

# Dissertation Training

at

Fortis La femme GK- 2

Neighborhood Program and Corporate Connect

by

Name : Pratyush Mishra

Enroll No. PG/17/041

Under the guidance of

Dr.A.K Khokkar

**Post Graduate Diploma in Hospital and Health Management  
2017-19**



**International Institute of Health Management Research  
New Delhi**

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2017-19**



**International Institute of Health Management  
Research, New Delhi.**  
(Completion of Dissertation from respective organization)

The certificate is awarded to

**Name: Pratyush Mishra**

In recognition of having successfully completed his/her Internship in the  
department of

**Title: Marketing & Sales**

And has successfully completed his/her Project on

Neighborhood Program and Corporate Connect

**Date:**

**Organisation: Fortis La Femme**

He/She comes across as a committed, sincere & diligent person who has a strong drive & zeal for learning.

We wish him/her all the best for future endeavors.

**Training & Development**

**Zonal Head-Human Resources**

## **TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Pratyush Mishra student of Post Graduate Diploma in Hospital and Health Management (PGDHM) from International Institute of Health Management Research, New Delhi has undergone internship training at Fortis La femme GK -2 from 5-04-2019 to 5-06-2019.

The Candidate has successfully carried out the study designated to him during internship training and his/her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his/her future endeavors.

Dr Pradeep K Panda Mentor  
Dean, Academics and Student Affairs  
IIHMR, New Delhi IIHMR, New Delhi.

Mentor  
IIHMR, New Delhi

**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT  
RESEARCH, NEWDELHI**

**CERTIFICATE BY SCHOLAR**

This is to certify that the dissertation titled Neighborhood Program and Corporate Connect and submitted by Mr. Pratyush Mishra  
Enrollment No. PG/17/041 under the supervision of Dr. A.K.Khokkar  
for award of Postgraduate Diploma in Hospital and Health Management  
of the Institute carried out during the period from 5-4-2019 to 5-6-2019  
embodies my original work and has not formed the basis for the award  
of any degree, diploma associate ship, fellowship, titles in this or any  
other Institute or other similar institution of higher learning.

Signature

## **FEEDBACK FORM**

**Name of the Student:**

**Dissertation Organization:**

**Area of Dissertation:**

**Attendance:**

**Objectives achieved:**

**Deliverables:**

**Strengths:**

**Suggestions for Improvement:**

**Suggestions for Institute (course curriculum, industry interaction, placement, alumni):**

**Signature of the Officer-in-Charge/ Organization Mentor  
(Dissertation)**

**Date:**

**Place:**

## **Abstract**

Neighborhood Program is a kind of program in which we make a tie up with the Schools, Colleges and RWA's (Resident Welfare Associations), Clubs, etc.

Corporate Connect is a kind of a corporate tie up between a Hospital and a Corporate Unit, in which we convince the corporate to avail our medical services.

An online study and data research and data mining activity is done to collect the data of Schools, Colleges, Clubs and Corporates to empanel them with the Hospital.

We prepare a Proposal for the corporates and mail them, and if they give a positive response then the proposal is signed and then the corporate empanelment deal is done.

After this we prepare an IOM (Inter Office Memo) and upload it in HIS (Hospital Information System) in order for the client to get attached to our HIS.

After this they could avail our medical services.

Corporates and other clients have to show an ID card in order to avail discount whenever they want to avail our medical services.

Corporate Clients could either choose Credit, Cash and TPA methods to finance their health checkups.

In Neighborhood & Corporate Connect we also do SWOT analysis from Hospitals side and use marketing mix analysis like Product, Price, Place, Promotion, People, Process and Physical Evidence.

We also provide free Dietician Consultation and Hypertension Consultation to our corporate clients and several health checkups including BMI, RBS and BMD on complementary basis.

We also provide specialized Health checkups for our corporate Clients like ECG, Gynae, Ortho, etc.

A health talk is also done in order to improve the patient footfall.

Basically Neighborhood Program & Corporate Connect objective is to improve revenue for our Hospital and increase the patient footfall so that we could give proper medical services to the corporate clients.

## **Acknowledgements**

**I could not have done this work without the lots of help I received cheerfully from whole of Fortis La femme – GK2, Delhi.**

**The work culture in this organization really motivates. The dissertation opportunity I had with Fortis La Femme – GK2, Delhi was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it.**

**I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this dissertation period.**

**I am heartily thankful to my institute (IIHMR Delhi) & company (Fortis La femme – GK2 Delhi) for giving me an opportunity to undertake a very useful and interesting project under the guidance and constant supervision of Mr. Rajat Bajaj (Unit Head- Marketing & Sales and Company Guide), Dr.Vritti Lumba (Facility Director), I express my gratitude and thanks to them for providing necessary information regarding the project & also for their support in completing the project.**

**A special word of thanks to my company guide, Mr. Rajat Bajaj & Dr.Vritti Lumba for patient guidance and persistent encouragement, throughout for the completion of this report. I am deeply indebted to them for their invaluable supervision. Besides I would also like to thank all staff member of Fortis la femme GK2, Delhi for providing me a learning environment. Without their aid & support this project would have been a daunting task.**

**I am indebted to the helping hand of my faculty guide Prof. Dr. A.K. Khokkar who by his continuous reinforcement and best wishes pioneered me into an absolutely intense and interesting corporate world.**

**Lastly, it is difficult to forget the help and moral support from my family, friends and college. It has been an enriching experience for me, which has enabled me to get a clear picture of a Health Care Industry. Learning in the past 3 months was a life time experience and will be helpful for me in future.**



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## **ACRONYMS/ABBREVIATIONS**

**PHP- Preventive Health Package.**

**NABH- National Accreditation Board for Hospital and Healthcare.**

**OPD- Outpatient Department.**

**IPD- Inpatient Department.**

**OT- Operation Theatre.**

**HIS- Hospital Information System.**

**HMIS- Health Management Information System.**

**GE- General Electronics.**

**KVP- Kilo voltage power.**

**DEXA- Dual energy X-ray absorptiometry.**

**TAT- Turnaround time.**

**PCC- Patient care Coordinator.**

**PCE- Patient care Executive.**

**SPCE- Senior Patient care executive.**

**DDM- Deputy Duty Manager.**

**DM- Duty Manager.**

**BTD- Balance till date/Bill Till Date.**

**IMRB- International Marketing Rating Bureau.**

**MTD- Month till Date.**

**YTD – Year till Date.**

**SWOT- Strength Weakness Opportunity and threat**

**BP- Blood Pressure.**

**RBS- Random Blood Sugar.**

**TPA- Third Party Assurance.**

**IOM- Inter office Memo.**

**ATL-Above the Line.**

## **PROJECT REPORT**

### **Introduction**

Neighborhood Program is a kind of program in which we make a tie up with the Schools, Colleges and RWA's (Resident Welfare Associations), Clubs, etc.

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## Objective -

General Objective: To assess the effectiveness of two marketing strategy programs “Neighborhood program” and “Corporate Connect” at a maternity hospital.

### Specific objectives:

- To determine the promotional activities carried out as part of these programs
- To evaluate the impact of these marketing programs on patient footfall and organization revenue
- To propose recommendations for improved effectiveness of marketing strategy for the organization

## Methodology

Study area: Fortis La-Femme hospital, Gk-2, New Delhi, Fortis Hospitals as part of Fortis Network in South Delhi area

Study Design: Cross-Sectional Descriptive Study

Sampling Method: Convenience sampling.

### Sampling population:

- Marketing Head of Fortis Hospitals.
- General Population within the Catchment area.

Data Collection: Primary data will be collected using face to face interviews with marketing heads, Secondary data from organization’s website, Health Information Management System and Online Retrieval using Google

Study Tool: Close ended questionnaire for primary data collection

## **Organization's Profile**

### **About us**

**Fortis La Femme (Centre for Women) is a unique facility and is inspired with a belief that a woman is a very special person with her special needs.**

**We provide medical care at the hospital which specializes in Obstetrics (Painless Labour), Gynecology, Neonatology (Level 3 NICU), Anesthesia, General & Laparoscopic Surgery, Cosmetic Surgery and Genetic and Foetal Medicine.**

**The Hospital facilitates care for all stages of a woman's lifespan-birth, adolescence, motherhood, menopause and beyond.**

**We provide world class facility with a discreetly elegant ambience laden with value added conveniences.**

**We are dedicated to quality care services for our patients. The commenced its operations in August 2004 and since then it has performed more than 11000 deliveries and 7500 gynecological procedures. It's a 38 bedded Hospital with latest medical amenities.**

**Our Hospital is NABH accredited and was successfully accredited in 2013.**

### **Our Vision**

**"To Create world class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care"**

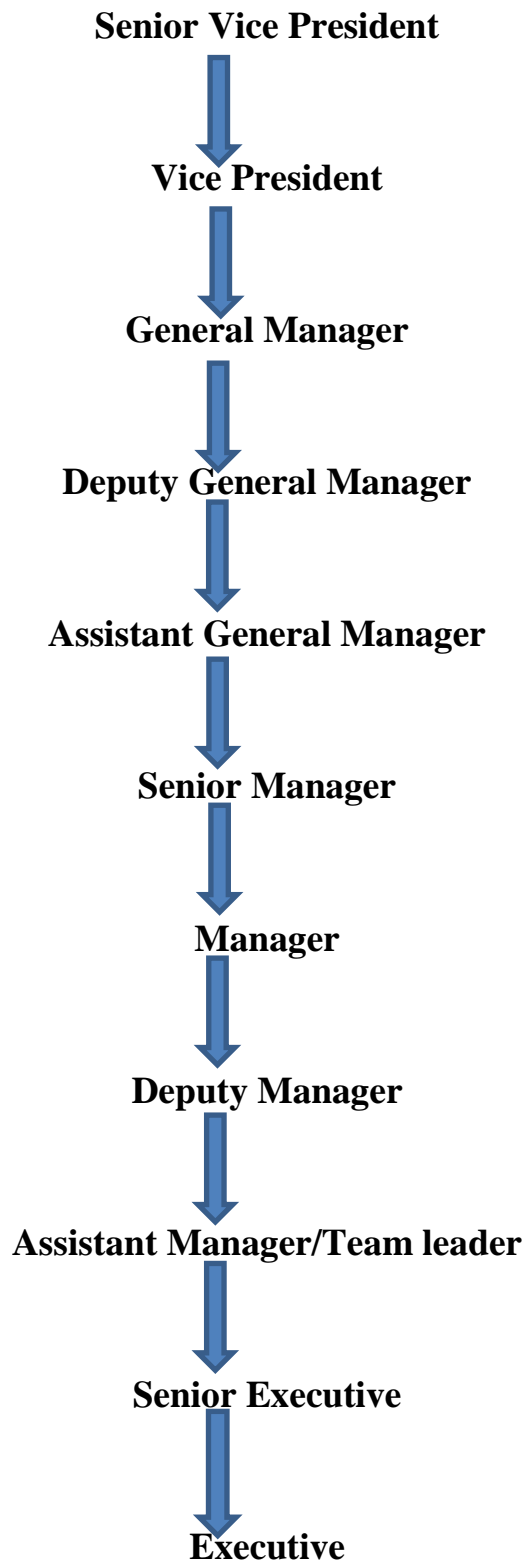
**Its Approach is based on:**

- **Patient Centricity.**
- **State of the art emergency response.**
- **Integrity.**
- **Teamwork.**
- **Ownership and Innovation.**
- **Combines compassionate patient care with clinical excellence.**

## **Key People**

- **Dr.Vritti Lumba (Facility Director).**
- **Lovejoy Pinto (Head- Administration).**
- **Sister Suma (Chief of Nursing).**
- **Mr.Rajat bajaj (Head – Sales& Marketing).**
- **Dr. Meeta Dixit (Medical Superintendent).**
- **Mr.Mohit Jayaswal (Finance Controller)**

## **Department Structure of Fortis Hospital Department**





## Services

### 24 Hours Service

- Neonatal Ambulance.
- Emergency Room.
- Pharmacy.
- Neonatal Emergency Transfer Service.

### Special Clinics

- Fertility and ivf clinic.
- Cosmetic surgery Clinic.
- Foetal medicine Clinic.
- Aesthetic Dermatology Clinic clinic.
- Mamma mia Clinic
- Cosmetic Surgery clinic
- Milk bank Clinic.
- 9 am to 5 pm - OPD

### Blood Bank

- Blood Components
- Blood Arrange.
- Blood Sampling.
- Blood replacement.
- Apheresis.

### Preventive Health Programmes

- Comprehensive Age Specific Health Packages.
- PCOS(Post cystic ovarian syndrome).
- Menopause Packages.
- Adolescent Health Packages.
- Fertility Quotient Packages.
- Packages for Women and Kids.
- Obesity Package.

### Other Services

- Psychology and counseling services.
- Physiotherapy.
- Nutrition and dietics.
- Emergency & Trauma.
- Mamma Mia and Lamaze.

### **DIAGNOSTIC IMAGING**

- **Ultrasound.**
- **Echocardiography**
- **Conventional Radiology**
- **Digitized mammography**
- **CT Scan**
- **Holter Monitoring**
- **Teleradiology**
- **Tread Mill Test.**
- **Electroencephalography (EEG).**
- **Bone Densometry**
- **Ultrasound, etc**

### **OPEARTION THEATRE**

- **Major & minor surgery.**
- **OT.**
- **General Surgery.**
- **Minimmaly Invasive Surgery.**
- **Cosmetic Surgery.**

### **AMBULATORY AND DAYCARE**

- **Daycare surgery**
- **Pulmonary Function**
- **Endoscopy**
- **Chemotherapy**
- **Dialysis**
- **Bronchoscopy**

### **Health Checkup**

- **Executive.**
- **Corporate.**
- **Pre- Employment Check.**
- **BP.**
- **RBS.**
- **BMI.**
- **Gynaecology Consultation.**
- **Dietician Consultation.**
- **Stress Management.**

### **NURSING UNIT**

- **Pediatrics**
- **Intensive care**
- **Isolation care**
- **Labor and delivery care.**
- **Neonatal intensive care**
- **Nursery**

### **PATIENT ACCOMODATION**

- **Rooms (Single/Suite/Insignia /Premium/TwinBed)**
- **Intensive Care Unit**
- **High dependency unit**
- **Medical ICU.**
- **Neonatal ICU.**

### **OTHER AMENITIES**

- **Pharmacy (24\*7)**
- **ATMs.**
- **Parking.**
- **Emergency response system.**
  - **Specially Designed Nursery**
- **Neonatal ICU.**
- **Pediatric ICU.**
- **Rooms (Suite, Deluxe, Premium, twin, Insignia).**
- **Home care services.**
- **Free WIFI.**
- **Lab Services**
- **Valet Parking.**
- **Cafeteria and Gift Shop.**

## **General Findings**

### **Radiology Department**

#### **Introduction**

Radiology is a science that uses medical imaging to diagnose and sometimes also treat disease within the body. A variety of imaging techniques such as X ray radiography, ultrasound, computed tomography and magnetic resonance imaging are used to diagnose and treat diseases.

The acquisition of medical images is usually carried out by the radiographer, often known as Radiologist technologist. The Diagnostic Radiologist a specially trained doctor, then interprets or reads the images and produces a report of their findings.

A radiographer will take on the role of diagnostic reporting.

**Mammography:** Mammography (also called mastography) is the process of using low-energy **X-rays** (usually around 30 **kVp**) to examine the human **breast** for diagnosis and screening.

**Company:** General Electronics (GE)

**Power:** Measured in MMA.

**Price:** Rs (1560-2000)

- For Breast Cancer & nodes.
- Not before 30yrs of age due to lymph nodes being after 30.

**Ultrasound:** Ultrasound imaging or sonography is often used in medicine.

**Company:** General Electronics (GE)

**Power:** Measured in Hertz.

**Price:** Rs (1520-4000)

- Consists of sound waves.
- For pregnancy of foetal checkup.
- For abdomens (liver, appendix, pancreas organs which secretes juices).
- Testes and ovaries.

**Bone Densometry:** Bone densitometry or DEXA is a test like an X-ray that quickly and accurately measures the density of bone.

**Company: General Electronics (GE)**

**Power: Electromagnetic radiation**

**Price: Rs (2200-2300).**

- Also known as DEXA.
- Scanning of bones to check the weakening of bones(Arthritis)

**X ray:** X-rays make up X-radiation, a form of electromagnetic radiation. Most X-rays have a wavelength ranging from 0.01 to 10 nanometers; X-ray imaging creates pictures of the inside of your body. The images show the parts of your body in different shades of black and white.

- Company: Siemens
- Power: Magnetic power (MAS)
- Price: Rs (360-2000)

**TAT (Turnaround Time):**

**T1:- Patient Arrival Time.**

**T2:- Patient taken for diagnostic test.**

**T3:- Patient test completion.**

**T4:- Report time (Documentation).**

**T2-T1= Waiting time.**

**T3-T2= Scan time.**

**T4-T3= Report time.**

**T4-T1=Total waiting time.**

**Ultrasound:**

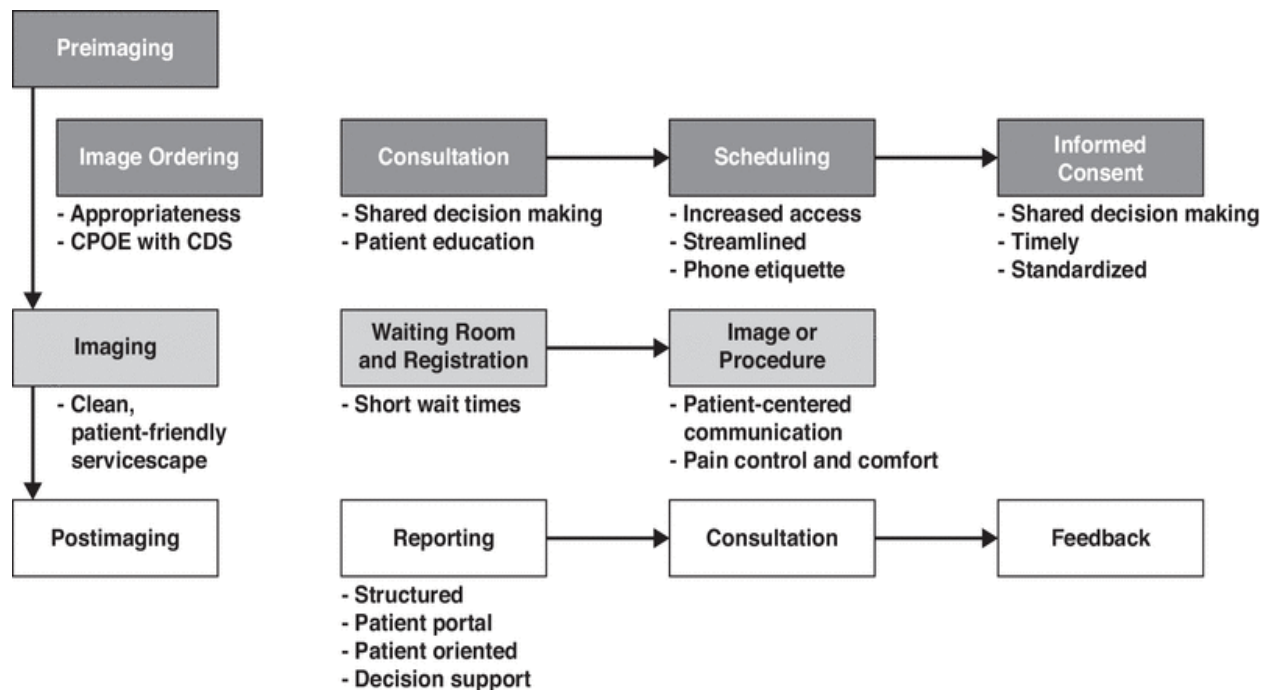
- Waiting- (10-15) mins.
- Appointment- 15 mins.
- Without appointment- (30-45) mins.
- Scan – (15-20) mins.
- Report time- ½ hr. after test.

**X-Ray:** First come first basis.

## Patient Mapping:

The purpose is to review the opportunities available for patient centered care in radiology and create quality patient centered care process map. Patient centered care throughout the radiology care process is provided that can be implemented to enhance the patient experience of our services and improve the quality of care provided.

Below is the patient flow process map:



## Observation Learning

### Pathology Department

#### Introduction

The word pathology itself may be used broadly to refer to the study of disease in general, incorporating a wide range of bioscience research fields and medical practices.

The term is often used in a more narrow fashion to refer to processes and tests which fall within the contemporary medical field of “General Pathology” an area which includes different medical specialties that diagnose disease.


Major Specialties are anatomical pathology, clinical pathology, cytopathology, hematopathology, histopathology, renal pathology, oral pathology and forensic pathology.

## **Pathology Department:**

### **❖ Department Structure:**

- **Microbiology:** Tells us about microscopic organisms such as bacteria, viruses, fungi, etc.
- **Instrument Name:** Vitek.  
  
**Power:** 30 samples at a given pulse.  
  
**Company:** Biomerieux.
- **Bactalert 3D- Infection.**  
  
**Power:** 180 bottles per day.  
  
**Company:** Biomerieux.
- **Hematology:** Related to prevention of disease related to blood.
- **Instrument Name:** ACL Elite Pro.  
**Power:** 40 test per hour.  
**Company:** Beckman coulter.
- **Instrument Name:** LH750 (analyzer), DXH500 (analyzer).  
**Company:** Beckman Coulter.
- **Biochemistry:** It analyses bodily fluids for diagnosis.  
**Checks** sugar, urea, cholesterol.
- **Instrument Name:** A-480.
- **Company:** Beckman coulter.
- **Power:** 480 test per hour.
- **Immunoassay:** Detects proteins through antigens and antibodies.
  - **Instrument Name:** Access 2.
  - **Company:** Beckman coulter.
  - **Power:** 80 test per hour.
- **Clinical pathology:** Clinical analysis for curing disease through proper diagnosis.
  - **Done Manually.**
- **Phlebotomy:** Incision into a vein with a needle for diagnosis.
  - **Blood sample collection from various orders like from PHP, OPD and IPD.**

### **Process Mapping of pathology:**

- Doctor's order – 1 day.
  - Nurse Brings the sample from the department with sample no.
  - Record to be maintained in sample receiving register (detail of sample).
  - Sample acknowledgement in system.
  - Serum has to be segregated.
  - Test.
- 

#### **❖ Pros:**

- Maintaining TAT.
- NABH & NABL following.
- Customer satisfaction.

#### **❖ Cons & Improvement:**

- Staff Shortage, requirement of staff and manpower allocation.
- Non-professional Staff (fresher's, interns).
- Backup of Machines (less machines) if instrument is in breakdown so additional backup is required.



# **Observation Learning**

## **OPD Department**

### **Introduction**

Outpatient department or outpatient clinic is the part of a hospital for the treatments of outpatients.

In this they don't require bed to be admitted for overnight care.

### **OPD Department:**

#### **Department Structure:**

Hierarchal order from low to high:

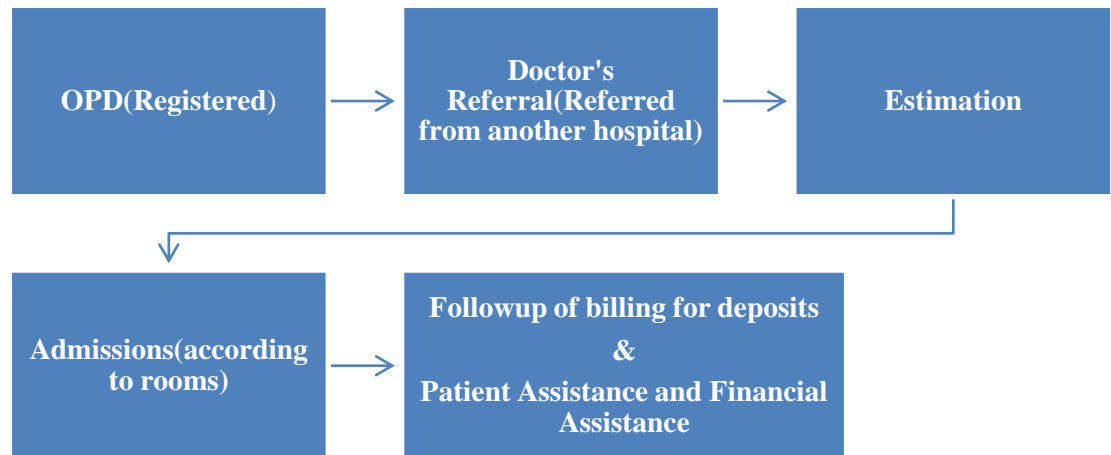
- Patient care coordinator (PCC).
- Patient care executive (PCE).
- Senior Patient care executive (SPCE).
- Deputy Duty manager (DDM).
- Duty manager (DM).
- Front office manager (patient care head service).

#### **Functions:**

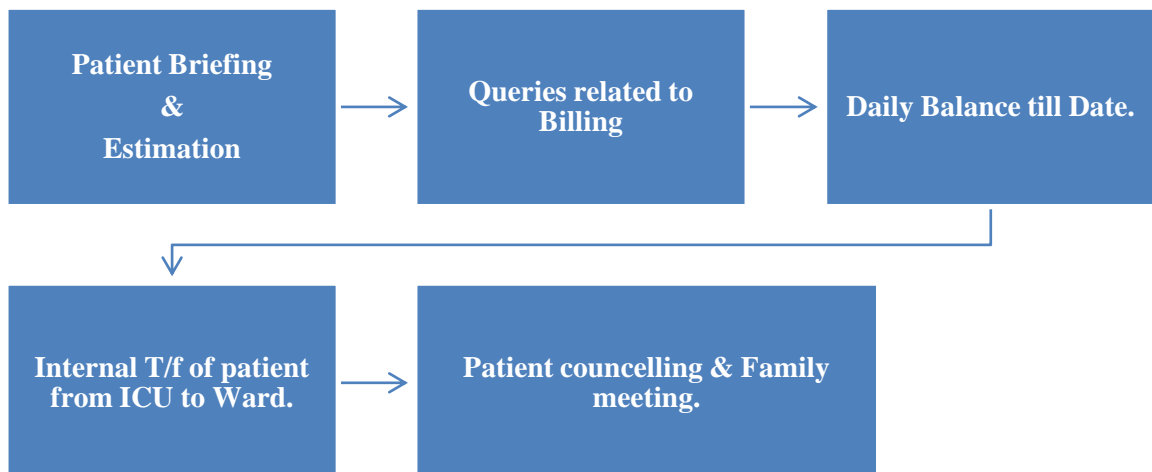
- Patient care coordinator: Billing, Services.
- Patient care executive: Billing, complain management and department reporting.
- Deputy Duty manager: BTB(Bill till date),floor complains ,service standards, Trainings, Manpower allocation, financial estimate and counselling, Credit/Cash bill settlement of Corporates, Public sector unit, referrals and Walk-ins.
- Bill Dispatch.

## **Patient mapping:**

### ➤ **Planned:**



### ➤ **Unplanned:**



### **TAT (Turnaround Time):**

- **Billing: 10 minutes.**
- **Waiting time if appointment full: ½ hr.**
- **Estimation: (10-15) mins.**
- **Follow up of billing deposit- Morning & Evening.**
- **BTD (Balance till date) - (1-2) hr.**
- **Financial Assistance, Billing & Queries- 1 hr.**

### **Billing:** Bill is added in HIS.

- **CPRS (Computerized patient recording system).**
- **HIS (Hospital Information System).**

### **Timings:** 9:30 am to 5:30 pm

### **Pros & Cons:**

#### **Pros:**

- **IMRB (International Marketing rating bureau): IMRB is getting maintained through proper patient feedback on monthly basis.**
- **Maintained MTD and YTD.**
- **Proper Customer Service.**

#### **Cons & Improvements:**

- **Doctors are not punctual, they should report on proper time so that patients don't suffer.**
- **Lack of communication & management, proper communication should be there between staff and nurses and patient flow should be managed properly.**

## **SWOT ANALYSIS**

### **STRENGTH**

1. **Skilled and highly qualified consultants and surgeons.**
2. **International Standards of cleanliness and hygiene.**
3. **Infection control Environment.**
4. **Good location and ambience and situated in good locality.**
5. **First hospital in Delhi to have Milk Bank.**
6. **State of the art Level 3 NICU.**
7. **NABH.**

### **WEAKNESS**

1. **Lack of parking area.**
2. **Deals in a Niche Market.**
3. **High fees and charge.**

4. **Lack of manpower.**

### **OPPORTUNITIES**

1. **High Demand of medical treatments for Obstetrics and Gynaecology especially in Delhi.**
2. **One stop destination for the affluent society.**
3. **High Demand of corporates due to 'Delhi' being a capital hub.**
4. **Industrial Hub at the outskirts of Delhi as well.**
5. **Opportunity to introduce NRI clients and international patients.**

### **THREATS**

1. **Their might be a chance of new hospitals joining the market with same niche segment.**
2. **Pricing.**
3. **Decreasing market share.**
4. **Dispersion of Patients to other hospital due to word of mouth.**



### Fortis la femme Hospital Marketing Mix

#### PRODUCT

The Hospital offers following services-

- ❖ **Emergency Services:** The hospital has state of the art ambulances under supervision by medical and paramedical staff. High tech telecommunication is available at any given point of time.
- ❖ **Ambulance Services:** Hi-tech ambulances with telecommunications are equipped with doctors are available for medical attention and assistance in case of emergencies. Both Advance life support (ALS) and Basic Life support (BLS) are available at patient's door steps.
- ❖ **Diagnostic services:** Hospital is multi-specialty and multi-disciplinary, that can handle any kind of ailment, for instance it offers a range of facilities like Obstetrics and Gynecology, IVF, Cosmetology, Internal Medicine, etc

❖ **Pharmacy:** Caters to the needs of inpatients, outpatients and emergency.

## **PRICE**

Price depends on treatment prescribed by the respective consultant and the facilities offered to the patient. As a service is intangible so it's very hard to determine the price. Pricing strategy does not depend on the price offered by competitors.

Pricing strategy is formulated after consulting the respective department heads.

Before Pricing Government factors are also taken in account.

On admission, an initial deposit has to be collected at inpatient billing counter. The amount would vary according to rooms ranging from economy to presidential suite.

The hospital does not believe in profit maximization, it aims at providing comfort and quality service to the patients as the priority.

## **PLACE**

It refers to contact point between the customer and the service provider, who gets the benefit of the service. The two major issues considered regarding the decision of a place are accessibility and availability of the service to customers. Accessibility refers to the ease and convenience with which a service can be purchased, used or received. Availability refers to the extent to which a service is obtainable or capable of being purchased, used and received.

## **PROMOTION**

Promotion includes advertising, personal selling, sales promotion, and publicity. To increase clientele, the hospital continuously introduces different health services like the, Pap smear, obesity package, Age specific health package, pcos, apart from annual health checkups to different companies, PSUs, Corporates, etc.

It conducts Health talks, specialty advertising, etc. on large scale. Hospital also sponsors frequent visits to societies, Schools, etc. Hospital also uses public service activities, events, publications and articles in Newspapers.

## **PEOPLE**

- The behavior 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 staff in hospital is trained to offer quality patient care with human touch using state of the art technology.

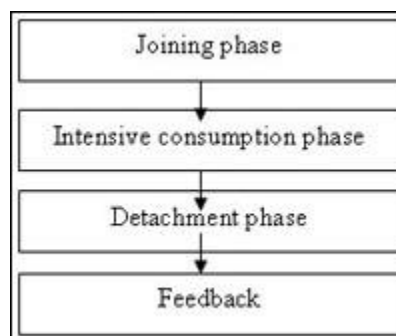
The objective of offering quality service to the patients is attained by:

- Motivating employees to be efficient, dedicated and loyal to the organization.
- Offering regular on-job training (OJT) of employees to ensure continuous improvement in health care.
- Use of latest technology.
- Reduction in absenteeism.

### **PROCESS:**

Process is a set of activities that take an input, convert it and add value to the input and finally create an output

- In the hospital, the process is divided into four phases.



#### **1. The Joining Phase**

\* the arrival of the patient.

\* **Registration** – where a patient has to make an initial deposit at the in-patient billing counter after which a file is opened in the patient's name to know the patient's medical history.

#### **2. The Intensive Consumption Phase**

**Diagnosis** – where the consultant diagnoses the illness by making the patients undergo various tests.

**Treatment** – when the illness is treated with proper medication or surgery so on.

**Information about further actions** – the consultant will instruct the patient regarding the diet to be followed, the medication to be taken, when to consult him again in the future and so on.

#### **3. The detachment Phase**

\* **Discharge of the patient** – a patient can be discharged from the hospital on the advice of the consultant

**\* Payment – after the patient is discharged, the bill will be paid at the billing counter.**

#### **4. Feedback**

**At this stage, the patient is requested to fill an evaluation form, which assists the hospital authorities to know the level of satisfaction derived by the patient. Patients' suggestions are always welcomed.**

### **PHYSICAL EVIDENCE**

**It is the environment in which the service is delivered with physical or tangible commodities and where the firm and the customer interact. It makes a huge impact on the customer. Physical evidence offers customers means of evaluating the service. Corporate image plays an important role in terms of physical evidence. This is developed through corporate relation programs.**

**Hospital maintains a good ambience right from the reception one finds very cordial and comforting staff. . The staff follows a dress code to show professionalism and to maintain discipline. The staff is trained to be understanding, warm and comforting because the clientele that goes to the hospital is usually disturbed or unhappy.**

**Hospital is well organized and segregated into different departments.**

### **CAMPAIGNS**

**Campaigns are a good way of sales promotion and Fortis la femme – GK2 follows the following routine:**

- Marketing unit has a daily routine of sending camp requests to 5 corporates.**
- The interested corporates revert back with the acceptance.**
- Preparation and initiation of camp begins.**

#### **Types of campaigns-**

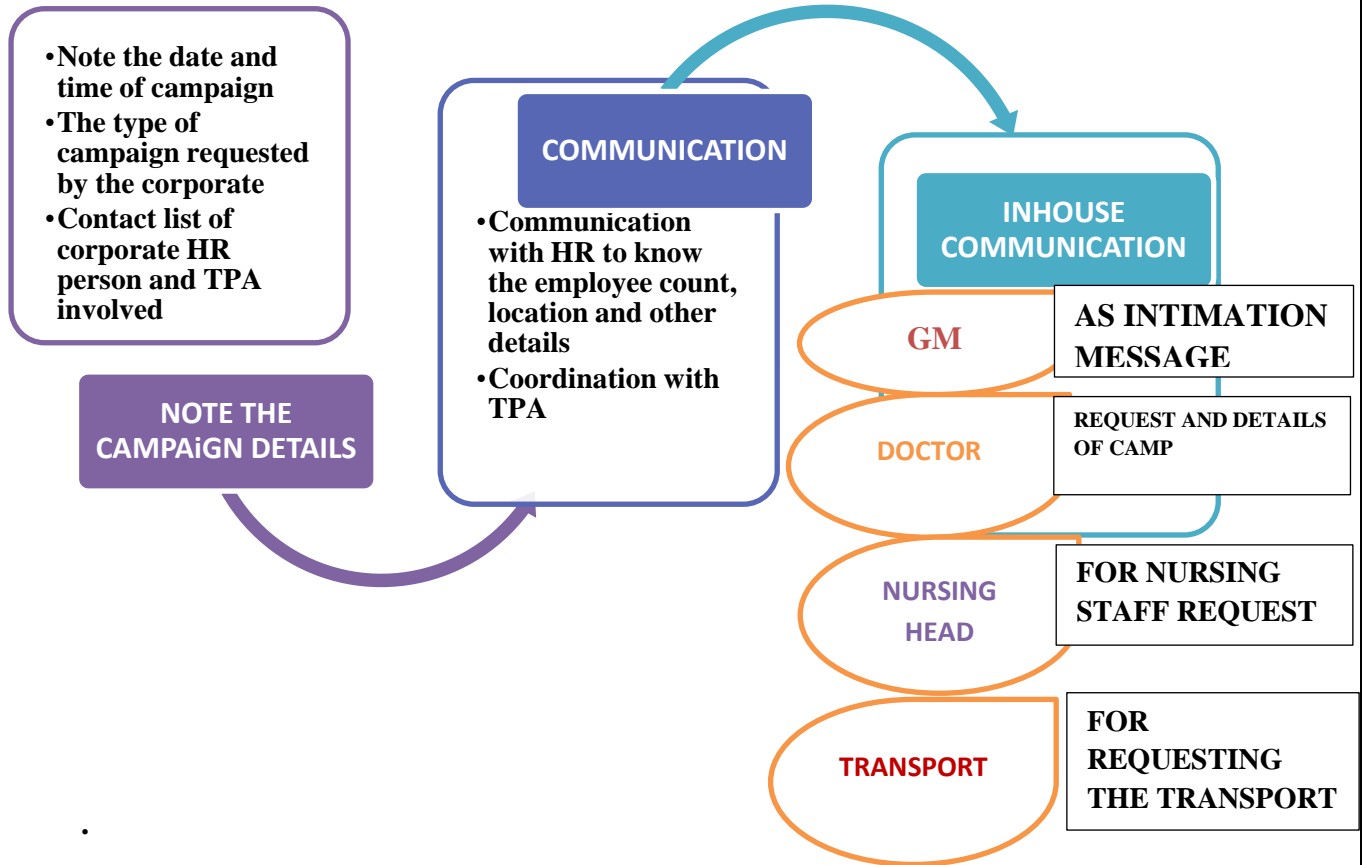
- Basic Health Checkup- BP, Height, Weight, RBS**
- Cardiac Health Checkup-- BP, Height, Weight, RBS, ECG**
- Diabetes Health Checkup-- BP, Height, Weight, RBS, Blood Glucose**
- Multispecialty checkup- Specialists e.g. Orthopedic, Gynae, Dental etc.**

**We also provide free dietician consultation, hyper tension consultation, etc**

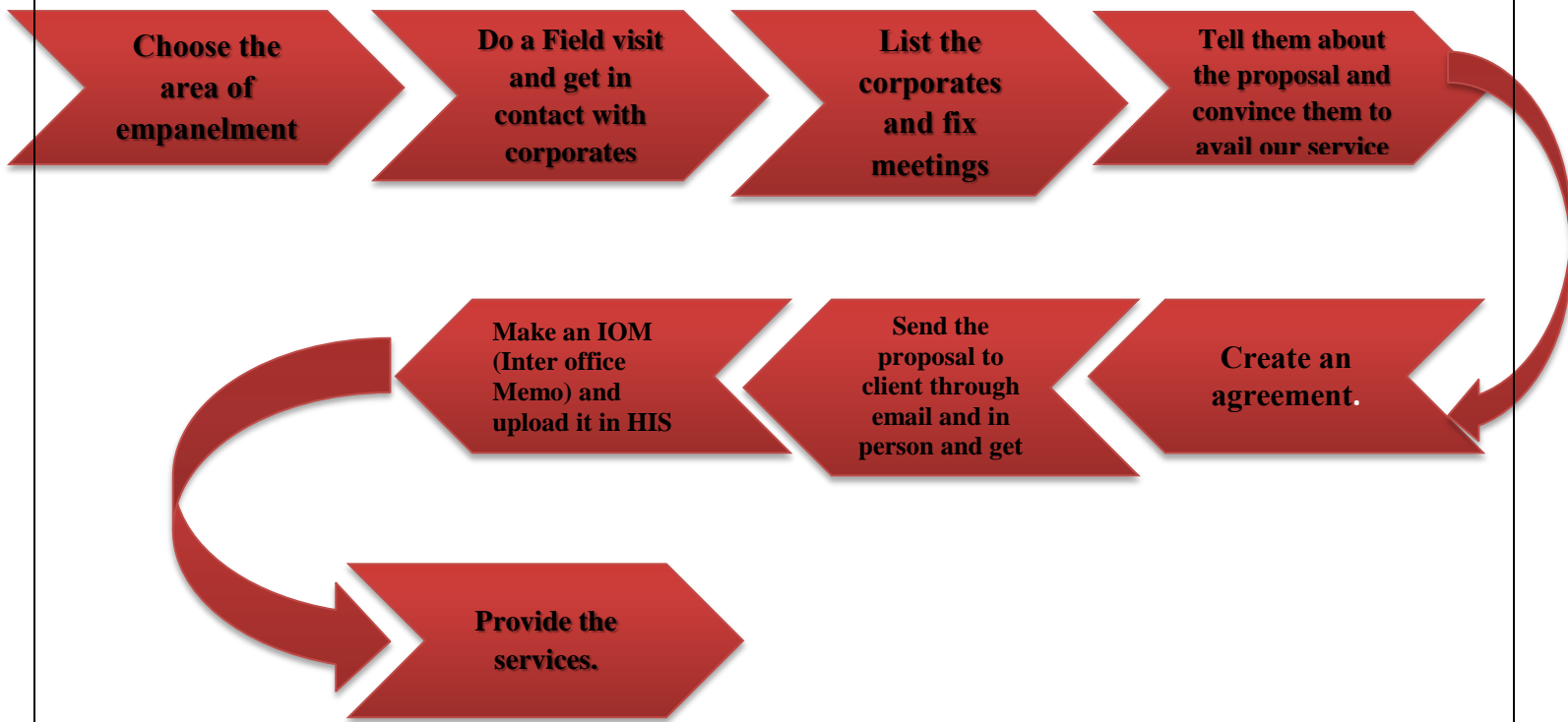




## STEPS OF CORPRATE - CAMPAIGNS



## Process of corporate tie up

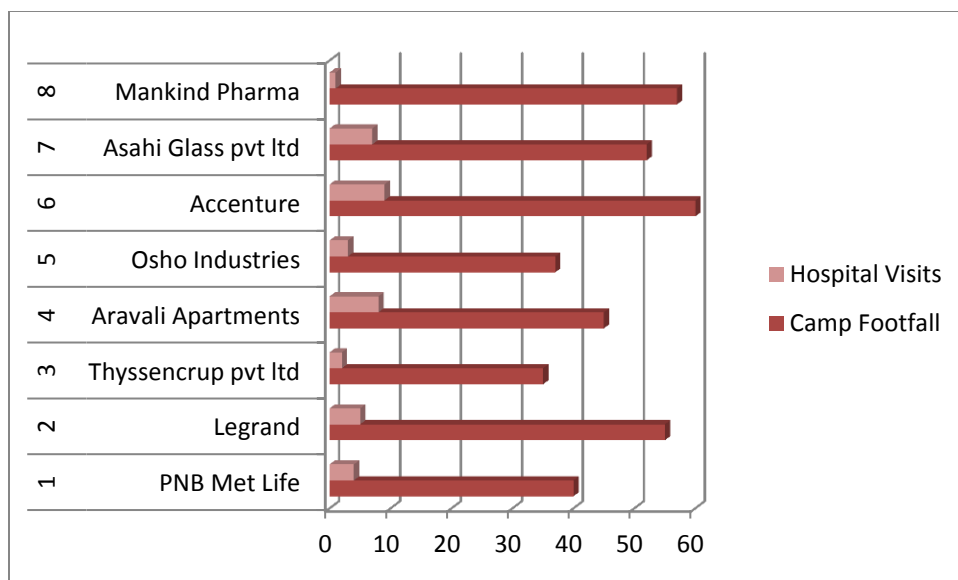


## Promotional Activities

Corporates/Neighborhood	Activities Performed
PNB Met life	Medical Checkup camp
Legrand	Corporate Empanelment
ThyssenKrupp pvt. ltd	Corporate Empanelment
Aravali Apartments	Neighborhood Event
Neelgiri Hills	Neighborhood Event
Osho Industries	Corporate Empanelment
Accenture	Medical Checkup camp
Asahi Glass India ltd	Medical Checkup camp
Mankind Pharma	Corporate Empanelment

## Neighborhood & Corporate Camps

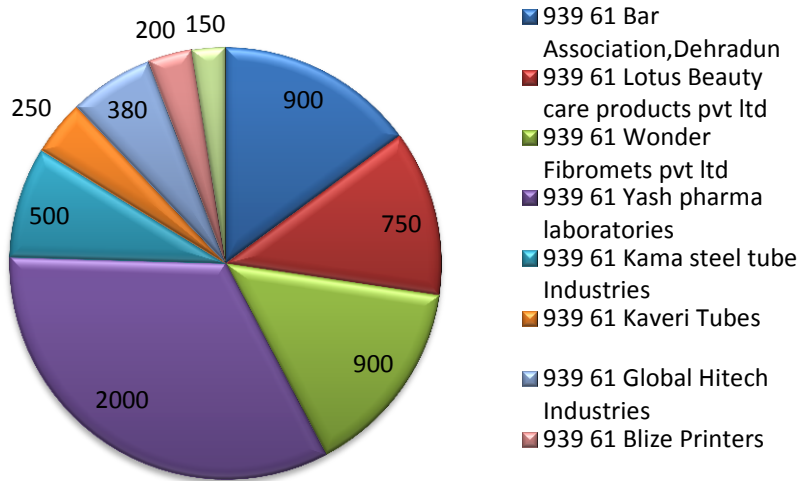
Sr. no	Location	Camp Footfall	Hospital Visits
1	PNB Met Life	40	4
2	Legrand	55	5
3	ThyssenKrupp pvt. ltd	35	2
4	Aravali Apartments	45	8
5	Osho Industries	37	3
6	Accenture	60	9
7	Asahi Glass pvt. ltd	52	7
8	Mankind Pharma	57	1



### Data Compilation, Analysis and Interpretation

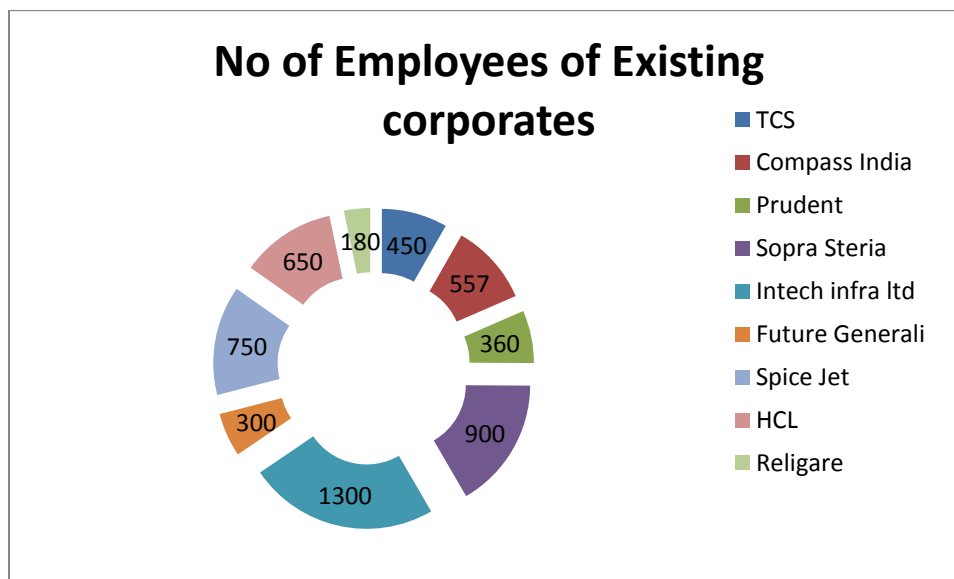
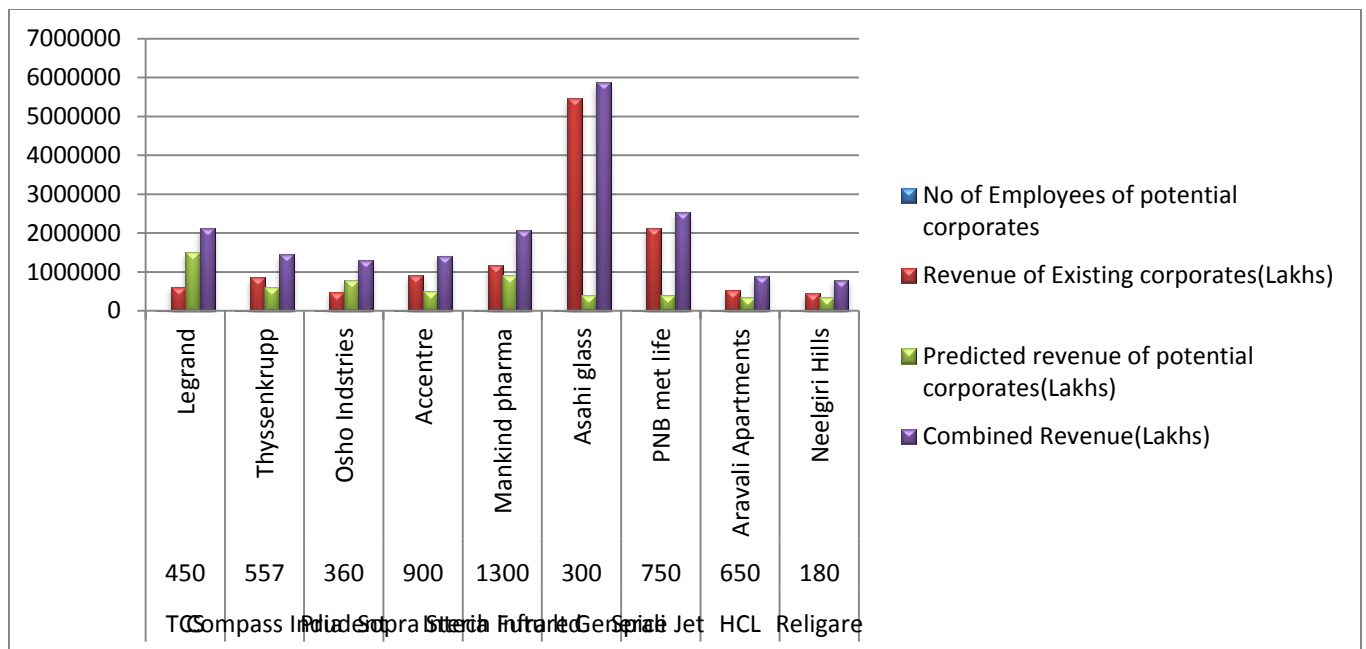
No of clients	150								
Clients Contacted	45								
Potential Clients	Legrand	Thyssenkrupp	Osho Industries	Accenture	Mankind pharma	Asahi Glass pvt ltd	PNB Met life	Aravali Apartments	Neelgiri Hills
Number of employees	900	750	900	2000	500	250	380	200	150
Clients given positive feedback	25								
Closures	4								

## Number of Employees

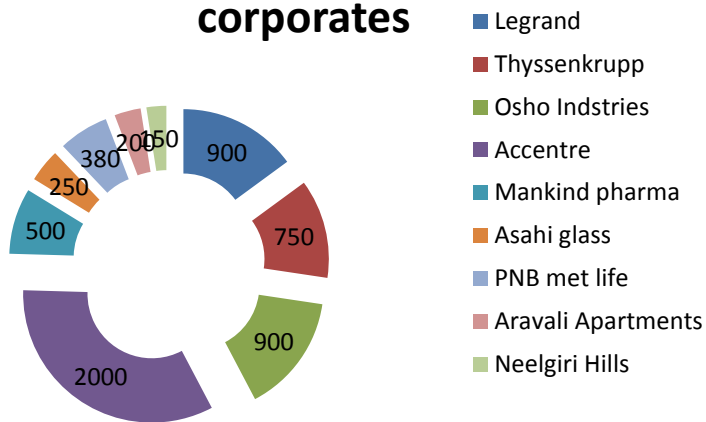


### Employees and Revenue Figures.

Existing Corporates	TCS	Compass India	Prudent	Sopra Steria	Intech infra ltd	Future Generali	Spice Jet	HCL	Religare	
No of Employees of Existing corporates	450	557	360	900	1300	300	750	650	180	
Potential Corporates	Legrand	Thyssenkrupp	Osho Industries	Accentre	Mankind pharma	Asahi glass	PNB met life	Aravali Apartments	Neelgiri Hills	
No of Employees of potential corporates	900	750	900	2000	500	250	380	200	150	
Revenue of Existing corporates(Lakhs)	610000	854000	487000	913000	1164000	5464000	2130000	530000	450000	
Predicted revenue of potential corporates(Lakhs)	1500000	600000	800000	500000	900000	400000	400000	350000	350000	
Combined Revenue(Lakhs)	2110000	1454000	1287000	1413000	2064000	5864000	2530000	880000	800000	



## No of Employees of potential corporates



### INTERPRETATION

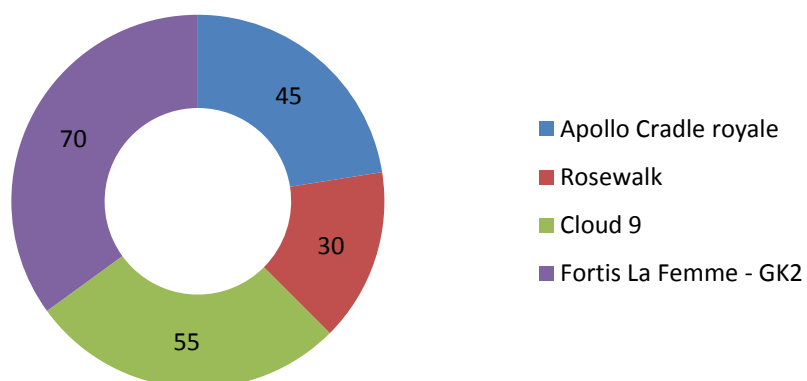
The Number of the potential corporates empaneled during the given two months was increased which has given larger combined revenue with the combination of the existing corporates.

This tells that the potential corporates with more employees or volume have more chances of increasing the revenue for the hospital.

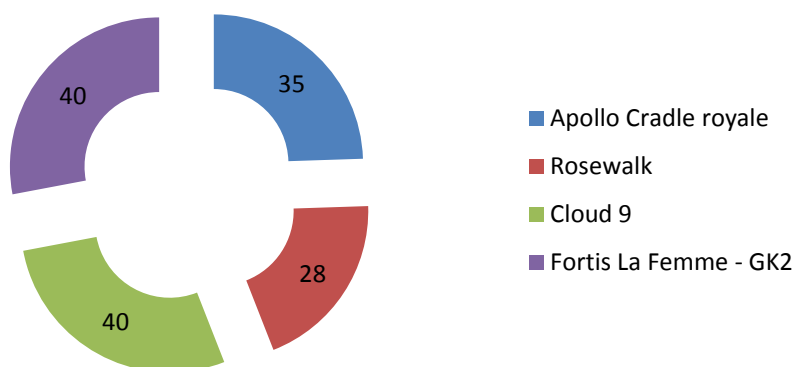
### COMPETITORS

Competitors	Beds	Revenue(approx.in Crores)
Apollo Cradle royale	35	45
Rosewalk	28	30
Cloud 9	40	55
Fortis La Femme - GK2	40	70

## Revenue(approx.in Crores)



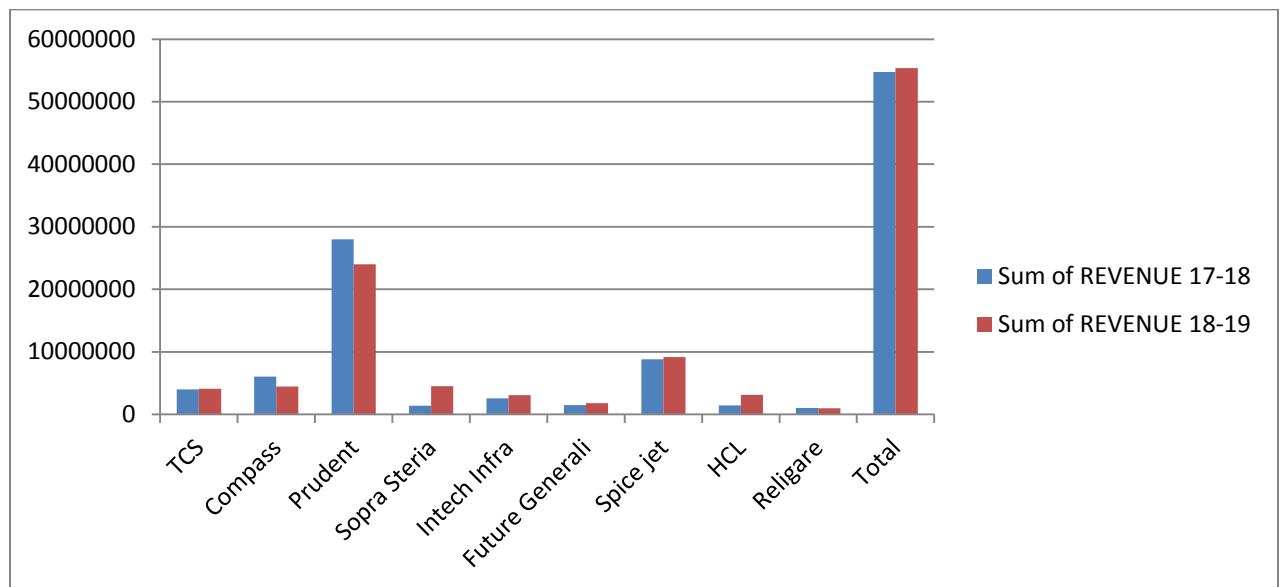
## Beds



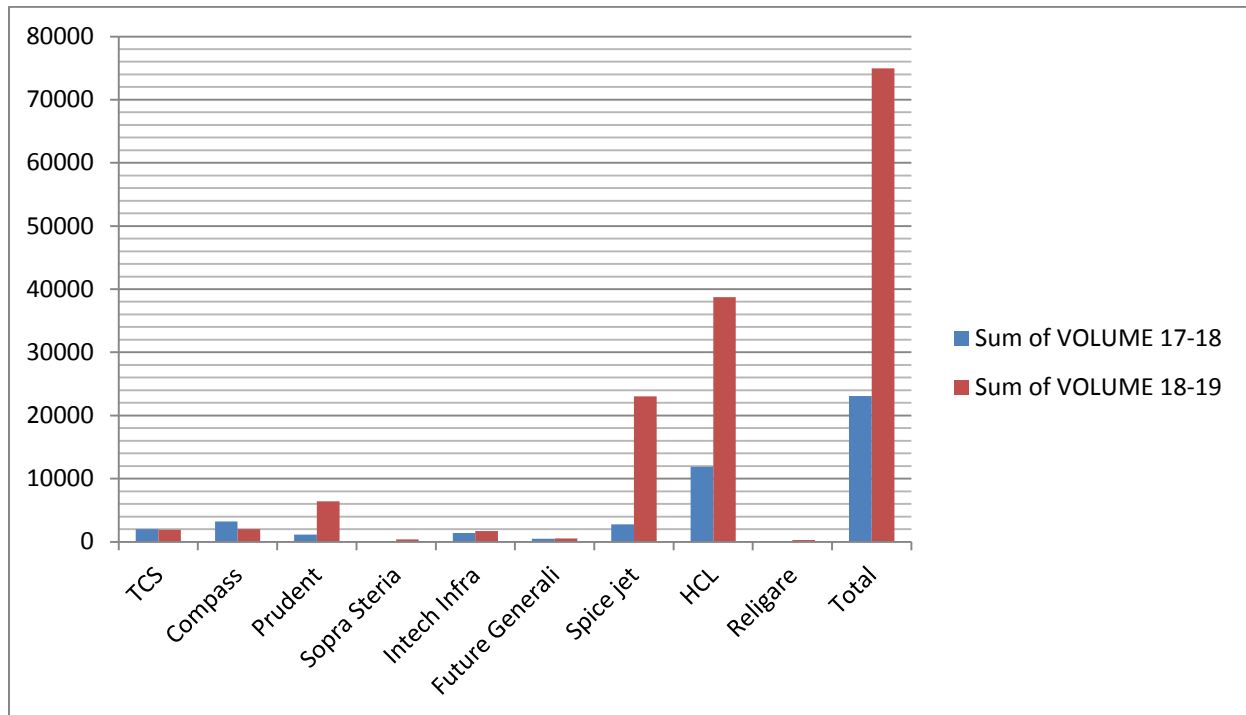


## Effects of Marketing Mix on Corporates

Clients	Volume 17-18	Volume 18-19	Revenue 17-18	Revenue 18-19
TCS	1980	1903	4028493	4124170
Compass	3242	1978	6028348	4481185
Prudent	1163	6397	27993121	24015787
Sopra Steria	123	378	1394516	4512820
Intech Infra	1397	1709	2565243	3081547
Future Generali	480	550	1472318	1819537
Spice jet	2772	23013	8803118	9182260
HCL	11875	38743	1428847	3120097
Religare	47	275	1023188	1010033
<b>Total</b>	<b>23079</b>	<b>74946</b>	<b>54737192</b>	<b>55347436</b>



## Revenue



## Volume

### Interpretations

The number of Neighborhood & Corporate activities conducted was increased by 7 times in FY 2018-2019 than the previous year.

The patient footfall in the year 2018-19 is 9 times more than the previous year.

Therefore, Patient footfall has increased in direct proportion to marketing activities.

### RECOMMENDATIONS

- A major focus on the top key clients of the Hospital should be laid but other corporate should not be ignored.
- More camps in the corporate which are left to have a better brand visibility.
- More of the multi-specialty camps should be done.
- There is much scope for the international patients.
- Regular ATL (Above the line) Promotions.

## **Fortis La femme Promotion**

The Marketing Team

Marketing Team consist of 4 professionals.

Head of Sales & marketing: Mr. Rajat bajaj.

Corporate channel, Internal PR, VC Connect and Branding – Pratyush Mishra.

Referral Connect, Neighborhood program – Mr. Shahnawaz.

International Marketing & Sales – Mr. Prakash Dubey.

## **Advertising at Fortis La femme:**

Fortis la femme uses various tools for advertisement & promotion activities like:

- Newspaper advertisement.
- Online marketing.
- E-mail & SMS campaign.
- Leaflet's
- RWA promotion through banners.
- Directional Hoardings and Signage's
- Sandwich Boards.
- Awareness programs like Health talks.
- Medical checkup Camps in RWA's and Corporates.
- Continuous medical Education (CME).
- Conferences.
- In house activities on various Health Days.

### **Events for International Marketing**

Fortis La femme has functioning International OPD's with collaboration of various international clinics & hospital at Middle East and South East Asian Countries and some of the hospital & clinics are:

- Lahoze Clinic, Herat
- Ace Medi clinics, Kunduz
- Good Health Centre, Basrah.
- Specialist Medic centre, Baghlan.

## Online Marketing

Online Marketing includes various ads on search engine results pages, banner ads, media ads, advertising, dynamic banner ads, cross platform ads and email marketing.

There is also an SEO system i.e. Search Engine Optimization for every relevant keyword to bring website on the first page of GOOGLE.

Fortis la femme, GK2 website has a very insightful website of more than 30 pages with a good SEO system.



## Pricing of Fortis La femme Hospital

Fortis La femme GK2 started operations in the year 2004. First year was of 5 crores as it was a stage where it needed to be established. At that time it focused more on brand building phase and most of the budget was used for “Above the Line” activities like Advertisements, Promotions, etc. The Budget was a percentage of revenue and was 6 % of the revenue. Gross terms it was approximately 3 Crores. Next year it has been 2 Crores.

Fortis La femme has been priced 4-5 % higher than its competitors which is justified with world’s leading technology and Infrastructure.

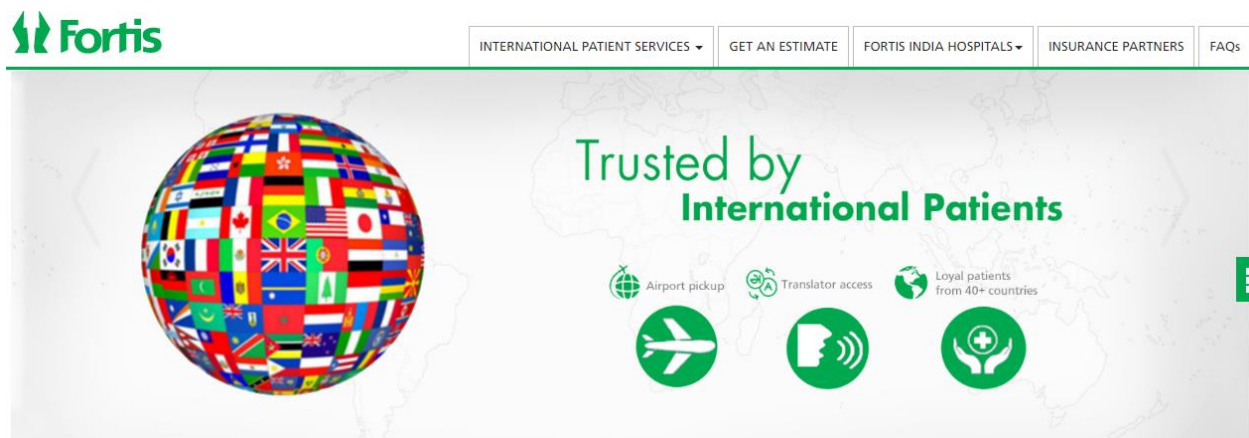
## Discounts

There are various discounts provided by fortis la femme and some of them are:

- 20% in OPD Consultation.
- 10% in PHC (Priority health Checkup).
- 20% in all the investigations.
- 50% in Mamma Mia.

## International Patients

The pricing strategy for International Patients is smooth and they have to pay just 20% more than the domestic patient. Some other ancillary services are also provided to the patient.

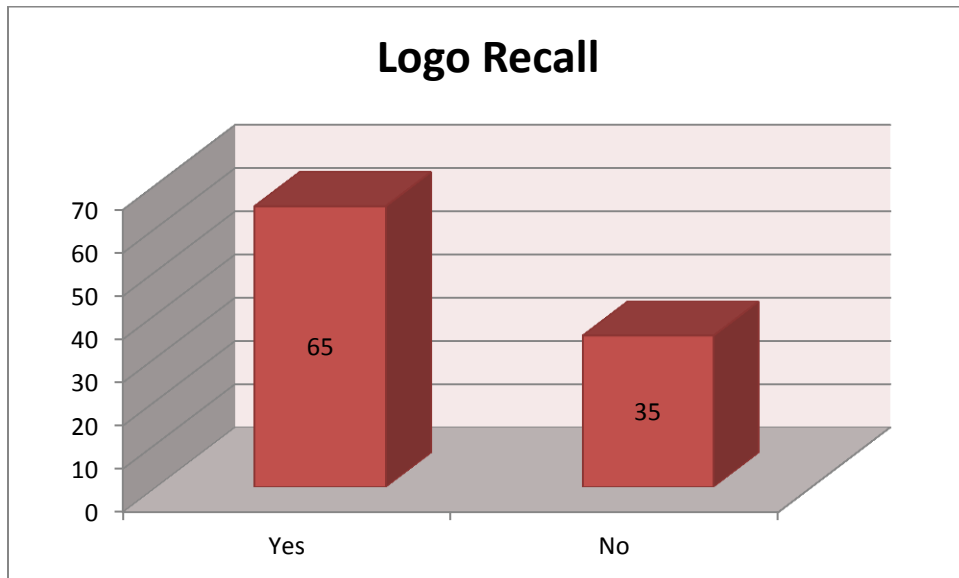


## FORTIS LA FEMME HOSPITAL THE EFFECTIVENESS OF MARKETING STRATEGY BY CUSTOMER'S PERSPECTIVE.

### Analysis

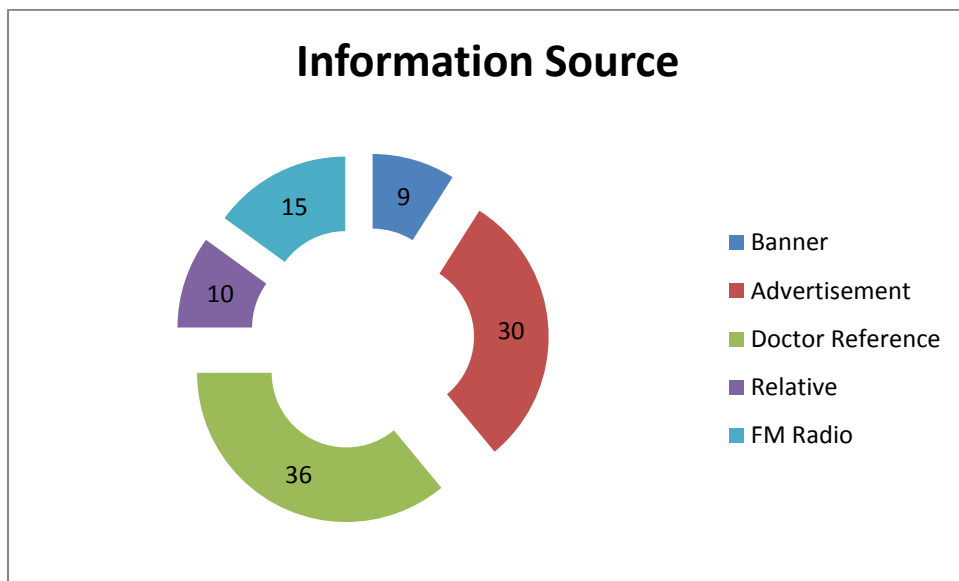
The analysis considers the brand recall by the patient. The sample size of 45 was collected from the catchment area of the hospital.

#### 1. Brand Logo Recall :



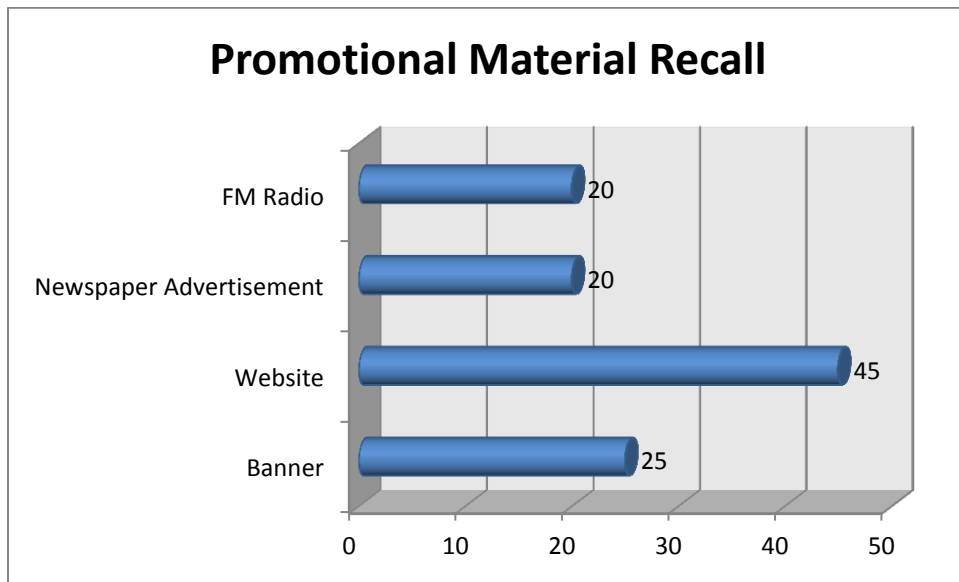
- Infers that 65% patients knew Fortis La Femme LOGO.

#### 2. Source of Information :



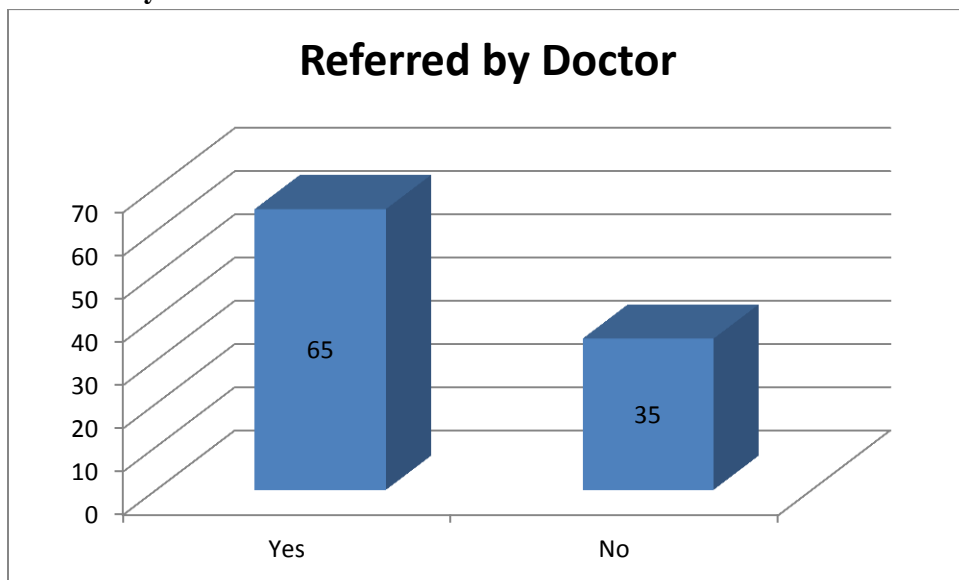
- It signifies that patient would get the information of Fortis La femme when it's more recommended by Doctors.

### 3. Promotional Material Recall :



- Advertisements on website were recalled the most by the respondents.

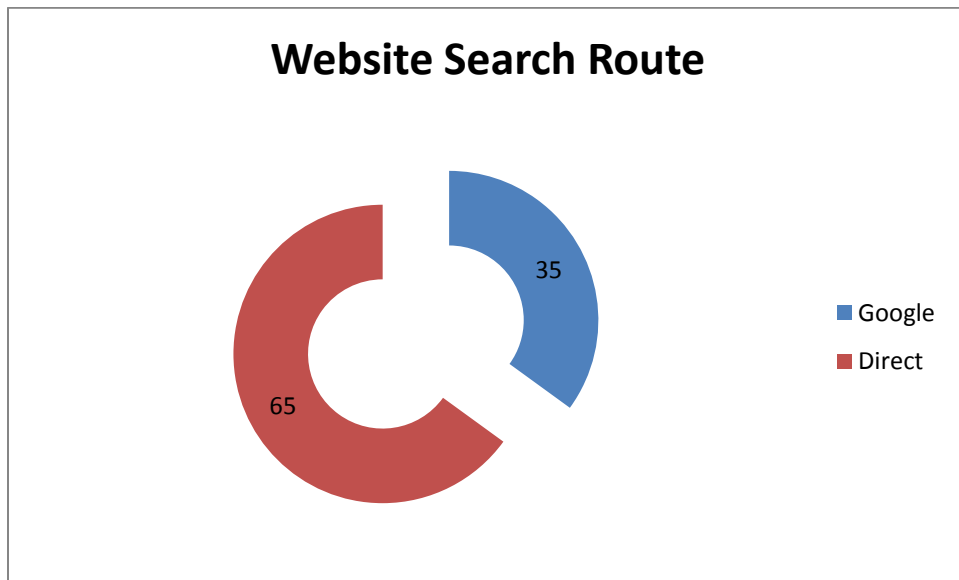
### 4. Referred by Doctor :



- Most of the respondents were referred by the doctors.

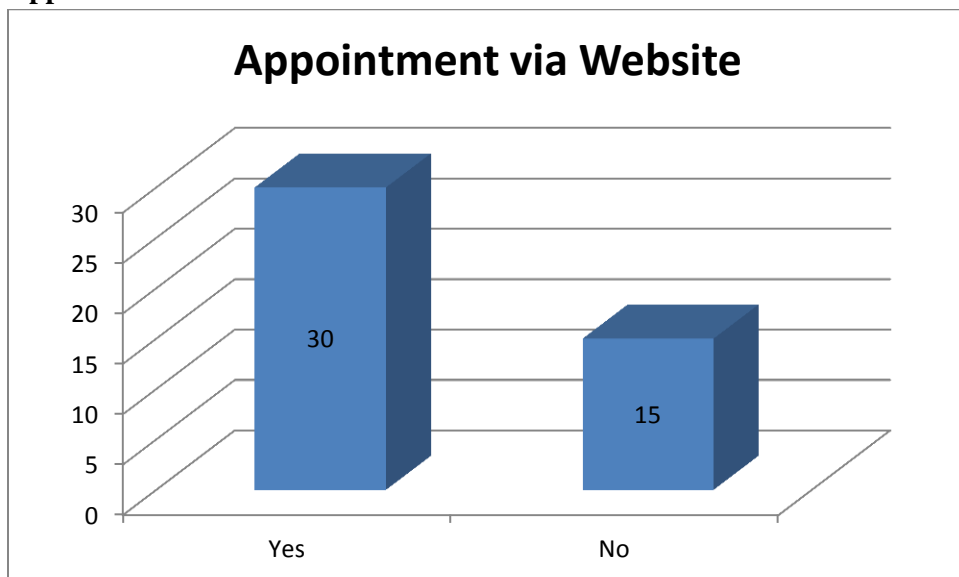


**5. Website Search Route.**



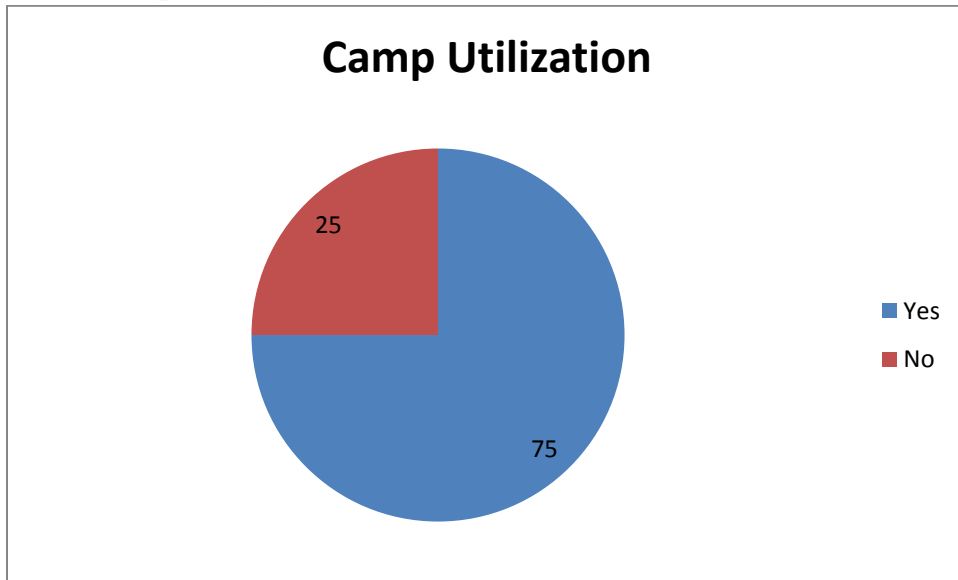
- 65% searched the website directly since hospital has E reporting system and 35% searched it through Google.

**6. Appointment via Website:**



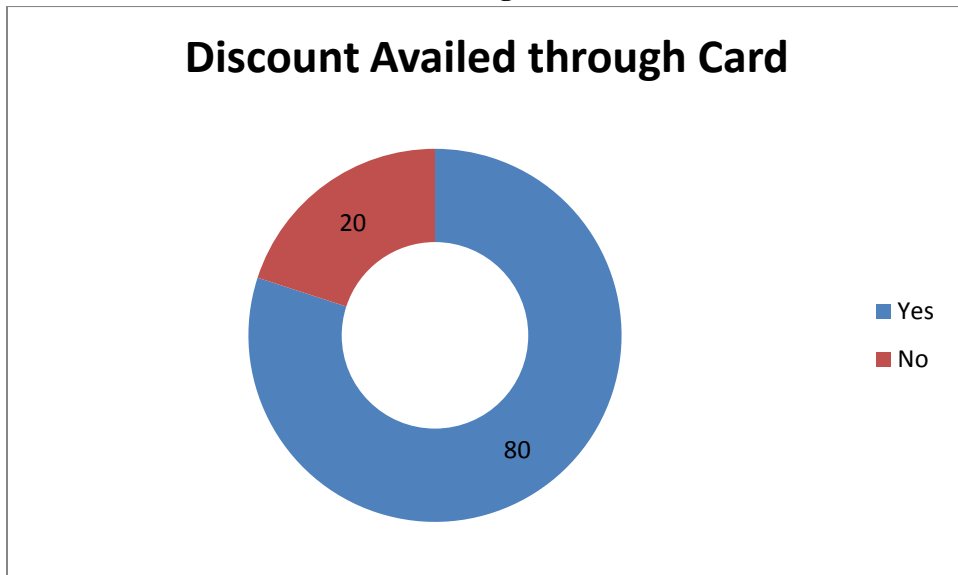
- 30 out of 45 took appointments on online basis.

**7. Health Camp Uses by Customers.**

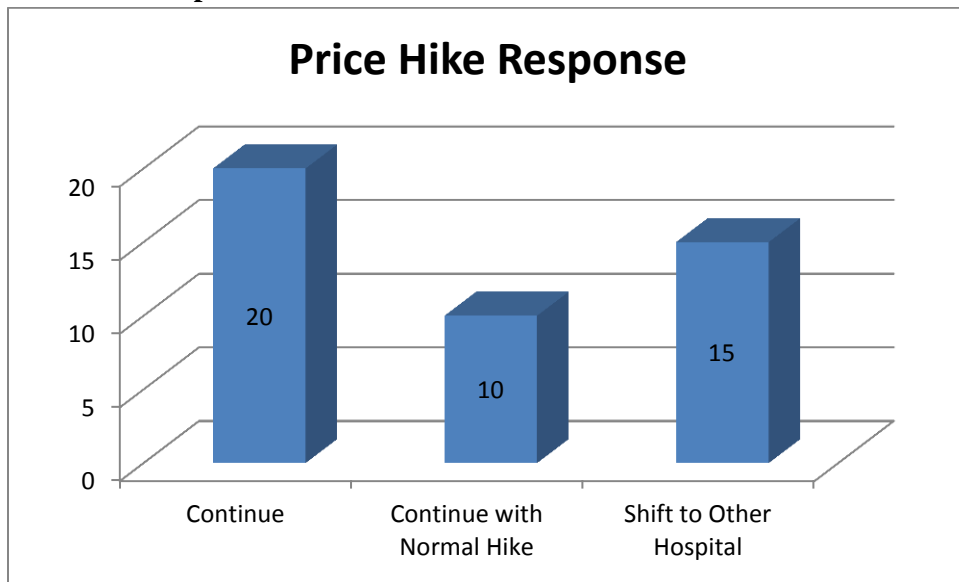


- Camps Utilized were 75% and 25% did not.

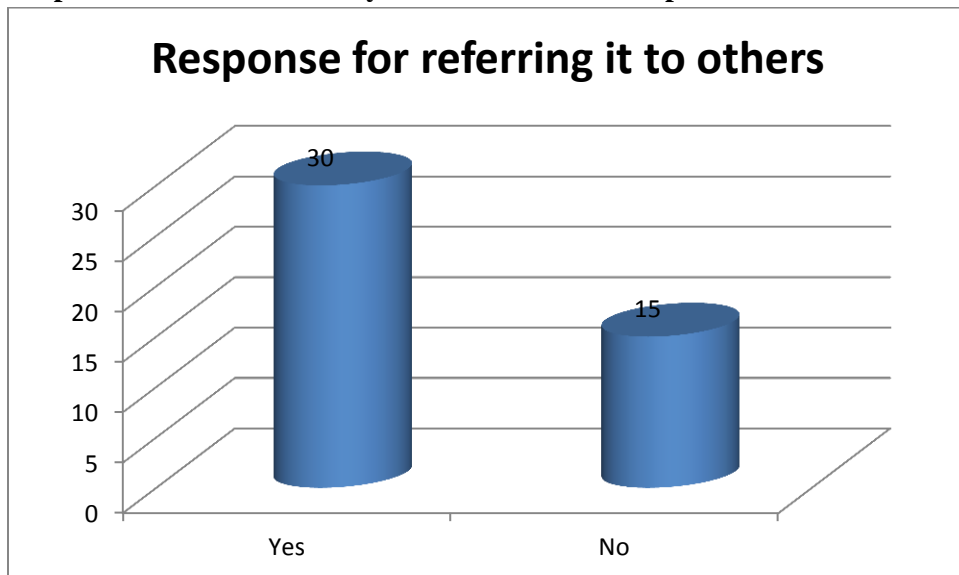
**8. Discount that Costumers Aailed through Card:**



**9. Price Hike Response from Consumers:**



**10. Response of Consumer if they will refer to other Hospitals:**



**Recommendations:**

- **Online Presence in the market is more beneficial to the organization since it is more outcome oriented.**
- **Hospitals should spend more time on Referrals than any other field as outcome is more fruitful.**
- **Hospitals should focus more on connecting it with the Doctors since they are referring Patients more.**
- **ATL (Above the line) activities should be more focused since it helps in getting the brand recognition.**
- **Hospitals should focus more on Website Maintenance since It helps in getting the revenue directly.**

**Conclusion:**

**Hospital should focus more on all the 4 segments of marketing. Budget is allocated more towards direct marketing & Branding and which will owe huge cost on Above the Line activities (ATL).**

## **Annexure (A)**

### **Questionnaire for Hospital Organizations Marketing Heads**

Name:                      Organization:                      Qualification:

Designation:                      Age:                      Sex:

1. Tell us about the age of your organization?
2. Is there a marketing team in this organization?
3. How many members are there in your marketing team?
4. Do you outsource your marketing activities to other vendors in order to complete the given task which is not possible at your end?
5. What are all the Outsourced Vendors that provide you the service?
6. Is there a Marketing budget?
7. How much is the Hospital Budget allocated into Marketing Budget?
8. What is the Return on Investment that you get while spending on marketing activities?
9. Which department of the marketing is most lucrative?
10. Is there a website of your Hospital?
11. Are frequent activities done from your side on Social Networking Sites?
12. Are there any visits from the costumers on your website through Social Networking Sites?
13. How many Queries are generated monthly?

## **Annexure (B)**

### **Questionnaire for fortis La Femme**

Name:

Age:

Sex:

Email ID:

Contact No:

Qualification:

1. Can you recall the colour of the logo of Fortis La Femme?
  - a) Yes
  - b) No
2. From what source did you come to know about fortis La femme?
  - a) By referring Doctor.
  - b) Relative.
  - c) Advertisement.
  - d) Other promotional material.
3. Are you referred by a Doctor from Fortis La femme?
  - a) Yes.
  - b) No.
4. Are you aware and Have you visited the website of Fortis la femme?
  - a) Yes.
  - b) No.
5. By which route do you visit the website of Artemis?
  - a) Directly.
  - b) Google.
6. Have you taken any appointment through Website?
  - a) Yes.
  - b) No.
7. Have you participated in any camp that has been organized by the Hospital?
  - a) Yes.
  - b) No.
8. Did you avail any discounts that have been given by Hospital?
  - a) Yes.
  - b) No.
9. What was your experience with the Hospital?
  - a) 1- Poor.
  - b) 2- Average.
  - c) 3- Good.
  - d) 4- Very Good.
  - e) 5- Excellent.
10. Would you refer your relative or a friend to the center?
  - a) Yes.
  - b) No.

