

Summer Internship Report, 2022

at

Fortis Memorial Research Institute, Gurugram



(4th April, 2022 – 17th June, 2022)

A Report by –

Ms. Ketaki Kokate

PGDM (Hospital and Health Management)

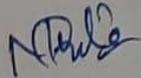
2021-2023



International Institute of Health Management Research, New Delhi

Certificate of Approval

The Summer Internship Project of titled “**Role of Social Media Marketing in Healthcare**” at “**Fortis Memorial Research Institute, Gurgaon**” is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **Post Graduate Diploma in Health and Hospital Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the report only for the purpose it is submitted.



Name of the Mentor - Dr. Nikita Sabherwal.

Designation - Associate Dean (Training) & Associate professor.

IIHMR, Delhi

FEEDBACK FORM

(Organization Supervisor)

Name of the Student: Ketaki Kokate

Summer Internship Institution: Fortis Memorial Research Institute,
Gurgaon

Area of Summer Internship:
Sales & Marketing

Attendance:
Regular

Objectives met:
Gained knowledge on offline & online
marketing with management of Public Relations

Deliverables:
→ Managed marketing events, closed media queries,
helped in negotiations, making ads, and helping with OPD

Strengths: writing, media management, attentive
and meets deadlines

Suggestions for Improvement:
Time Management

Harshita

Signature of the Officer-in-Charge (Internship)

Date: 17 June, 2022

Place: FMRI, Gurgaon

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Has been an excellent resource, hardworking &
dedicated

FEEDBACK FORM

(Organization Supervisor)

Name of the Student: Ketaki Kokate

Summer Internship Institution: Fortis Memorial Research Institute, Gurgaon

Area of Summer Internship: Sales & Marketing

Attendance: Regular

Objectives met: Gained knowledge on offline & online marketing with management of public health relations.

Deliverables: Managed marketing events, closed Media Queries, helped in negotiations, making ads, and helping with OPD.

Strengths: writing, Media management, attentive and meets deadlines.

Suggestions for Improvement: time management and Excel.

• Analysis of data and visualization.

Signature of the Officer-in-Charge (Internship)

Date: 29th July, 2022

Place: International Institute of Health Management Research, Gurgaon

June 17, 2022

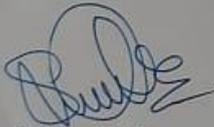
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Ketaki Kokate has undergone an internship in the "Department of Sales and Marketing" from April 04, 2022 to June 17, 2022 at Fortis Memorial Research Institute, Gurgaon.

During this period, she exhibited a high level of professionalism and a tremendous zest for learning.

We wish Ms. Ketaki Kokate all the best in her future endeavors.

With Best Wishes,



Shivani Dhir
SBU Head-Learning & Development



Harshita
Head of Department



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ACKNOWLEDGEMENTS

A successful project is the result of our efforts, encouragement, and guidance from experienced individuals. I would like to express my gratitude and heartfelt appreciation to the following individuals who made the project possible.

I'd like to thank the International Institute of Health Management Research in New Delhi and Dr. Sutapa Bandyopadhyay Neogi (Director) for this wonderful opportunity. My heartfelt thanks go to Dr. Nikita Sabherwal, my summer internship mentor, for her constant guidance and support throughout the internship.

I would like to express my heartfelt gratitude to Fortis Memorial Research Institute, Gurugram, and Mr. Arvind Pahwa (Head of Marketing and Sales), Ms. Parishmita Chabukdhara (Head of International Patient Care Services), Ms. Harshita Kaur Gujral (Deputy Manager), and Mr. Naveen Uppal (Assistant Manager) for their invaluable cooperation and assistance in completing my project titled The Role of Social Media Marketing in Healthcare. Your time, efforts, helpful advice, and suggestions were extremely beneficial to me as I completed the project. In this regard, I will be eternally grateful to you.

I sincerely thank everyone in my Marketing and Sales department, In-Patient Department, Out-Patient Department, and Health4-U Department for their assistance.

My summer internship would not have been possible without their wonderful support and guidance.

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ABBREVIATIONS/ACRONYMS

BMT- Bone Marrow Transplant

CPR- Cardiopulmonary resuscitation

CCR- Cardio-cerebral resuscitation

ROSC- Return of spontaneous circulation

ACLS- Advance cardiac life support

ICU- Intensive care unit

ECMO- Extracorporeal Membrane Oxygenation

ENT- Ear Nose Throat

FMRI- Fortis Memorial Research Institute

IPD- In-Patient Department

OPD- Outpatient department

ER- Emergency

NICU- Neonatal Intensive care unit

PICU- Paediatric Intensive care unit

LTP- Liver Transplant

CTVS- Cardiothoracic and vascular surgery

MABGIS – Minimal access bariatric and gastrointestinal surgery

NABH- National Accreditation Board for Hospitals & Healthcare Providers

NABL- National Accreditation Board for Testing and Calibration Laboratories

OBSERVATIONAL LEARNING

INTRODUCTION



ABOUT FORTIS MEMORIAL RESEARCH INSTITUTE, GURUGRAM

Fortis Healthcare Limited, a subsidiary of IHH Healthcare Berhad, is a market-leading integrated healthcare provider. India's healthcare service provider It is one of the country's major healthcare organisations, with 36 healthcare facilities (including projects under progress) and 4000 employees. Over 400 diagnostic centres and operating beds (including JVs). In India, Fortis is present. UAE and Sri Lanka The company's shares are traded on the BSE Ltd and the Indian National Stock Exchange (NSE). It gains strength from its collaboration with worldwide organisations. IHH, the main and parent business, will continue to expand on its culture of world-class patient care. Clinical brilliance at its finest Fortis employs 23,000 individuals (including SRL) who work together to achieve its goals. Objective of being the most trusted healthcare network in the world Fortis provides a complete range of services. Providing integrated healthcare services ranging from clinics to quaternary care centres, as well as a wide variety of auxiliary services

Fortis Memorial Research Institute (FMRI), Gurugram, is a multi-super speciality, quaternary care hospital with an impressive international faculty, respected clinicians, including super-sub-specialists and specialty nurses, and cutting-edge technology. FMRI is a cutting-edge centre of expertise in Robotic Surgery, Neurosciences, Oncology, Renal Sciences, BMT, Organ Transplants, Orthopaedics, Cardiac Sciences, and Obstetrics & Gynecology. This 'Next Generation Hospital' is based on the foundation of 'Trust' and rests on four strong pillars of Talent, Technology, Infrastructure, and Service, and is set on a vast 11-acre site with the capacity to grow to 1000 beds.

TECHNOLOGY & INFRASTRUCTURE:

Da Vinci Robot

3-Tesla MRI

15 Operation Theatres

Comprehensive ECMO and Critical Care Programme

Elekta Linear Accelerator

Brain Suites

VISION: To be the best healthcare destination “Saving & Enriching lives.”

MISSION: To be a globally respected and known healthcare organisation for Clinical Excellence and Distinctive Patient support.

VALUES:

✓ Patient Centricity

Treat patients with a Commitment to the best outcomes and experience.

Patients and their guardians were treated with compassion, care and understanding.

✓ Integrity

Be principled, open and honest.

Model and live our ‘Values’.

Demonstrate moral courage to speak up and do the right things.

✓ Teamwork

Proactively support each other and operate as one team

Respect and value people at all levels with different opinions, experiences, and backgrounds.

Put organisation needs before self-interest and department

✓ Ownership

Take initiative and go beyond the call of duty

Deliver commitment and agreement made.

✓ Innovation

Continuously improve and innovate to exceed the expectations of an organisation.

Adopt a 'can-do' attitude.

✓ Accreditation and Affiliations: FMRI is accredited and affiliated with NABH (National Accreditation Board for Hospitals) and JCI (Joint Commission International) following their policies to improve patient safety and quality of health care in the national and international community.

SCOPE OF SERVICES:

- Paediatrics
- Nephrology
- Oncology
- Neurology
- Neurosurgery
- Internal Medicine
- BMT
- Gynaecology
- ENT
- Endocrinology
- Pulmonology
- Dental
- Orthopaedics
- Cardiology
- Dermatology
- General Medicine
- Nuclear Medicine

The floor structure at Fortis Hospital, Gurugram is as follows,

BASEMENT

- Parking

- Radiation Oncology

LOWER GROUND FLOOR

- Chemo Day care lounge

- Emergency and trauma

- Multispeciality OPDs

- Nuclear medicine

- Oncology and Fortis Bone and joint institute

- OPD pharmacy & ATM

- Open lab and sample collection

- Paediatrics

- Physiotherapy

- Radiology & Imaging

- Stem cell lab

UPPER GROUND FLOOR

- Administration

- Bloom IVF centre

- Food court

- Minimal access, Bariatrics & GI surgery

- Health4U

- International Patient Lounge

- IPD Admission and discharge lounge

- Obstetrics and Gynaecology OPD

- Pharmacy

- Retail therapy & ATM

FIRST FLOOR

- Blood bank and clinical laboratory
- BMT & Haematology OPD
- Bone marrow transplant ICU
- Delivery rooms and nursery
- Dialysis
- HDU & Day care
- Meditorium
- NICU & PICU
- Nightangle ward
- Ophthalmology & Dental OPD
- Private birthing suites

SECOND FLOOR

- Cath lab and Heart Command centre
- Brain suites
- DSA lab
- Endoscopy suite
- HDU & Day care
- ICU & Transplant ICUs
- Operating rooms

THIRD FLOOR

- Insignia rooms – 301 to 367

FOURTH FLOOR

- Executive rooms – 401 to 469

FIFTH FLOOR

- Deluxe suite
- Executive suite

- Maharaja Suite
- Presidential suite
- Signature Apartment

GENERAL FINDINGS ON LEARNING

On a general observation, the following learnings are found in different departments.

- H4U: Health for you
 - Health for you guide patients regarding different packages and facilities.
 - Provide Annual Health check-ups and pre-employment health check-ups.
- PHARMACY: There are 4 pharmacies in the hospital.
 - Two OPD pharmacies one on the upper ground and one on the lower ground floor.
 - Two IPD pharmacies are both located in the basement.
 - In IPD pharmacy there are drug store, consumable store and consignment and implant store
 - Turnaround time for pharmacy clearance is 10 mins.
- DISCHARGE:
 - Physical move out after doctor's round
 - Discharge process –
 - Step 1 – doctor's round
 - Step 2 – report to nursing staff
 - Step 3 – generation of the billing activity sheet
 - Step 4 – billing department (bills from different areas are compiled)
 - Step 5 – Discharge intimation in HIS
 - Step 6 – bill settlement
 - Step 7- physical moveout

- Step 8 – housekeeping
- Turnaround time for cash patients is 90 minutes and 4 hours for TPA patients
- ICU: INTENSIVE CARE UNIT.
 - There are a total of 9 ICUs in the hospital
 - ICU4 ICU5 ICU6 ICU7 ICU8 ICU9 are located on the 2nd Floor.
 - NICU PICU and BMT ICU are located on the 1st floor.
 - ICU 4 is a Surgical ICU
 - ICU 5 in Cardiology and medical ICU
 - ICU 7 is a medical ICU
- HOSPITAL COMMITTEE:
 - Hospital management committee
 - Quality patient and safety committee
 - Safety committee
 - MRD committee
 - Internal review committee
 - Mortality and morbidity committee
 - CPR analysis committee
 - Hospital infection control committee
 - OT committee
 - Pharmacotherapeutic committee
 - Blood transfusion committee
 - Credentialism and privileging committee
 - Validation committee

CONCLUSIVE LEARNING, LIMITATIONS AND SUGGESTIONS

LEARNING:

- The healthcare institution has aided me in understanding the complexity of hospital operations.
- In order to function properly, hospitals need a robust management structure.
- To keep the hospital up to standard and to improve the quality of care for patients, regular quality improvement processes are essential.
- All records should be kept up to date, and all procedures should be tracked.

LIMITATIONS:

- There could be an error due to the manual form of documentation in the hospital.
- Work is delayed in sectors like MRD due to a lack of staff.

PROJECT REPORT

INTRODUCTION

Social media is the process of people using online tools and platforms to share content and information through conversation and communication over the internet. In more technical terms it can be defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 .and that allow the creation and exchange of user generated content. Social media includes social media sites such as Facebook, Twitter, YouTube, Wikipedia, Weblogs, Discussion Forums, LinkedIn, Google plus etc. The speed at which social media has been adopted in one short decade is without parallel. Facebook was famously launched in a Harvard University dormitory in 2004 and at the end of 2011 counted 845 million users worldwide. Twitter was launched in 2006 and had over 200 million accounts by early 2011. Social media sites are among the most popular internet websites throughout the world.

Social Media in healthcare

One of the most intriguing developments in healthcare during the 21st century is the role played by social media. Once confined to areas of entertainment and life management, social media usage has blossomed to become an integral part of healthcare.

An increasing number of people now use the web to communicate and are more likely to use social media websites and portals to procure healthcare-related information. 2011 Pew Research Centre's Internet study showed that among US adults approximately 80 percent of the internet users use online media for healthcare information. The same study also revealed that 15 percent of US adults use their cell phone to access healthcare information. Across developing economies as well, using the internet to access healthcare information is fairly popular. An online survey conducted by Max Bupa Health Insurance in 2010 revealed that of 1,004 Indians surveyed, 39 percent use the internet for general healthcare information.

Healthcare providers and consumers use of social media

Healthcare organizations have been slower to adopt social media than other business organizations. Thus far, hospitals, as a group, have higher adoption rates than other sectors of the healthcare¹⁶ economy. Research indicates that consumers are increasingly going online and to social media sites to get health information. Social media has become a particularly important tool for use in educating, supporting, and communicating with patients. Armed with knowledge gained from reputable sites, patients are better positioned to play an active role in deciding about their doctor, service provider and treatment. Through social media, patients can offer emotional support to other patients suffering from the same or similar diseases and disorders. Healthcare providers (physicians and hospitals) also benefit from social media. Healthcare providers have started relying

on the Web and social media sites to communicate with patients and the wider community. Social media has proven particularly useful in crisis situations, allowing healthcare providers to quickly update patients and the community with information as soon as it becomes available and so is the case vice versa, patients are also able to search important information in emergency situations. Providers have used social media to improve training to staff and patients and disseminate educational materials to a wide audience. One interesting issue illustrating the interplay between social media and healthcare involves risk management or precisely feedback management. The managers review comments posted by patients to learn about the patient's perception and feedback about the care they received and to identify the gaps and take necessary action to mend it. Physicians can also use social media platforms as a specialized form of professional development. They use social media in their professional lives to locate educational information and communicate with their peers. Apart from just connecting with their peers they are found discussing critical cases with their fellow doctors so to provide the exact line of treatment to their patients. Social media can be a tool to optimize customer service, to identify and discuss patient needs, to keep an eye on the competitor and to grow the practice.

RATIONALE OF THE STUDY

Social media is changing the nature and speed of healthcare interaction between consumers (mainly patients) and healthcare organizations (providers). Although healthcare has been slower on the adoption curve than other business, hospitals have been engaging consumers via social media and patients are using it for obtaining health related information for better care and treatment. Very few studies have been conducted on role of social media in healthcare as it is a new concept as far as healthcare industry is concerned. Our study aims to explain how social media is emerging as a helpful tool in integrating consumers and healthcare providers, what is the consumer perception about the social media, and how healthcare providers are using it now to market their services to a larger customer base and what better can be done to use the social media platform more effectively.

RESEARCH QUESTION

What is the Role of Social Media Marketing in Healthcare?

OBJECTIVES of THE STUDY

- General objective –
 - To analyse and understand the impact of Social Media Marketing on the prioritisation of the patients' decision of selecting, Fortis Memorial Research Institute, Gurgaon.
 - To assess the usefulness of social media in, maintaining relationship between healthcare providers and consumers.
- Specific objective –
 - To determine the consumer perception about the use of social media in healthcare.
 - To find out how the healthcare providers are making use of social media in their organisation.

- To find out better effective strategies for the organisation.

RESEARCH METHODOLOGY

Meaning of Research Methodology:

In simple terms methodology can be defined as, giving a clear-cut idea of what methods or processes the researcher are going to carry out in his or her research to achieve research objectives. In order to plan for the whole research process at the right point of time and to advance the research work in the right direction, a carefully chosen research methodology is very critical. Research methodology maps out the whole research work and gives credibility to the whole effort of the researcher.

More over methodology guides the researcher to involve and to be active in his or her particular field of enquiry. Right from selecting the topic and carrying out the whole research work to recommendations; research methodology drives the researcher and keeps him on the right track. The entire research plan is based on the concept of the right methodology

MATERIALS AND METHODOLOGY

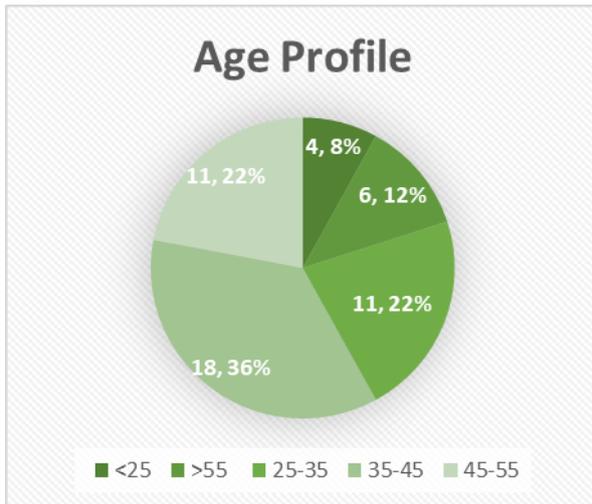
- Study Design: A descriptive cross-sectional study
- Study Setting: Fortis Memorial Research Institute, Gurgaon
- Study Duration: Two months
- Study Population: IPD, OPD, Preventive Health Check-ups, Diagnostic tests
- Sample Size: 50
- Sampling Method: Simple Random Sampling Method
- Methods of Data Collection: Structured questionnaire was circulated among the patients or their attendees. The results obtained were recorded in Microsoft Excel Spreadsheet and was analysed using Descriptive analysis (Bar graph and Pie chart).

DATA COMPILATION, ANALYSIS AND INTERPRETATION

Customer perception about the use of social media in healthcare.

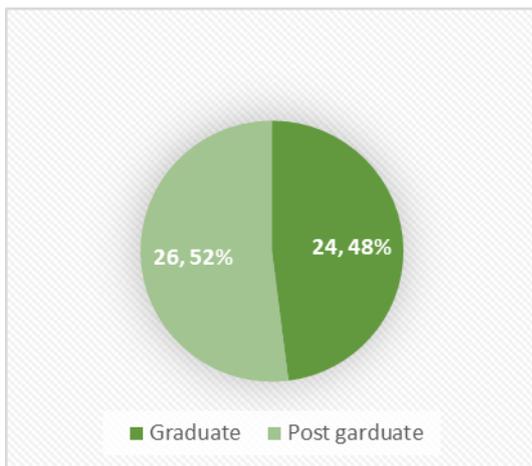
- Social demographics –

Figure 1.



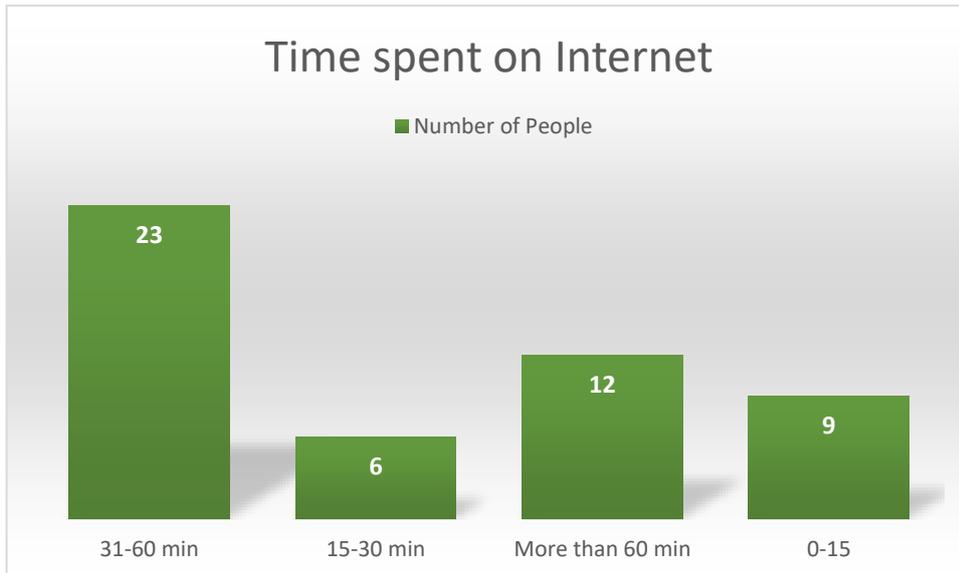
Out of 50 consumers the majority are under the age group 35-45. Next large number of consumers is under the age of 25-35. Basically, most of the people surveyed are adult population.

Figure 2.



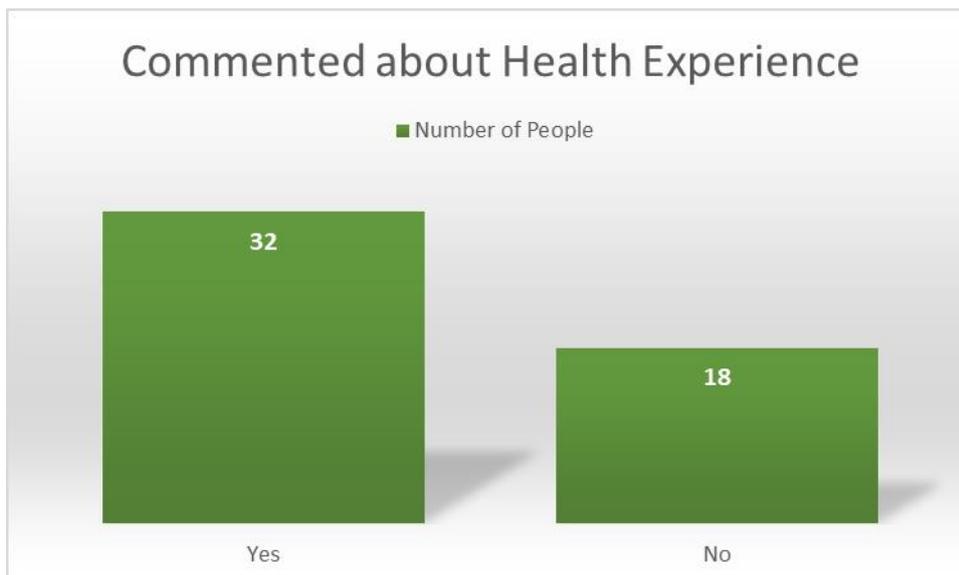
Out of 50 people who were surveyed majority of them were well qualified 52% were graduate and 48% were post graduate.

Figure 3.



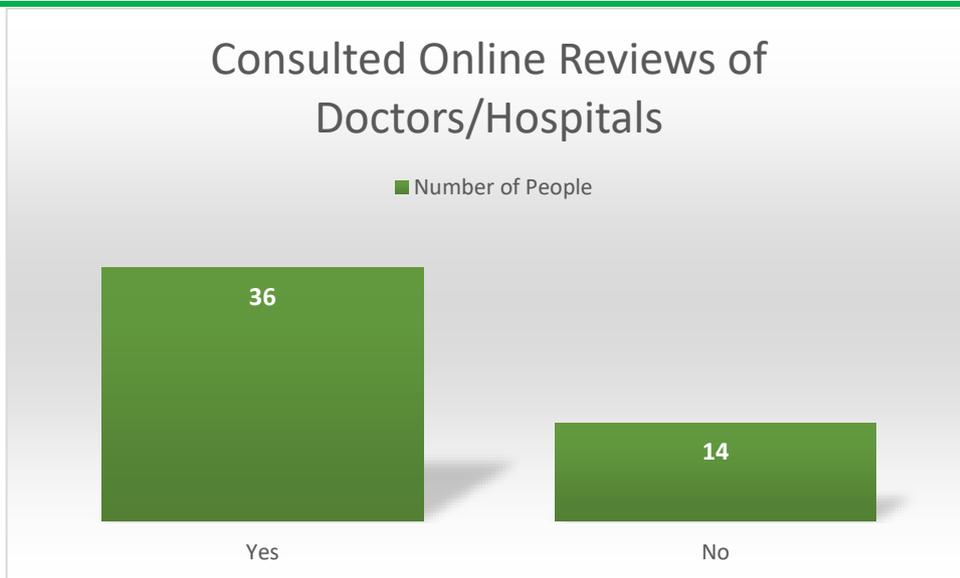
Almost more than half of the internet users spend between 30 minutes to an hour on internet. 6 out of 50 people who were surveyed spend 15 minutes to half an hour on internet. Only 12 spend more than an hour and 9 devote less than 15 minutes on internet.

Figure 4.



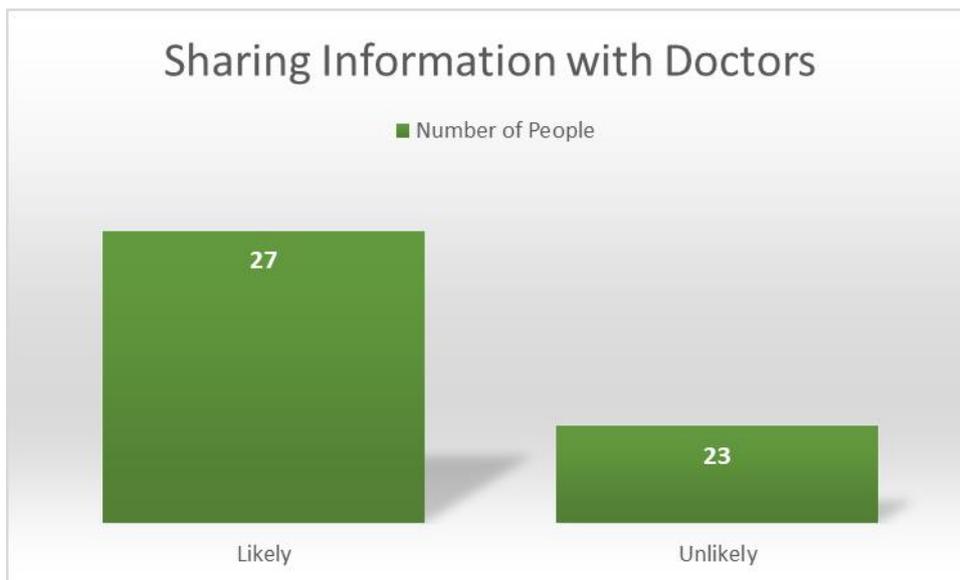
When asked whether the consumers have commented about their health experience on someone else's health related post using social media 32 said yes, they have commented while 18 have not done such activity.

Figure 5.



When asked whether they have consulted online reviews about the doctor or the hospital before going to them. Majority of them answered yes, they have consulted online reviews. While 14 said they did not search anything on internet.

Figure 6.



Majority of respondents were willing to share their health-related information with doctors. However, 23 is unlikely to share such information.

DISCUSSION

Social media as fundamental tool to reach target customers has most certainly arrived. The results of the study confirm the current views on social media. Social media as a marketing tool though becoming increasingly popular is still relatively basic in complexity and sophistication. Though the adoption rates (almost 90%) were significantly higher than other researchers, this can best be explained by the skewed social demographics of the study population. 36% of the participants were in the age group of 35-45 years with 66% male population and only 52% were graduate. Findings pertaining to the adoption of social media for the purposes of marketing, customer relationship management, communications and brand management are very consistent with the research conducted previously. Some research also suggests that the vast majority of institutions use social media for unidirectional communication. Having built familiarity and comfort with basic social media use, it is now time for healthcare providers to use social media in a more advanced way to achieve their strategic goals. With millions of active users this movement of attaining new business while maintaining constant touch with the existing client base, has its foundations on mature and time-tested technology. For many people it has the cachet of being new, fast, exciting and more “authentic” than many traditional modes of communication (e.g., commercials, printed literature, and press releases). Research has found that some 23 out of 50 of the consumers are spending up to 1 hour daily on internet and are expanding their personal peer network to online peers, and are increasingly using this network as a source of health-related information and advice. Study found that 32 of participants have commented on the health status of others and 18 have shared images and health related videos. Many consumers report benefitting by going through the online reviews of doctors and hospitals before making the decision, 36 of the participants have consulted online reviews of doctors and hospitals. Health professionals, of course, do continue to play a central role for people when they need health information and attention. 27 said they are likely to share information with doctors. social media is presently having strong influence on where patients should go and to whom they turn to at times of need. Healthcare providers can not only use social media to help achieve strategic goals but also look for opportunities to go beyond. This can be via gaining insights by simply listening and connecting to the consumers while simultaneously informing them about product development and responding to patient needs in a timelier manner. Social media can also be a tremendously powerful tool for enhancing patient satisfaction. Another important aspect of the next generation of care is patient engagement. Social media, which often complements mobile devices, can help organizations motivate patients to become more active participants in their own care and thus empowering them.

LIMITATION OF THE STUDY

- Limited population – the study is limited by small sample size resulting in low statistical power.
- Self-Reported Questionnaire – The current findings are solely based on Self-Reported Questionnaire thus, limiting the total elimination of reporting bias.
- As with all single-site research, the findings are unlikely to generalize completely to all the consumers and healthcare providers.
- Convenience sample of both the general public and healthcare provider was used and as such the potential for bias exists.

CONCLUSION

In this study, the usage of social media among healthcare providers has been quantified along with the perception of consumers and the factors that promote or limit its use. Based on our findings, the further development of social media is anticipated to unfold in two major ways: First, as social media continues to be widely adopted, healthcare providers may formulate clear guidelines to facilitate its meaningful use. For example, hospital employees may be given “social media time” at work to communicate with patients. Second, new social media platforms may emerge to serve specific patient groups. In specific social media platforms, subscribers may seek social support more easily from others with similar health conditions or interests. While some organizations have taken the lead in this area, many others are struggling to understand this new medium of opportunity. Developing a social media policy is no longer an option today; it is a necessity. If healthcare providers do not take efforts in this direction, they run the risk of becoming stagnant and perhaps obsolete in the long run. social media is here to stay. Healthcare organizations are using it as an important tool to connect consumers and providers. Early adopters show through numerous examples that social media can be used to influence customers and accomplish Strategic business goals. Healthcare organization needs both a social media policy and a social media strategy. One cannot afford to take a “wait-and-see” approach or to sit idly by while the social media revolution overtakes the information revolution and radically changes the way we communicate and accomplish healthcare goals.

RECOMMENDATIONS

The best practices and leading-edge ideas for social media are still evolving, but some basic recommendations include:

- Develop an overarching strategy of how to make social media work for you. Begin with easy areas such as marketing and communications, proceed to patient education and announcements, and then look for ways to leverage social media to improve care and generate other benefits. Look for ways to connect patients to providers and vice versa.
- Health care providers should make conscious efforts to get involved in social media. In case they do not have the resources to do so this should be outsourced without any room for “let’s wait-and-see” attitude. High number of patients now sees this as a sign of embracement of modern ideas. It is often possible to recruit savvy users internally who are excited about the technology.
- Health care providers should develop a social media policy that outlines appropriate use for staff, and post a disclaimer on site informing patients that information provided is not meant to serve as medical advice. Social media is a force for good; concerns about the use of social media are often overstated. Individuals are more likely to share positive health-related experiences via social media than negative experiences. However, since social media as a term often gets mixed with likes of Facebook and Twitter it should not serve as a source of entertainment or time pass but as serious and integral part of an organizational strategy.
- Establishing policies to govern employees’ use of social media is a critical step that organizations must take to protect themselves. An effective social media policy should reiterate that employees must adhere to legal requirements, federal regulations, and corporate policies and procedures in their social media use and that patient privacy and confidentiality standards apply in all settings, including the Internet. Policies should clarify what information can and cannot be published on social media sites, and encourage individuals to keep the content of postings professional and respectful of colleagues and patients.

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