

Navigating Healthcare: Patient-Centric Marketing Strategies for Optimal Hospital Selection

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1. Abstract

The astonishing expansion of this structure has given rise to the construction of multiple hospitals across the nation. There are certain financial concerns when it comes to building new hospitals and this stands to be one of the more pressing issues. New or old, hospitals seem to struggle with selling themselves and their brand of quality services. As the competition grows, it has become very clear that the paradigm of the healthcare industry has changed from being provider middle aged to service seeker arrogant. The objective of this study was to pinpoint the scope of the change at hand. We also conducted an interview study of the selected experts working in large hospitals located in Thanjavur so that we can understand how they are coping with the current situation.

Keywords: Hospital Selection, Patient Sentiments, Marketing.

2. Introduction

The Indian healthcare sector has become the largest in terms of revenue and or employment and is growing fast. The CII (Confederation of Indian Industry) has predicted that the Indian healthcare sector will reach \$275 billion by the year 2020. The changing disease structure has led to an increase in the number of diseases that need attention, and increased lifestyle-related expenses. diseases, increasing insurance coverage and increasing elderly care needs. Healthcare, fitness services and vaccines are also receiving more attention. The paradigm is shifting towards one that focuses on patient preferences. The main products include:

Knowledge Management: Organizations use data analytics to collect and analyze customer data; they use this information to gain competitive advantage and make business decisions.

Customer Relationship Management (CRM): CRM ensures long-term customer loyalty and positive word-of-mouth marketing through communication and engagement.

Company Image: With increasing competition and India emerging as a destination for medical tourism, hospitals are focusing on increasing product awareness through advertising, referrals and word-of-mouth marketing, as word-of-mouth marketing is not enough.

Internal Business: Before venturing into external business, the hospital focuses on creating value for internal stakeholders and ensuring consistency and compliance. Patients always need this.