

A Study on Marketing Strategy used by Private Hospitals in Gujarat

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Abstract:- Hospitals face numerous challenges in attracting patients and maintaining their loyalty. To increase footfall, hospitals must adopt various marketing strategies, including digital marketing, public relations, and community engagement. This research paper aims to provide a comprehensive analysis of the marketing strategies used by a hospital to increase footfall, and how these strategies impact patient satisfaction and loyalty. The research was conducted by conducting a survey of patients who have recently visited the hospital, and analyzing the data collected from the survey. The results of the survey show that the use of digital marketing, public relations, and community engagement strategies have a significant impact on the increase of footfall. Private hospitals play a crucial role in the healthcare system, and their success depends on effective marketing strategies. This study also aims to examine the marketing strategies used by private hospitals and to analyze their effectiveness in attracting and retaining patients. It also represents recommendations for private hospitals to improve their marketing efforts.

Keywords:- Satisfaction, Strategies, Marketing, Private Hospitals, Relations, Footfalls, Fidelity, Gujarat.

I. INTRODUCTION

Healthcare is the conservation of health via the forestallment, opinion, treatment, illness, injury, and other physical and internal impairments in people. Health care is delivered by health professionals and confederated health fields. The healthcare sector consists of businesses that give medical services, manufacture medical outfit or medicines, give medical insurance. The healthcare sector consists of all businesses involved in the collaboration of medical and affiliated goods and services. This sector enjoys some significant advantages in the U.S. but is also beset with a several factors that present implicit profitable problems. The conservation of health via remedy, opinion, treatment, cure of conditions etc is Healthcare Industry. It includes work done in Primary care and Secondary care. Hospitals are a pivotal part of any healthcare system and play a vital part in

icing the well- being of communities. In recent times, there has been a rapid-fire increase in the number of hospitals, making the competition among hospitals to attract cases more violent. To attract cases, hospitals must use effective marketing strategies that can separate them from the competition and increase their visibility. Hospitals face multitudinous challenges in attracting cases and maintaining their fidelity. To increase footfall, hospitals must borrow colorful marketing strategies, including digital marketing, public relations, and community engagement. The ideal of this exploration paper is to give an overview of the marketing strategies used by a sanitarium to increase footfall, and to understand the impact of these strategies on patient satisfaction and fidelity. This exploration paper aims to give a comprehensive analysis of the marketing strategies used by a sanitarium to increase footfall, and how these strategies impact patient satisfaction and fidelity. Private hospitals play a pivotal part in the healthcare system, and their success depends on effective marketing strategies. With the adding competition in the healthcare assiduity, private hospitals are facing significant challenges in attracting and retaining cases. As a result, it's essential for private hospitals to develop and apply effective marketing strategies that can help them stand out in the business and achieve their business pretensions.

II. LITERATURE REVIEWS

- *Marketing Strategies of Commercial Hospitals Author:-*
- Dr. C.S. G. Krishnamacharyulu & I.Nageswara Rao, Time- 2012, The exploration has done way too numerous times a gone. And at that time they've collected the data, and prognosticated the quality which should be use in the sanitarium. The conception of private sanitarium was into actuality because of ' Apollo Hsopitals ' FDI started in the hospitals in the time 2000. Despite the running pace of the healthcare sector, there remain numerous obstacles in its path towards lesser growth. Planning commission report 2008 tells that India is short of six lakh croakers, 10 lakh nursers and two lakh dental surgeons. Healthcare has entered a tensed

request frugality. For these reasons, the marketing of healthcare services has come essential for the fiscal survival of croakers and healthcare associations. The commercial hospitals contribute about some of bed capacity. In the last many times; the shift of the clientele to commercial hospitals has been inviting. The emergence of commercial hospitals as favored centers of health care for nonnatives is another positive development.

- An Analysis On Marketing Blend In Hospitals preface Name- Dr.T. Sreenivas, Dr. B. Srinivasarao & Dr. U. Srinivasa Rao Year- 2013, This tells me about the 7 Ps of Hospital Marketing. Product, place, price, creation, people, physical substantiation & Process. The product blend in hospitals in terms of its length consists of three product lines – Outpatient services, itinerant services, and Health creation. Each product line will have certain range.
- Healthcare Marketing in India with special references to hospitals- Challenges, openings & Strategies. Name- Abhinav Sharma, Year- 2020, This study is a form of descriptive exploration as it gives a description of the different challenges and openings of healthcare marketing in India with special reference to the hospitals. The exploration study is grounded on secondary data collected. The secondary data was collected from colorful published sources like books, journals, magazines, reports, publications, etc. The challenges as well as openings were banded in the light of the published literature and secondary sources of information.
- Impact Of Marketing Blend Strategy On Coimbatore Private Hospitals Performance Measured In Case Satisfaction An Empirical Study Name- N. Inbasagaran, R. Chandrasekaran Year- 2017, The Indian health care delivery system compares positively with numerous other Asian countries. This assiduity is growing at an periodic rate of 14 per cent. Health care in India is one of the largest service sectors, with further than 4 million people engaged. The health care services in India, grounded upon colorful systems of medical practices similar as Allopathy, Ayurveda, Unani, Siddha and Homeopathy. Among all the over, allopathy is the extensively used medical practice.
- Service Marketing Mix Of Indian Hospitals A Critical Review Name- Dharmesh Motwani & Vijay Shrimali, Year 2014, The substance of any marketing exertion is its marketing blend which has been defined as the set of marketing tools the establishment uses to pursue its marketing ideal. The factors of traditional marketing blend are Product, Price, Place and Promotion but while talking about sanitarium sector it's better to apply Service Marketing Mix which has three fresh rudimentsviz. People, Physical substantiation & Process. Having the right marketing blend to vend the services of the sanitarium assiduity is veritably important. Using the right balance of marketing rudiments, sanitarium service marketers can insure that their marketing sweats.

➤ *Objective of the Research:*

Considering the above-mentioned problem statement for the study, the objective of the present research is. To determine the challenges faced by the healthcare service providers in the country that affects the quality of care provided to the patients.

- How to Increase the footfall of the patient in hospital.
- To understand the recent developments and its impact on the performance of healthcare providers to provide high quality care.
- To know Referral Marketing is Important or Not.
- To know do people check the google reviews and visit hospitals.
- To know how much is the importance of hoarding.
- To know that whether doctors practicing near our hospital are important or not.

➤ *Scope of Study:*

The survey help to study focuses on the Hospital & Patient thinking. This Study helps the hospital ko get to know that how they can increase the patient footfall in. To know which type of marketing is more important for hospital.

III. METHODOLOGY

The research was conducted by conducting a survey of patients who have recently visited the hospital. The survey consisted of questions about the patient's experience, their perceptions of the hospital, and the marketing strategies that influenced their decision to choose the hospital. The survey was conducted online and was sent to a sample of 500 patients. The data collected from the survey was analyzed using descriptive statistics and inferential statistics to understand the impact of marketing strategies on footfall and patient satisfaction.

➤ *Sample Frame:*

Researcher Use Structure Non- Obfuscated, Close-Ended questionnaires to collect the responses from their targeted People.

➤ *Sample Size:*

According to the Hospital Staff & Public, the Size of data is 117.

➤ *Limitations of the Research Study*

- Research Study has the potential for research biases.
- Time pressure is the main Limitation of the proposed study.

IV. DATA ANALYSIS

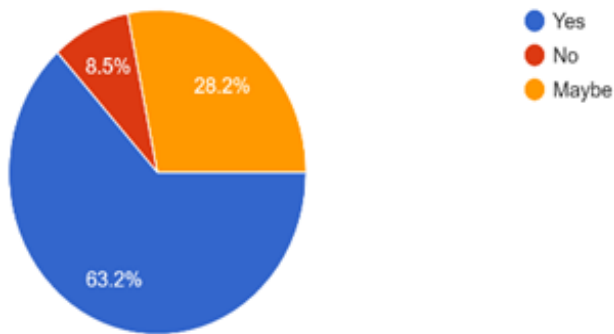


Fig 1 Is it Possible to Maximize Patient Footfall using Digital Consultancy?
117 Responses

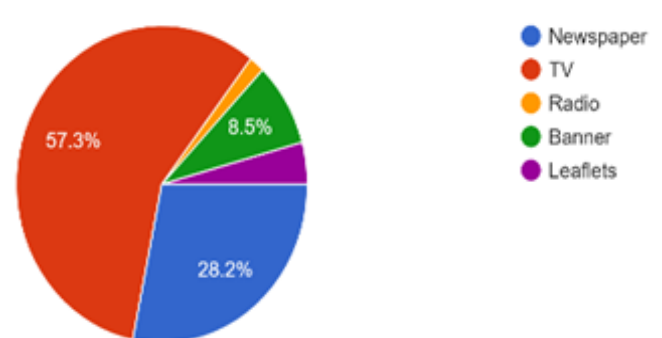


Fig 2 From Which Traditional Marketing Source We Can Reach to Maximum Audience
117 Responses

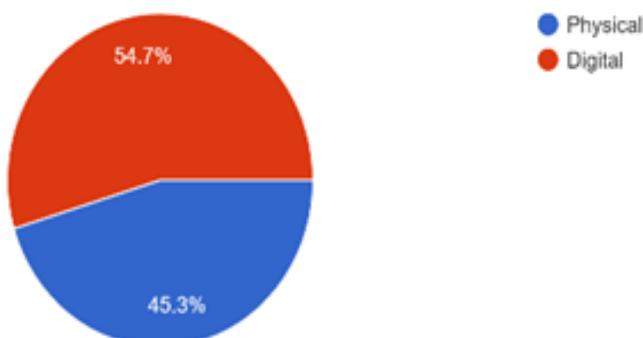


Fig 3 Which Marketing is More Effective
117 Responses

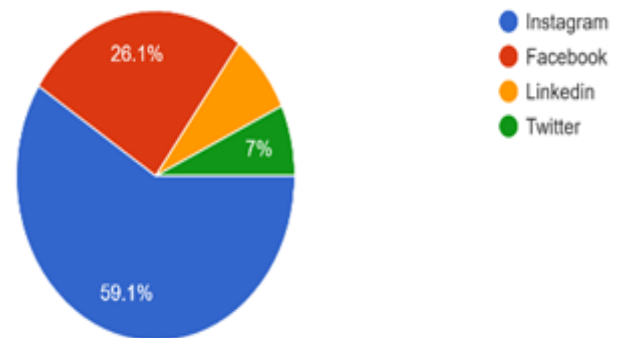


Fig 4 From Which Digital Marketing Source We Can Reach to Maximum Audience
115 Responses

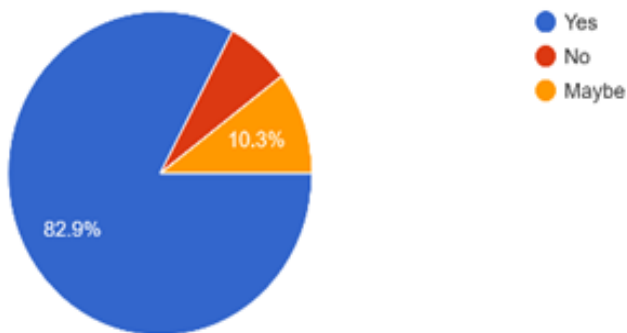


Fig 5 Do You Think Branding is Important for Creating Awareness
117 Responses

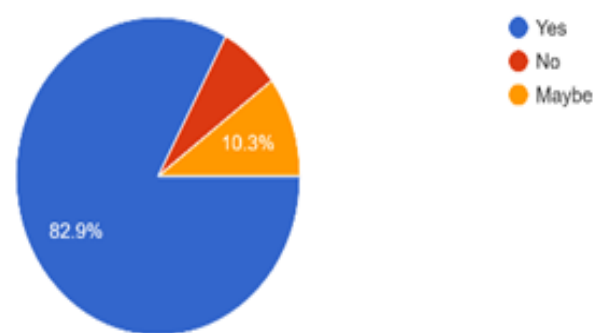


Fig 6 Do you Think Branding is Important for Creating Awareness
117 Responses

V. RESULTS

The results of the survey show that the use of digital marketing, public relations, and community engagement strategies have a significant impact on the increase of footfall and patient satisfaction. The majority of patients (60%) reported that they chose the hospital because of its online presence, while 40% reported that they chose the hospital because of its reputation in the community. More than 50% Prefer the Digital Marketing. The Most Important part of an Marketing is Branding. Banner, Standees, Leaflets, & Their Difference from others. In terms of patient satisfaction, the results show that patients who were exposed

to digital marketing and public relations strategies had a higher level of satisfaction with their experience at the hospital compared to patients who were not exposed to these strategies. To reach Multiple Patients in One single time other is one only option Digital Marketing Patients who were exposed to community engagement strategies also reported a higher level of satisfaction with their experience at the hospital.

VI. CONCLUSION

The Conclusion for the above study is Marketing is important but the type of marketing is more important than that. The digital marketing should be more focused than some other source of marketing. Digital Platform is the best platform to reach maximum Audience in a short period of time. Branding is the upmost part for the marketing & for increasing the patient footfall.

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