



Institute of Health Management Research

MBA Hospital and Health Management

Batch-23 (2018-2020)

Hospital Management

Marketing Management of Hospital Services

Term Examination

August 2019

Time - 3 Hour

MM-70

Note- The question paper contains two printed pages. Question number 1 to 8 are based on caselets preceding the questions. Attempt any three questions from question number 1 to 8. Attempt any one question from question number 9 &10.

Caselet A - The National Health Policy, 2017 recommended strengthening the delivery of primary health care, through establishment of "Health and Wellness Centres". These Centers, will have expanded range of services to the entire population in their area, expanding access, universality and equity close to the community. To ensure delivery of Comprehensive Primary Health Care (CPHC) services, existing Sub Centres covering a population of 3000 -5000 would be converted to Health and Wellness Centres, with the principle being "time to care" to be no more than 30 minutes. The care will also be provided through outreach services, Mobile Medical Units, camps, home and community-based care and no financial hardship. The centres will focus upon health prevention by engaging and empowering individuals, private sector hospitals and communities to choose healthy behaviors using appropriate IMC methods. With this backdrop, you are recently appointed by government of India as marketing consultant to -

(1) Carry out situation analysis using appropriate environment scanning tools for "Health and Wellness Centres" opened under Ayushman Bharat Yojana. (20)

(2) Identify the key stakeholders and prepare the stakeholder matrix. (20)

Caselet B- 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.

(3) Suggest suitable digital marketing plan for Nova to have a placeholder presence in offering fertility services. (20)

Caselet C- Max Bupa Life Insurance's has recently launched digitally enabled Health insurance policy GoActive plan for daily health needs, including access to OPD, second medical opinion. The GoActive plan offers a complimentary full body check-up of up to Rs 2,500 per adult, along with diagnostics and cashless/reimbursement OPD coverage. the plan includes renewal discount of up to 20% on achieving specified health goals. Recently plan has even introduced "AdvantAGE", with an additional 10% discount on the base premium and on all future renewals if the age of the customer is below 35 years. Religare Health Insurance also launched a comprehensive home health insurance plan "CARE" in competition with Max Bupa offering home healthcare expenses cover, OPD and second medical opinion.

(4) Which customer segments must the Max Bupa "AdvantAGE" should focus-upon to drive growth in future? Identify the segment variables and measure the segment attractiveness using appropriate criteria? (20)

(5) Explain the predominant characteristic of services considering the new plan. (20)

Caselet D- MUrgency (One Global Emergency Response Network) is a healthcare mobile app that connects people who need emergency responses with qualified medical, safety, rescue, and assistance professionals. users can call for emergency medical response and assistance with just one tap on the mobile app. Urgency also acts as an aggregator bringing together varied emergency services like doctors, nurses, paramedics, ambulances, and first-aid assistants.

(6) Create a Service Process Blueprint for MUrgency services. (20)

(7) What are the service encounters / moments of truth possible in this service? (20)

(8) Design the core and supplementary level of services for MUrgency. (20)

Q. 9 Define Service Quality Gap Model. (10)

Q. 10 Discusses the concept of value-based pricing in Healthcare Marketing. (10)