PREFACE

This dissertation is an ode to ensuring good health care for one and all. Even the most arduous tasks are achieved through vigor that good health confers to mankind. People can buy a sophisticated computer that can be held in the plan, can put a receiving dish thousands of miles above... We are talking of a glorious high-tech society. But look at the scores who cannot afford food and suffering a way of life. Health care deserves greater thrust and emphasis than any other field that affects humanity. A holistic approach from nations of the world is the need of the hour to ensure the containment and prevention of a AIDS or a SARS, to ensure children wouldn’t die young, that the elderly can see their siblings grow, that resilient people live longer and make contributions enthusiastically. The research is a humble tribute to all those who are in one war or the other related to the field of Health and Medicine. Infact no one is unrelated and the uncertainty of health problems, inevitability of death keeps everyone interested in the advancements in this field.

The research is about Marketing Practices- “Of what is and what ought to be” for corporate hospitals. It’s an exploration of how Marketing Practices could better serve corporate Hospitals achieve their organizational objectives and societal responsibilities. Marketing to me is not something an organization does but participates in. It is the way a corporate Hospital contributes to its growth and societal well being.
Through Marketing it adapts to the context, competition and consumer. This integration of marketing and health care is what is diagnosed, analyzed and presented. This integration is a process as corporate hospitals continually define and redefine their products and services to consume. It is therefore apt to say that Marketing of Health care services are constantly in a state of “becoming” – becoming more consumer-oriented than it was before. The patterns of marketing mix have been assessed, the pragmatics of implementing strategies has been scrutinized, and creative practices have been unearthed through a comprehensive data collection. Various ‘Issues’ concerning Marketing practices in corporate Hospitals have been highlighted before attempting to suggest alternatives that are more adaptive and appropriate.

Chapter-I is an introduction to the history, evolution and developments in Indian Health care area. It provides necessary and elemental background of innumerable systems and practices that are in vogue and how the system has come of age.

Chapter-II deals with Marketing and Marketing of services with special reference to health care marketing. Services present special challenges that must be encountered and solved. They range from the inability to inventory, difficulty in synchronizing demand and supply, controlling quality dimensions and adapting to changes. Linking of customer to measuring service performance is pivotal for customer expectations and perceptions are what matter. The chapter provides a
comprehensive literature review addressing these and issues of pricing, positioning, packing of services in the hospital industry.

Chapter-III deals with defining the problem- the problem where health care has become has expensive and unaffordable. Introducing marketing or strengthening marketing departments in my opinion should go a long way in increasing performance of corporate hospitals and growth with social upliftment. The chapter deals with defining the scope of the present research and describes the methodology adapted along with limitations.

Chapter-IV elaborates comprehensively profiles of selected corporate hospitals. Various marketing practices adapted by these hospitals have been described.

Chapter-V deals with organizing and structuring of both primary and secondary data and to interpret there-of. It describes in detail the existing practices, lacunae and shortcomings in them, problems encountered by corporate hospitals.

Chapter-VI provides a summary of conclusions drawn from the empirical study. Suggestions based on these inferences have been made to strengthen corporate hospitals through synchronized marketing of their services.