Preface

Modern age is not only the age of science and technology but also the age of communication in which privatization and marketing have entered every field. With the advancement of trade and commerce, consumerism flourished everywhere. All business people adopted different strategies or techniques to attract the customers. Service marketing proved to be more popular than product marketing and its scope widened day by day. Healthcare services became the chief attraction for the patients to visit more and more private hospitals.

In the developed as well as developing countries, qualitative healthcare services became significant and so along with private hospitals, corporate hospitals are widespread in the medical field. In India, especially in metro cities like Delhi and Mumbai numbers of corporate hospitals are found to be offering healthcare services. In Gujarat, Ahmedabad is the hub of the corporate hospitals. Besides, corporate hospitals have been activated in other cities of Gujarat like Baroda, Rajkot and Bhavnagar etc.

The present study covers up the study of ten different corporate hospitals functioning in Gujarat. It deals with the services offered by the corporate hospitals and also the study of their marketing activities. The marketing of healthcare services is altogether a new concept and the study explains how the corporate hospitals manage the marketing of their services. It also explains what tools are used by the corporate hospitals. The study also registers the opinion and views of people regarding marketing activities of hospitals. At the end of present thesis, the researcher has extracted conclusions based on marketing activities of corporate hospitals and have given suggestions and guideline about the ways in which the hospital should carry out marketing activities.

The present study will definitely be fruitful to those who are connected with the marketing of healthcare services, corporate hospitals and common people as well. Moreover, the study will be useful to those who would go for research work in this field.

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