CHAPTER 1

INTRODUCTION
**Introduction**

Mounting pressure on the management of civic amenities on account of population explosion, increasing health hazards due to the insensitivity of the society and social welfare bodies, high magnitude of unawareness and environmental pollution due to poor rate of literacy and ineffective healthcare communication are some of the critical problems necessitating an overriding priority to medicare and healthcare management. The government policymakers, social reformists and activists and NGOs bear the responsibility for making available to the society quality services so that physically sound human resources contribute significantly to the process of human capital formation. It is really amazing that even after over half a century, the policy planners have not been successful in ensuring even basic medical aid to the poorest of the poor. In the Indian villages, we find the efficiency level of rural health centres almost dismal. The neglected women and children need due attention to activate the process of social transformation.

Unawareness leads to multi-pronged degeneration. In the Indian context, we find even the educated segment of the society not well aware of the health care devices; then, what to talk of illiterate and insensitive segments. The public even now fail to understand the instrumentality of food habits, nutritional awareness, potable water, sanitation services, Yoga and Pranayam in keeping a sound physique. This reduces their resistance power and they are prone to a number of diseases. We often talk about accelerating the rate of human capital formation but the task will remain unfulfilled unless the masses get healthy environment to make themselves stronger. The government exchequer finds it difficult to meet the increasing financial requirements of hospitals and health centres. They are not even allowed to mobilize finance from the internal sources by rationalizing the fee structure. The task of mobilizing donors and exploring possibilities of donations from different segments of the society have
virtually stopped. These negative developments have aggravated the problem of financial crunch. It is because of this we find a majority of the hospitals and healthcare centres almost dying.

**Emerging Trends in Medicare:**
Of late, we have realized the contributions of professionals in improving the potentials of an organization. The marketing professionals have the responsibility of satisfying the users of medicare and healthcare services and they are supposed to know the excellence of synchronizing different mixes of marketing in such a fashion that interests of the users and potentials of the organizations remains protected. We have twin responsibilities; first, to improve the quality of medicare services by enriching the service profile, and second, by making the healthcare communications processes more creative keeping in view the insensitivity, specially of the rural and women segments. The public as well as the private sectors need to fuel the process of development. The existing conditions make a case for the development of the private sector and we find good auguries because in some of the provinces they have been emerging fast; as in Maharashtra 3115, in Kerala 2040, in Himachal Pradesh 57, in Haryana 78 private hospitals have been making significant contributions to the medicare and healthcare services. In states like Andhra Pradesh, Maharashtra, Gujarat and Kerala some 90 per cent of the hospitals are owned privately. The remaining states need to follow the same.

In the process of social engineering, no doubt, a number of factors are found instrumental but, of all the factors, healthcare assumes a place of outstanding significance. ‘Health is Wealth’. This proverb was effective yesterday, is effective today and will remain effective tomorrow or even a day after tomorrow. This is due mainly to the fact that a sound health is a prerequisite for a healthy and productive mind. To accelerate the pace of economic transformation, we appreciate the contributions of human beings and
to improve the quality and strength of human beings, we estimate highly the contributions of healthcare services.

In the Indian society; healthcare management is at the bottom of our personality development agenda and so it becomes instrumental in degenerating our productive efficacy. Of course, it is unfortunate, but the policy makers, healthcare experts, hospitals and healthcare organizations and even the governmental social organizations appear disinterested in bringing the derailed healthcare systems back on the rail. It is against this background that a majority of the hospitals and healthcare organizations have, of late been facing multi-dimensional problems. If the providers become insolvent and poor and weak, it becomes very much difficult to fulfill the ever-changing expectations of the users. Decades long neglect of the hospitals and healthcare centres have virtually made them bankrupt. The ultimate sufferers are the poor, since the private hospitals, are found subserving the interests of affluents. It is against this background that we find it significant to go through the problem of hospital marketing.

It is true that the task of improving their health is quite difficult and requires professionally sound, and personally-committed team of hospital personnel. In addition, the boardrooms or the policy makers also need an attitudinal change. Gone are the days when the classical physicians, influenced by traditional practices, were successful in diagnosing just with the clinical investigations. Of late, the services of hospitals or healthcare organizations are considerably influenced by sophisticated equipment as also by apparatus, instruments and the world class professional excellence of the hospital personnel. A number of expensive items are used in the process of diagnosing and treating the patients. Quality inputs generate quality outputs. Based on this principle, we find costs, on different types of
inputs have increased very rapidly. Again, the state exchequer find it difficult to extend to the hospitals and healthcare centres adequate grants.

The government hospitals are not free to charge even the cost-based fees. Thus, shrinking avenues for the generation of revenues has made the task of qualitative-cum-quantitative improvements much more difficult. The concept of hospital marketing is based on the perception that in lieu of offering poor quality of healthcare services, it is judicious and pragmatic to charge reasonably but to make available to the users the world-class services. Unless you are strong enough to resist the odds, you cannot survive. And in a materialistic age, unless you are financially sound, you are weak. Based on the same principle, an organization or an institution also requires to assign due weightage to the financial soundness, since, if they become financially weak, the quality, strength, the confidence, their very existence would be in danger.

Management of marketing the hospital services draws our attention to the formulation of a sound marketing-mix for the hospitals and healthcare organizations so that they are in a position to subserve social interests. Besides, the modern social marketing principles are essential, so that social costs do not cross the limits making an organization or even an individual, financial sick.

There are a number of sub-mixes in the concerned area and a professional or a hospital manager bears the responsibility of synchronizing all the sub-mixes in such a fashion that draws a safe compromising line between the two opposite considerations of subserving the social interests and developing an organization of world-class. At the outset, we talk about the perception of quality since sky is the only limit to quality upgradation. In addition, we shall also go through the problem of behavioural profile since expectations cannot remain static. We believe in the principle of divide-and-rule in a positive sense and therefore, we prefer to segment the market. We live in an age of information technology and therefore, temptation to the development of a sophisticated marketing information system is quite natural.
The product mix for hospitals is necessary so that we keep ourselves engaged in making the services known to others by additional attractions and properties. The core services, supportive services, and the peripheral services should be innovative in the face of evolving technologies and changing levels of expectations of the users. It is not only necessary that we improve quality. It is even necessary more impact generating that we make available to the potential users the required information and keep them informed the healthcare services offered by hospitals and healthcare organizations. This requires innovative promotional measures. We need to advertise with more creativity, to publicise by developing a rapport with the media, offer promotional incentives to the personnel as well as to the users. This draws our attention to the sales promotion measures. We need personal selling to inform users in a right perspective. And in an age of information and communication technologies, we can also use telemarketing for promoting and selling.

If we offer quality services in a decent way, word-of-mouth promoters will do the rest. In addition to the product and promotion mix, we also have to adopt a reasonable fee structure based on a pocket-friendly fee strategy.

This draws our attention to price mix. We should offer the promised quality of services in a decent way and this draws our attention to the price mix. In addition, the hospital personnel need to appear neat, clean and appear impressive which focuses on physical attractions.

We need quality people quite effective in accomplishing the organizational goals. This leads to the question of New People Management (NPM). The gap between the services-promised and services offered has to be bridged and this focuses our attention on time-honoured and decent processing.

An optimal mix of the aforesaid sub-mixes is the prime responsibility of a healthcare manager.
HOSPITAL MARKETING - THE PERCEPTION

Before we go through other dimensions, it is essential that our main focus is on the perception of hospital marketing. The changing time-cycle necessitates a change in the perception and if we fail to conceptualise, or even delay the conceptualization process, all efforts and strategies get only lukewarm response. Hence, we need to perceive the concept in the changing environmental conditions.

By hospital marketing or marketing healthcare services, we mean making available healthcare or medicare services to the different categories of users in such a way that they get quality services, at a reasonable fee structure, on right time and in a decent way. The concept of Social Marketing principles focus on making available the services even to unaffordable segments of the users. It is in this context that we find marketing medicare or healthcare services a managerial process that helps a professional in formulating a sound marketing mix in tune with fluctuating intensity of health problem. Social marketing also focuses on promoting the services in a creative way that informs, senses and motivates the users to manage healthy living conditions minimising the possibilities of illness or ailments. These principles throw light on inculcating mass awareness so that the patients or users change their living conditions, food habits, preferences, life styles and the harmful effects of environmental pollution. Thus against other organisations, the healthcare organisations or hospitals are supposed to bring down the number of potential patients or users by injecting new life and strength by adopting preventive measures. If we improve the environmental conditions, and create nutritional awareness, counter the food-borne, water-borne, noise-related diseases; regulate our living conditions, it is quite natural that several problems related to health will considerably be reduced.
A majority of us are confused with the conceptual aspect of marketing. During the yester decades, the contours of development have undergone radical changes which has changed the perception of marketing. Marketing is now focused on profit generation, stressing concentrated customer-satisfaction, and on social-orientation. So profit generation is not the only thing that we expect from the functional areas of marketing. Of course, profit generation is an important condition but not an essential one. We are well aware of the fact that the changing social needs engineer a sound foundation for a change in the concept and perception.

It is true that the management principles have speeded up the process of industrial transformation which has substantially helped multi-dimensional social developments and at the same time they have also created a fertile ground for the germination and growth of a number of health problems. The perception that marketing is to be conceptualised only in the goods manufacturing sector obstructed the development of services-generating organisations in general and the healthcare and educational institutions in particular. To put it in another way, the profit-making goods manufacturing organisations conceptualised the principles of modern marketing but the services-generating profit-making organisations delayed the process. Later on, the profit-making service-generating organisations, viz., banks, insurance, transportation, communications, tourism, hotel and many other industries initiated the process but the non-profit organisations like healthcare or hospitals, educational institutions, social organisations, trade unions, police departments, religious organisations and political organisations continue to be in doldrums.

Of course, the non-profit organisations of the west have realized the instrumentality of marketing in increasing the efficacy of an organisation and have conceptualised marketing principles on a priority basis,
but the less developed countries and developing countries are yet to develop a strong sense of realisation.

It is against this background that we find a major fall in the productive efficacy of non-profit organisations in general and the healthcare organisations in particular.

In a true sense, marketing is an important functional area of modern management helping all individuals or organizations and institutions for activating the process of qualitative-cum-quantitative transformation. As of today, Marketing is considered to be a managerial process and more so, a social process, the conceptualization necessitates alignment of marketing with the healthcare and educational services also.

Since hospital marketing is an aggregation or a compendium of two different areas, our focus should be on practicing the principles of modern marketing even in the non-profit organisations.

It is in this context that we study the changing perception of marketing and its instrumentality in improving the productive efficacy of healthcare organisations or hospitals.

Since marketing is a managerial process, it sheds light on the formulation of different sub-mixes of marketing. In the changing conditions, marketing experts, specially for the hospitals and healthcare organisations, find it proper to go through seven mixes, viz., Product Mix, Promotion Mix, Price, FeeMix, Place Mix, People Mix, Physical attractions and processing. Thus when we talk about the hospital marketing, it is necessary that we keep in our minds the creative developments in all the seven areas. By product mix, the focus is on the services generated by the hospitals or healthcare organisations.
A marketing professional is supposed to blend the different types of hospital services optimally, e.g., the core services, supportive services, preventive services and the peripheral services. They have the managerial responsibility of considering quality upgradation as an ongoing process. This helps them in practicing product uniqueness proposition.

Further they are also responsible for promoting the services in an innovative fashion so that the patients or the potential patients understand it in a right perspective. This draws our attention on the different constituents of promotion such as advertising, publicity, sales promotion, personal selling, word-of-mouth promotion and telemarketing. By blending the different constituents, they are successful in creating mass awareness.

In addition, a marketing professional is also supposed to make the services affordable to the masses through cost-effectiveness. Besides, they need to locate the healthcare organisations or hospitals at strategic points found accessible and safe. Further, they should also resolve the problem of people management where sympathy, empathy are necessary in the hospital personnel.

The physical attractions make it essential that they sense the hospital personnel regarding the dresses/uniform and personality development and the processing makes it essential that the hospital personnel with a decent behaviour bridges the gap between the services-promised and services-offered. Thus a sound marketing mix is formulated. In the process of formulation, they also go through the marketing information system, behavioural studies, study of segmentation and so on.

In view of the above, it is right to conclude that hospital marketing is a managerial cum a social process helping society in tune with the proverb “Health is Wealth”.

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HOSPITAL - A CONCEPTUAL FRAMEWORK:

At the very outset, it is essential to go through the concept of hospital. A number of experts have expressed their views regarding hospital which is found acting like a social institution. Yesterday, the hospitals were considered alms houses. They were set up as a charitable institution to take care of the sick and the poor. Today, it is a place for the diagnosis and treatment of human ills, for the education and training and research, promoting healthcare activities, and to some extent a centre helping bio-social research. The document of World Health Organisation makes a clear cut exposition of the concept. The hospital is an integral part of a social and medical organisation, the function of which is to provide for the population complete healthcare both curative and preventive and whose out-patient services reach out to the family in its home environment; the hospital is also a centre for the training of health workers and for bio-social research.

We also consider a hospital as a social institution for delivering healthcare, offering considerable advantages to both patient and society. It is considered to be a place for the diagnosis and treatment of human ills and restoration of health and well being of those temporarily deprived of.

Above all, it is a social institution responsible for protecting the social interests, of course as a not-for-profit making organisation.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study:

1. To make analytical study of the advantages derived by the hospitals in creating awareness to prospects and customers regarding the medicare services i.e quality services at a justifiable price structure.
2. To understand that the social marketing principle focuses on making available the services even to those sections of society who are not in a position to pay for the services.

3. To see to it that there is a mass awareness, so that prospects and customers change their living conditions, life styles, food habits.

4. To know the broader perspective of promoting medicare services.

5. To use sophisticated communication technologies for medicare services.

6. To study the difficulties coming in the way of medicare services and to offer better services to the clients.

**SCOPE OF THE STUDY :**

1. To find out the awareness level amongst Prospects and Customers with regard to medicare Services in selected Hospitals in and around Pune Region during the period 1999-2003.

2. To find out about the advantages derived by the hospitals in providing quality services at an justifiable price structure.

3. To find out whether social- marketing principle is being followed in Hospitals.
HYPOTHESIS:

1. Advantages can be derived by hospitals in creating awareness amongst prospects and customers regarding the medicare-services, i.e. quality services at a justifiable price structure.

2. To understand that the social marketing principle focuses on making available the services even to those section of society who are not in a position to pay for the services.

3. Mass awareness leads to changing in living conditions, life-styles, food-habits of the prospects and the customers.

4. To know the broader perspective of promoting medicare-care services.

RATIONALE BEHIND MARKETING HEALTHCARE SERVICES:

Of late, the concept of managing hospitals professionally has gained momentum all over the world. The management of a non-profit organisation, no doubt, complicates the task of boardrooms and the hospital managers in many ways. On the one hand, they need to offer world class healthcare services to the patients while on the other hand they are not expected to charge anything even a cost based fee. The costs of inputs used in offering the services are increasing and they need to practice two-fold measures-first exploring the avenues for generating revenues and making the social costs proportionate or optimal to the potentials of the hospitals or healthcare organisations.

For successful marketing of services, it is necessary that hospitals are professionally sound. This helps hospitals in many ways, such as an increase in the organisational potentials to meet the social costs, use
of internationally accepted quality inputs in the process of generating the health-care services and availability of smooth ways for modernization, expansion and time-honoured development. Here, we find advocacy in favour of practicing marketing principles in the hospitals or healthcare organizations.

The following facts testify the rationale behind such an application:

1. To keep users satisfied: We are well aware of the fact that the main purpose in the process of offering quality services is to satisfy the users and to go ahead with the process without gap. Like other non-profit making organisations, the hospitals are also required to satisfy the customers and the principles of marketing may help them substantially in the process. If the doctors and the nurses are soft, sympathetic, decent and show empathy, the users would be satisfied. Of course, the quality of medical aid made available to them is actually significant but we cannot devalue the instrumentality of behavioural dimension in activating the process of satisfying the users. In the Indian perspective, the hospitals and healthcare organisations plan and act with this realization that core services are the only thing that they need to offer; but, this is not the only thing the users expect from them. By conceptualising marketing in a right fashion, they should build a strong foundation for both, viz., they offer quality medical aid and show personal-touch in service. Thus with the fulfillment of their expectations, the users feel satisfied with the hospital personnel in general.

2. Time-honoured services: In the hospitals and healthcare organizations particularly, we find time management much more impact generating as this influences the success rate of treatment-plans. With the passage of time, a number of developments have taken place in the medical sciences based on the contributions of new generation of bio-medical equipment and
apparatus. Sophisticated equipment and machines have virtually transformed the whole process on medicare management. The diagnostic and treatment devices have completely changed. We call them inputs which play a contributory role in the process of qualitative transformation. Generally, the hospitals find it difficult to install new generation of expensive bio-medical equipment due mainly to financial constraint. In the government hospitals, the results are very disappointing because they have not only failed in replacing technology but also in maintaining and managing the new generation of sophisticated technologies. No one can expect quality services mix from the poor, substandard, traditional equipment and apparatus. This makes it clear that hospitals have to give due weightage to the time bound development plans to cater to the changing requirements and expectations of users.

The principles of hospital marketing focus on setting the fee structure in such a way that Hospitals are in a position to improve the quality of inputs. Not only this, the principles of Social marketing make it essential that different profit-making organizations help hospitals in solving, the financial problem so that they rationalize the fee structure and open new vistas for the generation and mobilisation of financial resources from different sources till now partially tapped or even untapped. All these developments, help hospitals in improving their services profile. It is also against this background that it is essential to practice the modern principles of marketing techniques in the hospitals and healthcare organisations.

3. Inculcating mass awareness: The hospitals and healthcare organizations should play a positive
role in creating mass awareness since the Indian society has a low rate of literacy that complicates the task. A majority of the population are unaware of the food-borne, water-borne, pollution-borne, vector-borne and communicable diseases. To be more specific, the masses living in the rural areas are innocent, illiterate, taking least interest in the healthcare devices. The principles of social marketing are needed to make hospitals and healthcare organizations accept the responsibility of making the healthcare education or communications more creative with the support of audio-visuals and creative advertisement and publicity measures. The hospitals are not only responsible to offer the curative services but they also have to give an overriding priority to the preventive services. They should enlighten potential users or users about the impact of food, water and healthy living conditions on the disease profile. The hospitals with the support of professionally sound managers, can succeed in inculcating mass awareness which would minimise the pressure on the hospitals. Then, there will be a sharp fall in the number of patients coming to the hospitals. Unlike other profit making organisations, the success rate of hospitals depends upon their contributions to bring down the number of its users.

4. Identifying the thrust areas: When marketing principles assign due weightage to the innovative measures in tune with the changing requirements, the identification of vulnerable areas is possible. In context of medical services, viral diseases, communicable diseases, child care, women care, drug addiction are to influence the disease profile. In the Indian perspective, it is pertinent that we have a special task force to resolve the sensitive issues. We need to activate child immunisation, vaccination, pre and post-maternity care, immunization, a crash programme for eradication of malaria, cholera, leprosy, typhoid and so on.

The marketing principles accord an overriding priority to the thrust areas so that the possibilities of breaking out of disease are minimized. The principles of social marketing advocate in favour
of a transcendental priority to this segment of the catchment area which would simplify the process of making the services effective. An indepth study of catchment areas, a survey and research into different diseases profile will make it possible to learn about the thrust areas, and vulnerable regions. This also supports the application of marketing principles in the hospitals. It is important to implement effectively disease control programme in the thrust areas.

5. **Indentifying the vulnerable segment** : From the point of health-care services, we find some of the segments of vulnerable nature necessitating special medical aid and care. The backward villages, urban slums, rural women and children, population close to the industrial towns and cities are considered to be the vulnerable zone. To make available the best possible medical aid to them, it is essential that we have detailed information regarding the nature and character of the problems. This draws our attention to the development of an information network so that hospitals get the news related to the required medical care. Earlier we have talked about the management of information system and we find marketing information system an essential part of marketing activities in the healthcare organizations. The societal marketing principles favour a transcendental priority to this segment of the population and the modern hospitals assign due weightage to the development of information technology.

6. **Behavioural dimension would be given due weightage** : There are justifications for conceptualizing marketing in the healthcare services because the behavioural dimension is an essential part of marketing management. To be more specific in a majority of the government hospitals, there is no place for behavioural dimension. In the syllabi for medical education, the behavioural dimension is neglected. The application of marketing principle opens avenues for
behavioural studies even in the healthcare sectors. The hospital personnel are required to understand the changing behavioural profile of patients and attendants and they should be held responsible for decent, polite, sweet, sympathetic treatment.

7 Cost-effectiveness is made possible: Of late, we find almost all the organizations assigning weightage to cost economy which is based on making the process of managing the services cost-effective so that the services are pocket-friendly or affordable. The Marketing principles explore avenues for bringing down the costs on generating and distributing the services to the end users. The management of hospital materials, stores, human resources and finance became significant for cost economy. Here, we find almost all the hospitals making sincere and honest efforts to maintain cost-effectiveness. It is essential that a hospital manager is able to get the right quality of hospital inputs, bought at a reasonable price and generating right quality of outputs. Therefore hospital marketing is being practiced.

8. A Rational fee structure is possible: With the application of marketing principles, it is possible to make the fee structure rational. The principles of societal marketing show's that the benefits of scientific developments and advancements should also be harnessed by weaker sections of the society. It is essential that the hospitals or healthcare organizations resort to a fee strategy that is acceptable to the masses. When we talk about pocket-friendly fee strategy, our focus is on subserving the interests of weaker sections on a priority basis. Income-wise, setting of a fee structure can be a judicious approach to improve the financial health of hospitals. It is an important managerial problem requiring due attention of the hospitals policy makers.
Shrinking financial avenues stressed that the hospital personnel make innovative efforts to generate and mobilize necessary finance.

9. **Motivating Personnel**: The slogan of quality in totality cannot be translated into meaningful purposes unless the hospital personnel offer world-class services. Promotion in the services is an important factor of motivation instrumental in influencing the different echelons of management. Showing empathy, personal touch in service, decency in behaviour etc, are substantially based on the motivational plans or schemes. The marketing principles argue for a plan which is linked to efficiency. When para medical or medical personnel setup a camp in the rural areas in case of epidemics the hospital manager is required to set up a camp with necessary precautions as per the required norms.

In view of this, it is right to mention that the process of application of marketing principles in the hospitals and healthcare organizations should be simplified, if the policy makers of government and private hospitals are really interested. We consider a hospital as a social institution. The hospital capable of personnel should be made aware of the organizational goals to make sincere efforts to succeed. Besides the question of survival is a major problem of growth and prosperity. Hence, hospitals and healthcare organizations are a social institution, it is important to give due weightage to public interests. Marketing principles help in professionalizing the services in tune with the defined goals and targets. Thus the hospitals can generate their own financial resources. In the Indian perspective, the public are not in a position to afford the expensive services of private hospitals. Unless we allow the government hospitals to mobilize financial resources from the internal sources, the problem of financial crunch will not be solved.
The marketing principles can help a manager in understanding the changing behavioural profile of the patients and attendants. A study of the behavioural profile is an essential part of marketing. Satisfying the customers/users/patients is the main objective of management of marketing.

The hospitals and healthcare organizations thus need to give due weightage to the application of marketing principles. By conceptualising modern marketing and analysing the problem in the face of societal or social marketing, a hospital manager succeeds in solving a number of problems. It is against this background that we strongly advocate the application of marketing principles in the healthcare organizations. Even in private hospitals, marketing is essential as in the case of the government hospitals.

By conceptualizing marketing, we normally mean charging more or abnormal fees and earning profits but our focus in a true sense is on improving the quality of services, understanding the expectations of patients and attendants and thus processing the services in such a fashion that makes the task of satisfying the users easier. We find some of the leading private hospitals practicing the same and hope that others would also promote such efforts. We do feel that even the government hospitals should implement and thus there needs to be an attitudinal change in the policy makers.

METHODOLOGY / PROCEDURE :

Primary Data: This thesis utilises both primary as well as secondary data. The primary data will be collected for this purpose on the basis of a field survey. A Questionnaire had been prepared for this purpose were filled up on the basis of interview and free discussion with the selected respondents and through the observation method. In order to conduct the field survey, interview and questionnaire was
filled in by the owners/officers of the hospital was taken as the study area. The sample will also include interview of the prospects and customers/patients.

A reasonable number of respondents from each category were selected for the interview. Their views and opinions were taken into consideration. Various statistical techniques were used to interpret the data as per requirement.

**Secondary Data:**

In order to conduct the research, use was made of important contribution in the subject, important books, journals, magazines, survey materials, periodicals, reports, booklets, Newspapers, on Medicare issued by different agencies published in India and abroad.

**ORGANISATION OF THE THESIS:**

The study has been arranged in the following chapters:

**Chapter 1:**

*Introduction*: This chapter begins with the introductory aspect such as meaning, scope, significance of the topic, objectives of study, sources of data, methodology and chapter design.

**Chapter 2:**

*Medical & Health Services an Overview*: This chapter focuses on the number of factors to justify the application of Social marketing principles in the hospitals, such as satisfying the users, providing quality services, inculcating mass awareness, imparting behavioural knowledge, cost effectiveness in the services, a rational fee structure to protect the interests of all. And also the overview of Organisational Structure of Hospital’s is projected.
Chapter 3:

Creating awareness about the Medical Care Services: This chapter will throw light on the sophisticated communication technologies and the hospitals and other healthcare centres are required to promote in such a way that in addition to informing the prospects and the customers they also succeed in inculcating mass awareness.

The difficulties faced by the customers will be studied. However optimization of the promotion budget needs to be done.

Chapter 4:

Marketing Communication: This chapter will present more details about, the combination strategy of using Advertising, Personal Selling, Public Relations etc.

Chapter 5:

Strategic Marketing: This chapter presents the significance of strategic marketing and the formulation of strategic marketing.

Chapter 6:

(A) Other Dimensions of Marketing-Mix:

This chapter presents other dimensions of Marketing-Mix like Product-Mix, Price-Mix, Place-Mix. This chapter also throws light on the concept of People-Mix and Physical Attractions.

(B) Overview of Diversified Services in Hospital Management: This Chapter throws light on the diversified Services in Hospital Management like Administrative Services, Medical Services, Nursing Services, Support Services, Public and Staff Affairs, Engineering Services, Telecommunication System, Environmental Control, Solid Waste Management, Drainage System, Safety & Security, Transportation.

Chapter 7: This chapter presents Research Methodology used in the Project.
Chapter 8:

Analysis of Questionnaires:

This chapter incorporates analysis of questionnaires i.e. Results and discussions which were made. It highlights the result of the data collected and the analysis of the study is presented.

Chapter 9:

Findings of the study is presented.

Chapter 10:

Summary & Conclusions (Recommendations) - This chapter will include the Recommendations made by the Researcher.

The application of marketing principles in the hospital services becomes significant as with their help there is a fine fusion of providers and users interests is possible. The users naturally expect world class services and the providers judiciously want at least a reasonable return on the invested capital. Particularly in the developing countries and to be more specific in the Indian environment where weaker sections of the society are not in a position to reap the benefits of latest developments in the field of medical sciences, it is essential that the government hospitals, by reformulating their functional management, attempt to satisfy the users.

The Promotional decisions are also required to be made rational. This necessitates strengthening of the personal promotion measures by motivating doctors, para-medical officers, nurses and other window staff.
In addition to the development of professional excellence, they also need behavioural training to satisfy the users of the services. Further the advertising and publicity measures divert a close attention of the policy makers.

**Period of the Study**: The selection of the period of the study mostly depends upon the objective of the study. The objective and aim of the study is to make the analysis proper hospital administration system and the awareness level amongst patients/customers and prospects of the hospital. I have selected the period of 5 years for my study which is the year 1999-2003 in consultation with my guide Dr.(Mrs) V.S. Devdhar. The reason being that recently the healthcare industry was at the crossroads, still unsure which way to go. Today, it is in for exciting times. Low costs, combined with excellent facilities, have provided the perfect formula for India to become a major player in the $2.8 trillion worldwide healthcare industry.

Today the cost of healthcare in India is only one-tenth the cost in the US in cases of major surgeries. With costs of providing healthcare low, and with global standards available, the world can not compete with us.

The cost of a heart surgery at Apollo is $2,500 as compared to $30,000 in the US. Bone marrow transplants costs $50,000 in India as against $400,000 in US.

India’s attraction as a low cost, high-quality center for healthcare may be new but the signs are visible. In 1998-99, Apollo Hospitals conducted heart surgeries on 91 patients from Tanzania. In Chennai, Apollo treats around 30 Sri Lankans a day. As many as 40 patients from Muscat are registered in Apollo hospitals and clinics in Delhi, Chennai and Hyderabad. Healthcare not only brings in direct purchase of healthcare, but it also encourages a lot of expenditure, on travel, lodging and boarding. Which, translated, means foreign exchange”. And India has enough embassies and tourism development corporations to spread the message.

However government policies, as they stand, are not conducive to more private participation in the healthcare, when compared to neighbouring countries, “Sri Lanka, offers a 100 per cent customs duty exemption on all equipment for the hospital, medical or otherwise. And if the project cost were to exceed Rs. 100 crore, the hospital would be eligible for a 12 year tax holiday”. However such elaborate incentives are not necessary, though some basic incentives need to be provided.
The Government does not provide any money to this sector, and it should not, it should act as a facilitator. “Lots of foreign investors are keen on investing here, but are shying away due to the lack of tax and other incentives”.

Simultaneously, there is a need to look into the financing of individual needs. In the US, around 72% of the people are covered by medical insurance, right from basic check-ups to major surgeries. “Insurance reforms, back on the burner due to political upheavals, have to be implemented in order to enable people to obtain the benefits of high-quality healthcare”. Apollo Hospitals has already come out with a scheme, insurance for which is currently provided by General Insurance Company and its subsidiaries.

Looking at Pune being a cosmopolitan hub of the country. And with the I.T sector and I.T enabled Services Sector’s mushrooming very fast. There is a need for sophistication of the Medicare Services, and also that these services should reach every strata of society. And that is the reason why this period of 1999-2003 I have taken into consideration, as during this period these sectors had progressed drastically and contributed to the Indian economy and our still continuing doing the same. The impact of this sector on the Medicare sector was also very powerful. Hospitals will soon go hi-tech, not so much in terms of sophisticated medical equipment, but in that a patient’s kith and kin can virtually visit him/her from any part of the world and the patient too can communicate with them and relieve their undue anxiety. Bangalore has emerged as a pioneer in the design of an interactive website used in making virtual visits to hospitals, thus introducing a human element hitherto unthought of. This breakthrough in the usage of information technology for patients, was achieved by the Bangalore-based ‘Think Ahead’ incorporated, designing the website for a hospital here.

The primary advantage of this technology is the mitigation of undue anxiety of relatives particularly sons and daughters, children of patients who settled abroad – who cannot be at the side of the patients undergoing treatment for a heart ailment or a major surgery. The ‘Virtual Family Visit’ allows relatives to see real time images of patients through audio video files which can be downloaded on their computer by entering the hospital website through the internet.
These files of the patient are shot by the hospital using Webcam to show the convalescing patient and his message for his family members.

The files are then unloaded in the hospital website. The family members can also communicate with the patient by way of sending on-line get well cards to patients. Besides, they can also get reports of the patient’s condition from the doctor-in-charge, if the relative so desires. Wockhardt Hospital, where the Virtual family visit is in use, the relatives are physically able to see their near and dear ones recuperating from the treatment which avoid emotional trauma. This facility in hospitals is particularly useful, when a relative, is unable to rush to the hospital to be physically present due to various reasons. Besides, the patient himself is to be on the road to faster recovery when he communicates with his loved ones.

The use of web technology for virtual hospital visit here is said to be the first of its kind in the world. The claim may be true considering that family bonds in the country are very strong and even extends to close relatives. It may also be one of the reasons, why such a facility had not been thought of in other parts of the world. Besides, scaled-down joint families are still prevalent, where this technology would come in handy.

The success of this facility is revealed by the fact that there were as many as 8,000 hits within two months after its introduction some time in May 2000.

**Limitations of the Study:**

This Study is mainly concerned with awareness amongst prospects and customers with regard to medicare services in selected hospitals in and around Pune Region.

**Following are the main limitations of the Study:**

1. This study of awareness amongst prospects and customers was mainly confined to hospitals in and around Pune Region, i.e mainly the urban areas so the findings of the study are related mainly with the urban areas.

2. There are several government hospitals in and around Pune region. 125 Questionnaires were circulated. But I could select only 84 hospitals for the purpose of the study.

3. The term awareness includes knowledge about certain things. Thus awareness in this context refers to the knowledge about multifarious facilities offered by a wide spectrum of hospitals to various beneficiaries, and here these include prospects and patients of the hospitals.
4. Most of the Government Hospitals were reluctant in giving vital information. As they felt this information would be misused.

5. The focus of this study is to know whether social marketing principles are being practiced in hospitals for the benefit of the beneficiaries.

6. This study mainly depends upon the primary data as well as information collected through the books, Periodicals, newspapers, magazines, and reports published i.e Secondary data.