SERVICE MARKETING IN HOSPITAL SECTOR

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“Situated in South Mumbai lies a paradise for complete healthcare, a 100 bedded multi-specialty hospital with its serene surrounding & lots of greenery. Located against the backdrop of Victoria Garden, it presents patients a tranquil environment to recuperate and rejuvenate.”

“Equipped with the finest resources of medical science, the hospital emphasizes on relief, reassurance, recovery and rehabilitation.”
Marketing has grown in importance for hospitals, looking to strengthen their position in a increasingly competitive healthcare market place.

Similarly “Our mission is to render the World-class cardiac care in a patient friendly environment with the application of modern technology and human expertise at an affordable cost. The hospital can boast of its doctor and patient friendly environment, providing the best of assistance throughout patients stay."
The service marketing mix is also known as an extended marketing mix and is an integral part of a service blueprint design. The service marketing mix consists of 7 P’s as compared to the 4 P’s of a product marketing mix. Simply said, the service marketing mix assumes the service as a product itself. However it adds 3 more P’s which are required for optimum service delivery.
PRODUCT

- Quality level
- Accessories
- Packaging
- Product line
- Brand name
In order to provide effective and reliable services, the hospital is fully equipped with various facilities.

A brief introduction about these facilities / programs is tabulated below:

1. Cardiac Catherisation Lab
2. Interventional Cardiology
3. Interventional Neurology
4. Operation Theatres – Four Different Surgeries
5. Intensive care unit
6. Fully equipped round the clock ICCU ambulance service
6. Complete Health Plans
7. Cardiology
8. Laboratory Medicine
9. Physiotherapy
10. Inpatient Rehabilitation Program
11. Pulmonary Rehabilitation Program
12. Orthopaedic/ Musculoskeletal/Sports Injury Rehabilitation Program
13. Cardiac Rehabilitation Program
14. Adult Fitness & Health Promotion Program
IN ADDITION TO THOSE SERVICES HOSPITALS ALSO OFFERS THE FOLLOWING SERVICES: (ACCESSORIES)

1. Emergency services – Emergency services and care at most of the hospitals is unique and advanced. The hospitals have state-of-the-art ambulances. The CCU's on Wheels under supervision by medical and para-medical staff. There is hi-tech telecommunication available to a patient in an emergency at any given time.
2. Ambulance services – Hi-tech ambulances linked by state-of-the-art telecommunications are fully equipped with doctors that are available to render medical attention and assistance in case of emergencies at the patient's doorstep.

3. Diagnostic services – Modern Hospitals are multi-speciality and multi-disciplinary, that can handle any kind of ailment, they offer a wide range of facilities for instance, Oncology, Orthopedics, Neurology, Plastic surgery and so on.
4. Pharmacy services – Most of the hospitals also have a pharmacy which is open 24 hours. It caters to the needs not only of the inpatients and outpatients, but also patients from other hospitals who require emergency drugs.

5. Causality services – Causality service includes a 24 hrs. causality department, which attends to the accident or emergency cases.
**SOME OF THE FAMOUS PACKAGES ARE:**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>PACKAGE</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Standard Executive Package</td>
<td>2000.00</td>
</tr>
<tr>
<td>2.</td>
<td>Comprehensive Health Package</td>
<td>4000.00</td>
</tr>
<tr>
<td>3.</td>
<td>Special Health Package</td>
<td>7000.00</td>
</tr>
<tr>
<td>4.</td>
<td>Cardiac Care Package</td>
<td>3000.00</td>
</tr>
<tr>
<td>5.</td>
<td>Well Women Profile</td>
<td>1500.00</td>
</tr>
</tbody>
</table>
SERVICES

- Emergency services
- Ambulance services
- Diagnostic services
- Pharmacy services
- Causality services
PRODUCT & SERVICES ARE

- Artery Surgery
- Bypass Surgery
- Cardiology Services
- Closure Of ASD VSD
- General Surgery
- Gyno Surgery
- Heart Surgery
- Joint Replacement
- Neurosurgery Neurology
- Plastic Surgery
- Spine Surgery
- Thoracic Surgery
Fully equipped with various facilities, we perform minimally invasive coronary artery surgery efficiently. Our surgeons possess expertise and experience in this field, to effectively treat patients having disease of blockage in coronary artery.
One of our most acknowledged healthcare services, conventional coronary artery bypass surgery is offered with the assistance of expert cardiologists and cardiac surgeons. In this surgery, we follow conventional methods to perform the surgery. In this an alternate path for the flow of blood is created so that the blockage does not affect the heart.
Our diagnostic services include following:

1. ECG Stress testing
2. 2-dimensional echocardiography
3. Stress echocardiography
4. Holter testing
5. Angiography
For the treatment of closure of ASD VSD, we provide effective treatments in form of rehab programs, surgeries and medicines. We employ qualified doctors and physicians to effectively provide this service.
HEART SURGERY

- Valvular heart surgery deals with the blockage in valves. We have all the required infrastructural facilities such as apt operation theaters, patients’ rooms and effective customer support. We have successfully treated various patients suffering from this disease.
This surgery deals with following:

1. Acute Injuries
2. Chronic Injuries
3. Traumatic Injuries
4. Overuse Injuries
5. Disorders Of Musculoskeletal System
PLASTIC SURGERY

- Bone
- Cartilage
- Muscle
- Fat
- Skin
- Incision
- Excision
- Micro-surgery
- Chemo-surgery
- Electro-surgery
- Laser surgery
- Dermabrasion
- Liposuction
PRODUCT LINE

- Interventional Cardiology
- Coronary Angiography
- Coronary Angioplasty Simple / Complex / Vessel / Multi Vessel.
- Coronary Pacemaker Implantation
Pricing is the most important and significant factor in deciding a hospital for a particular treatment.

Normally in case of general diseases it may not be a required element since its treatment is easily available, but when it comes to treatment of complex disease people often opt for good hospitals irrespective of how much it cost.
The Balaji hospital is priced premium and it can afford to do the same because of its positioning and its assurance as well as the reliability on the brand of Balaji hospital, but compared to other “Class I” hospitals of the city the price seems to be quite low.
Pricing at hospitals depends on the cost of treatment plus the charges of different types of accommodation facilities available.

At Balaji Cost of treatment, like any other hospital depends on the nature of the treatment required, the doctors fees, various medicines and surgical items to be used.
AC SUITES:

Two elegant rooms with 2 TV’s, 2 phone DVD player, microwave, fridge with cooler, water dispenser, ready tea, coffee mix for patients care and relatives comfort.

AC DELUXE CLASS:

A/C single occupancy room with TV, DVD player, fridge with water dispenser, ready tea/ coffee mix, phone and attached bathroom.
AC DELUXE:

Can incorporate two patients in one room. Has an attached bathroom and 2 TV and 2 sofas. Can build the bondage of togetherness between two patients.

AC GENERAL:

A 22 bedded partitioned room to enhance patient’s privacy. Has an open balcony for easy mobilization of patients under the supervision of skilled nursing staff.
Common Class:

It is similar to AC General, but it is without AC and without any partitioned.

Its accommodation charges is least compared with other forms of accommodation.
<table>
<thead>
<tr>
<th>Facilities</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AC Suites</td>
<td>Rs. 5000 per day</td>
</tr>
<tr>
<td>AC Deluxe Class</td>
<td>Rs. 3000 per day</td>
</tr>
<tr>
<td>AC Deluxe</td>
<td>Rs. 1500 per day</td>
</tr>
<tr>
<td>AC General</td>
<td>Rs. 800 per day</td>
</tr>
<tr>
<td>Common Class</td>
<td>Rs. 300 per day</td>
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</table>
Promotion function of any service organization involves the transmission of message to present, past and potential customers. Customers need to be made aware of the existence of the service offered. Promotion includes advertising, personal selling, sales promotion and publicity.
Hospitals do not normally undertake aggressive promotion, they rely a lot on a favourable word of mouth. To increase the clientele, a hospital may continuously introduce different health services like the acupressure clinic, master health programmes and diabetes health checkups apart from annual health checkups offered to different companies. (Corporate clients)
PROMOTION TECHNIQUES:

- Impersonal Promotion: Press release Promotion, Billboards Promotion

- Personal Promotion i.e. word of mouth Promotion
Factors influencing the placing decision are market size and structure by geographical regions, number and types of competitors in the region, location of potentially attractive consumer segments, local infrastructure, good road access facilities and public transportation network. A hospital must be ideally located and must be easily accessible to all. As Balaji is 100 bedded multi-specialty hospital with its serene surrounding & lots of greenery.
The hospital is situated at Byculla (East), 5 minutes walk both from Byculla Railway Station on Central Line and Reay Road Railway Station on Harbour Line a mere 10-20 minutes drive from prime places like Dadar, Wadala, Worli, Sion and Colaba and very well connected with all the mode of transport. (In case if you find it difficult to reach us, please call on 022-2374 0000. Our Customer Care Executives will be delighted to help you).
Service providing process

- Includes internal customers like doctors
- Nurses
- Supporting staff
- etc
The People component reflects the important role played by individuals in the provision of services. People are also an important element in the marketing mix.

Service personnel play an important role in an organization which offers service. The behaviour and attitude of the personnel offering service will influence the customer's overall perception of the service. Customers are a source of influencing other customers by word of mouth.
The objective of providing quality service to patients can be achieved by: Motivating employees to be efficient, dedicated and loyal to the organization. Providing regular on-the-job training of employees to ensure continuous improvement in health care. Utilizing services of professionally competent medical consultants. Use of the latest technology.
The different tasks performed by the hospital involves two different type of process for: Outpatient & Inpatient

**Outpatient:**
Outpatient Meeting doctor at appointed time Simple medication Diagnosis Treatment.

**Inpatient:**
Physical Evidence:

- Physical Evidence one of the 7 P's of Service Marketing plays a crucial role in Service sector.
- Physical evidence is the environment in which the service is delivered with physical or tangible commodities and where the hospital and the customer interacts.
Hospital Counter:

Common Ward:

Single Room:

Emergency Room:

Common Room:

Dress Code:

Certificates and Awards:
Marketing is a function by which a marketer plans, promotes, and delivers goods and services to the customers. In the services marketing, the providers are supposed to influence and satisfy the users. When people buy services offered by a service provider in a true sense, they buy the time, knowledge, skill or resources.