Chapter-8
Conclusions and Suggestions

Conclusions
On the basis of analysis carried out in previous two chapters, which are on marketing practices of selected corporate hospitals and analysis of marketing activities, we have reached to some conclusions, which are as under.

Majority of the corporate hospitals in the study have reported that they carry out aggressive marketing activities in the form of corporate tie-up, trade and TPA tie-up. National and multi-national companies operating in India have made tie-up with corporate hospitals for pre-employment check-up, for treatment and for serious ailments. Hospitals organize health talk on different medical issues and provide information to the employees of the organization about various services of the corporate hospitals.

The trade activities carried out by the hospitals are (1) Doctors interaction (2) Tertiary and quaternary care doctors interaction (3) Continuous medical education.

Corporate hospitals promote their health services through broachers, pamphlets, leaflets etc. They also use hoardings at the strategic locations in the city. Cable T.V. is used for making full advertisement as well as strip advertisement. Local, regional and national dailies are also used by the corporate hospitals for displaying their activities and performance.

Various packages are designed by the corporate hospitals to promote their services. They also adopt differential pricing policy on certain occasions for special class of society.

Camps and awareness programs are regularly arranged by the hospitals to promote awareness among the people. They also go to rural areas and remote areas for arranging certain camps. Through certain programs they come in contact with their potential customers. They also celebrate various days like world heart day, diabetes day, world health day etc.

Corporate hospitals also concentrate on service quality in order to make their patients happy. They try to establish system, procedure considering the various aspects of services. Almost all the corporate hospitals have appointed
public relation officer to maintain and develop healthy relations with their existing patients and public.

Patient satisfaction is very crucial aspect for corporate hospitals. Some of the corporate hospitals send their employees for professional training so that they can adjust their mindset in the direction of maximum patient satisfaction. It is concluded that hospitals concentrate on medical as well as non-medical aspects to provide best services to their target segment.

In order to promote their services, hospitals maintain good relations with local doctors. They inform the local doctors regarding their services, equipments, facilities, packages etc. Hospitals also encourage local doctors, who are source of information for patients, through providing monetary and non-monetary incentives.

Corporate hospitals also use telemarketing to promote their services. Corporate hospitals also have their web sites to promote their services. Through this, they provide information concerning their facilities, charges etc.

So far as marketing mix of corporate hospitals is concerned, it has been observed that they are using almost all the Ps of marketing. They provide equal importance to price, product, promotion, place etc.

**Conclusions based on survey of patients:**

Almost all class of people use the services of corporate hospitals as and when needed. There is no strong association between income level and use of such services.

Private hospitals and corporate hospitals are preferred more by the people compared to government and trust run hospitals to get medical services. Corporate hospitals are preferred by the public for major illness, surgery and special diseases.

Family doctor is a major source of information for the people to get information regarding corporate hospitals. Friends and relatives also play major role for providing such information. It is clear that people get in touch with corporate hospitals through word of mouth publicity.

People choose corporate hospitals for better medical services, for experienced and skilful doctors and for latest medical facilities.
It has been observed that use of mediclaim is not that significant because of various reasons. Around 50% of the respondents have paid their charges through mediclaim. Majority of the people are happy with the corporate hospital services. Those who are not happy have opined that the treatment is costly and hospitals have more focus on earnings instead of services. More than 50% respondents have opined that charges of the hospitals are very high. Almost all the respondents under study have good opinion about their experience of corporate hospitals. Majority of the people prefer packages and awareness programs offered by corporate hospitals. Some respondents are also of the opinion that corporate hospitals should reduce the charges and should have humanitarian approach. Majority of the respondents have preference for camps and discounted prices so far as promotion of the hospitals is concerned. 86% of the respondents do not have any complain for staff behavior.

Conclusions based on the survey of marketing team members:
Majority of marketing team members who are in the job of marketing do not possess any formal degree in the area of general management or marketing. Team members have designation like marketing executives and senior managers and they have good experience in the area of marketing. As per the opinion of the marketing team members, people choose corporate hospitals for better services, expertise of doctors and latest medical facilities. Corporate hospitals attract patients by providing better services, by offering various packages, through advertisement and by encouraging other medical practitioners. Hospitals motivate outside doctors through cash benefits, through gifts and through giving latest information. Marketing of services is performed through various tools like advertisement, by arranging camps, through pamphlets, hoardings etc. They use all these tools simultaneously. Camps and awareness programs and brand name are very frequently used tools of marketing. People also respond to these tools. Corporate hospitals give benefits to the patients in the form of well-designed packages. As per the opinion of marketing team members, almost all people have awareness about corporate hospitals. Hospitals have competition among
them and they use various tools to get maximum market share. Hospitals mainly focus on service quality, packages and pricing to fight out competition. All the hospitals work in the area of brand positioning and maintaining. Majority of the hospital maintain contacts with their discharged patients for various reasons like routine follow-up, cardiac rehabilitation, collecting feedback etc. Relationship marketing is also practiced by corporate hospitals. Hospitals motivate marketing team members, doctors, paramedical staff etc. in various ways. Marketing team members are of the opinion that better marketing can be performed through various ways like maintaining good relations with outside doctors, by providing quality services, patient education and awareness programs etc.

**Suggestions:**
It is found that corporate hospitals carry out aggressive marketing activities in the form of corporate tie-up, trade and TPA tie-up. Though they have made progress in this respect, we felt that yet their exists huge potential in these areas. Numbers of companies, who have made tie-up, are comparatively less and therefore corporate hospitals should approach more and more companies to pursue them for tie-up. More concentrated efforts are required in this direction and hospital marketing team should go for push strategy. Organizations covered for health talk on different medical issues are less in number and such talks are also limited. It is recommended that hospitals should cover more and more organizations for such talks. They should cover government, semi government and other such type of organizations for explaining them about the various services of the corporate hospitals. Continuous medical education to all sections of the society should be the top priority of corporate hospitals. Awareness among the mass can be generated through camps and awareness programs. Such camps and awareness programs are organized by the hospitals but it seems that they are not adequate in number. The spread and impact of such activities is limited to urban areas only. There exists huge scope for conducting certain awareness programs in semi urban as well as in rural areas.
Customer care is another area where corporate hospitals are required to concentrate more. Corporate hospitals should regularly conduct the patient satisfaction survey to know the satisfaction level of their customers. Such survey would provide them good feedback and accordingly they would be able to improve on many fronts. It is suggested that corporate hospitals should prepare well designed feedback form and should get it filled as and when patients come for service. This is done on regular basis by many airline companies, hotels, cell phone service providers etc.

Local doctors are the major source of information for the patients for getting information about corporate hospitals. Corporate hospitals should develop relations with local medical practitioners through arranging medical seminars for them, through providing information regarding their medical facilities and through providing other monetary and non-monetary incentives. This will help corporate hospitals in bringing more and more patients.

Some people hold the belief that treatment provided by the corporate hospitals is costly and hospitals unnecessary compel patients for various tests etc. which is giving economic burden to the patients. Such wrong beliefs are harmful for the image of corporate hospitals. Hospital authorities should explain the reasons for the high cost of treatment to the patients and they must justify the high cost of treatment to the patients. They also should explain to the patients that whatever tests etc. which they are suggesting are essentially needed for better treatment. In other words, they must educate patients who come to them for treatment.

Various packages offered by the corporate hospitals and awareness programs are preferred more by the people. Looking to this fact, corporate hospitals should design various packages regularly and should include some lucrative features in these packages so that they can attract more patients for providing service. Awareness camps, as mentioned earlier, regarding various medical problems also should be arranged regularly.

It has been observed that majority of employees, who are in the job of marketing, do not posses any formal education in the related field. It is recommended that corporate hospitals should provide them either on the job training or off the job training so that they can improve their performance. While making new appointments, persons holding relevant degree should be
preferred. For attracting better talent for marketing activities, hospitals should provide them handsome packages with incentives.

So far as promotion mix is concerned, it has been observed the corporate hospitals use all the tools of promotion simultaneously. Though price is very important component of marketing mix, there exists a little chance to play with this component. There is some chance for place component. Hospital can arrange some services at various places to make customers aware and to diagnose their medical problems. But this is not possible in all the medical problems, therefore, in our opinion place is not that important component which should be used by the hospitals. This very clearly suggests that hospital should concentrate on best possible treatment and patient care (product) and should use various tools of promotion like packages, discount etc. to promote their services.
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