Bibliography

- A 2002 study commissioned by the CII National Committee on Healthcare to Mckinsey & Co. in October 2002.


• Boland, Peter (1996) Redesigning Healthcare Delivery- A practical guide to Reengineering, Restructuring, and Renewal Jones and Bartlett Pg. 156, 339


“Destination CRM, All Business Leads Here.” http://www.destinationcrm.com/


Donabedian, A. (1980). *Explorations in Quality Assessment and Monitoring, Vol. I.* In The Definition of Quality and Approaches to its Assessment, Ann Arbor, MI: Health Administration Press,


• Ernst & Young 2004 report for India Brand Equity Foundation, which is a public-private partnership between Ministry of Commerce and Industry, Government of India and the Confederation of Indian Industry.

• Ewing, Michael T (2001) Social Marketing Edited by James G Hutton The Haworth Press Pg 17


• Express Healthcare Management (2005) HR intricacies in Mergers & Acquisitions of hospitals November 2005 Issue

• Express Healthcare Management (2005) Interior Design And Graphics In Hospitals December 2005 Issue


• Express Healthcare Management (2005) Opportunities Galore November 2005 Issue

• Express Healthcare Management (2005) Patient grievance cell yet to click with hospital management 16-31 August 2005 Issue


• Express Healthcare Management (2005) Wockhardt Hospital Gets JCI Accreditation December 2005 Issue

• Express Healthcare Management (2006) ICHA Is An Accreditation System That India Can Identify With January 2006 Issue


- 233 -


• Express Healthcare Management (2006) Popularising Health Insurance In Rural Areas January 2006 Issue


• Harris, LE; Luft, FC, Rudy, DW and Teirney, WM, (1995) “*Correlates of Health Care satisfaction in inner-city patients with hypertension and chronic renal insufficiency*” Social Science in Medicine, Dec; 41(12):1639-45.


• [http://www.businessweek.com/adsections/crm/evolution.html](http://www.businessweek.com/adsections/crm/evolution.html)

• [http://www.findarticles.com/p/articles/mi_m3257/is_9_58/ai_n6205237](http://www.findarticles.com/p/articles/mi_m3257/is_9_58/ai_n6205237)


• [http://www2.chass.ncsu.edu/qarson/pa765/factor.htm](http://www2.chass.ncsu.edu/qarson/pa765/factor.htm)
http://www2.chass.ncsu.edu/garson/pa765/factor.htm#kmo


- 236 -


Lehman, Barbara Alpem (2001) Hitting the Right Nerve: Marketing Health Services 2001 by iUniverse Pg 186


• Sims, David CRM Executive Vol 1.08 October 4, 2001 CRMGuru.com “Customers at the Heart of Your Business”


• Taylor, S.A. (1994) "Distinguishing Service Quality from Patient Satisfaction in Developing Health Care Marketing Strategies." *Hospital and Health Service Administration* 39 (1994) 221-36

• The Business Line (2004) *Major hospital groups to invest in Gurgaon Medicity* November 2 2004

• The Business Line (2005) *Fortis hopes to partner Naresh Trehan in medicity project* Nithya Subramanian September 30 2005


• “Welcome to CRMonline 2001.” http://www.crm2001online.com/ Index1g.html


