

LIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
(2017-19)
Hospital Management
Marketing Management of Hospital Services
Term Examination



Time-3 Hour

M.M-70

Note- 1. Attempt any **three** questions from question number 1 to 5.

2. Any **one** question from question number 6 & 7.

Q.1 Practo is a Software as a service (SaaS) tool. It is an internet-based service (App) to schedule appointment with the doctor. With the help of Practo patient can search & schedule appointment for doctors based on specialty, location, doctor name, clinic name, city, availability, timings and consultation fee. Based on the information mention above

A) Create a Service Process Blueprint for Practo services. (10)

B) What are the service encounters / moments of truth possible in this service? (10)

Q.2 Apollo Hospitals and Italy-based KOS Group have established a joint venture company ApoKOS in India to address the untapped potential in medical rehabilitation services. They jointly launched ApoKOS, first complete medical rehabilitation hospital in Hyderabad with an initial investment of Rs 20 crore in the 50:50 joint venture. The 64-bed rehab hospital provides complete care for patients suffering from cancer, neurological, orthopedic, cardiopulmonary, pediatrics and geriatric diseases, besides trauma care. It is also equipped with physiotherapy and occupational therapy gyms. ApoKos plans to expand its network to all the metros. The domestic rehab and physiotherapy market are estimated at around Rs 2,000 crore per annum. Currently the market is concentrated around home or out-patient physiotherapy

(a) Critically analyze the Macroeconomic environment variables for ApoKOS India Ltd. (10)

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

Q.3 Nova IVI Fertility (NIF) is the among the largest service providers in Fertility Space. NIF has brought advanced Assisted Reproductive Technology (ART) to India in partnership with IVI of Spain. The partnership has resulted in a substantial addition to Nova's IVF range of fertility services and technology. Which customer segments must the NIF should focus-upon to drive growth in future. Identify the segment variables and measure the segment attractiveness? (20)

Q.4 Religare Health Insurance recently launched a comprehensive **home health insurance plan** "CARE". This plan provides coverage against medical expenses incurred during treatment at home for a period exceeding 3 consecutive days with no upper age limit. What dimensions of service quality should be studied by marketing analytics team of Religare to offer the services successfully and to find out sweet spot? (20)

Q.5 Healthspring a retail clinic chain provides Corporate Care services to more than 150 organizations at a PAN India level. They also have Robust occupational healthcare solutions capable of catering to the needs of large organizations in accordance with the Factories Act. This includes - Set-up & Management of the Occupational Health Centre, Periodic Health Evaluations, Health & Wellness Workshops, 24x7 Tele-Health & 24x7 On-Site Medical Emergency Care. Suggest a suitable digital marketing strategy for this service of Healthspring. (20)

Q.6 Define Service Quality Gap Model. (10)

OR

Q.7 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? Develop a brand story board to create awareness about this hospital in northern India. (10)

