Annexure IV

Questionnaire Of Surveyed Hospitals

General Informations

(A) Name of the Hospital:

(C) Address :

(D) No. of Beds : (i) Below 50  (ii) 50 to 100  (iii) Above 1000

Specific Information

( Tick the Answer/s)

Q(1) Are you aware of the concept of Brand Management of Healthcare Sector ?

(A) Yes  (B) To Some Extent  (C) Not Clear  (D) Not Heard

Q(2) In your opinion what is the proportion of preference given by your prospective patient to the following attributes to come in your Hospital ? (Put proportion of preference point out of 100)

<table>
<thead>
<tr>
<th>Preference wise Brand Attributes</th>
<th>Average Proportion of Preference Point</th>
<th>% age</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Quality of Doctor &amp; Well</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behaved Supporting Staff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(B) Cost of Medication</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(C) Services, Infrastructure</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facility &amp; Safety</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(D) Advertising, Publicity &amp;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Relations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(E) Location &amp; Reach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(F) Reference of Satisfied Patient</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q(3) Do you think that the Specialist Doctors and Well behaved trained Supporting Staff is an important factor behind the Brand Image of a Hospital?
   (A) To Large Extent  (B) To Some Extent  (C) Does Not Matter  (D) Not Known

Q(4) Do you think that the Infrastructure Facilities and Services like 24 Hours X 7 Days, Diagnostic and other Facilities, Use of IT, Emergency Medical Service Facility, Ambulance, Home Treatment Facility, Water/Toilet, Pharmacy, Equipments, Safety, Instruments, Cleanliness and Waste Management are important factors behind the development of Brand Equity of any Hospital?
   (A) To Large Extent  (B) To Some Extent  (C) Does Not Matter  (D) Not Known

Q(5) Do you think that the Cost of Treatment is an important factor behind the Brand Image and subsequent coming of Patients in any Hospital?
   (A) To Large Extent  (B) To Some Extent  (C) Does Not Matter  (D) Do Not Know

Q(6) Do you think that by giving the Concessional Treatment your Hospital enhance positively its Brand Image among Lower, Middle and Upper section of Society?
   (A) To Large Extent  (B) To Some Extent  (C) Does Not Matter  (D) Do Not Know

Q(7) Do you think that the reimbursement of the Medical Expenses as a facility provided by hospital to reduce the cost of treatment through Health Insurance Policies like Mediclaim add a value to the Brand Equity of any Hospital?
   (A) To Large Extent  (B) To Some Extent  (C) Does Not Matter  (D) Do Not Know

Q(8) Do you think that any Hospital which covers all the segments of society is more popular and add a value to its Brand equity?
   (A) To Large Extent  (B) To Some Extent  (C) Does Not Matter  (D) Do Not Know

Q(9) Which Segment of the Society is largely being covered by your Hospital?
   (A) Only Upper Class  (B) Only Middle Class  (C) Only Lower Class  (D) All Classes

Q(10) In your opinion do a patient prefer any Hospital with Multispeciality?
   (A) Yes  (B) To Some Extent  (C) Does Not Matter  (D) Prefer Core Specialty
Q(11) Do you think that the location and reach of any Hospital from transportation facility point of view is very important for the convenience of their Patient to take its services and add a value to its Brand Equity?
   (A) To Large Extent (B) To Some Extent (C) Does Not Matter (D) Do Not Know

Q(12) Do your Hospital is having any accreditation of Standards and Qualities of its Management System, Services & Facilities from any Certifying Body like ICHA (Indian Confederation for Healthcare Accreditation) / NABH (National Accreditation Board for Hospitals and Healthcare Providers) / ISO etc.? If Yes, Name the same.

Q(13) Do you think that the Accreditation of a Hospital plays an important role in the enrichment of its Brand Equity?
   (A) To Large Extent (B) To Some Extent (C) Does Not Matter (D) Do Not Know

Q(14) Do you think that adequate efforts has been made by you to establish the Brand of your Hospital?
   (A) Lot of Efforts (B) Inadequate Effort (C) Effort is still required (D) No need of any effort

Q(15) Do you think that the Advertisement, Publicity and Public Relations like Healthcare Communication Medium and Promotional Packages play an important role in enriching the Brand Equity of any Hospital by communicating about its Specialties of Treatment, Services & Facilities?
   (A) To Large Extent (B) To Some Extent (C) Does Not Matter (D) Can Not Say

Q(16) Do you think that the Logo, Base Line and Slogan of depicting the Brand Name of any Hospital gives a Brand Registration and subsequent Brand Image in the mind of its existing and potential Service patients?
   (A) To Large Extent (B) To Some Extent (C) Does Not Matter (D) Can Not Say
Q(17) Do you think that the CRM (Customer Relationship Management) and Feedback got from your existing Patient regarding your Doctors, Supporting Staff and about quality of Services and Infrastructure Facilities of your Hospital for its Total Quality Management helps any Hospital in retaining its existing Patients and helps in attracting Prospective Patients and enriching its Brand Equity?
   (A) To Large Extent   (B) To Some Extent   (C) Does Not Matter   (D) Can Not Say

Q(18) Do you think that the Satisfied Patient of your Hospital acts as your Best Brand Ambassador to mould your prospective Patient towards you?
   (A) To Large Extent   (B) To Some Extent   (C) Does Not Matter   (D) Can Not Say

Date: (Signature of Respondent)