



A CRITICAL ANALYSIS ABOUT THE MARKETING TECHNIQUES AND SERVICES TO THE PATIENT OF SELECTED HOSPITALS

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ABSTRACT

To remain monetarily and functionally effective, doctors and medical care associations have needed to roll out critical improvements because of the changing elements of the serious medical care industry. The medical services market has become more cutthroat. Thus, advertising medical care administrations has become basic to doctors' and medical services foundations' monetary endurance. Doctors and medical services associations have been pushed to alter how they draw in and keep patients because of the evolving elements. Since the cost of medical care keeps on rising, patients have been more dynamic in settling on medical services choices. The calling of medication has developed into a business; basically communicated, all organizations expect cash to remain in business. Doctors can accomplish patient joy and dependability while staying cutthroat in the present market economy by utilizing fundamental assistance promoting strategies showed in other help ventures. Patients produce income, which requires the effective utilization of administration promoting. Understanding ideas like assistance quality, zone of resilience, customer fulfilment levels, administration marking, patient interest, and administration recuperation will assist you with accomplishing these targets.

Keywords :

Doctors, Medical Services, Patient, Marketing, Satisfaction, Hospital.



1. INTRODUCTION

CORPORATE HOSPITALITY AND MARKETING

The ascent in the quantity of corporate emergency clinics, the developing rivalry among different sorts of clinics and medical services suppliers, the progression of innovation in the field of medication, the spread of new kinds of sicknesses among individuals causing tension in finding the right specialist organizations, and an assortment of different elements have all added to a change in the clinic the executives scene. In the interim, the proper acknowledgment of advertising as an appropriate action for medical services suppliers in created nations during the 1990s was a turning point. The corporate clinics had the option to contemplate and apply advertising procedures therefore. It has likewise provoked the interest of columnists, researchers, and policymakers, with data being shared at classes and meetings on promoting by corporate clinics in India.

CHARACTERISTICS OF HOSPITAL

Medical clinics - fix and care focuses give a wide scope of administrations to people, like

giving beds, complete nursing care for patients, or providing gear for diagnosing different diseases, masterminding transportation as ambulances, cooking administrations, etc.

A PART OF THE MEDICAL FIELD

The medical care industry envelops an expansive scope of administrations identifying with human wellbeing and prosperity. Medical services are a social area that is conveyed at the state level with help from the central government. Emergency clinics, health care coverage, clinical programming, wellbeing hardware, and drug stores are all important for the medical services area. It has gone through critical change and improvement because of progressions in clinical science and innovation.

The unmistakable and elusive parts of medical care administrations are joined, with the theoretical part ruling the immaterial viewpoint. Indeed, it very well may be supposed to be completely theoretical as in the specialist's administrations (meeting) are totally immaterial. The bed, the style, and other substantial things are instances of unmistakable things.



- **Hospital:** A clinic is an association that surfaces with an assistance offering (treatment) that addresses the issues of the customer (patient) (of getting restored).
- **Patient:** A patient is an individual who needs to be restored. He is the person who uses and pays for the help.
- **Doctor-**The supplier the specialist is the clinic's dynamic organ. He is the person who connects with the patient straightforwardly. The specialist has direct control on the emergency clinic's standing.
- **Intangibility-**Because the administrations are part of the way intelligent and halfway useful, they are not apparent or quantifiable.
- **Variability-**The assistance quality differs relying upon who offers it; some are capable, while others are not.
- **Perishability-**Some administrations can be modified to be put away. Normalization of examination measures and analytic strategies might assist with restoring normal illnesses. Medical procedure, then again, can't be kept. At the point when fundamental, the specialist and medical attendants will give them to a patient.
- **Simultaneity-**Because administrations can't be put away, they are made and conveyed simultaneously.

SERVICES THAT ARE NOT PHYSICAL

A medical clinic gives medical care, which is an immaterial help with indistinguishability, elusiveness, changeability, perishability, and synchronization.

- **Inseparability-**Care and fix administrations are given by specialists and are henceforth indistinguishable from the doctors and medical attendants who supply them.

Hospitals and Medical Facilities in the Network

In India, the 'corporatization' of emergency clinics is relied upon to increment during this decade (2001-2011). Corporate emergency clinics are focusing their exercises on a skilful India premise to get economies of scale. Most corporate medical clinics have zeroed in on the



center point and talked model of systems administration, while a few players, like Apollo Hospitals, have a double, 'flat cum-vertical' model that incorporates a public impression just as upward combination as far as medical services administration contributions, endeavoring to cover the full range of administrations. In light of the huge improvement designs set up, top corporate medical clinics are projected to become central participants this decade. Apollo Hospitals as of now works 26 emergency clinics, while Fortis Healthcare works 13 emergency clinics and 16 satellite habitats. There are 12 emergency clinics in Wockhardt.

Clinical urban communities and 'hospitel' are turning out to be better known. While medicates principally centre around the chance introduced by clinical worth travel by endeavouring to give all accessible medical care administrations in a single area, hospotels are inns situated on emergency clinic grounds.

HOSPITALS IN THE TOP TEN

The WEEK-HANSA-Research Survey (,2012) surveyed 917 experts, including 328 general professionals, 442 trained professionals, and 147 pathologists/radiologists. The experts were

given a poll where they were approached to designate and rank the main five multi-forte clinics in India and their city dependent on their specialization. Beside that, 77 subjective meetings were led to acquire a more profound comprehension of the explanations for the rankings, which went past assignments and evaluations.

A sum of 222 multi-strength medical clinics were reached through email and calls to finish up a survey with exact data about their offices. THE WEEK distributed a publicizing mentioning emergency clinics to contribute data. 63 emergency clinics replied inside the time period, but two didn't coordinate with the qualification prerequisites.

The accompanying elements were viewed as while evaluating the medical clinics: general standing, specialist capability, foundation, and accessibility of various strengths, patient consideration, clinic climate, and restorative development.

The positioning of multi-forte medical clinics in India depended on a composite score determined by joining the clinic's perceptual and verifiable scores. The composite score was determined by consolidating the perceptual



score for the medical clinic with an added important verifiable score for emergency clinics that couldn't answer to the overview with authentic data.

The main ten clinics in India, as per the survey, are as per the following.

1. New Delhi's All India Institute of Medical Sciences.
2. Vellore's Christian Medical College is number two.
3. Hinduja Hospital, Mumbai
4. New Delhi's Sri Gangaram Hospital
5. Bengaluru's Manipal Hospital is number five.
6. Chandigarh Postgraduate Institute of Medical Science and Research
7. Apollo Hospitals in Chennai is number seven.
8. New Delhi's Indraprastha Apollo Hospitals
9. Mumbai's Bombay Hospital is number nine.
10. New Delhi's Sanjay Gandhi Postgraduate Institute of Medical Sciences is positioned number ten.

RESEARCH METHODOLOGY

The following strategies and approaches were used in the research. Sources of information: The study uses both primary and secondary data. Annual reports, pamphlets, ads, and media material are examples of secondary data (print, TV and websites). The patients are the source of the primary data. To determine the success of marketing, a survey of patient attitudes is conducted.

MARKETING OF HOSPITAL SERVICES

The purpose of this chapter is to discuss the marketing activities of the hospitals that were chosen for the study.

YASHODA HOSPITALS

Yashoda Hospitals is Andhra Pradesh's largest corporate healthcare organization. More than 3 lakh individuals are treated each year at Yashoda Hospitals.

Genesis -

Dr. G Surender Rao had the idea for Yashoda Hospitals. He returned to India in 1989 after receiving his medical degree in the United States and opened a modest clinic where he practiced paediatrics. He started Yashoda



Hospitals with his brother, Mr Ravinder Rao, an established business man, as he was dissatisfied with his own achievement. Mr. G. Dheeraj, son of Mr. G. Ravender Rao, is the CEO, and Dr. G. Abhinav, son of Dr. G. Surender Rao, is in charge of the entire group's international marketing, call center, and other support operations.

Mission Statement

In all medical disciplines, to give world-class healthcare at a reasonable cost. With a consistent and unwavering focus on quality, service excellence, empathy, and individual respect,

APOLLO HOSPITALS

The Apollo Hospitals Group is India's first integrated healthcare provider. Apollo Hospitals Enterprise Limited (Apollo) is one of Asia's largest hospital networks and India's major private sector healthcare provider. The death of a young man due to a failing heart inspired Dr. Prathap C Reddy, the founder and Chairman of Apollo Hospitals, to build India's first corporate hospital. Dr. Reddy graduated from the Stanley Medical College in Chennai and went on to train as a Cardiologist in the United Kingdom and the

United States. He completed his Fellowship at the Massachusetts General Hospital in Boston and then went on to direct many research programs at the Missouri State Chest Hospital in Springfield, Missouri, where he worked for several years before returning to India in 1978 at his father's request. The adventure began with the establishment of a multi-specialty hospital in Chennai for high-end tertiary care. Over time, the tertiary care hospitals in Chennai, Delhi, Kolkata, and Hyderabad have been updated to accommodate quaternary care as well. In terms of technological expertise, outputs, and outcomes, Apollo Hospitals, Hyderabad has become well-known. It has since evolved into a one-of-a-kind institution known as the Apollo Health City in Hyderabad, which is Asia's first health city and an example of an integrated healthcare system that provides solutions across the healthcare spectrum. A 350-bed multi-specialty hospital with more than 50 specializations and super-specialties, ten Centers of Excellence, teaching, research, and information technology all on one huge campus offers a healing atmosphere.

RESULTS AND DISCUSSION

The majority of opinions on ward or room services are favourable. For more than 70% of responders, ward/room space and staff attending to maintain them clean are satisfactory. According to 71 percent of respondents in Apollo, bed sheets are changed on time, compared to 65.9% in Yashoda. According to around 55% of responders in both

hospitals, clean upkeep is present. Noise and light created by other patients and nursing personnel bother around 50% of Apollo patients and 44-48 percent of Yashoda patients. According to 71% of respondents in the case of Apollo and 65% in the case of Yashoda, privacy is available when examining. The details are presented in Table.

Table 1: Views on Ward / Room Services

S. No	Statement	Apollo (N=150)		Yashoda (N=170)	
		f	%	f	%
1	Wardroom spacious and ventilated.	166	79.0	171	77.7
2	Adequate staff to attend to cleaning the hospital ward/room.	158	75.2	175	79.5
3	The bed-sheets changed by house-keeping staff daily.	149	71.0	145	65.9
4	Help for cleaning up any food or other items spilled on floor.	114	54.3	120	54.5
5	Did not face problems in getting help for cleaning up toilets.	118	56.2	121	55.0
6	Bothered by noise at night from other patients.	107	51.0	98	44.5
7	Bothered by noise at night from hospital staff.	106	50.5	107	48.6
8	Given enough privacy when being examined or treated.	149	71.0	143	65.0

The satisfaction ratings of the respondents with regard to ward/room services are shown in Table. The satisfaction ratings are based on a 5-point scale, with 5 representing perfect satisfaction. The ward/appearance, room's cleanliness, odour less ness, hygiene, comfort, ventilation, and quietness are all agreeable to respondents. In the instance of Apollo, the ratings ranged from.38 to3.02, whereas in the

case of Yashoda, the ratings went from 3.36 to 3.00. Both hospitals have a 3.6 grade for responsiveness and civility of employees.

At the 0.05 level, the variations in mean ratings between Apollo and Yashoda are not significant. All of the computed numbers are less than the 1.96 in the table.

Table 2: Distribution on The Basis of Ward / Room Service Ratings

S. No	Aspect	Apollo		Yashoda		t-value
		Mean	SD	Mean	SD	
1	Ward/room has acceptable look	3.02	0.97	3.00	1.09	0.37
2	Cleanliness of bed-sheets	3.78	0.94	3.69	1.01	0.90
3	Comfort	3.77	1.00	3.70	1.04	0.78
4	Quietness	3.58	1.02	3.58	1.03	0.00
5	Air circulation	3.73	1.08	3.61	1.06	1.02
6	Light	3.72	1.04	3.72	1.03	0.27
7	Hygiene in surroundings	3.60	1.05	3.57	1.04	0.26
8	Smell (without odours of chemicals or any used materials)	3.36	1.08	3.36	1.11	0.00
9	Responsive of staff concerned	3.64	1.13	3.58	1.14	0.43
10	Courtesy in the behaviour of Staff	3.54	1.14	3.58	1.16	0.41

On a scale of 1 to 5, Completely Satisfactory is the highest rating. 4 – Reasonably satisfactory

3- Unsatisfactory 2- Unsatisfactory 1- Extremely unsatisfactory (All the t- values are not significant at 0.05 kevel).

BILLING AND DISCHARGE

Medical expenses are deemed reasonable by 53.33 percent of Apollo respondents and 55.29 percent of Yashoda respondents. It is lower than

predicted for 13.5 percent and 9.41 percent of responders, respectively, and more than expected for 33.33 percent and 35.29% of patients at Apollo and Yashoda hospitals, respectively.

Table-3: Distribution on The Basis of Medical Expenditure Opinions

Response	Apollo (N=150)		Yashoda (N=170)	
	f	%	f	%
Reasonable	80	53.33	94	55.29
Less than expected	20	13.3	16	9.41
Higher than expected	50	33.33	60	35.29

The timing and billing information are the next key considerations. About 36.66 -29.41 percent of respondents are aware of their hospital's billing process, and 77% believe the bill they get

is clear and understandable. Only a small percentage of respondents indicated that billing took a long time. Around 23.33% of Apollo respondents and 26.47 percent of Yashoda respondents fall under this category.

Table 4: Distribution on The Basis of Points of View on The Billing Process

S. No	Time	Apollo (N=150)		Yashoda (N=170)	
		f	%	f	%
1	They took long time to billing	35	23.33	45	26.47
2	I am aware of billing process	55	36.66	50	29.41
3	Bill given to me is clear and understandable	60	40.0	75	44.11



LEAVING HOSPITAL

What were your emotions like when you got out of the hospital? When leaving for the care provided, about 56.66% of Apollo patients and 62.94% of Yashoda patients had positive views about the hospital. There are also others that have negative feelings.

- About 23.33 percent of Apollo respondents and 17.64% of Yashoda respondents are dissatisfied with the quality of health care provided.

- About 13.33% of Apollo respondents and 8.82% of Yashoda respondents are dissatisfied with the lack of respectful behavior.
- About 6.66 percent of Apollo respondents and 8.82% of Yashoda respondents are dissatisfied with the lack of respectful behavior.
- Approximately 6.66 percent of Apollo respondents and 10.58 percent of Yashoda respondents are concerned that treatment has grown prohibitively expensive.

Table 5: At the Time of Discharge from The Hospital, How Did You Feel?

S. No	Feelings	Apollo		Yashoda	
		f	%	f	%
1	Good feelings about hospital and care	85	56.66	107	62.94
2	Dissatisfaction for not providing right healthcare	35	23.33	30	17.64
3	Dissatisfaction for not showing courteous behaviour	20	13.33	15	8.82
4	Uneasy feeling for making treatment too expensive for people	10	6.66	18	10.58
5	Total	150	100.0	170	100

How many of the patients who responded would recommend the hospital to others? Around

73.33percent of Apollo patients and 17.64 % of Yashoda patients said they would refer the facilities to others.



Table- 6: Distribution on The Basis of Recommending the Hospital to Family and Friends

Response	Apollo(N=150)		Yashoda(N=170)	
	f	%	f	%
Yes	110	73.33	115	17.64
No	50	33.33	55	32.35

CONCLUSION

In this unique circumstance, Apollo utilizes a draw approach (publicizing and deals advancement) just as a push technique (individuals offering) to advance their administrations, and some of the time a blend of both. The sales reps work as sales reps, yet in addition as record supervisors, starting and working with communications between various individuals in the two medical clinics. Apollo gives a wide scope of administrations, so they coordinate their business exercises by product offering. In any case, as the specialist brought up, Apollo is troubled by costly outing consumptions. Rather than sending a solitary salesman to address all administrations and items, they are sending different sales reps, each addressing a particular item or administration, like strong clinical gear, parenteral nourishment, and hospice-at-home administrations. Each will have a more prominent comprehension of the proper items or

administrations, yet to the detriment of higher deals power costs. Apollo's business advancement approach depends on a traditions structure. Apollo is fitting its business power dependent on the sort of client, for instance, a few salesmen will zero in on government worker gatherings while others will zero in on corporate gatherings. To make engaging pay programs that give pay consistency, grants for better-than-expected execution, and reasonable remuneration for experienced laborers. Yashoda has a solid crisis neurosurgery division. Crisis stroke administrations are accessible 24 hours every day, seven days per week, and incorporate intra-blood vessel or intravenous thrombolytic treatment. At Yashoda, nervous system specialists and neurosurgeons approach the most recent progressed symptomatic gear. They represent considerable authority in the treatment of Protean Neurologic Disorders and muddled medical procedures like Micro-Discectomy,



Specialized Spinal Procedures, Brain and Spinal Tumors, Aneurysms, Vascular Malformations, and Brain and Spinal Injuries. Physiotherapy, Dietetics, and Psychology Centers work together intimately with Yashoda Neurology to give restoration to sicknesses like cerebral paralysis and other neurological problems. Patients on ventilator help have uncommon nourishing consideration.

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**International Journal of
Advanced Multidisciplinary Scientific Research (IJAMSR) ISSN:2581-4281**

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