With the spontaneous growth in the population of India, the need of its various dimensions of healthcare requirements has been felt on a very serious level. Looking to the existing disparity in the healthcare facility in the country and its booming demand several hospitals specially in the private sector has come forward to cater that demand. This initiative is not only the demand of the hour but also essential to fulfill the healthcare demand on the International level in the form of Medical Tourism. Now, the healthcare sector is one of the fastest growing sector in India. With the increasing number of hospitals, however, a problem of mushrooming of the various hospitals has also appeared. It is not only creating the confusion, dilemma and illusion in the mind of patient but also creating the problem of standardisation of its infrastructure and services resulting into several wrong notions about the healthcare sector resulting a distorted image. In this situation it become imperative for the hospitals to review and work out the strategic issues of their Brand Management so as to develop itself as a distinctive Brand.

In order to analyse and understand this problem and explore the possible solutions of the Strategic Issues of the Brand Management of the Healthcare Sector this study has been carried out with the special reference to the Varanasi City in which the primary survey is carried out. The whole study has been divided into Eight Parts so as to not only understand the relevance of this study on the basis of its findings but also to analyse, interpret and come to a certain conclusion during the study in order to have certain recommendation to the hospitals and the concerning authorities.

The first part of study begins with the “Introduction”, In this chapter it will be studied that what are the efforts of Government and the Private Sector in the growth of the Healthcare Sector in India. In this part review of various literature will be done, the help of which was taken while carrying out this study. The significance of this study is discussed along with the study of the various Brand Attributes of the Healthcare. The Objectives and the Hypothesis of study are discussed along with the Chapterisation, various Annexures and the Bibliography.

The second part of the study is related with the “History of Healthcare Sector and Brand Management in India”. In this chapter the history of healthcare is studied along with its changing dynamics from the era of the Vedic Ages in the Ancient India to the Medieval
India continued to the Modern India till the Post Independence era. In this part the transition of healthcare from Individual Branding under state patronage to the current Institutional Branding is studied. In the third part of the study the “New Challenges in the Brand Management of Healthcare Sector” are studied in which the various challenges faced by the Indian Healthcare Industry in the way of its Brand Management is covered which prepare the base for its further in depth study in the forthcoming chapters.

The fourth part of the study “Segment, Infrastructure, Service, Facility and Cost of Treatment in the Healthcare Sector” deal with the various Brand Attributes of the Healthcare Sector related with its various Segments, components of an excellent infrastructure, various Services and Facilities offered by a hospital and its Cost of Treatment is discussed with their importance in the Brand Management of a hospital along with the role of its Human Resource Development in the execution of above attributes. The fifth part of the study is mainly related with the understanding of the importance of the “Advertising, Publicity and Public Relations in the Healthcare Sector”. In this chapter various tools of above mentioned Healthcare Communication segments are studied with its significance in the Brand Management of a Healthcare Sector.

The sixth part “Research Design” mainly deal with the Hypothesis & Objectives of Study, Data Sources Used, Sampling Plan, Tools used for the Data Analysis and the Limitation of the Research. This chapter helps in giving an outline of the further Data Analysis and its Interpretation. The seventh part “Data Analysis” is related with all the collected data with reference to the question asked from the patients and the Hospitals respectively are presented, analysed, interpreted and accordingly the given hypothesis are tested. The eighth part “Findings, Conclusion and Recommendation” is on the basis of the findings obtained from the available Primary and Secondary data, Data Analysis and by the other supportings of the study from which the conclusion are drawn and accordingly the recommendations are made to the concerning Hospitals and the authorities.

Although full effort is paid while carrying on the study, however, this study is having certain limitations also due to the time, money, place, cooperation and energy constraints. Since the subject studied is a dynamic one, the data collected may also reflect this dynamism over a period of time since the only thing which is constant in this world is the change.

(Raj Kumar Singh)