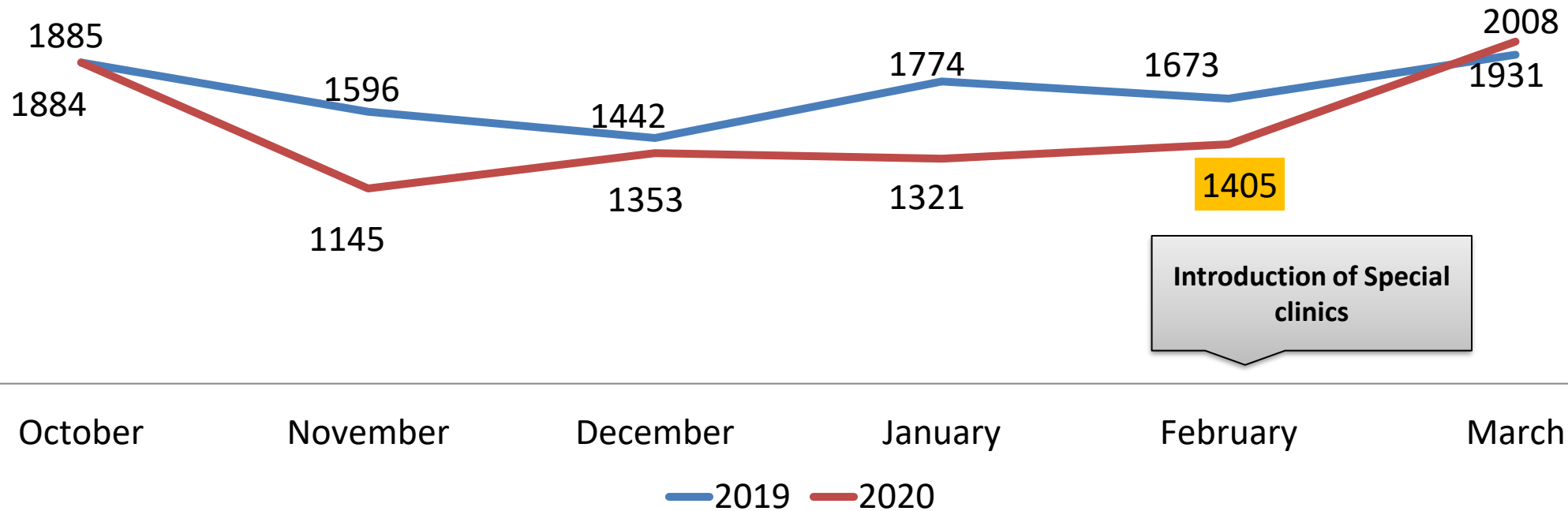
No of patients increased : Investment

1:1429

Average purchase
value in OPD is : 1998

Generated footfall ratio for Special clinics

Neurology footfall



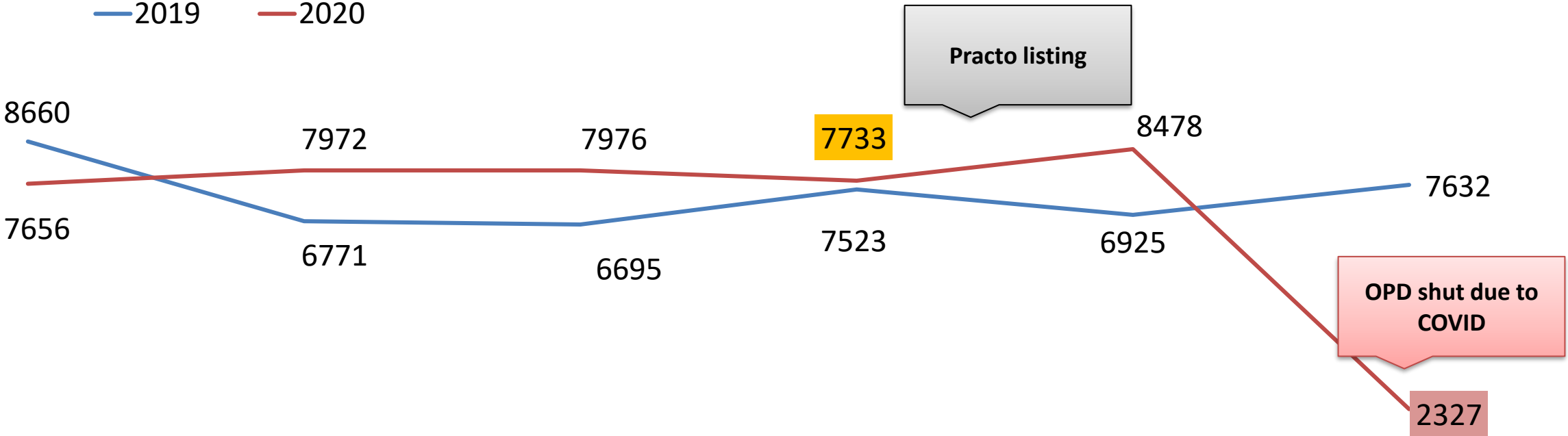
No of patients increased : Investment

1:500

Average purchase
value in OPD is : 1998

Generated footfall ratio for Practo

Total OPD footfall



October

November

December

January

February

March

No of patients increased : Investment

1:588

Average purchase
value in OPD is : 1998

Return on investment

Revenue — Investment / Investment

Activities	Revenue	Investment	ROI
World diabetes day campaign	581061	143622	3.0
Special clinics - headache and epilepsy	283944	267398	0.1
Practo	3597921	143250	24.1

Generated awareness ratio

	World Diabetes day Campaign			Special clinics		
MEDIA	Impression	Investment	Ratio	Impression	Investment	Ratio
Print	200,000	143622	1.4:1	0	0	0
Electronic	34,60,000	26441	130:1	12,30,000	3867	318:1
Social Media	16589	55000	3:10	3457	81400	4:100
Events	0	0	0	60	427798	1:10000
Total	36,76,589	2,25,063	16:1	12,33,517	51,3065	2.5:1

Impression : Investment

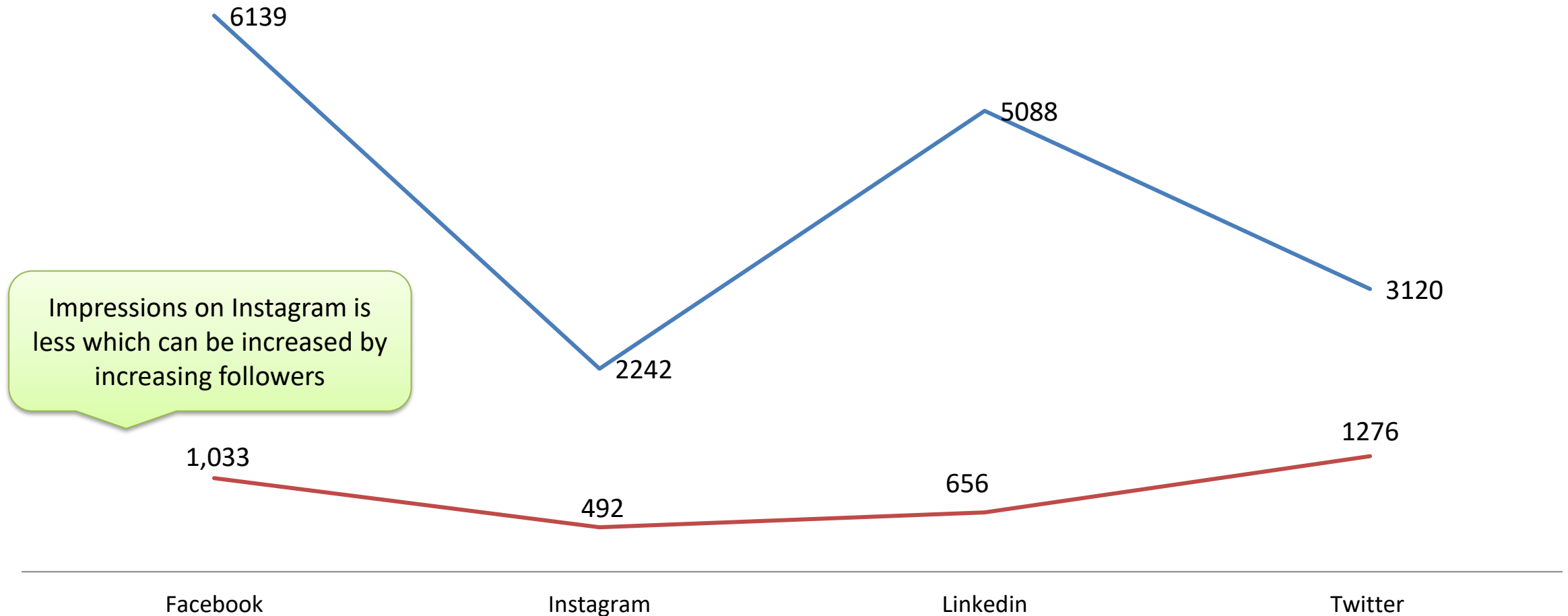
Ratio for social media can be increased with minimum investment

Generated awareness ratio Practo

	JAN	FEB	MAR	TOTAL
Impressions	15756	34489	24310	74555
Investment	23000	69000	51250	143250
Ratio	6:10	5:10	5:10	5:10

Social Media impression

— World diabetes day campaign — Special clinics - headache and epilepsy



Impressions on Instagram is less which can be increased by increasing followers

Calculating patient lifetime value

Customer value * Average Customer lifespan

	OPD	IPD
Average purchase value	1998	43346
Average purchase frequency rate	8.1	3.6
Average customer lifespan	10	10
Customer Life time value	16586	146553

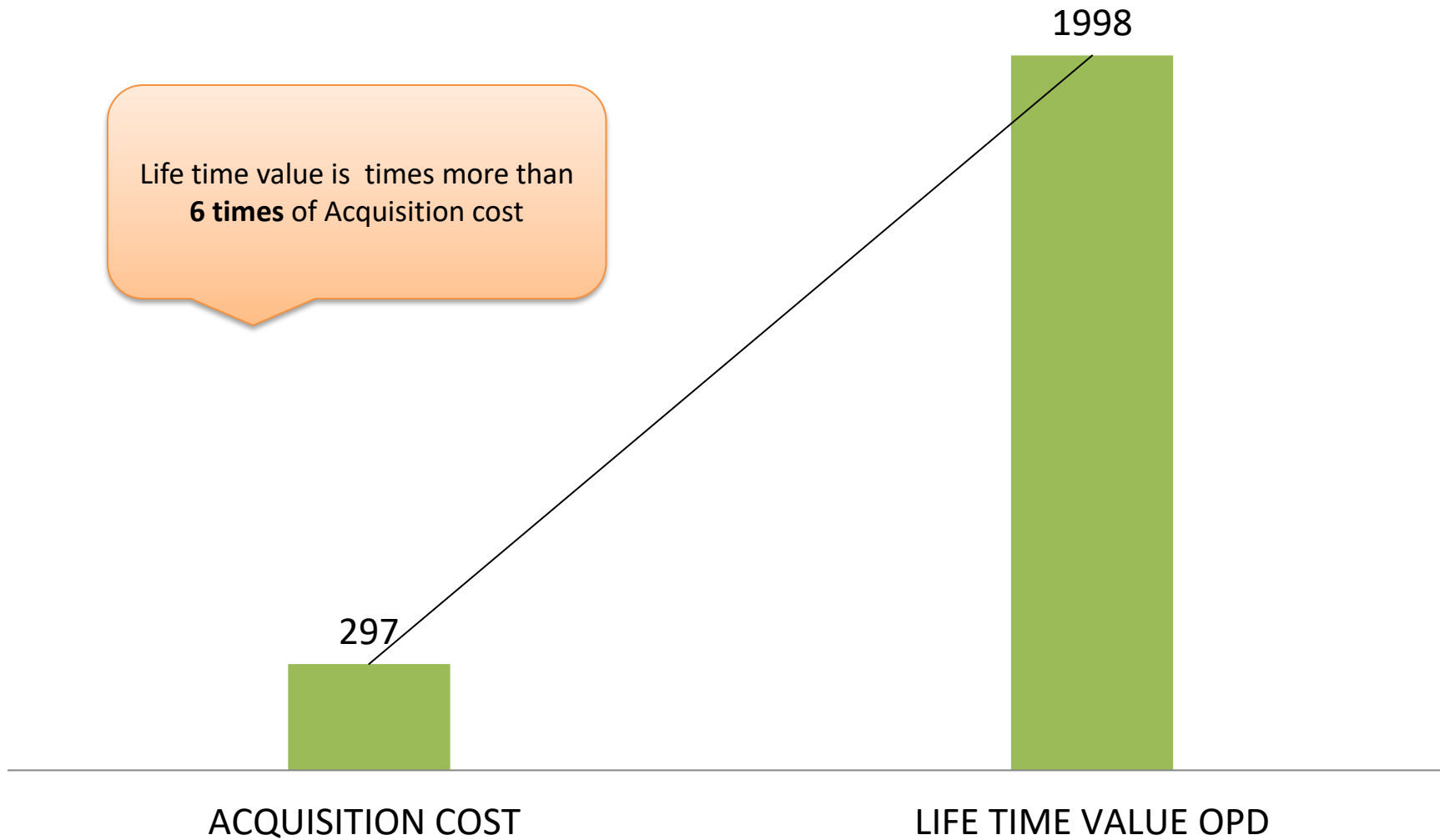
Patient Lifetime Value = 1,63,139

Patient acquisition cost

Sales and marketing cost / Number of new customers increased

	Marketing and sales cost	New patients Registered	Acquisition cost
Q1	6672000	21561	309
Q2	9005000	25255	357
Q3	7763000	36900	210
Q4	7107000	19299	368
FY 19 - 20	30547000	103015	297

Life time value v/s acquisition cost



Buyers' journey

Awareness of the disease

- **Decision to visit a doctor:**

- When symptoms do not subside post self medication
- Onset of symptoms
- On recommendation of Friends and family

80% people read about symptoms before coming to the hospital from Google newspaper articles and blogs

Consideration of available options

- **Factors considered before going to a hospital:**

- Doctor's expertise
- Distance from home
- Brand/ reputation
- Online feedback
- Word of mouth

Intention to buy

- **Reliable source of information to know about the hospital:**

- Recommendation of Friends and family
- Reference from Doctors
- Google/ Practo

Purchase decision

- **Factors considered before getting admitted:**

- Doctors expertise
- Benefit from the treatment
- Recommendation of Friends and Family
- Availability of insurance

- **Qualities that patients look for:**

- Experience and friendly staff
- Quick services
- Clean environment
- Cost v/s benefit of treatment

Post Purchase recommendation

- **Factors on which a hospital is recommend :**

- Trust
- Doctor's experience
- Good services
- Value for money

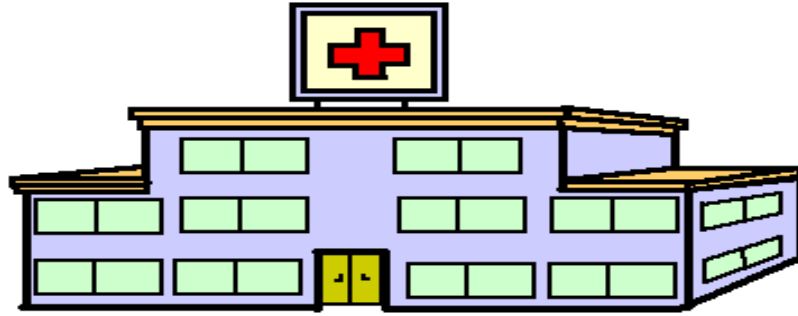
- **Factors on which a hospital is not recommended :**

- Expensive treatment
- Unfriendly staff
- Un advance treatment
- Hospital environment

Patient Activity and revenue in OPD



Patients comes to the hospital



Patients consult a doctor through ER/ OPD



Average: **1.03** consultation
Average Revenue: **390** per consultation

Patient Leaves for home/
get admitted

Average: **2.6** activity per patient
Average Revenue: **1998** per activity

Patients goes to pharmacy



Average: **0.5** patients buys drugs
Average Revenue: **1061**per prescription

Gets an OPD Procedure done



Average: **0.33** procedures
Average Revenue: **1426** per procedure

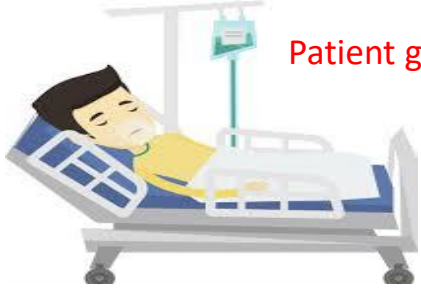
Goes for diagnostics test



Average: **0.74** tests
Average Revenue: **806** per test

Patient Activity and revenue in IPD

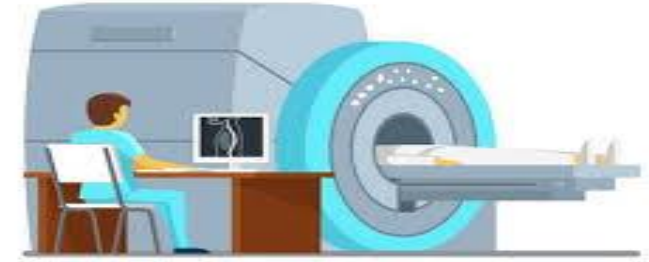
Patient gets admitted through OPD or ER



Doctor comes to see the patient



gets diagnostic test



Patient gets bed side procedures/ operations



Patient uses IPD services



Patients consumes drugs



Patient Leaves for home

Average: **38.2** activity per patient
Average Revenue: **43104** per admission

Average: **6.4 consultations** per admission
Average Revenue: **554** per consultation

Average: **12.4 Tests** per admission
Average Revenue: **590** per test

Average: **3.2 procedure** per admission
Average Revenue: **6053** per procedure

Estimated bed days: **2.6 services** per admission
Average Revenue: **570** per service

Estimated bed days: **3 days** per patient visit
Average Revenue: **3034** per bed day

Average purchase: **10.5 drugs** per admission
Average Revenue: **244** per drug

Suggestions

- Increasing followers on social media and paid promotions around the campaign launch
- SEO and SEM by adding more articles on blogs
- Setting targets and defining bottom lines before launch of campaigns
- Increasing cross consultations
- Increasing patient satisfaction
- Targeting existing customers
- Re launching of special clinics post lockdown
- Having a stronger channel to identify the effectiveness of marketing campaigns

Age	Gender:	1) Doctor's expertise
Occupation	City	2) Availability of packages
Q1 When did you decide that you need to visit a doctor?		3) Benefits from the treatment
1) When the symptoms didn't resolve on self-medication/ care		4) Medical insurance
2) On suggestion from family/friends		5) Brand/ reputation
3) On referral from other doctor		6) Online feedback (Practo, Google, Facebook etc.)
4) Onset of symptoms		7) Reference from family doctor
5) After reading about symptoms in an article or blog		8) Cost
6) Others _____		
Q2 Do you read about the symptoms/ Disease before coming to the hospital?		Q5 how did you get to know about CK Birla hospitals RBH? (Multiple choice)
Yes/No		1) Flyers in newspaper
If yes then on which source do you rely upon for such information?		2) Referral from friends or family
1) Flyers available in the hospital		3) Referral from doctors
2) Newspaper articles		4) Radio adds
3) Radio ads		5) Google
4) Articles/ blogs in magazines		6) Social media platforms
5) Google		7) Practo
6) Facebook pages		8) Other (Specify) _____
7) Instagram posts		
Q3 what factors do you consider before going to a hospital? (Rank in order of preference)		Q6 what qualities do you expect when you come to CK Birla hospitals RBH?
1) Distance from your home		Q7 why would you recommend hospitals to your friends or family?
2) Infrastructure		1) Trust
3) Doctors' expertise		2) Value for money
4) Cleanliness		3) Brand/ Reputation
5) Brand/ reputation		4) Doctor's expertise
6) Past experience/ word of mouth		5) Availability of wide range of services
7) Online feedback (Practo, Google, Facebook etc)		6) Others _____(specify)
Q4 what factors would you considered before getting admitted?		Q 8 why wouldn't you recommend a hospitals to your friends or family? I
1) Expensive treatment		1) Expensive treatment
2) Bad service delivery		2) Bad service delivery
3) Unfriendly staff		3) Unfriendly staff
4) Environment is not conducive of healing		4) Environment is not conducive of healing
5) Treatment is not advanced		5) Treatment is not advanced
6) Others _____(specify)		6) Others _____(specify)

Appendix

Questionnaire

to study

Buyers'

Behavior

