

Enroll No. _____

International Institute of Health Management Research [IIHMR]

NEW DELHI

HOSPITAL MARKETING

Time: 3 hours

Total Marks: 100

Kindly attempt both the case study.

Case Study-1

25 marks

LAUNCH OF OBSTETRIC AND GYNAECOLOGY HOSPITAL, GURGAON

The Godavari Obstetrics and Gynecology hospital is equipped with state-of-the-art technology to deliver world class Obstetric care and Gynecological services. There are very few centers, which are dedicated for comprehensive treatment of Obstetrics and Gynecology care in Northern India. In order to meet this genuine requirement, the Godavari Obstetrics and Gynecology hospital has taken the initiative to establish a dedicated "Obstetrics and Gynecology hospital to offer comprehensive treatment of all services under one roof. The doctors are already available but all are visiting consultant. Neonatology and IVF specialties are also available in the upcoming hospital.

Design Launch plan of the upcoming Obstetrics and Gynecology hospital.

Parameters for launching

- Package Pricing
- Doctors
- International facilitators
- Ladies club
- Sales campaign

*Budget is restricted to Rs 5 lacs for entire launch program.

Develop a marketing strategic approach that would create and spread word of mouth and increase volumes in hospital

Facing declining market share and low surgical volumes, ABC Hospital joined forces with O&M advertising agency to create a new positioning and branding strategy of pediatric department of the hospital. With an overall objective of one of the world's leading children's brands, branding objective was aimed at providing kids the most advanced clinical care in a setting that made going to the hospital a kid-friendly experience. ABC hospital asked the advertising agency to develop a strategic approach that would increase word of mouth and ultimately lead to increase in hospital volumes.

Considering the above situation, design the branding strategy for pediatric department of ABC hospital:

Branding strategy must include following marketing tools:

- Hospital repositioning strategy
- PR activities
- Word of mouth tools
- Sales referral channel
- Location – Hyderabad

Write short notes**10 marks each = 50 marks**

1. Challenges in International marketing for private hospital
2. Steps of hospital pricing
3. Impact of public relation activities on hospital branding
4. Sales pitch for Corporate empanelment
5. Cost control measures by TPA