

IIHMR UNIVERSITY
Institute of Health Management Research
MBA Hospital and Health Management
Batch-23 (2018-2020)
First Year
Marketing Management
Term Examination



Time - 3 Hours

MM-70

Note- Considering the information given in the case answer the following questions. Please make necessary assumption wherever it is necessary. Attempt all questions in not more than 1000 words. Attempt any three questions from qn. 1 to 5. Q.6 is compulsory.

Apollo Telemedicine Networking Foundation

The Apollo Telemedicine Networking Foundation is a nonprofit organization started by the Apollo Hospitals Group, India's largest private healthcare organization. It connects Apollo hospitals with centers located in tier two cities, and is now India's largest telemedicine provider, with 150 centers in India and overseas providing teleconsultation and tele-education to 53 countries. Apollo's primary offer is ready access to the specialized knowledge available in hospitals located in the large cities, without the need for the cost and disruption of travel. Apollo also makes some secondary value propositions by offering a secure and confidential service to its clients and building its brand image through its link with other countries via its tele-education program. Apollo's clients are principally middle to high-income individuals in tier two cities, and employees of various government organizations and private companies, for whom it provides healthcare. Much of the hardware, software, and satellite links used by the network are very advance. Other equipment and the cost of healthcare centers are paid for via consultation fees, which range from 700 to 800 rs per consultation. Income from companies and government organizations provide a separate revenue stream. Apollo also makes money from managing patient records.

Services offered- Apollo provides specialized solutions like tele-consults, tele-radiology, tele-cardiology, tele emergency care, tele homecare, tele-Condition Management and tele education.

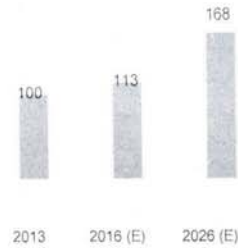
Few Environmental facts- More than 100 Million emergencies occur across the globe every year. It is now medically proven that 80% of these lives could be saved if help reaches the victim in the first 60 minutes. Repeatable, standards-based, componentized healthcare infrastructure, and a comprehensive emergency response system, as well as superior medical treatment based on leading-edge telemedicine capabilities is strong requirement in India according to exiting review of literature. Its approach should integrate entire ecosystems 'governments, private hospitals,



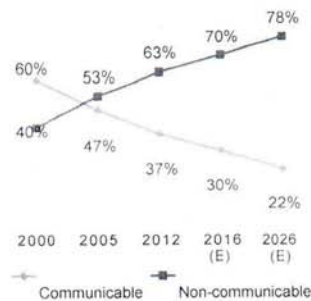
diagnostic labs, pharmacies, insurance companies, telemedicine professionals, etc. 'to speed the delivery of treatment and reduce costs. Additionally, innovative application of technology will help in delivering healthcare solutions at a fraction of the cost of traditional care. India's telemedicine market, which has been growing at a compounded annual growth rate (CAGR) of over 20 per cent, holds the potential to cross \$ 32 million mark by 2020 from the current level of over \$ 15 million, according to an ASSOCHAM's recent study. Some of the key players, including organizations with the facilities able to provide telemedicine services include the Apollo telemedicine enterprises, Narayana Hrudayalaya, the Asia heart foundation, Fortis Escorts Heart Institute and Aravind Eye care, among others.

Market Overview

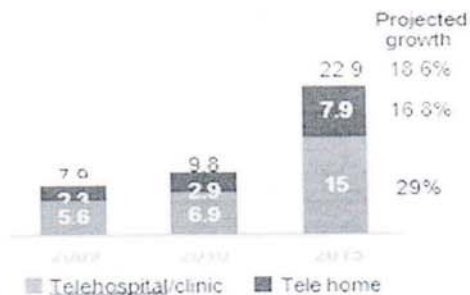
India geriatric population crossed 100 million in 2014 and is expected to rise to 168 million by 2026.



Non-communicable diseases account for a greater share of the disease burden in India, with an expected cost of 23,000 crore INR within a decade.

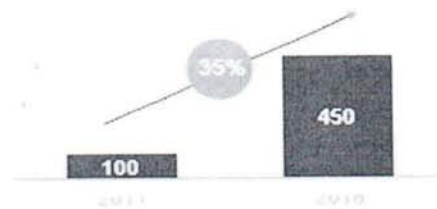


Global telemedicine market (billion USD)



Source: PwC analysis

India telemedicine market (million USD)





New Service- Apollo wish to start healthcare services like Tele consults, Diet counseling, Psychiatric Services and tele emergency services for gated communities consist of combination of flats and villas built for elderly people and usually little away from city centers. Healthcare facility in such communities is an attraction for potential buyers and is a selling point for builders.

Questions

Q.1 Analyze the main opportunity of Apollo telemedicine networking foundation in the external environment considering the information given using appropriate method. (20)

Q.2 Identify and critically analyze the segmentation variable and target market for telehealth services for elderly people? Comment and suggest the suitable positioning strategy using positioning map. (20)

Q.3 Design product mix for elderly people in gated community using concept of breadth, depth and consistency. (20)

Q.4 Assume you were to evolve a marketing communication (IMC) strategy. Suggest a suitable integrated marketing communication strategy for Apollo telemedicine networking foundation. (20)

Q.5. Explain the trends which will affect the e- channels role in Indian market and draw the advantages and challenges of e- channel partners considering the case given. (20)

Q.6 . Write short note on any two of the following (5 Marks Each)

- a) Social Marketing
- b) Characteristics of a Brand
- c) Digital Marketing
- d) Marketing Metrics