

IMPACT OF MARKETING IN HOSPITAL INDUSTRY

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ABSTRACT

The voice of the healthcare sector is marketing. Due to recent worldwide shifts in the healthcare sector, healthcare marketing has become critical to the survival and expansion of the majority of hospitals. There's a few things we need to work on. Building a hospital is a difficult endeavour, particularly for a tiny start-up. Hospitals that aim to provide services that will lead to the desired growth must understand the requirements and wants of important constituents, according to marketing strategies. The largest obstacle to development is the inability to pay for a marketing consultant to help the tiny healthcare firms get recognition. Marketing healthcare services refers to providing Medicare or healthcare services to various user categories in a way that ensures they receive high-quality treatment at a fair cost at the appropriate time and location. Nonetheless, the significance of marketing and the main difficulties associated with its use in the healthcare sector are the main topics of this essay. For a sample size of 108, a structured questionnaire interview was designed to obtain responses to the study questions, both workers and patients. Finding important healthcare segments was found to be a significant difficulty by the research, which also suggests hiring a capable marketing executive to include internal and external aspects into marketing impact.

Keywords: Marketing, Healthcare, Hospital.

I. INTRODUCTION

The healthcare sector is now facing both opportunities and dangers. The development of technology combined with people's growing requirements led to enormous demand for ever-evolving services. In the same way, a rapid expansion of health providers who are more interested in gaining market share has favoured commercial methods over traditional methods. A healthcare facility thrives in such a cutthroat climate by doing what it does best, within the limitations of consumer demand, rather than by trying everything. How well the hospitals are marketed will determine how well they can compete can take up.

1.1 Objective of Study

- To investigate the use of marketing principles in the healthcare industry
- Analysing customer preferences for marketing element awareness and acceptability in the hospital and healthcare sectors.

II. LITERATURE REVIEW

The study examines a number of consumer views on advertising for healthcare marketing. This might cover subjects including advertising's influence on consumers' views of health issues and available treatments, confidence in commercials, and the perceived legitimacy of healthcare marketing. Sumpradit N, Fors S.W., McCormick L. (2002)

This article focuses on how patients receiving active treatment perceive, are aware of, and are affected by direct-to-consumer (DTC) marketing. It implies that DTC marketing has a significant role in patients' decision-making and that, in the context of patient-centered treatment and healthcare policy, its effect needs to be carefully examined. Abel G.A., Burstein H.J., Hevelone N.D., Weeks J.C. (2009)

Significant concerns regarding the function of advertising in the healthcare industry and demand a more thorough investigation of the moral and legal implications of this activity. Fisher, J.A., Lorna M. Ronald (2008)

With an emphasis on the late 20th century environment, this gives an overview of the patterns, effects, and consequences marketing in the healthcare sector. It draws attention to the possible advantages and difficulties of this type of marketing and emphasizes the need for regulatory monitoring and on-going study in this field. Wilkes, M.S., Bell, R.A., Krawitz R.L. (2000)

Marketing is the study, planning, doing, and managing of strategically constructed programs intended to induce voluntary value exchanges with target audiences in order to accomplish corporate goals. It mostly depends on structuring the company's products around the aim.

Market's requirements and preferences, as well as on informing, inspiring, and serving the markets through efficient pricing, communications, and distribution strategies. (Roberta N. Clarke and Kotler, 1987).

Hospital marketing is the same notion in the goods and services industries, according to Ashok Anantram (2009), President of Business Development at Apollo Hospitals, Chennai. The interaction between producers and customers in marketing. The complicated nature of healthcare marketing stems from the fact that Producing and consuming concurrently means that the doctor, as the producer, is also the marketer. Since patients are your best advocates, it's critical to attend to their requirements and provide them the finest treatment possible. It is important to allay their fears so they would feel brave enough to return to the same institution.

Health care is the most significant service to consumers as it directly impacts us on a daily basis, according to Leonard Berry (1999), a marketing professor at the Lowry Mays College and Graduate School of Business. People establish views of local hospitals based on anecdotes, as emphasized by Shelly (2013).from their relatives, friends, and coworkers. She goes on to say that existing patients are a crucial and useful asset for the hospital's marketing campaign. As a result, marketing aids in preserving goodwill with present patients, who are crucial in encouraging friends and family to visit your hospital and thus increasing your earnings.

III. METHODOLOGY

Specifically, non-random sampling was utilized in this investigation. The researcher has the chance to inadvertently choose respondents using this sample methodology who they believe are pertinent to the study issue. The research was carried out in between September 2023 and March 2024.

3.1 Sampling

The needed number of units that the research wants to work with or the number of units under examination is used to describe sample size. The study's sample size of 108 were interviewed/online survey done by the researcher. The healthcare staff consists of front desk, diagnostic, administration, and department of support services.

IV. DATA ANALYSIS (PERCENTAGE ANALYSIS)

Questionnaire	Labels	Total(N=108)	Percentage(100%)
1. How do you first learn about your desired healthcare/hospital service provider ?	○ Radio	34	31.5%
	○ Newspaper advertisement	10	9.3%
	○ Internet	55	50.9%
	○ Booklet	2	1.9%
	○ Friend or Relative	34	31.5%
	○ Doctor's advice	10	9.3%
2. What factors influenced you to choose a particular or specific hospital ?	○ Cost	53	49.5%
	○ Rating and review	49	45.8%
	○ Reputation	29	27.1%
	○ Market presence	20	18.7%
3. Do you visit hospital website or social media pages ?	○ Yes	82	75.9%
	○ No	26	24.1%
4. What is the	○ Brand Awareness	48	44.9%

perception for creating hospital marketing according to you ?	<input type="radio"/> Quality service	24	22.4%
	<input type="radio"/> Earn Trust from customers	25	23.4%
	<input type="radio"/> To create market presence	10	9.3%
5. How often do you visit healthcare provider website ?	<input type="radio"/> Regularly	44	40.7%
	<input type="radio"/> Occasionally	29	26.9%
	<input type="radio"/> Rarely	17	15.7%
	<input type="radio"/> Never	18	16.7%
6. What types of healthcare services are you most interested in receiving information about from healthcare marketing ?	<input type="radio"/> Primary care	53	49.5%
	<input type="radio"/> Speciality services	27	25.2%
	<input type="radio"/> Wellness programs	24	22.4%
	<input type="radio"/> Health Education resources	24	22.4%
7. Have you ever used online reviews or rating to make a decision about choosing a healthcare services ?	<input type="radio"/> Yes	66	61.7%
	<input type="radio"/> No	15	14%
	<input type="radio"/> Maybe	26	24.3%
8. Which advertising channels do you find most effective in conveying information about healthcare services?	<input type="radio"/> Social Media Post	67	63.2%
	<input type="radio"/> Email	19	17.9%
	<input type="radio"/> Printed Brochures	10	9.4%
	<input type="radio"/> Text Messages	5	4.7%
	<input type="radio"/> Other	5	4.7%
9. How would you prefer to receive information about hospital and healthcare services?	<input type="radio"/> E mail	58	54.2%
	<input type="radio"/> Phone	21	19.6%
	<input type="radio"/> In person	28	26.2%
10. What type of content do you find most valuable in our communications?	<input type="radio"/> Health tips <input type="radio"/> Event Updates	81	75.7%
	<input type="radio"/> Service Promotion	14	13.1%
11. How likely are you to recommend our healthcare facility to a friend or family?	<input type="radio"/> Very likely	69	64.5%
	<input type="radio"/> Likely	24	22.4%
	<input type="radio"/> Neutral	10	9.3
	<input type="radio"/> Unlikely	3	2.8%
	<input type="radio"/> Very Unlikely	1	0.9%
12. What do you think learning from advertisements about	<input type="radio"/> Strongly agree	72	67.3%
	<input type="radio"/> Somewhat agree	22	20.6%
	<input type="radio"/> Either agree or	9	8.4%

the healthcare services is helpful?	disagree		
	○ Somewhat disagree	2	1.9%
	○ Strongly disagree	2	1.9%
13. Overall how satisfied are you with advertise given by the various healthcare service providers?	○ Very satisfied	60	56.6%
	○ Satisfied		
	○ Neutral	23	21.7%
	○ Dissatisfied	2	1.9%
14. Information learnt by various media about service	○ Very dissatisfied	1	0.9%
	○ Extremely important	70	65.4%
	○ Somewhat important	27	25.2%
	○ Neither important nor unimportant	5	4.7%
15. Have you ever interacted with healthcare facility on social media platform?	○ Somewhat	4	3.7%
	○ Yes	71	66.4%
	○ No	36	33.6%

Source: Primary Data

V. FINDINGS

Based on the aforementioned table, half of the sample, or fifty-five respondents, claimed to have learned about hospital-related topics from marketing or the Internet. Another thirty-four respondents, or thirty-one percent of the sample, learned about the hospital from friends or family. The remaining respondents learned about the hospital through radio, newspaper advertisements, booklets, and, finally, from doctor recommendations, or 9.3% of the sample, indicating that marketing has an impact on the healthcare industry.

In order to understand more about the 49.5% of participants who selected a hospital primarily on cost considerations, as opposed to the 45.8% who continued to look at hospital ratings and reviews, the researchers decided to conduct additional study. According to the table, 27.1% of respondents said they choose hospitals based on their reputation, while 18.7% responded that hospitals should be chosen based on their market presence.

Because hospitals invest a lot of money in their websites, the researcher is interested in knowing if patients visit these sites. 75.9% of respondents, according to the statistics, visit websites, while 24.1% have no interest in doing so.

Furthermore, when asked what the respondents thought the primary purposes of hospital marketing were, 44.9% said it was to raise brand awareness, while 22.4% said it was to deliver excellent service, 23.4% said it was to win over consumers' confidence, and 9.3% said it was to establish a market presence. What percentage of respondents visit a hospital or healthcare provider website frequently? 40.7% visit frequently, and 26.9% do so seldom, while 15.7% and 16.7% visit infrequently or never.

In response to a question about the kind of information they would want to get from healthcare marketing, 49.5% of respondents cited primary care, 25.2% specialized services, 24% wellness programs and health education-related information, and 6.5% other types of information.

While 24.3% of respondents were unsure about their facility choice and 14.3% explicitly said they are not affected by internet marketing, 61.7% of respondents used online reviews and ratings to select their healthcare provider. The strategy above survey demonstrates how, as technology advances, digital marketing opens up new opportunities for the healthcare industry.

If technology is influencing the choice of healthcare provider, then the majority of respondents—63.2%—want messages to be sent via social media, followed by email or printed forms (17.9%) and postal forms (9.4%).

Personalize messages for each individual. If they are willing to participate without considering security or other factors, 54.2% of respondents say they will get reminders via email, 19.6% say they will receive them by phone, and 26.2% still want to receive them in person.

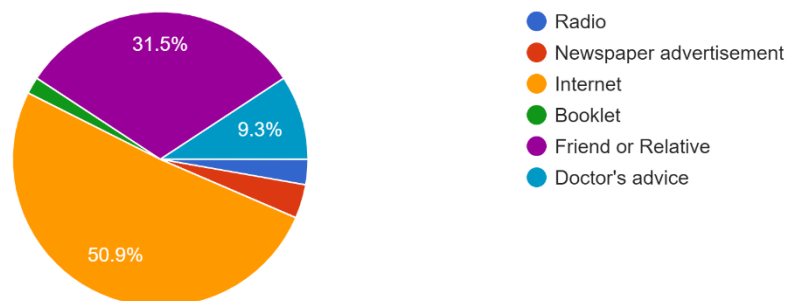
Another crucial issue was if they were spending their valuable time on the hospital's website and social media, and if so, what kind of information they were interested in. 75.7% of respondents seek health advice, 11.2% want hospital event updates, and 13.1% want service advertising. Do people refer friends and family to hospitals in the same way as they do new stores or products? Some respond neutrally, but 64.5% answer yes. Advertising can teach us a lot. Of the respondents, 67.3% strongly agreed, 20.6% partly agreed, and 8.4% neither agreed nor disagreed.

Overall, the influence of all of this marketing and advertising on respondents has been fantastic or not, according to the researcher, who discovered that, particularly after COVID, 56.6% of respondents are extremely happy with this kind of update and factors, 18.9% are satisfied, and 21.7% are neutral. Information obtained from online sources and the media is either vital or not, as indicated by the 65.4% of respondents who believe that knowing the specifics of a heart attack/Stroke case or other critical situation helps one handle difficult situations. The remaining respondents have a neutral opinion. Even if there are several online apps for consultation, people in the modern digital age still prefer to visit hospitals or use online health care facilities. 33.6% disagree, while 66.4% agree.

VI. RESULT

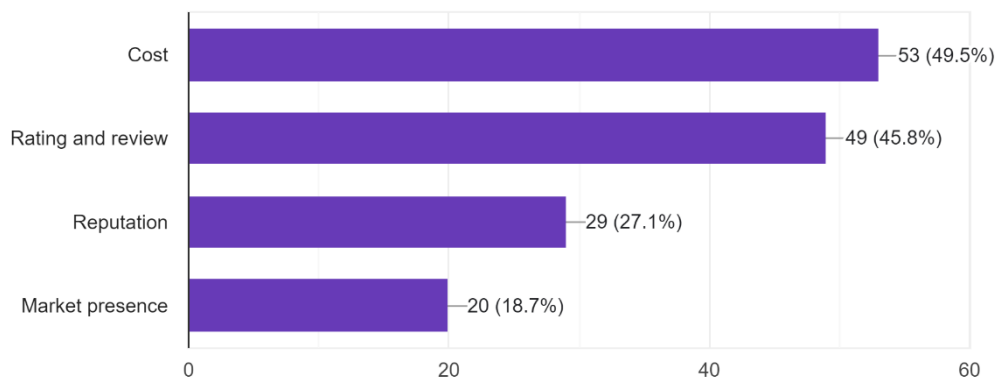
How do you first learn about your desired healthcare/hospital service provider ?

108 responses



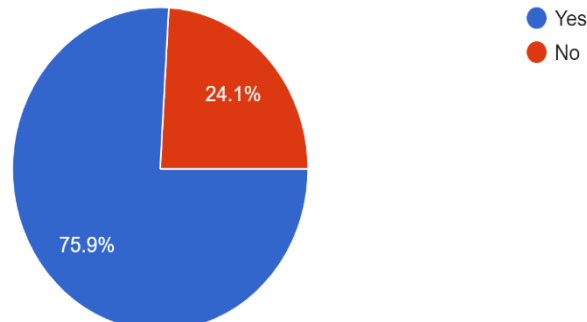
What factors influenced you to choose a particular or specific hospital ?

107 responses



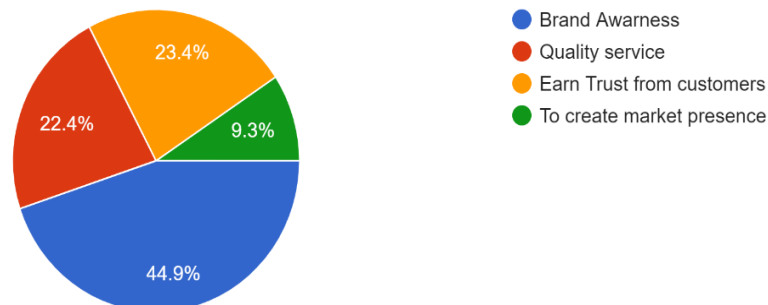
Do you visit hospital website or social media pages ?

108 responses



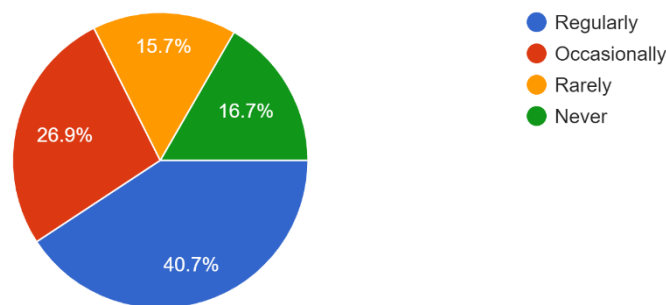
What is the perception for creating hospital marketing according to you ?

107 responses



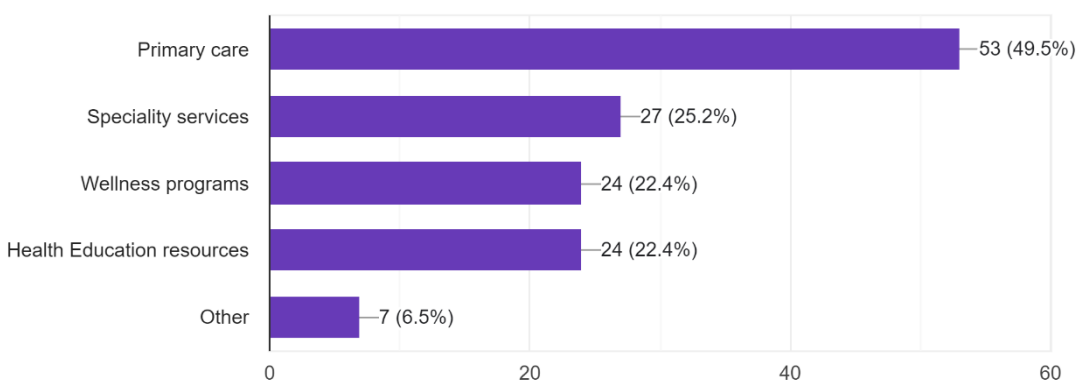
How often do you visit healthcare provider website ?

108 responses



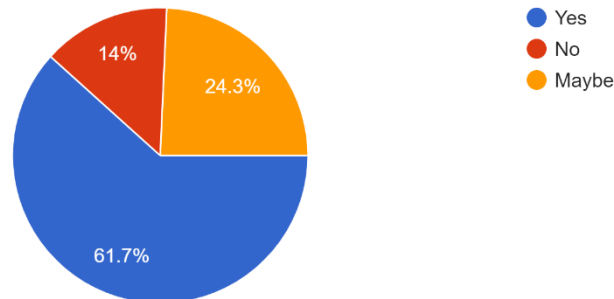
What types of healthcare services are you most interested in receiving information about from healthcare marketing ?

107 responses



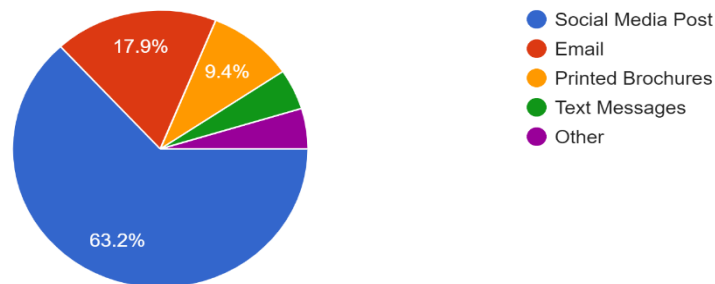
Have you ever used online reviews or rating to make a decision about choosing a healthcare services ?

107 responses



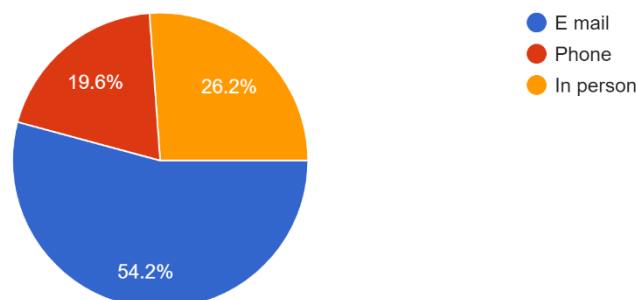
Which advertising channels do you find most effective in conveying information about healthcare services?

106 responses



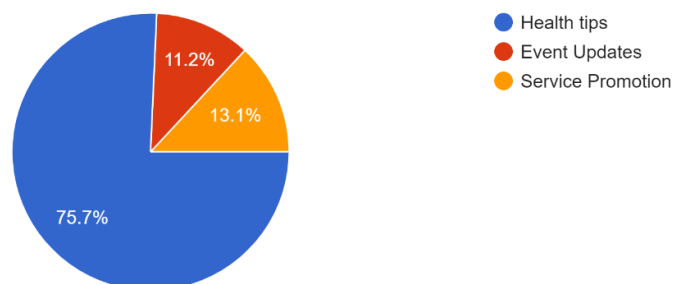
How would you prefer to receive information about hospital and healthcare services?

107 responses



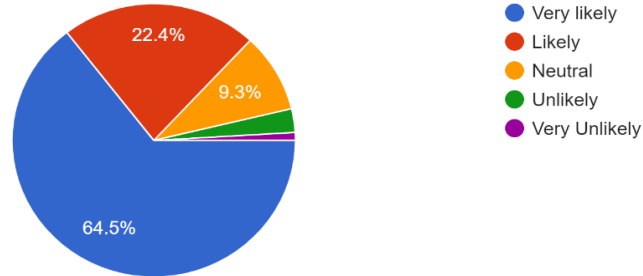
What type of content do you find most valuable in our communications?

107 responses



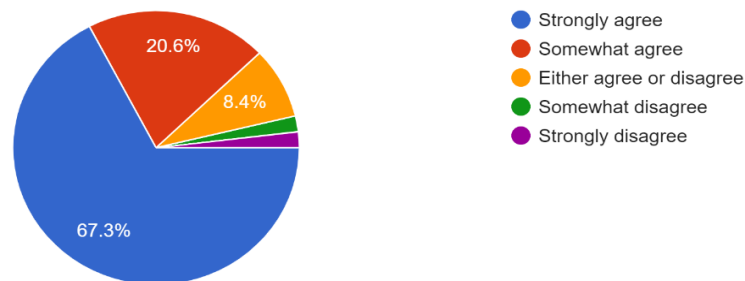
How likely are you to recommend our healthcare facility to a friend or family?

107 responses



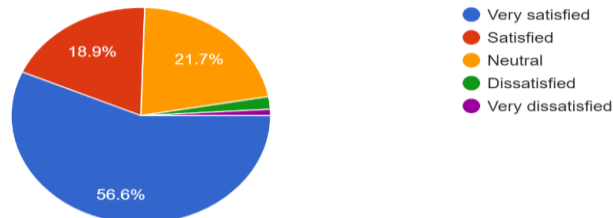
What do you think learning from advertisements about the healthcare services is helpful?

107 responses



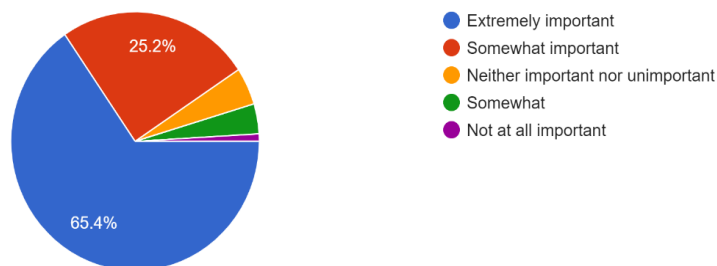
Overall how satisfied are you with advertise given by the various healthcare service providers?

106 responses



Information learnt by various media about service

107 responses



VII. CONCLUSION

A strategy approach centred on improving communication, fostering connections, and developing a favourable brand image is necessary to improve marketing in hospitals.

According to the respondent confirmation, the marketing has the impact in not only in hospitals but also in the healthcare sectors or industry, according to the survey. It was observed that rating and review and also online presence. As per the results people are satisfied on average basis by the advertisement given by healthcare providers. Additionally, it was discovered that the people are opting for online consultation.

The primary channel used to advertise the health services was community outreach as seen by the healthcare provider, but from the perspective of the patients, it was a patient referral system. It was also noted that the hospital's reputation and market presence was only mediocre.

The study concludes—in very vague terms—that hiring a professional marketing expert is necessary to reorganize marketing tactics, specify market promotion mix techniques, and figure out how to merge and to better comprehend patients' requirements and desires.

Additionally, aggressive marketing techniques including social media, direct marketing, micromarketing, medical education, and patient relationship management (PRM) development may be used. The hospital's market position, or brand image, will undoubtedly increase from being merely mediocre or decent to exceptional if these tactics are established.

VIII. REFERENCE

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