IIHMR UNIVERSITY

Institute of Health Management Research

MBA Hospital and Health Management

Batch-21st (2016-2018)

Hospital Management

Marketing Management of Hospital Services

Term Examination

Time - 3 Hour **MM-70**

Note-Attempt any seven questions.

Q.1 Design a benefit plan for a health care insurance company Apollo Munich for their recently launched health plan in which they want to provide the Highest-quality services for OPD contacting and wants to cover OPD expenses with leading multispecialty hospitals.

(a) What are the factors that will influence Patient's decision to buy this health plan of care? (10)

(b) Design the marketing mix (any 4 p's) which should be used by the hospital to serve patients of this plan. (10)

Q.2 Gujarat-based Sterling Group of Hospitals has entered into a joint venture with India Home Health Care (IHHC) to set up Asilia Home Healthcare that would cater home healthcare services segment. Their collaboration is to provide home healthcare services in Gujarat, Madhya Pradesh, and Rajasthan. Sterling hold 70% stake in the JV, while the rest would be with IHHC. IHHC currently operates in two metro cities in South India - Chennai and Bangalore. As per a global market research firm, international market for home healthcare is expected to cross $300 billion (about Rs 19 lakh crore) by 2018, whereas in India, the market size is pegged at about Rs 12,600 crore.

(a) Critically analyze the Macroeconomic environment variables for Asilia Home Healthcare Ltd. (10)

(b) Analyze the main challenge faced by Sterling Group of Hospitals considering environmental scanning? (10)

Q.3 LifeCell, India's largest umbilical cord blood stem cell bank, plans to set up a public stem cell bank at a cost of Rs 30 crore (US$ 4.9 million). Which business segments must the bank should focus-upon to drive growth in future. Identify the segment variables and measure the segment attractiveness? (10)

Q.4 Paras Healthcare and Heavy Engineering Corporation (HEC) are planning to jointly set up a 300-bedded multi-specialty hospital in Ranchi. What dimensions of service quality should be studied by marketing analytics team of hospital before this M&A and to find out sweet spot. \

(10)

Q.5 CARE Hospitals is one of the fifth largest hospital chains in India. It is renowned for excellence in cardiac medicine. The hospital has 14 hospitals serving 6 cities across 5 states of India. CARE Hospitals provides cost-effective medical care but they have a placeholder presence on digital platforms, and are failing to actively engage with their stakeholders. Design a suitable digital marketing strategy for the hospital.

(10)

Q.6 RBH proposed to set up a 500-bed hospital along with a 100-seat medical college in dist. East Midnapore, West Bengal. Develop a brand story board to create awareness about this hospital. (10)

Q.7 Define Service Quality Gap Model. (10)

Q.8 Kochi's Aster DM Healthcare, promoted by Dubai-based Indian healthcare billionaire Dr Azad Moopen, is planning a massive expansion to emerge as one of leading healthcare providers in India. Aster, with installed bed capacity of 3,983 across 11 multispecialty hospitals in the country, used the benefit based "high-quality care" positioning strategy. As a marketing consultant to one of their new hospitals, what other positioning can you advise to your client to consider? Design a positioning Map. (10)

EXAMINATION CELL
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