Chapter I - Preamble

1.1 Introduction

1.1.1 Topic background.

Healthcare industry service areas are attractive more important today than continually in India. This may be credited to some amount to the ongoing liberalized development. Along with the development of the industry and services, the demand for healthcare is also growing. But what is of concern to the regular Indian is high-priced of this care. India has made quick progresses in the health sector post-independence; but acute health issues remain same.

The medicinal services commercial center has turned into an aggressive air, which recommends that there might be a need to consolidate showcasing into social insurance ventures. According to American Marketing Association (2007), "Promoting is a thing or action, consented to foundations, and practices for making, imparting, conveying, and exchanging offerings that are worth to clients, customers, accomplices, and society on the loose". Agnihotri (1995), Health is a standout amongst the most fundamental components for enhancing the practical framework and accomplishing the unrivaled way of life in the public eye.

Background

Why medicinal services promoting is required is distinguished by four fundamental reasons, i.e. sentiment articles and high esteem medicinal services promoting books, which are bolstered by scholastically dependable showcasing hypothesis. The principle reasons guaranteed for showcasing are, to increment and proceed with patient fulfillment, to jolt client basic leadership, to productively banter nearby administrations now make a brand i.e. remarkable. Therefore, making & keeping patient rundown this may give satisfactory benefits for work business that is the result of phenomenal promoting. Solitary principle convictions supporting showcasing hypothesis is the manner by which advertising may be utilized to fulfill client's necessities and generate fulfillment Berkowitz(1996).
Besides, advertising is utilized to impact purchaser decision making in a developing furthermore, aggressive commercial center (Kotler, 2008, Shalowitz, and Stevens). This is prevailing by increasing the perceivability otherwise picture of authoritative administration. Principle objectives are principally to captivate fresh customers for work on, holding existing clients and keeping jolts now brain of former patients and recommendation resources; Therefore affects the income and achievement of the business, Berkowitz (1996).

Promoting can be utilized to manufacture understanding fulfillment and steadfastness, additionally can be utilized to jolt persistent basic leadership, pick up an upper hand, teach and convey to target crowd about what administrations gave by organization and make a brand that will separate themselves from its rivals.

**Hospital-Definition**

Hospital, a major public organization, deals considerable benefits to both patient and society. It is the place where a great amount of professionally and technically expert people apply their knowledge and skills with the help of world class knowledge, with the help of advanced and sophisticated equipment and machines.

In other sense healing facility likewise called as premises in which the debilitated harmed or unwell are gotten and treated, an open or private Organisation established for gathering and cure or for the asylum, of people infected in body or mind McMillan (1981).

Also, the primary and main function of a hospital is to give proper care to the sick and injured person without any communal, economic or racial discrimination. Further, it can be explained as hospital is a residential institution, which offers short-term and long term medicinal care involving investigative, observational, healing, services for persons, who is distress or supposed to be suffering from a illness or injury. They may or may not also offer services for ambulatory patients on an outpatient basis as per WHO. Today, a
hospital is a place for treatment of human ills and repair of health and well-beings of those temporarily deprived of these. Khan(2005).

**Concept of Service**

The growing importance in the services sector has been accompanied by considerable disagreement as to what establishes a service. Many authors have tried to develop convinced explanations of a service, but till date no acceptable and agreeable definition developed.

As indicated by Philip Kotler any activity or advantage that one gathering can offer to another that is basically immaterial and does not bring about the title of anything.

Advance, Boone and Kurtz (1983) proposed that its creation could possibly be attached to a physical item.

Service has a various amount of exclusive characteristics that make them so different from tangible product. The differentiating characteristics of a service are that its intangible characteristic is key and it makes them different from product. Services cannot be detached from the service provider.

In fact, the production of service, delivery of service and consumption of a service take place simultaneously in the purchaser and seller interactions. Service is provided by a person who owns a particular skill; it may be with the help of equipment to handle a tangible product or by permitting access to or use of physical infrastructure.

**Hospital as a Service Organization**
The global process which includes hospital business as a service. There is nothing involve as tangible, also service can not be physically touched or verified and furthermore which is not perishable. In the first part of the discussion on services, features of services have been discussed.

Associations required in doctor's facility business gives a wide assortment of administrations like supply of beds, finish nursing administration to the patients or making accessible hardware for diagnosing a wide range of ailments, masterminding vehicles as transportation in the act of ambulances, providing food administrations, and so on., to the client.

Prof. A.V.S.Rao's as defined in his definition which is relevant to the hospital organizations, that the services are provided free of charge or commercially. This concept is clear and no need to elaborate this. There is sufficient evidence that government hospitals are providing services free of charge and corporate hospitals are providing services usually against money. Whatever be the method, patients are receiving immediate care through one of the techniques.

From Yakeshel Hasenfield and others defination point of view, I notice that efforts of hospitals are directed towards maintaining and improving the well-being of the persons who come to the hospital for any reason. These organizations improvised the well-being of the patients in many different ways. For example, wealth of the country is directly proportionate to the health of the persons living in the country. Hospitals are playing an important role in continuing the well-being of the people. Peters & Joseph(1985).

Also, while discussing about services, Yakeshel Has Enfield and others have highlighted another important feature of services that is input and output, but different from manufacturing organizations where input is in the form of raw materials, however in service industry both input and output are human beings sometimes.
The differentiation between human beings as input and human beings as output is changed behavior of human beings after availing service, or sometime the satisfaction that they get after availing service is reflected in human being as a output. This definition too fits in very well in the services offered by healthcare industry.

Similarly in the case of healthcare services, there is no tangible raw material which is not handled. It is only the assistance which is given and facilities which are provided in the form of beds, tests, local transportation, and nursing care, etc.

All these services a person get pleasure which is the output. Moreover, hospitals satisfy all features of service organizations in so far as the facilities provided by healthcare organizations cannot be tangibly touched but they can merely be fit. They are in the form of an organized process which makes the provision of service availability on time and effectively. A hospital has a resource network for medical services, emergency services, clinical services, catering services to provide patient satisfaction. These groups also have contacts throughout the world with leading hospitals and practitioners to provide updated facilities to the users.

Hospital services also can be consumed during the process of production. However you cannot transfer accommodation service, and bring a hospital service to the place of his/her stay. He/she has to visit to the service provider place and then opt him / her of the facility. The final effect will be in the form of aid and relief from the ailment, which will lead ultimate satisfaction.

With continuation of above conversation highlights the statement that the hospital is a service organization.

After deep discussion about the meaning of service it is proved that a healthcare organization comes under the umbrella of services, now it would be appropriate if we introduce the history of hospitals, number of hospitals in India, etc. with context of healthcare industry as a service industry, ultimately it is part if Marketing field.
**Hospital provides tangible or intangible goods:**

In continuation with above discussion hospitals provides services and Services are intangible, which are inseparable and unpreserved. A hospital offers an intangible service which is called as a health care, and healthcare service delivery is inseparable from its delivers i.e. physicians, nurse practitioners etc. Also when any organisation provides service, it comes with bundle of satisfaction as a variable, with respect to who delivers it and it is unpreserved in that an organisation with no nurse-practitioner’s, physician means a loss of the associated revenue, since a service cannot be stored. That means any organisation who want to provide good service should have qualified and good healthcare staff. Hospital service sellers must keep these features in mind when developing marketing strategies and plans. Not just that in healing facility industry benefit creation and administration utilization of the doctor’s facility benefit happen all the while, so the patient must be incorporated into the administration generation handle.

**For Public service**

Health important factor for refining the serviceable system and achieving the superb average for incarnate in society (Agnihotri 1995).

Majority times in any country, hospitals provide society needed services, they are on subsidised, are often tax exempted, and are increasingly regulated by concerned government or regulatory body. Sometime they experience pressures from public interest and are expected to operate in the public requirement.

**1.1.2 History of Topic**
Since antiquated Greeks time promoting has been utilitarian on the planet. Be that as it may it was not perceived as promoting, it was known as great business rehearses which are still utilized as a part of advertising today likewise, Egan (2008). Showcasing, what we know today is, is a generally present day idea.

This advertising idea initially utilized around as a part of 1910, to clarify what we today called it as a deals (Berkowitz (1996). The business period required with makers, they used to make the items and buyer could either take or leave the item. Amid this period there were sufficient contrasts between believes of producer and purchaser about the items offered and item acquired. They used to trusts that if an item is great then it will offer itself; consequently, condition of idea of showcasing had were amid.

Things began changing, amid the, market was loaded with an assortment of new shopper items and administrations rose alongside an expansion in unlimited spending. This advancement has added to the start of promoting as purchasers should have been instructed about the new items and administrations. New organizations houses needs to recognize their merchandise and ventures from their rivals Kotler et. al.(2008).

A definitive consequence of this move leads after a vender’s marketplace toward purchaser’s bazaar by way of providers be there not just cooking intended for shopper requirements, they remained presently accommodating customer needs Berkowitz (1996), Thomas, (2005)). The following period of promoting development watched the change in part for the business delegates, who practice to take orders from a hostage group of onlookers. All of a sudden part of Sales agent change from vender to advisors and opened the correspondence channels amongst purchasers and merchants, which helped the customer driven stage. This buyer driven approach is the thing that the field of advertising is at present centered on Thomas (2005).

Toward the finale of the era promoting for creation enterprises turned out to be progressively deliberate and the administration ventures turned out to be more market centered. Promoting an administration has assorted difficulties from advertising items.
As talked about as of now in this section administrations are variable and they are for the most part created.

Promoting social insurance administrations has considerably a greater number of difficulties than other administration businesses because of the distinction in items and administrations offered, there are different sorts of experts included and the diverse arrangements of shoppers included in light of their needs Thomas (2005), which will be therefore talked about in this postulation.

1.1.3 Criticality of topic

Advertising is a tremendous train. At present promoting is characterized as, "Advertising is an administration procedure through which products and ventures move from idea to the client."

As reasoning, it is made on logic about the business as far as client needs and their fulfillment. In utilization of this rationality, it comprises in coordination of four components called 4P's of advertising Business Dictionary (2010):

(1) Identification, choice, and improvement of an item,
(2) Determination of its value,
(3) Selection of a dispersion channel to achieve the buyer place, and
(4) Development and execution of a limited time system

There seems, by all accounts, to be no different definition for social insurance advertising. Notwithstanding, it is perceived as being unique in relation to advertising in different businesses, it has uncommon difficulties Thomas (2005). Kotler et. al. (2008) one contrast show is that there are two distinct conclusions about the motivation behind promoting. Initial one plans to make however many as deals as would be prudent with the assistance of promoting or charismatic skill. This technique is for the most part utilized as a part of other businesses and is thought to be unacceptable in human
services promoting (Mack (1993), Latham (2004)). The second strategy concentrates on client association constructing & consumer loyalty.

This methodology goals to aid client as a result return all over again as upbeat client with fulfillment boosts or prescribe the vender to others as brand promoter or brand representative, which is the thing that human services showcasing. Inside showcasing at this time are various advertising systems which are utilized on the way incorporate association’s promoting objectives accomplish consumer loyalty and support a lucrative business. In human services advertising, building consumer loyalty does not imply that the association ought to give the purchaser everything that they need, Kotler et. al.(2008). This is one of the noticeable contrasts that separate social insurance from different ventures, as medicinal services experts have an obligation to precaution of their patients, Thomas (2005).

Customer satisfaction remains the most fascinating subject for organizations as well as for the researchers. The simple objective of organizations is to raise the level of profits and try to cut the cost. As everybody know basic fundamental of finance that profit can be up-lift by increase in sales with decrease in functional as well as variable costs.

The one of determinant’s which increase the sale is the satisfaction of the customer in healthcare industry, which will lead to customer loyalty Wilson et. al.(2008). Whenever customers decide to buy any product or service, their aim is to maximize their satisfaction from the product or service. However in healthcare industry customer always not decided to buy service sometimes customer forcefully or accidently decided to buy or avail the services of hospital.

Today marketplace demands organizations to build strong relationship with customers and not just producing the products or services, if organisation want to win in this competitive market then they need to understand the expectation of customer from them developing client relationship implies conveying better esteem over contenders than the targeted consumers Kotler et. al. (2002).
Patient satisfaction has appeared as an increasingly important health outcome. As per Kane et. al. (1997) definition of satisfaction, "It is believed to be an attitudinal reaction to esteem judgments that patients make about their medical experience".

Also, satisfaction is either indirectly or directly defined as an evaluation based on the fulfillment of expectations, Williams (1995). In my point of view, satisfaction is expectations, judging the same and at the end, acceptance or rejection of service as compare to expectations.

As discussed earlier satisfaction will leads to ability to prescribe or take part in positive verbal exchange regarding a product or service, which has been conventionally viewed as an face of brand, service or customer loyalty to the organization, (Baumann et. al.(2007), Ewing(2000)).

Similarly, health care organizations are struggling to attract loyal patients, since they are more expected not only to return in the future as a brand ambassador (Heskett (2002), Dick & Basu (1994)), but also to spread the good word about the service provided by organization, Zeithaml et.al. (1996). Also, as per marketing philosophy, willingness to recommend is considered to be a good indicator of customer satisfaction (Bansal (2004), Hausman (2004)).

**Hospital Marketing**

Today, maximum hospitals administrators would accept that the wellbeing of their organization depends upon the attraction of resources to allow hospitals to meet the modern goals of patient care. Attraction of the essential resources and acceptance on the part of various publics of the hospital that the organization has achieved its goals are important to the long-term existence of the institution.

In the health industry, promotion of health services by the professional through advertising or different media means is considered unethical and unprofessional. But,
like any other institution, the hospital has to function in a gradually competitive health industry. Therefore it can initiate several events and activities for promotion of services, which could be paid or free. Marketing with its clear concern for resources allocation and public recognition, can provide useful tools for hospital managers, who are working for the survival of the voluntary hospitals.

Doctor's facility administrations, showcasing or advancement, gradually going to the age in our nation still conveys disrespect according to numerous healing centers. Even though things are changing, there are people who think that it is not ethical act.

Introducing marketing philosophy in hospitals is an unusualness which is shameful as a health care profession. In many considered, marketing in hospitals is a much misunderstood subject and it suffer from a mentality like the scientist friends of Galileo who denied to look through the telescope which he had developed from a piece of organ pipe. They were scared they might have to change their belief of the universe if they saw something different from they had so definitely believed.

The term marketing has been widely misinterpreted by the hospital administrators and professionals. Furthermost generally it has been viewed as a glorified version of public relations, Self(1993).

In our country, a growing number of private hospitals now have full-fledged marketing departments which have brought in to operation some of the most dynamic and result oriented marketing plans and strategies. Considering their output result many others have come to realize that they can use marketing concepts, tools and techniques to their advantage.

A marketer point of view marketing is the investigation, arranging, execution, and control of precisely defined projects intended to take controlled trades of qualities, with target markets to move them towards hierarchical destinations so they can achievye the same in brief timeframe.It depend greatly on designing the organization's proposing in
terms of the target markets needs and desires, and on using effective promotional strategies like affordable pricing, good communication plan, and various service distribution. which will inform, motivate, the potential customers to avail the desired service. Various things have been perceived in the term of promoting; Advertising is seen as an administrative procedure, including investigation, arranging, execution, and control. However showcasing can be additionally taken a gander at as a social procedure in which the item and administration, which are requirements of a general public are distinguished, extended, and served by an arrangement of establishments, Sweeney (1972).

It is vitle to study marketing in healthcare, as the industry is becoming gradually competitive; how managers promote their organisation and how stakeholders perceive the organisation is essential to the organisation’s success.

(Raju et. al.(1995) emphasise the significance of marketing in the healthcare industry, they states that marketing has become a strategic management function that is accountable for being an expert on the customer and keeping the rest of the network organisation, well-versed about the customer so that desired service is delivered and organisational goal will be achieved

Previously healthcare organisations had been slow to hold the importance of service marketing Rajuet. al. (1995). Though, the industry is changing quickly, and many hospitals, particularly those who are located in town areas, are making a intensive effort to apply the ideas and standards of showcasing to their day by day forms. These days the marketing of healthcare services has become essential to the monetary success of physician practices and all healthcare organisations. Marketing has become an essential external function in the health sector Kennett & Henson(2005).

Marketing in the public sector is considered significant in relation to core public services, such as health and education, because it identifies customer needs and wants. According toPaul & Hanna(1997), the marketing concept can have key benefits for healthcare organisations that implement it properly as it can identify new market
prospects, develop customer service, and increase profitability. Patients are now educating themselves with easy availability of information with help of print media and internate media and started demanding that their healthcare requirements be satisfied, Lega(2005). In addition, marketing in the healthcare industry is essential, as it is responsible for being an professional on the customer; ensuring superb value is delivered, Rajuet. al. (1995). Providing a expected healthcare service will lead to satisfied consumer; and additional satisfied customers become loyal customers; will become as a positive contributors in organisation brand image, as a brand loyal to the success of their healthcare experience.

According to Corbinet. al. (2001), the door to sustain and expand many of these services is to create public awareness and develope corpous of customer satisfaction and retention.

Promoting public sector services as a brand is important as government offices and their overseers are under developing weight to enhance execution and show a positive rate of profitability of assets and taxpayers money, Kotler & Lee(2007).

Marketing Strategies

Hospitals can not necessarily determine their own product line or service policy, in many cases it is dictated by the local regulatory bodies. Therefore one of the effect of local bodies on hospitals to limit their choice of marketing strategies.

1.2 Problems on Hand
Application of Marketing concepts in The Public Hospital.

Although there are many challenges and concerns of adopting marketing in the public sector, few organisations still choose to adopt various marketing strategies, in particularly brand promotion. The main reason as to why marketing and branding is chosen in the public sector is that public sector organisations must appeal to several
different part of society or population as a potential consumers, not merely existing consumers, Ritchie et. al. (1999).

A reliable brand is a means for communicating organisational values to each of these publics. Another, public sector organisations mostly provide services that are intangible in nature and tough to prove, brands provide trust and reduce uncertainties. Also, public organisations regularly receive much more public scrutiny than private organisation, a strong brand will create goodwill and protect the organisation from the media and negative public opinion. Also to create brand the marketing is necessary for any organisation.

Furthermore, marketing plays a distinctive role in services such as healthcare because marketing increase awareness in immaterial products which enabling consumers to improved see and comprehend. This helps to overcome hurdles of uncertainty that might otherwise prevent people from becoming customers, Ritchie et. al. (1999).

According to Kimet. al. (2008), the literature related to patient satisfaction reveals 5 reasons which put effect on development of successful brand equity in hospital marketing, customer satisfaction, loyalty.

Customer satisfaction occurs when the consumer has received good experiences while he is availing service; such type of consumer the repurchase rate is high when consumer’s expectations are exceeded.

1.3 Research Objective
In line with description “research objectives are detailed, action-orientated statements of intent”, Malhotra (1996). The specific theoretical and research objectives of this study are as per the following:

1. To investigate the level of fulfillment among hospitalized patients in J. J. Hospital.

   - Brady and Robertson (2001), states that consumer loyalty is an individual feeling which elaborates different levels of desire and displeasure and to evaluate the same here in this study research use nine point scales.

2. To analyse the association between the level of patients satisfaction & socio demographic variables, experience and accessibility.

   - As mentioned in above objective, further level of satisfaction evaluated based on their association with different variables. Hypotheses are formed.
   - Socio demographic variable is sub classified as per mentioned below:
     i. Age Group
     ii. Area
     iii. Gender
     iv. Marital Status
     v. Education
     vi. Income
     vii. Occupation

   - Experience variable is sub classified as per mentioned below:
     i. Admission Experience
     ii. Comfort Experience
     iii. Food Experience
     iv. Care Experience
     v. Discharge Experience
- Accessibility variable is sub classified as per mentioned below:
  i. Distance of hospital from their residence
  ii. Waiting time for various process
  iii. Information received.

This Objective discusses and tries to discover the relationship between already talked about level of satisfaction and different factors, which will help to determine the determinants of patients’ satisfactions.

3. To ascertain the determinants of patient satisfaction in J. J. Hospital.

- As discussed in objective number 2, research will discover the factors for satisfaction and in this objective researcher will try to identify which factors i.e. determinants drive the satisfaction successfully in J. J. Hospital. Also, which are those determinants, service provider need to work on more to derive and improve satisfaction level score. Ultimately this will function as internal marketing tool.

4. To study opportunities for improving areas for internal marketing.

- This objective purpose is to identify the scope of internal marketing in J. J. hospital from patients and employee point of view and area of improvement for same.

1.4 Scope of Study

This research study objectives to make an contribution by exploring the key drivers and outcomes of patient satisfaction which will help the hospital to focus on excellence in service delivery.
Furthermore it helps to investigate how patient satisfaction impacts hospital business, as stakeholder point of views in service contexts are largely dependant upon the interactions and experiences received during patients interact with hospital to get service.

Additionally, the study focus to investigate if marketing of hospital associations influence patient recommendation and if this in turn impacts patient satisfaction.

In context with patient satisfaction, the previous various research studies has focused mainly on statistical data about medical care or the ability of the hospital to meet patient expectations. This study focuses on the main stakeholder views, and is significant in identifying possible avenues where potential improvements can be made in order to increase service user satisfaction.

In direction of this, it was decided at the beginning of the study to conduct a quantitative study to enable an in-depth exploration of the patient’s opinions towards the main drivers and outcomes of the patient satisfaction.

The theoretical concern was also importantly supported in the patient interview where patient needs and experiences at the hospital were discussed, which areas drivers of patient satisfaction, which ultimately lead study to understand factors / determinants of patient satisfaction and this will help hospital to use those factors / determinants as improvement area and for marketing purpose.

**Ramifications of the Study**

The discoveries and results of this study will be useful to administration in the public healthcare sector and will contribute to the more efficient implementation of marketing in public hospitals. It is essential for a public sector organisation such as a hospital to uphold a positive reputation as the more positive view we hold of a healthcare
organisation, the more probable we are to choose one health center over another if we have choice, Shahian et. al.(2000).

It is also hoped that identifying how a public healthcare organisation can retain a positive image will lead to an increase in service user confidence and satisfaction, the more confident one feels entering the same hospital the more likely their treatment will be successful.

**Contribution of the Research Study**

This study offers new insight and understanding to theory in relation to hospital marketing and hospital image. Also provides insights into hospital image management in the public healthcare perspective.

It is essential for managers to know how to manage hospital image and the existence of patient satisfaction within the hospital, as the two areas can lead to increased levels of satisfaction and hospital image within the healthcare sector.

This current study makes two main academic contributions. Firstly, qualitative findings reveal that there is, as expected, different drivers and outcomes of public sector hospital from those previously found in mainstream literature. Secondly, this study found that hospital image mediates the positive link between marketing and satisfaction i.e. satisfaction influences hospital image development, which in turn influences marketing. Finally, the findings will help marketers and public sector managers realise the importance of encouraging satisfaction at an individual level and pursuing customer orientated tasks at hospital level.

**1.4.1 Strategic marketing**

*Does Influential advertising and selling to attract and retain customers. Consider the following example:*
A health center is thinking about including a sports activities remedy application to its portfolio of services. Before determining whether to launch such a program, it plans to do market research to gauge the size of the neighborhood need, discover which competitors already provide such a program, reflect on consideration how it will arrange and deliver the program, apprehend how to charge it’s a variety of services, and determine how profitable the application is possibly to be.

Walgreens is opening store-based clinics to supply basic fitness care services, such as measuring blood pressure, offering vaccinations, and treating such frequent prerequisites as sore throats, ear infections, and colds. Key advertising tasks it ought to operate include deciding which shops will have this service, placing prices, and, most important, figuring out how health practitioner customers will view this provider as viable competition.

**Strategic choice mannequin for organizations and health care systems:**

With respect to health care, the term patron refers to those who buy a product or carrier after determining that its traits meet a want or desire. By comparison, a patron is the one who without a doubt makes use of the product or service.

**How consumer get drive by influencer or recommender**

A visiting aunt tells the mom that the mother’s child appears in poor health and must be taken to a health practitioner (aunt = influencer). The mother decides to take the baby to an emergency room (mother = decider). The toddler is dealt with via a physician (child = patient). The medical doctor prescribes medicinal drug for the child (pharmaceutical enterprise = supplier). The doctor and sanatorium (physician and hospital = providers) notify the mother’s health insurance plan organisation to pay for the service that was rendered (insurance company = payer).

**Major individuals in the health care system**
The following are the fundamental kinds of individuals in most fitness systems:

1. Care providers, such as organizations, (for example, healing centers, nursing homes, recovery focuses, surgicenters, facilities, health practitioner offices, and in-store medical centers) and the gurus who work in them (such as physicians, nurses, dentists, pharmacists, and therapists)

2. Payers, which include managed care organizations (MCOs) (such as health maintenance organizations [HMOs] and favored issuer agencies [PPOs]), typical insurance companies, governments, and people

3 Employers

4. Government agencies

5. Medical associations (for example, American Dental Association, quite number distinctiveness societies)

6. Health advocacy groups (such as the American Cancer Society)

7. Supply agencies (pharmaceutical, biotechnology and scientific device, equipment and grant companies).

**Care Providers and scope of marketing applications:**

Care providers are companies that provide medical services. They consist of hospitals, nursing homes, hospices, rehabilitation centers, surgical centers, outpatient clinical clinics, man or woman health practitioner offices, and in-store medical centers, amongst others. They additionally encompass the gurus who work in these organizations.
Each issuer type consists of many editions and consequently might also constitute an exceptional type of consumer for the health care marketer. For example, consider hospitals, which can be categorised through dimension (gauged via wide variety of beds), place (urban, suburban, or rural), scope of services (general hospitals versus forte hospitals, which may additionally cover solely such specialties as pediatrics, psychiatry, women’s health, rehabilitation, or cardiac care), sponsorship (religious, secular, or government), and for-profit status.

The way in which marketing and income take place in this area will therefore have tons to do with these institutional characteristics and affiliations.

**Strategic planning of Marketing:**

1.4.2 Customer identification

**Customer Identification**

Customer identification requires the company to answer the following questions: Who are our customers? Where are they? What are their characteristics?

The best specialist J. M. Juran used “the word ‘customers’ to consist of all persons who are impacted by our approaches and our products. Those people encompass internal as nicely as exterior customers. . . . The term ‘external customers’ is used here to suggest folks who are no longer a part of our business enterprise however who are impacted by using our products. The term ‘internal customers’ skill folks or organizations who are part of our company.”

the commercial enterprise must prioritize the importance of its a number customers. We can order the importance of our clients by using three categories: those who are
most affected via what we do, those whom we desire to have an effect on the most, and those who can assist us in addition our business. The first category of customers is the natural recipients of our products; for example, sufferers who preserve sports accidents are the natural clients of orthopedic groups.

In the class (those we desire to affect the most); companies either can diversify (along one-of-a-kind carrier strains or in extraordinary geographic areas) or can seek unfulfilled mission objectives. For example, public fitness clinics may also locate that they are serving populations missing suited immunizations. In the closing category, hospital scan craft a symbiotic relationship with their essential customers, such as health plans and physicians.

After a commercial enterprise has recognized its customers and prioritized their importance, it must define its provider area. Whereas scientific merchandise (such as prescribed drugs and devices) have widespread distribution, one of the major traits of fitness services is that all health care is local. It is up to the service organization, however, to determine what the phrase nearby potential to its business. Few medical groups draw on a national or international patient base, so geographic market definition will depend on such features as city versus rural environment, number and distribution of nearby competitors, and availability of public transportation. For instance, due to the fact many residents of New York City depend solely on public transportation, proximity to a bus or instruct quit could be extraordinarily important to a group’s patients. On the different hand, many Californians are accustomed to travelling longer distances in their cars; consequently a facility’s proximity to a toll road exit may additionally be very important to residents in that state.

Once the company has decided the scope of its geographic coverage, it must define the segments of the market it seeks to serve. Market segmentation involves identifying a crew of current or workable customers with similar characteristics.

The traits can be determined via demographics, such as age or gender; service line, such as most important care, infertility services, or mental health; payer type, such as
cash-only (as for aesthetic surgery), Medicare, or managed care; or other general preferences.

When a business enterprise identifies its customers, it often finds that their wants conflict.

For example, each payers and patients are vital clients for clinical groups. Just as health plans may also impose unreasonable constraints on the delivery of affected person care, sufferers can categorical unrealistic needs for the provision of scientific services. Balancing conflicting purchaser desires is a consistent and difficult mission for all health care firms. To meet this challenge, as soon as an enterprise completes its customer identification, it may additionally want to modify its commercial enterprise definition to help make clear priorities.

Achievement depends upon not exclusively on how well every branch plays out its work, additionally on how well the scope of departmental exercises are facilitated to direct center business forms, which incorporate the accompanying:

- **Market sensing**: Assembling market knowledge, spreading it into the association, and execution on the data.

- **New imparting insight**: Investigating, creating, and propelling new, amazing offerings rapidly and inside spending plan.

- **Channel bonding**: Developing robust partners on furnish and distribution side of the business.

- **Customer acquisition**: defining objective markets and prospecting for new clients.
Customer relationship management (CRM): Construction of further understanding, connections, and offerings to individual clients.

Satisfaction administration: Receiving and approving orders, transport items or delivering services on time, and collecting payment.

Strong groups strengthen ultimate capabilities in managing and linking their core commercial enterprise processes. For example, think about Cardinal Health’s value-added stock management process, which helps its core enterprise as a drug wholesaler:

1.4.3 Accessibility

Accessibility

Access time period with appreciate to medical services, access has four dimensions:

a) Location. Not only should a scientific group be physically located in a area proximal to its current and workable patients, but those patients have to additionally be able to get to that location. Such elements as travel time, motorway access, proximity to public transportation, and parking are all vital factors.

b) Delivery of services. While location facilities on how sufferers can get to the clinical group, distribution analyzes how the crew can reach out to its patients. Such outreach can be either genuine or virtual. In the former case, one may seem to be at such offerings as house calls or nursing domestic visits. These visits can be made through a health practitioner or nurse practitioner/physician assistant.

c) In the virtual outreach category, one can appear to such traditional methods as smartphone calls or to web-based interventions, ranging from Web websites to telemedicine.
d) Convenience. Beyond the availability of area and transport attributes, comfort focuses on delivery of the carrier when the affected person wants or requests it. This feature, of course, involves a cost-benefit analysis. For example, availability outdoor a nine-to-five time body is crucial for pediatric practices, however other specialties might also find that patients do now not need or fee office hours on evenings or weekends.

How healthcare buyers make choices:

Motivations theory - Frederick Herzberg:

The idea that recognizes dissatisfiers (figures that reason disappointment) and satisfiers (considers that cause fulfillment). The nonappearance of dissatisfiers is not enough; Satisfiers should be present to rouse a buy. For instance, a medicinal specialist with a horrible bedside way would be a dissatisfier. However the nearness of an agreeable bedside way would no longer go about as a satisfier or helper of a purchase since it is not a wellspring of inherent fulfillment. Solving the patient’s health trouble would be a satisfier. In line with this theory, entrepreneurs must avoid dissatisfiers that may unsell their products. They have to additionally pick out and grant the major satisfiers or motivators of buy because these satisfiers will make the fundamental distinction as to which brand consumers will buy.

Application of the buying decision process (the five-stage model) as marketing tool in hospital marketing.

Problem Recognition

The shopping for procedure starts off evolved when the buyer acknowledges a problem or need. The need can be induced by means of internal or external stimuli. With an inner stimulus, a consumer’s physiological need will become a tool.
On the other hand, a need can be excited by method for an outside stimulus. The exterior cue can be in my opinion delivered; for instance by using a friend, a spouse, or a salesperson; or it can be non-personal, such as a magazine article, an ad, e-mail, or another exterior source.

External cues can be either marketer-controlled or non-marketer-controlled. A very important advertising and marketing task is to survey customers to examine the important sorts of triggering cues that will stimulate their activity in the precise product class. Marketing strategies can then be developed to set off client interest. For example, many hospitals spend heavily on TV advertising and marketing to promote their coronary heart and cancer services. This spending can amplify client focus and even desire for these services, but market research shows that the main motive heart and most cancers inpatients pick a sanatorium is a physician’s recommendation.

**Information Search**

An aroused customer going through a shopping for decision will be inclined to search for information, however the effort placed on looking will rely on the product category and the perceived level of information need. Product entrepreneurs want to recognize the information neediness of their target market: how lots statistics the customer is in all likelihood to acquire before making a shopping for selection for this unique product. They additionally want to comprehend the records sources consumers will use to acquire statistics and what will be their relative influence.

For example, some customers would no longer think of buying a car or appliance except first consulting Consumer Reports magazine, and most people fascinated in shopping for a new car will also acquire assessment product and pricing records on several models and dealers.
Another example, A consumer questioning about getting rid of his eyeglasses may also start noticing newspaper commercials for Lasik eye surgery. If this interest grows, he might also undertake a lively facts search wherein he talks with buddies who have had the procedure, searches online, makes notes on differences amongst carrier providers, and gets a advice for an ophthalmologist from his foremost care doctor or friends. How an awful lot effort he expends relies upon on the strength of the need, the amount of statistics the patron has, the ease of obtaining extra information, and the pleasure derived from the search. (With regard to this latter dimension, entrepreneurs need to be aware of a class of searchers who derive pleasure exclusively from searching; they are low-probability buyers. Although they themselves may no longer buy, they can act as an necessary records resource for those who are equipped to make a purchase.)

**Information Sources:**

The health care marketer should be very knowledgeable about common data sources that consumers use and their relative have an effect on the buy decision.

**Evaluation of Alternatives:**

For example, think Margaret has narrowed her preference set to four pediatric practices for her young people on the basis of five attributes: region convenience, office hours, and community affiliation with professionals at an academic medical center, doctor empathy, and costs.

**Purchase Decisions:**

Consumers boost routines for decreasing risk, such as selection avoidance, data gathering from buddies and professionals, and preference for recognized names. Regarding this last factor, due to the fact many fitness care purchases have excessive perceived risk; consumers regularly show choice for a specific brand. This simple, every now and then automated method of shopping for the “recognized brand” can current a project to nearby fitness care providers. For example, a affected person in Chicago may
also pick the Mayo Clinic for an events operation that may want to be without problems achieved in a neighborhood neighborhood sanatorium or educational clinical center—with decrease journey cost, a shorter waiting time, and the equal outcome. Marketers must deeply recognize the components that incite a sentiment danger in purchasers, then give data and help that will decrease the perceived risk.

**Post-Purchase Behavior:**

Health care agencies can take wonderful steps to assist shoppers feel desirable about their choices. A pediatric exercise can send warm, introductory letters to new patients; solicit customer recommendations for improvements; provide infant health statistics that will tackle frequent questions and concerns; provide facts via the channel the consumer prefers—for example, via e mail or the exercise Web site; region advertisements showing cozy exercise consumers; and supply channels for rapid change of client grievances.

Hospitality advertising is unique because it deals with the tangible product, like a bed in the inn or food in the restaurant, however it additionally deals with the intangible components of the hospitality and tourism industry. It is about the ride in a outing and social status it brings ingesting in a fine-dining restaurant. Hospitality advertising is very crucial in the success of any hospitality and tourism product, employer and tourist destination.

Proper advertising effort promotes product / service that fills desires and necessities from buyers & at identical time, carry profits to the corporation or U.S.A. that aspect it.

**1.4.5 Significance of Referral Relationships**

Human services are selective from different Industries because of the reality of its dependence on referral connections. Referral connections as utilized here comprise of any component for the directing of customers by utilizing a third birthday festivity into
the appropriation channels of a social insurance organization or any utilization of a middle person to elevate things and administrations to medicinal services shoppers.

The significance of such connections in human services is reflected by method for the way that the surrender clients of wellness administrations frequently do no longer settle on the utilization choice themselves. The purchase choice may likewise be made by a doctor, wellbeing arrangement, or some other gathering. This limit the advertiser is more noteworthy prone to target doctors, wellbeing arranges, and diverse guardians that may influence the referral system as an option than the quit client.

There are circumstances in which the surrender customer is focused in social insurance. A wide fluctuate of buyer wellbeing items are promoted like any unique retail item, and over the counter doctor prescribed medications are advertised in an indistinguishable way from different products. Singular medical coverage arranges protection approaches are habitually offered straightforwardly to the shopper.

With the coming of Internet buy choices, a developing scope of wellbeing related items are offered on the double to purchasers. Elective strategies are consistently elevated straightforwardly to imminent patients, with the associations showing them the use of well-known limited time techniques to interest clients. All things considered, the main part of wellbeing administrations usage is a component of referral connections and go-betweens. The most dug in e.g. Prerequisite of a therapeutic specialist recommendation for wellbeing focus confirmation. Individual can't contemporaneous themselves quickly to a wellbeing place for elements of admittance; People ought to have a conceding doctor. Indeed, even crisis examples require that a wellbeing expert take responsibility for conceding the influenced individual before he or she will be acknowledged into the doctor's facility.

On the off chance that a medicinal specialist does no longer have conceding benefits at a particular clinic, he or she can't concede an influenced individual there or treat patients hospitalized by means of various doctors. Different organizations, for example,
nursing properties and hospices, may moreover depend on referrals from specialists also. Doctors themselves regularly depend on referrals from other therapeutic specialists and, now and again, wellbeing or social administration bunches for clients. Restorative and surgical masters, for instance, can likewise make unwilling with be given an tolerant "off those road," who might similarly alternately might additionally Notwithstanding not a chance to be a fitting plausibility to their administrations. Rather, they recall once referrals starting with different restorative experts who are consistently generalists. For practically contemporary wellness protection arrange game plans, a referral from an essential care specialist to an expert may moreover be required sooner than the backup plan will cowl the cure scene. Contingent upon their claim to fame, doctors may likewise depend on referrals from non-doctor suppliers. Suppliers, for example, therapists, Optometrists, Furthermore chiropractors might similarly settle on referrals should specialists, ophthalmologists, Also neurosurgeons, individually, whether the medicine necessities surpass their capacities. Mental wellness business settings What's more social organization partnerships might In addition be critical wellsprings for patients to a couple experts, concerning illustration these organizations connote cutting edge of contact with numerous achievable patients. Professionally prescribed medications are turning into an undeniably more imperative thing of patient care, and this district furthermore involves circuitous get section to the end client.

But on account of over the counter medications, pharmaceutical associations can't bargain without a moment's delay with patients. The influenced individual must have a remedy composed by method for a doctor to acquire the medication from a drug specialist, and various shields stop unapproved get admission to physician recommended drugs. The pharmaceutical association depends on the therapeutic specialist to support its image of medication, and, justifiably, the first push of pharmaceutical publicizing is towards doctors. An end case of the referral framework incorporates the guiding of patients on the area of wellness protection arranges. Whether an outline is given by method for a standard reimbursement guarantantor, wellness assurance association, wanted supplier association, or organization with a self-guaranteed arrange, there will truly for the most part be confinements situated on
organizations that can be utilized. Regularly, a wellbeing arrangement will have a course of action with a group of suppliers, and the outline enrollee will be diverted to one of these doctor, clinic, residential wellness organization, and different bearers is potentially to be genuinely terrace the control of the stop client. In these cases it is more fundamental for the supplier to create associations with the more than couple wellbeing arranges than to advertise specifically to patients.

1.5 Organisation Details (J. J. Hospital) where Study conducted and Mumbai Health care Status.

Types of Hospitals in Mumbai.

Government holding Hospitals

Central Government: All hospitals administered by government of India are run by the departments like ESI, defense, railways, mining, post and telegraphs, public sector under takings of Central Government.

State Government: The hospitals, which are administrated by state / UT Government are called state government hospitals. (Where authority of public sector undertakings operates by state/UT) eg. Police and others.

Local Bodies: The hospitals, which are administered by local bodies like, Municipal Corporations, Municipalities, Zilla parishads, Panchayats, etc.

Autonomous Bodies: The hospitals which are established under special acts of Parliament and State Legislation, they are funded by Central/State or UT Government.

Voluntary Organization: The hospitals run by a voluntary bodies, trusts, charitable societies, registered or recognized by the appropriate authority under Central or State laws, Missionary body and Co-operative Societies.
**Private Hospitals**: The hospitals run by individuals or by private organizations.

**Table 1: Current Health status, in India as on 1st January 2013**

<table>
<thead>
<tr>
<th>State/UT/Division</th>
<th>Number of Rural Hospitals (Govt.)</th>
<th>Number of beds in Rural Hospitals (Govt.)</th>
<th>Number of Urban Hospitals (Govt.)</th>
<th>Number of beds in Urban Hospitals (Govt.)</th>
<th>Number of Total Hospitals (Govt.)</th>
<th>Number of beds in Total Hospitals (Govt.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>26604</td>
<td>362996</td>
<td>8812</td>
<td>101301</td>
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<td>Andhra Pradesh</td>
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<td>10370</td>
<td>152</td>
<td>27591</td>
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<td>37961</td>
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<tr>
<td>Arunachal Pradesh</td>
<td>382</td>
<td>4660</td>
<td>2</td>
<td>350</td>
<td>384</td>
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<td>Assam</td>
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<td>6414</td>
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<td>3428</td>
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<td>Manipur</td>
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<td>Andaman and Nicobar Island</td>
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<td>1750</td>
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Source: Open Government Data (OGD) Platform India

The above mentioned table highlighted Government hospitals data, which includes central government- state government and local government bodies, the concerned data is sourced from Directorate General of State Health Services.

For late years, there is developing worry "around outside players should enter India's social insurance segment through capital subsidizes. Beneath specified table indicates the endorsed undertakings for FDI over healing facilities Similarly as accepted from those DIPP, alongside the nations source, and the rupee Furthermore us dollar qualities from claiming FDI endorsed."
Table 2: Approved Projects for FDI in Corporate Hospitals in India as on 2006

<table>
<thead>
<tr>
<th>SL. No</th>
<th>Date</th>
<th>Indian Company</th>
<th>Country of Foreign Investor</th>
<th>Foreign Equity</th>
</tr>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Rs</td>
</tr>
<tr>
<td>1</td>
<td>Aug2001</td>
<td>Thaqdus Hospitals Ltd., Ernakulam</td>
<td>UK</td>
<td>0.34</td>
</tr>
<tr>
<td>2</td>
<td>July2001</td>
<td>Trichur Heart Hospital, Thrissur</td>
<td>UK</td>
<td>49.89</td>
</tr>
<tr>
<td>3</td>
<td>April2002</td>
<td>Fernandez Maternity Hospital, Hyderabad</td>
<td>Australia</td>
<td>0.42</td>
</tr>
<tr>
<td>4</td>
<td>Dec2002</td>
<td>Sir Edward Dunlop Hospitals, New Delhi</td>
<td>Canada</td>
<td>1,282.5</td>
</tr>
<tr>
<td>5</td>
<td>Nov2003</td>
<td>Vikram Hospitals, Mysore</td>
<td>USA</td>
<td>29.65</td>
</tr>
<tr>
<td>6</td>
<td>Jan2004</td>
<td>Max HealthCare, New Delhi</td>
<td>Canada</td>
<td>1,282.25</td>
</tr>
<tr>
<td>7</td>
<td>July2004</td>
<td>Pacific Hospitals, Hyderabad</td>
<td>Singapore</td>
<td>5.82</td>
</tr>
<tr>
<td>8</td>
<td>Feb2004</td>
<td>Basappa Memorial Hospital Pvt. Ltd.,</td>
<td>USA</td>
<td>22.83</td>
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<tr>
<td>9</td>
<td>April2004</td>
<td>Parekha Hospitals Pvt. Ltd., Mumbai</td>
<td>USA</td>
<td>0.50</td>
</tr>
<tr>
<td>10</td>
<td>July2004</td>
<td>Columbia Asia Hospital Pvt. Ltd., Bangalore</td>
<td>USA</td>
<td>0.90</td>
</tr>
<tr>
<td>11</td>
<td>Aug2004</td>
<td>Add Life Medical Institute Ltd., Sterling Hospital Building,</td>
<td>USA</td>
<td>326.24</td>
</tr>
<tr>
<td>12</td>
<td>Jan2004</td>
<td>RA Multi speciality Hospital Pvt. Ltd., Sterling</td>
<td>British Virginia</td>
<td>0.06</td>
</tr>
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</table>
The measure for investment by and large is to some degree small, for a few hosting short of what us $1 million. Previously, FDI and the lion’s share dropping in the $1 should $2 million extend. Then still it shows that Indian Healthcare industry getting globalized attention. Also, the business pattern is changing drastically focusing more on patient satisfaction. Specific benefits of these changes include the fact the needy people receive quality services under one roof with the use of high technology utilizing and doctors, who are specialized expertise.

The medicinal services framework in Mumbai comprises of private and public companies. These incorporate the willful segment, Non-Governmental Organizations and the little private centers and the substantial dish India doctor’s facility bunches. Mumbai has various awesome clinics, for example, Breach Candy, Hinduja, Nanavati, Jaslok, Bombay Hospital, and Lilavati, which are overseen and work inside open trusts, yet get ordered under Private medicinal services framework.

**Figure 1: Public Healthcare Infrastructure in Mumbai**
The table 3: beneath abridged the key wellbeing execution pointers crosswise over Mumbai and its suburb zone. As can be seen, Mumbai City falls behind alternate Cities on specific parameters. Hence there is various growth scope is present.

<table>
<thead>
<tr>
<th>City</th>
<th>Infant Mortality Rate (IMR)*</th>
<th>Maternal Mortality Rate (MMR)*</th>
<th>Crude Birth Rate (CBR)*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumbai</td>
<td>34.6</td>
<td>0.6</td>
<td>13.8</td>
</tr>
<tr>
<td>Delhi</td>
<td>25.4</td>
<td>0.5</td>
<td>18.4</td>
</tr>
<tr>
<td>Chennai</td>
<td>13.7</td>
<td>0.4</td>
<td>15.8</td>
</tr>
<tr>
<td>Bangalore</td>
<td>29.3</td>
<td>0.4</td>
<td>19.1</td>
</tr>
<tr>
<td>Kolkata</td>
<td>24.6</td>
<td>0.5</td>
<td>16.4</td>
</tr>
</tbody>
</table>

*Per 1000 population Source: NCAER. MOHFW, Crisil

Also, while Mumbai is tended to as the financial capital of India, furthermore, in spite of the fact that Mumbai has its extra human services limit arranges inside the City, likewise, city has anticipated social insurance foundation, they gauged as the quantity of healing facility beds arranged per 1000 populace, is lower than a few key associate urban communities. According to beneath specified table all urban areas are required to altogether expand the accessibility of beds by 2012, Mumbai is probably going to stay to robbery its companions, according to Indicus and CRISIL appeared in underneath: i.e. table 4 city wise hospital bad capacities with reference to population

<table>
<thead>
<tr>
<th>City</th>
<th>2007 Beds per 1000 population</th>
<th>2012 Beds per 1000 population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumbai</td>
<td>1.63</td>
<td>2.55</td>
</tr>
<tr>
<td>Chennai</td>
<td>2.20</td>
<td>3.86</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>2.42</td>
<td>4.32</td>
</tr>
<tr>
<td>Bangalore</td>
<td>2.22</td>
<td>2.74</td>
</tr>
<tr>
<td>Kolkata</td>
<td>0.78</td>
<td>3.40</td>
</tr>
<tr>
<td>Gurgaon</td>
<td>3.10</td>
<td>5.00</td>
</tr>
<tr>
<td>Delhi</td>
<td>2.06</td>
<td>1.91</td>
</tr>
</tbody>
</table>

Source: Indicus, NCAER, CRISIL, KPMG Analysis
Additionally watch that the general lack of limit, with uneven appropriation of doctor's facility limit with extent to the populace spread over the City. As the table beneath clarifies that, South Mumbai represents 76 percent of healing center beds in the city, however South Mumbai accounts just for a little rate of the populace. This implies there is uneven circulation of informal lodging extent rate. Table 5: Distribution of beds in Mumbai.

<table>
<thead>
<tr>
<th>Region</th>
<th>Private</th>
<th>Govt.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Mumbai</td>
<td>11,857</td>
<td>7,035</td>
<td>18,892</td>
</tr>
<tr>
<td>Rest of Mumbai</td>
<td>1,832</td>
<td>4,260</td>
<td>6,092</td>
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<tr>
<td>All Mumbai</td>
<td>13,689</td>
<td>11,295</td>
<td>24,984</td>
</tr>
</tbody>
</table>

Source: KPMG report.

Figure 2: J J. Hospital Building

Sir J. J. Gathering of Hospitals, Mumbai is one of the head medicinal relationship of India. It positions among the ten best medicinal universities of our nation. In 1834, Sir Robert Grant was designated the Governor of Bombay and he guided his thoughtfulness regarding the practicality of building up an orderly and logical
establishment in Bombay city for giving restorative information to the locals of this territory. Thusly, this establishment was begun as a medicinal school at the Esplanade in Fort region of Bombay in 1835, making it the most seasoned in India and likely the first on this side of the Nile, first of its kind, for granting therapeutic learning to the locals of this nation.

In March 1838, Sir Jamshetjee Jeejibhoy gave rupees one lakh for building new local general doctor's facility at present site. The moving to the present site and renaming it to 'Sir Jamshetjee Jeejibhoy Hospital and Grant Medical College' happened in May 1845. From that point forward it has veritably turned into a part of the legacy of Mumbai.

**Location:**
More noteworthy Mumbai city and suburb territory or Brihin Mumbai Municipal Corporation (BMC) region is separated in two regions viz Mumbai city District and Mumbai rural District. More noteworthy Mumbai is totally urban. Sir J. J. Gathering of Hospitals is arranged in the southern-focal piece of Greater Mumbai. This is the most populated and swarmed part of the city. The zone around Sir J.J.Group of Hospitals is fundamentally thickly populated local location with some modern zones, near the Mumbai docks and three noteworthy railroad tracks, specifically Central, Harbor and western rail routes. Hence travelling towards hospital is easy task for patients.

**Arrival and triage**
Patients might land at the setback toward implies of, ambulances Also private vehicles. A large number patients might as of now bring been ordered what's more settled at the crisis webpage Also accompany clinical notes Furthermore identifications. Triage upon landing makes it could be allowed to survey those seriousness of the state. Triage may be those procedure by which exploited people are sort program as stated by seriousness from claiming damage. Quick consideration must be paid of to serious patients. Also might a chance to be spared.

The goal of triage is:
• To select those patients in greatest need of medical attention
• To ensure that patients present for treatment only to the appropriate forewarned medical specialty as a means of conserving limited person and supply resources.

MAP WITH LOCATION OF GMC & JJ

GRANT MEDICAL COLLEGE & SIR JJ GROUP OF HOSPITALS
Various Departments Exist in J. J. Hospital.

Departments

- Cardiology
- Neurosurgery Department
- Nephrology
- Anatomy
- Pediatrics
- E.N.T. Department
- General Surgery Department
- Plastic Surgery
- Urology
- Obstetrics & Gynecology
- Ophthalmology
- Physiology
- Radiology
- Psychiatry
- Dentistry
- Anesthesiology
- Pathology
- Pharmacology
- CVTS
- Forensic medicine & Toxicology
- Community Medicine
Flowchart of Admission of Patients in wards wise:
Figure 5: Flowchart how Patients reached to J. J. hospital from various sources.

Figure 6 Flowchart for Inter Hospital patient Flow
Figure 7: Process map for inpatient radiology
1.6 Hypothesis

1.6.1 Hypothesis introduction

The purpose of hypothesis testing is to determine whether there is enough statistical proof in approval of a certain belief, or hypothesis, about a parameter.

Figure 7: Flowchart for hypothesis
Research usually starts with a problem. Questions, objectives and Hypotheses provide a specific direction and clarification of the problem statement/research question.

1.6.2 Hypothesis History, Description

The research dictionary definition of hypothesis is an assumption or proposed description made on the basis of partial evidence as a preliminary point for additional investigation. It’s essential for any study to have sound developed hypothesis. Hypothesis supports to have a planned research and effective statistical techniques and tools to be applied for the same. Hypothesis is the fundamental of the complete research plan.

Goode and Hatt (1952), states that research conducted avoiding hypothesis, is like body without brain. The outcomes cannot be considered as results with clear meaning. Hypothesis is an essential association between concepts and analysis which helps to discover and future scope of knowledge.
Shikha (2014) mentioned that the research process originates with hypothesis and ends with the hypothesis analysis. It is base to the entire procedure and, hence, it is of the highest position in research.

The hypotheses function as a hand to enquiry. Scientific research has to continue in assured definite lines and over hypothesis the researcher becomes accomplish of knowing exactly what researcher has to find out by defining the path provided by the hypothesis. Hypotheses behave like a North Pole star or a like compass to a sea sailor with the assistance of it individual is capable to proceed in the accurate direction.

The hypotheses for the research are developed considering research objectives. Furthermore pilot study and observation of the research was also considered to develop the significant hypothesis for the research study.

1.6.3 Details of hypothesis

- They should be in the form of statements stating the relation between two or more quantifiable variables.
- They should carry clear associations for testing the stated relations.

Hypothesis needs to be designed before the data-gathering and analysis. Phase of the research:

- A well-grounded hypothesis indicates that the researcher has necessary knowledge in the area to undertake the investigation.
- The hypothesis gives direction to the collection and interpretation of data.

A hypothesis is a proposed answer to a research question. It is a projection of how concepts are related to each other. In a way, it is a speculation of the outcomes of a research. These are directed towards some conclusion which will be helpful in examining the phenomenon under consideration in the research.

Hypothesis may be:

1. Directional or declarative hypothesis and
2. Non directional or null hypothesis
In the present study, null hypothesis have been formulated for testing those using statistical techniques. These have been formulated so that no preconceived attitude might influence the investigator during the conduct of the study.

**Criticality of Hypothesis**

Criticality of speculation is clarified with the assistance of beneath said theory cases.

1. Y and X are related (or, there is a relationship amongst Y and X).

2. Y is identified with X (or, Y is reliant on X).

3. As X expands, Y abatements (or, increments in estimations of X seem to impact diminishment in estimations of Y).

The primary speculation gives a straightforward articulation of relationship amongst Y and X. nothing is indicated about the affiliation that would permit the analyst to figure out which variable, Y or X, would tend to reason the other variable to change in esteem.

Another speculation is additionally a basic explanation of relationship amongst Y and X, yet this time it might be deduced that estimations of Y are somehow dependent upon the state of the x factors.

The third speculation is the most exact of the three, not just does it say that Y and X related and that Y is reliant on X for its esteem, however it additionally uncovers something more about the way of relationship between the two factors.

**Hypothesis discussed in this research**
1. Alternate Hypothesis $H_1$: There is association between patient satisfaction and socio demographic factors.

   A. To evaluate the objective number one and two this hypothesis is formed.
   B. Also this hypothesis helps to determine the determinants of patient’s satisfactions. Further it will give insights about the patients various groups i.e. clusters based on variety of demographic variables mentioned in above objectives. This will help service provider to identify and analyse the targeted group and scope of marketing communication for internal marketing. Hence indirectly this will give path to objective number three and four.

Sub hypothesis:

A. Alternate Hypothesis $H_{01A}$: There is significant difference in overall satisfaction of different age group of respondents.

Here age group sub categories on the bases of literature review and population census further as follows:
   a. Elderly age
   b. Middle age
   c. Senior citizen
   d. Young age

Each sub categories of age analysed with association to overall patient’s satisfaction.

B. Alternate Hypothesis $H_{01B}$: There is significant difference in overall satisfaction of different area of respondents.

Here Area variable sub categories on the bases of literature review and population census further as follows:
   a. Mumbai
   b. Navi Mumbai
   c. Outside Mumbai
   d. Thane
Each sub categories of Area analysed with association to overall patient’s satisfaction.

C. Alternate Hypothesis $H_{01C}$: There is significant difference in overall satisfaction of different gender of respondents.

Here Gender variable sub categories on the bases of literature review and population census further as follows:

a. Male
b. Female

Each sub categories of gender analysed with association to overall patient’s satisfaction.

D. Alternate Hypothesis $H_{01D}$: There is significant difference in overall satisfaction of different marital status of respondents.

Here marital status variable sub categories on the bases of literature review and population census further as follows:

a. Married
b. Other
c. Unmarried

Each sub categories of marital status analysed with association to overall patient’s satisfaction.

E. Alternate Hypothesis $H_{01E}$: There is significant difference in overall satisfaction of different education of respondents.

Here education variable sub categories on the bases of literature review and population census further as follows:

a. Uneducated
b. Up to SSC
c. HSC
d. Graduate and Above

Each sub categories of education analysed with association to overall patient’s satisfaction.
F. Alternate Hypothesis $H_{01F}$: There is significant difference in overall satisfaction of different income of respondents.

Here income variable sub categories on the bases of literature review and population census further as follows:

a. 5000 and below
b. 5001-8000
c. 8001-11000
d. 11001-14000
e. 14001-17000
f. 17001 and above

Each sub categories of income analysed with association to overall patient's satisfaction.

G. Alternate Hypothesis $H_{01G}$: There is significant difference in overall satisfaction of different occupation of respondents.

Here occupation variable sub categories on the bases of literature review and population census further as follows:

a. Employed
b. Self-employed
c. Student
d. Housework
e. Not working

Each sub categories of occupation analysed with association to overall patient's satisfaction.

2. Alternate Hypothesis $H_2$: There is correlation between satisfaction and experience of respondents.

As discussed on objective number two overall satisfaction and experience with sub variable has been analysed on the bases of correlation analysis. This will give way to objective number three and four.
3. Alternate Hypothesis $H_3$: There is relationship between patient satisfaction and accessibility.

As discussed on objective number two overall satisfaction and accessibility with sub variable has been analysed on the bases of correlation analysis. This will give way to objective number three and four.

4. Alternate Hypothesis $H_4$: There is significant difference in patient’s satisfaction and intention to recommend.

This hypothesis analysed with help of market orientation, recommendation and employee survey questions from questionnaire.

**Conclusion**

The purpose of this chapter is to introduce the reader to the research subject matter, research questions and objectives. This chapter also offers the reader with an outline of the research study and the topic covered and discussed throughout thesis. The next chapter presents the review of literature; the review of literature objectives are to offer an in-depth knowledge and critical knowledge of published work till date in concerned areas, with a view to evolving a complete conceptual framework which to draw relevant research objectives.