

**Internship Training**

**At**

**Fortis Hospital, Mumbai**

**(31<sup>st</sup> January, 2023 – 3<sup>rd</sup> May, 2023)**

**“The impact of community outreach programs on the brand image and reputation of the hospital.”**

**By**

**Ketaki Kokate**

**Roll No. – PG/21/047**

**Under the guidance of**

**Dr. Altaf Yousuf**

**Post Graduate Diploma Management in Hospital and Health Management**

**2021-2023**



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

**“The impact of community outreach programs on the brand image and reputation of the hospital.”**

A dissertation submitted in partial fulfilment of the requirements for the award of –

**Post Graduate Diploma Management in Hospital and Health Management**

(2021 – 2023)

A Report by –

**Ms. Ketaki Kokate**

Roll No. – PG/21/047

Under the guidance of – **Dr. Altaf Yousuf**



International Institute of Health Management Research, New Delhi

**(Completion of Dissertation from respective organization)**

The certificate is awarded to

**Ms. Ketaki Kokate**

In recognition of having successfully completed her internship in the department of

**Sales and Marketing**

And has successfully completed her project on

**The impact of community outreach programs on the brand image and reputation of the**

**hospital.**

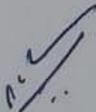
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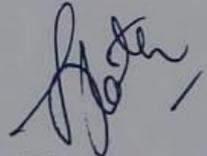
**Organization – Fortis Hospital, Mulund**

She comes across as a committed, sincere, and diligent person who has a strong drive and

zeal for learning.

We wish her all the best for future endeavours.

  
Training and Development

  
Zonal Head – Human Resources

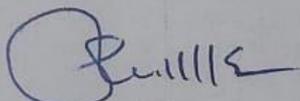
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Ketaki Kokate** student of PGDHM (Hospital and Healthcare Management) from International Institute of Health Management and Research- Delhi has undergone internship training under Fortis Hospital Mulund, Mumbai from **31<sup>st</sup> January 2023** to **3<sup>rd</sup> May 2023**.

The candidate has successfully carried out the internship tenure and completed the projects assigned to her during her training. She has been sincere, scientific, and analytical in her approach to her study.

The internship is in fulfilment of the course requirement.

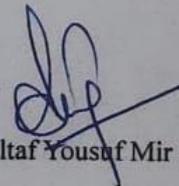
I wish her success in all her future endeavours.



Dr Sumesh Kumar

Associate Dean (Academic and student affairs)

IIHMR, New Delhi



Dr Altaf Yousuf Mir

Assistant Professor

Mentor IIHMR Delhi

**Certificate of Approval**

The following dissertation titled **“The impact of community outreach programs on the brand image and reputation of the hospital”** 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 PGDM (Hospital & Health 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 dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of the dissertation.

Name

Signature

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[Signature]

Dr. Atif Yusuf

[Signature]

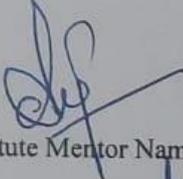
[Signature] DR. RATIL

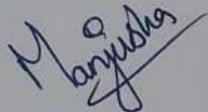
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### Certificate from Dissertation Advisory Committee

This is to certify that Ms. Ketaki Kokate, a graduate student of the PGDM (Hospital & Health Management) has worked under our guidance and supervision. She is submitting this dissertation titled "The impact of community outreach programs on the brand image and reputation of the hospital" at "Fortis Hospital, Mulund" in partial fulfilment of the requirements for the award of the PGDM (Hospital & Health Management).

This dissertation has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other dissertation, monograph, report, or book.

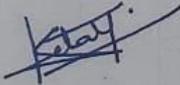
  
Institute Mentor Name, Dr. Atif Yousuf  
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Designation, Manager  
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**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,  
NEW DELHI**

**CERTIFICATE BY SCHOLAR**

This is to certify that the dissertation titled **“The impact of community outreach programs on the brand image and reputation of the hospital”** submitted by Ms. Ketaki Kokate enrolment No. PG/21/047 under the supervision of Dr. Altaf Yousuf for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 31<sup>st</sup> January 2023 to 3<sup>rd</sup> May 2023 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: Ketki kokati

Name of the Organisation in Which Dissertation Has Been Completed: Fortis

Area of Dissertation: marketing

Attendance: 100%

Objectives achieved: The Impact of Community outreach Program on brand equity on hospitals

Deliverables: She was working in community connect project digital marketing and branding, estimate.

Strengths: She is hardworking, Sincere, dedicated and compassionate towards her work. She works without any hesitation & takes the ownership

Suggestions for Improvement: Need to take more initiative.

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

*Manjusha*

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

Date: 3/5/23

Place: Fortis, marketing

Dissertation Writing



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Emergency No. : 91-22-4111 4111  
Website : www.fortishealthcare.com

04 May 2023

To Whomsoever It May Concern

This is to certify that Ms. Ketaki Kokate has successfully completed her Internship in Marketing department with Fortis Hospitals Limited, Mulund for the period 31<sup>st</sup> January, 2023 to 03<sup>rd</sup> May, 2023 as an Intern.

During the period of her Internship she was found to be punctual, hardworking and inquisitive.

We wish her success in all her future endeavours.

For Fortis Hospitals Ltd,

Satish Patil

SBU HR Head

*Manjusha*  
Head Community connect  
&  
mother and child care.

## **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 would 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. Altaf Yousuf Mir**, my internship mentor, for his constant guidance and support throughout the internship.

I would like to express my heartfelt gratitude to Fortis Hospitals, Mulund and Mrs. Rinku Mavani (Cluster Head of Marketing and Sales), Mrs. Manjusha Vinod (Head of Community connect and mother and child care) for their invaluable cooperation and assistance in completing my project titled “The impact of Community Outreach Programs on the Brand Image and Reputation of the hospital.” 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, Estimate Department.

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

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## **ABBREVIATIONS AND KEYWORDS**

BMT – Bone Marrow Transplant

CPR – Cardio Pulmonary Resuscitation

CCR – Cardio Cerebral Resuscitation

ROSC – Return Of Spontaneous Circulation

ACLS – Advance Cardiac Life Support

ICU – Intensive Care Unit

ECMO – Extra Corporeal Membrane Oxygenation

ENT – Ear Nose Throat

IPD – In Patient Department

OPD – Out Patient Department

ER – Emergency

NICU – Neonatal Intensive Care Unit

PICU – Paediatric Intensive Care Unit

LTP – Liver Transplant

CTVS – Cardio Thoracic 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

## **EXECUTIVE SUMMARY**

Title – The impact of community outreach programs on the brand image and reputation of the hospital.

Background – Community based marketing in hospitals focuses on establishing strong connections and building relationships between healthcare institutions and their local communities. By engaging in targeted marketing strategies tailored to community needs, hospitals can enhance their reputation, increase brand loyalty, and ultimately improve patient satisfaction. Community outreach programs can take various forms, including free health check-ups, health talks, health clinics, vaccination drives, and partnerships with local organizations. Hospitals play an essential role in providing medical services to individuals in their communities. However, beyond the provision of medical care, hospitals also have a brand image and reputation that can significantly impact their success. Community outreach programs establish trust and credibility by addressing community needs and concerns, engaging with the local community, offering valuable services, education. In this study, we will get to the importance of community outreach programs on and community members' opinion towards it. We are going to discuss which community outreach programs do they find most valuable and what improvements should we make to its community outreach programs to enhance. A hospital's brand image and reputation can affect its patient base, staff retention, financial performance, and overall standing in the community. In an increasingly competitive healthcare landscape, hospitals must differentiate themselves from others and establish a positive brand image and reputation in their community. One strategy that has been identified as a potential solution is community outreach programs. These programs provide an opportunity for hospitals to engage with their communities, build trust, and establish a positive reputation. So, there is a need to identify the factors that influence the success of community outreach programs and how they can be improved to maximize their impact. Despite various strategies available to hospitals to enhance their brand image, there is still a lack of understanding of the most effective approaches to improve hospital brand image and reputation through community outreach programs.

Objective – To determine how community outreach programs influence the choice of a healthcare facility for receiving services, to gather community members' satisfaction levels with the hospital's community outreach

programs, to identify the most effective approaches to improve hospital brand image and reputation through community outreach programs.

Methodology – Study Design: A cross-sectional descriptive method, Study Setting: Mumbai based hospital, Study Duration: Three months, Study Population: Community members, Inclusive Criteria: Community members who have participated in or have knowledge of the hospital's community outreach programs, Exclusive Criteria: Individuals who have no knowledge or involvement in the hospital's community outreach programs.

Sample Size: 344. (Community members), Study Tool: A questionnaire will be developed to collect data from the study population. The questionnaire will consist close-ended questions that will have a structured format with consent attached, Sampling Method: A simple random sampling method will be used to select the study population, Methods of Data Collection: The study will use Primary, Quantitative data and will be collected through the questionnaire in google form from community members, Data Analysis: All the data will be stored in Microsoft Excel spreadsheet and was analysed using descriptive analysis (Bar graph, Pie chart, Pareto Graph).

Study findings – Community outreach programs have a significant impact on the brand image and reputation of hospitals. It is very important to meet expectations and satisfaction level of community members. There are several factors that influence the success and effectiveness of community outreach programs. The factors include: Community needs, Resources and budget, staff engagement, evaluation and feedback, communication level. Most valuable programs which should be included as per the analysis are healthcare education and awareness programs and free health screenings which can enhance community engagement which will increase the impact of community outreach programs which will eventually lead to brand image and reputation of the hospital. It is very important to meet specific needs of the people. Community members should be satisfied by the overall quality of the hospital.

Conclusion – Hospitals are recognized not only for delivering quality medical services but also for their reputation and brand image within the community. The perception of the hospital by the community outreach programs can impact its patient base, its ability to attract the patients, retain staff, and its financial performance. Community outreach programs have been identified as a potential strategy for enhancing positive brand image

and reputation in the community. It is one of the best tools for any organization to reach the community to enhance community engagement, build trust and trust and credibility by addressing community needs and concerns. Community outreach programs may include tangible and intangible profits. From my study, we conclude that yes, there is an impact of community outreach programs on the brand image a reputation of the hospital.

## **BACKGROUND**

Community based marketing in hospitals focuses on establishing strong connections and building relationships between healthcare institutions and their local communities. By engaging in targeted marketing strategies tailored to community needs, hospitals can enhance their reputation, increase brand loyalty, and ultimately improve patient satisfaction. Community outreach programs can take various forms, including free health check-ups, health talks, health clinics, vaccination drives, and partnerships with local organizations. Hospitals play an essential role in providing medical services to individuals in their communities. However, beyond the provision of medical care, hospitals also have a brand image and reputation that can significantly impact their success. Community outreach programs establish trust and credibility by addressing community needs and concerns, engaging with the local community, offering valuable services, education. In this study, we will get to the importance of community outreach programs on and community members' opinion towards it. We are going to discuss which community outreach programs do they find most valuable and what improvements should we make to its community outreach programs to enhance. A hospital's brand image and reputation can affect its patient base, staff retention, financial performance, and overall standing in the community. In an increasingly competitive healthcare landscape, hospitals must differentiate themselves from others and establish a positive brand image and reputation in their community. One strategy that has been identified as a potential solution is community outreach programs. These programs provide an opportunity for hospitals to engage with their communities, build trust, and establish a positive reputation. So, there is a need to identify the factors that influence the success of community outreach programs and how they can be improved to maximize their impact. Despite various strategies available to hospitals to enhance their brand image, there is still a lack of understanding of the most effective approaches to improve hospital brand image and reputation through community outreach programs. <sup>[1,3,4]</sup>

## **ORGANIZATION PROFILE: FORTIS HOSPITAL MULUND, MUMBAI**

Fortis Healthcare Limited, an IHH Healthcare Berhad Company, is a prominent integrated healthcare services company in India. It is one of the major healthcare organisations in the nation, with 27 hospital facilities, 4,300 operating beds, and 400 diagnostics centres (including joint ventures). Fortis is present in India, the United Arab Emirates (UAE), Nepal, and Sri Lanka. The company is traded on the BSE Ltd and the National Stock Exchange (NSE) of India. It draws strength from its cooperation with worldwide major and parent business - IHH - to build on its culture of world-class patient care and unsurpassed clinical competence. Fortis employs 23,000 employees (including Agilus Diagnostics Limited (Formerly known as SRL Limited)) who share its aim of being the world's most trusted healthcare network. Fortis provides a comprehensive range of Clinics, quaternary care facilities, and a variety of auxiliary services are all part of integrated healthcare services.

### ✓ Vision

To establish a world-class integrated healthcare delivery system in India that combines the best medical expertise with compassionate patient care.

### ✓ Mission

To be a worldwide recognised healthcare enterprise distinguished for clinical excellence and exceptional patient care.

When we talk about Fortis Hospital Network then its widely spread across 10 Cities 27 hospitals.

### Our Values

#### ✓ Patient centeredness

Commit to providing the 'best outcomes and experience' for our patients.

Compassion and care should be shown to patients and carers.

The requirements of our patients will always come first.

#### ✓ Integrity

Model and embody our 'Values' by being principled, transparent, and honest.

Show moral bravery by speaking up and doing the right thing.

✓ Teamwork

Actively encourage one another and work as a team

Respect and value people at all levels who have diverse perspectives, experiences, and backgrounds.

Show moral bravery by speaking up and doing the right thing.

✓ Ownership

Be accountable and proud of our deeds

Take the initiative and go above and beyond the call of duty.

Deliver the pledge and agreement.

✓ Innovation

To exceed expectations, always improve and innovate.

Adopt a 'can-do' attitude and push ourselves to try new things.

Fortis Hospital Mulund, Mumbai:

- Fortis Hospital, Mulund, was founded in 2002 and is around 16 kilometres from the international airport.
- To travel to the hospital, many modes of transportation are available.
- Award-winning and internationally respected medical specialists and a caring support staff.
- Patient-centered medicine for illness prevention, diagnosis, and treatment.
- Excellent infrastructure and cutting-edge medical technologies.
- A pioneer in executing groundbreaking treatments and introducing cutting-edge healthcare technologies to India.
- Parking facilities are available for patients and guests.

- Hotels in close proximity to the hospital.

Fortis is one of the major brands in the healthcare business in India and abroad, offering a wide variety of medical services to individuals from all walks of life. Fortis Hospitals in Mumbai are part of the Fortis Group and are devoted to providing world-class, comprehensive healthcare services to all patients and their families. We operate from four unique locations around Mumbai to make our offering and your access to healthcare services smooth and hassle-free. Our objective is "Saving & Enriching Lives." Fortis Hospital Mulund is one of four Fortis hospitals in Mumbai. Fortis Kalyan S L Raheja Hospital - A Fortis Affiliate, Mahim Hiranandani Hospital - A Fortis Network, Vashi

#### ✓ Empathetic care

Because we are warm and approachable, we begin our service by listening to patients' issues and understanding their requirements. This care includes performing exact assessments, correct diagnoses, and appropriate treatment techniques to assist patients in resuming their lives with minimum or no downtime. Our top goal at Fortis is the well-being of our patients. We go the additional mile and sometimes even beyond the conventions of healthcare to fulfil all of our patients' requirements, big or small, simple or complex. It's no surprise that our strong commitment to excellent patient care has earned us the prestigious title of "best hospital in Mumbai." The foundation for a positive patient experience is high-quality health care, which Fortis Hospital Mulund provides.

#### ✓ Services for Integrated Healthcare

The finest infrastructure, state-of-the-art facilities, well equipped laboratories, well-functioning pharmacies, 24/7 ambulance service, emergency care units and ICUs, and, above all, the correct treatment at the right time distinguish Fortis Hospitals, Mumbai among the top hospitals in Mumbai. "Prevention is better than cure," as the well-known adage goes in the medical field. This is supported by our range of health check-up packages. We have been crucial in recognising numerous diseases in their early stages, halting their progression and sparing lives from significant health deterioration, thanks to our preventative healthcare packages. We are the

best in the league for doing transplantation of various organs such as the heart, liver, kidney, lung, pancreas, intestine, and so on, since we have the most advanced technical infrastructure and the top talent in the country. Our track record of high success rates speaks loudly about our organ transplant programmes. We distinguish ourselves from the rest of the hospitals in Mumbai by adapting to quick medical breakthroughs, upgrading to the newest technology, implementing minimally invasive treatments, and performing robotic surgery. We take satisfaction in having some of the finest clinical outcomes for the most difficult patients since we recognise the reason for our existence, which is to treat not just simple but also complex problems. We are inspired by our patients at Fortis Hospitals in Mumbai.

#### Our Specialities:

Bariatric & Metabolic Surgery

Bariatric & Metabolic Surgery

Bone Marrow Transplant in India

Bone Marrow Transplant in India

Cardiology & Cardiac Surgery

Cardiology & Cardiac Surgery

Clinical Departments

Clinical Departments

Dental Care

Dental Care

Dermatology

Dermatology

Diabetology & Endocrinology

Diabetology & Endocrinology

Emergency Medicine

Emergency Medicine

Gastroenterology & Gastrointestinal Surgeries

Gastroenterology & Gastrointestinal Surgeries

General & Laparoscopic Surgery

General & Laparoscopic Surgery

Gynaecology & Obstetrics

Gynaecology & Obstetrics

Haematology

Haematology

Hepatology & Liver Transplant

Hepatology & Liver Transplant

Intensive Care

Intensive Care

Internal Medicine

Internal Medicine

Liver Specialist in Nashik

Liver Specialist in Nashik

Liver Transplant in Nashik

Liver Transplant in Nashik

Mental Health & Behavioural Sciences

Mental Health & Behavioural Sciences

Nephrology

Nephrology

Neurologist in Mumbai

Neurologist in Mumbai

Neurology Hospital In Vashi Navi Mumbai

Neurology Hospital In Vashi Navi Mumbai

Oncology

Oncology

Ophthalmology

Ophthalmology

Organ Transplant

Organ Transplant

Orthopaedics

Orthopaedics

Otolaryngology (ENT)

Otolaryngology (ENT)

Paediatrics & Neonatology

Paediatrics & Neonatology

Plastic & Cosmetic Surgery

Plastic & Cosmetic Surgery

Pulmonology & Sleep Medicine

Pulmonology & Sleep Medicine

Rheumatology

Rheumatology

Robotic Surgery

Robotic Surgery

Speciality clinics

Speciality clinics

Urology

Urology

Vascular Surgery

Vascular Surgery

The floor structure at Fortis Hospital Mulund is as follows,

Block B

Radiation Oncology

PET CT Department

1<sup>st</sup> floor –

Block A

Emergency Department

Radiology Department: X-ray, Doppler, Sonography, Mammography, Bone Densitometry, PFT

Non Invasive Cardiology: ECG, Stress test, TMT, Echo Cardiology

Diagnostic Neurology: EEG, EMG, VEP

Executive Health Checkup Department

Physiotherapy Department

MRI, CT Scan

Help Desk

Admission and Billing

Block B

OPD A&B

Sample collection

2<sup>nd</sup> Floor –

Block A

Operation Theatre Complex

ICU 1, ICU 5, Transplant ICU

Vathlab

Library

Liver Transplant Unit

Block B

Paediatric Cardiac ICU

High Dependecy Unit

3<sup>rd</sup> Floor –

Block A

Ophthalmology Deaprtment

Cafeteria

Audiology Department

Dietitics and Nutrition

Medical Social Work Department

Claims and Collection Department

Administrative Department: Finance, Human Resources, IT, Marketing, Medical Services, Nursing.

Block B

ICU 3

Companion Room

4<sup>th</sup> Floor

Block A

Room Number 401-465

In-patient pharmacy

Block B

Biomedical Engineering Department

5<sup>th</sup> Floor –

Block A

Room Number 501-529

Bone Marrow Transplant Unit

Consultant lounge

Block B

Oncology Day care

Dialysis Unit

Enoscopy Unit

6<sup>th</sup> Floor –

Room Number – 601-618

Labour Room

Neonatal ICU, Paediatric ICU

Block B

Room Number – 1601-1652

7<sup>th</sup> Floor –

Room Number – 702-721

Deluxe Suites

8<sup>th</sup> Floor –

All management Cases Department

9<sup>th</sup> Floor –

Cardiology and Neurology Department

10<sup>th</sup> Floor –

Gyneacology Department

**Managerial duties and tasks performed during internship.**

1. I played a key role in managing the company's social media presence. This included creating and scheduling social media content, monitoring engagement, and analysing metrics to measure the effectiveness of social media campaigns. I also gained experience in utilizing social media management tools and leveraging different platforms to reach and engage with the target audience.
2. I was involved in creating various types of marketing content, including blog posts, articles, and newsletters.
3. I collected and analysed marketing data using tools such as Google Analytics and CRM software.
4. I had the opportunity to assist in planning and executing marketing events, such as product launches, trade shows, and promotional activities. This involved logistical coordination, vendor management, and ensuring smooth execution of event activities. I gained experience in event planning, budgeting, and engaging with customers and prospects in a professional setting.
5. I conducted thorough research to identify target communities and understand their characteristics, needs, and preferences. This involved studying demographics, cultural aspects, and social dynamics to develop insights that would shape our community marketing strategies.
6. I actively engaged in community outreach efforts to establish connections and build rapport with community leaders, organizations, and influencers. This included attending community events, meetings, and networking sessions to introduce our brand, understand community concerns, and identify potential collaboration opportunities.

7. I actively managed social media platforms to engage with community members and foster a sense of belonging. This included responding to comments and messages, sharing community-related content, and initiating conversations to encourage community participation. I monitored social media analytics to assess engagement levels and adjust our community-focused strategies.
8. I facilitated feedback gathering initiatives to gain insights directly from the community. This involved conducting surveys, focus groups, and interviews to understand their needs, preferences, and satisfaction levels. I synthesized the feedback collected and shared it with the marketing team to inform future strategies and improve community engagement efforts.

## **RATIONALE OF THE STUDY**

In the increasingly competitive healthcare industry, hospitals face the challenge of differentiating themselves from their competitors. Building a strong brand image and reputation is crucial for hospitals to attract patients, healthcare professionals, and other stakeholders. A positive brand image and reputation not only contribute to a hospital's financial performance but also establish trust and credibility in the community. Community outreach programs have emerged as a potential strategy for hospitals to enhance their brand image and reputation. However, there is still a lack of understanding regarding the most effective approaches and the factors that influence their success. Therefore, this study aims to investigate the impact of community outreach programs on hospital brand image and reputation and identify the key factors that contribute to their success.

### **Enhancing Brand Image and Reputation:**

A hospital's brand image and reputation play a vital role in attracting patients and healthcare professionals. By engaging in community outreach programs, hospitals can improve their brand perception among the public. Community outreach programs allow hospitals to showcase their commitment to the community's well-being and demonstrate their values and mission. Understanding how these programs impact brand image and reputation will provide valuable insights for hospitals seeking to improve their market position.

### **Improving Financial Performance:**

Hospitals operate in a competitive landscape where financial performance is crucial for sustainability. A strong brand image and reputation positively influence patients' decision-making process, leading to increased patient volume and loyalty. Community outreach programs can create positive associations with a hospital's brand, leading to improved patient preference and increased revenue. Therefore, examining the impact of these programs on financial performance will provide hospitals with evidence-based strategies for improving their bottom line.

### Identifying Effective Approaches:

There is a wide range of community outreach programs that hospitals can undertake, such as health fairs, health education workshops, free screenings, and partnerships with local organizations. However, there is limited knowledge about the most effective approaches for enhancing brand image and reputation. By studying different types of community outreach programs and their outcomes, this research will help hospitals identify the most impactful strategies to achieve their branding goals.

### Understanding Influential Factors:

Several factors can contribute to the success of community outreach programs in shaping brand image and reputation. These factors may include the level of community engagement, the alignment of program goals with the hospital's mission, the effectiveness of communication strategies, and the perceived authenticity of the hospital's efforts. Investigating these factors will provide hospitals with actionable insights to optimize their community outreach initiatives. This study's findings will contribute to the existing body of knowledge by providing insights into the impact of community outreach programs on hospital brand image, reputation, and financial performance. The research will assist hospitals in developing evidence-based strategies to differentiate themselves in the competitive healthcare industry. By understanding the most effective approaches and influential factors, hospitals can create community outreach programs that not only benefit the target population but also enhance their brand image, reputation, and financial viability. Ultimately, this study aims to support hospitals in their mission to provide quality care and contribute to the well-being of the communities they serve.

## **RESEARCH QUESTION**

What is the impact of community outreach programs on the brand image and reputation of hospitals?

The research question aims to investigate the influence of community outreach programs on the brand image and reputation of hospitals. By examining this relationship, the study seeks to determine whether community outreach programs have a positive impact on enhancing a hospital's brand image and reputation. This investigation will provide valuable insights into the potential benefits of community outreach initiatives in shaping public perception, establishing trust, and differentiating hospitals from their competitors.

What are the most effective approaches for hospitals to improve their brand image and reputation through community outreach programs?

This research question focuses on identifying the most effective approaches that hospitals can employ to improve their brand image and reputation through community outreach programs. By studying various strategies and tactics utilized in community outreach initiatives, the study aims to uncover the approaches that yield the greatest impact on enhancing a hospital's brand image and reputation. This investigation will provide hospitals with actionable insights and evidence-based strategies to optimize their community outreach efforts and strengthen their market position.

## REVIEW OF LITERATURE

In our study, we employed an inductive, qualitative approach to examine the role of for-profit hospitals as community anchors, despite lacking legal obligations commonly associated with nonprofit hospitals. We conducted interviews with 28 leaders, personnel, and members of hospital advocacy organizations, and performed thematic analysis on the data collected. Our findings indicate that for-profit hospitals engage in anchor activities similar to nonprofit hospitals for several reasons. Participants highlighted that for-profit hospitals are motivated by corporate responsibility to their shareholders. Although driven by profit-making objectives, these hospitals recognize the importance of meeting community expectations and contributing to healthier local environments. They acknowledge that hospitals of any type should strive towards improving the well-being of the communities they serve. For-profit hospitals are driven by a sense of social responsibility. They recognize the growing emphasis on health equity and understand the need to address disparities in healthcare access and outcomes. By engaging in anchor work, these hospitals aim to contribute to the overall improvement of community health and well-being. For-profit hospitals strategically strengthen their bonds with potential patient bases through anchor activities. They understand the benefits of aligning their business commitments with community needs and expectations. By actively participating in community outreach and engagement, these hospitals aim to foster positive relationships, increase patient trust, and enhance their reputation. Overall, our study reveals that for-profit hospitals engage in anchor activities to fulfil both their community and business commitments. They recognize the importance of maintaining strong connections with the communities they serve, not only for the well-being of local residents but also for their own long-term success.

A laboratory outreach program offers various advantages to a hospital, including financial gains, utilization of underutilized resources, and the establishment of strong connections with physicians and patients. These benefits contribute to the hospital's economic value. However, to effectively tap into this new market, certain modifications to existing systems and processes, as well as the development of new services, are necessary. Several areas are likely to be focused on during this development phase, such as logistics, service centers, client services, physician connectivity, billing, marketing, sales, and finance reporting. Efficiently managing customer-related services plays a crucial role in maximizing the benefits of a laboratory outreach program. By implementing a laboratory outreach program, a hospital can increase its revenues. The program allows the hospital to expand its customer base and attract additional patients, thereby generating more income. Additionally, by utilizing previously unused capacity within the laboratory, the hospital can optimize its resources and reduce wastage.

Moreover, a laboratory outreach program helps solidify relationships with physicians and the community. By offering laboratory services to physicians outside the hospital, the program fosters a strong rapport with the medical community. This not only enhances collaboration but also increases referrals to the hospital for other services, boosting its overall revenue. To successfully serve this new market, the hospital needs to adapt its systems and processes. This includes establishing efficient logistics to handle sample transportation, creating dedicated service centres to cater to outreach clients, enhancing client services to ensure prompt and reliable communication, establishing seamless connectivity with physicians for streamlined operations, optimizing billing processes to accommodate the new clientele, implementing effective marketing and sales strategies to attract and retain customers, and developing comprehensive finance reporting mechanisms to track the financial performance of the laboratory outreach program. The development of customer-related services is of utmost importance. By providing exceptional customer experiences, the hospital can differentiate itself from competitors and build a strong reputation within the physician and patient communities. This, in turn, leads to increased loyalty, more referrals, and ultimately greater economic value for the hospital. In summary, a laboratory outreach program offers financial benefits to a hospital by increasing revenues and utilizing unused capacity. Establishing strong relationships with physicians and the community further enhances the hospital's economic value. To effectively tap into this market, the hospital must adapt its systems and processes, with a focus on areas such as logistics, service centres, client services, physician connectivity, billing, marketing, sales, and finance reporting. Prioritizing efficient customer-related services is crucial for reaping the full benefits of a laboratory outreach program.

In the highly competitive healthcare industry, the influence of hospital brand image on patient attitudes and behaviors has become a significant concern. This study aims to investigate the relationship between hospital brand image, service quality, patient satisfaction, and loyalty. Data from surveys conducted in large private hospitals in Taiwan were analysed to examine this relationship. The findings indicate that hospital brand image has both direct and indirect effects on patient loyalty. The study reveals that a positive hospital brand image not only directly increases patient loyalty but also enhances patient satisfaction by improving perceived service quality. As a result, patient satisfaction increases the likelihood of patients revisiting the hospital. Therefore, hospital brand image plays a crucial role in enhancing service quality, patient satisfaction, and ultimately patient loyalty. Furthermore, the results highlight that service quality acts as a key mediator in the relationship between hospital brand image and patient satisfaction. This suggests that the impact of hospital brand image on patient loyalty is facilitated through the path of service quality and patient satisfaction. Based on these findings, the study recommends that hospital managers prioritize the creation and maintenance of a positive hospital brand image to enhance service quality, patient satisfaction, and loyalty. The study also provides several strategies for establishing and nurturing a positive hospital brand image.

In summary, this study underscores the significance of hospital brand image in shaping patient loyalty. A positive brand image not only directly influences loyalty but also improves patient satisfaction by enhancing service quality. It emphasizes the need for hospital managers to focus on cultivating a positive brand image to foster patient satisfaction and loyalty.

## CONCEPTUAL FRAMEWORK – COMMUNITY BASED MARKETING.



**Market research and analysis:** Hospitals begin by performing extensive market research to better understand the demographics, requirements, and preferences of the local population. This involves analysing demographic statistics, health trends, and rivals in the field.

**Target audience identification:** Based on market research, hospitals determine their target audience within the community. This might include certain demographics such as families, elders, or those with certain medical issues.

**Community needs assessment:** Hospitals examine the healthcare needs of the community using surveys, interviews, or focus groups. This assists them in identifying gaps in healthcare services as well as understanding the community's special needs and concerns.

**Service development:** Hospitals create and modify their services to meet the requirements of the community. This might imply establishing new specialty or extending existing ones.

Collaboration with community organisations: Hospitals develop relationships and work with local community organisations such as schools, NGOs, and government agencies. This relationship assists hospitals in better understanding neighbourhood dynamics and establishing themselves as trustworthy healthcare providers. Hospitals participate in community education and outreach activities to enhance awareness about their services and encourage health education. This might involve organising health fairs, workshops, and seminars, as well as disseminating educational materials.

Relationship building with community leaders: Hospitals regularly connect with community leaders, influencers, and local media to generate good attitudes. Participating in community activities, funding local initiatives, or offering professional speakers for community meetings are all possibilities.

Using digital marketing platforms: Hospitals use a variety of digital marketing methods to reach out to and engage the community. Maintaining an informative and user-friendly website, an active social media presence, and targeted online advertising efforts are all part of this.

Patient feedback and satisfaction: Hospitals collect and analyse patient feedback to continuously improve their services and address any concerns. Positive patient experiences and satisfaction contribute to positive word-of-mouth marketing within the community.

Tracking and evaluation: Hospitals regularly track and evaluate the effectiveness of their community-based marketing efforts. They assess key performance indicators such as patient acquisition, community engagement, and brand perception to make informed decisions and refine their strategies.

## **OBJECTIVES OF THE STUDY**

- ❖ To determine how community outreach programs influence the choice of a healthcare facility for receiving services.
- ❖ To gather community members' satisfaction levels with the hospital's community outreach programs
- ❖ To identify the most effective approaches to improve hospital brand image and reputation through community outreach programs.

## **RESEARCH METHODOLOGY**

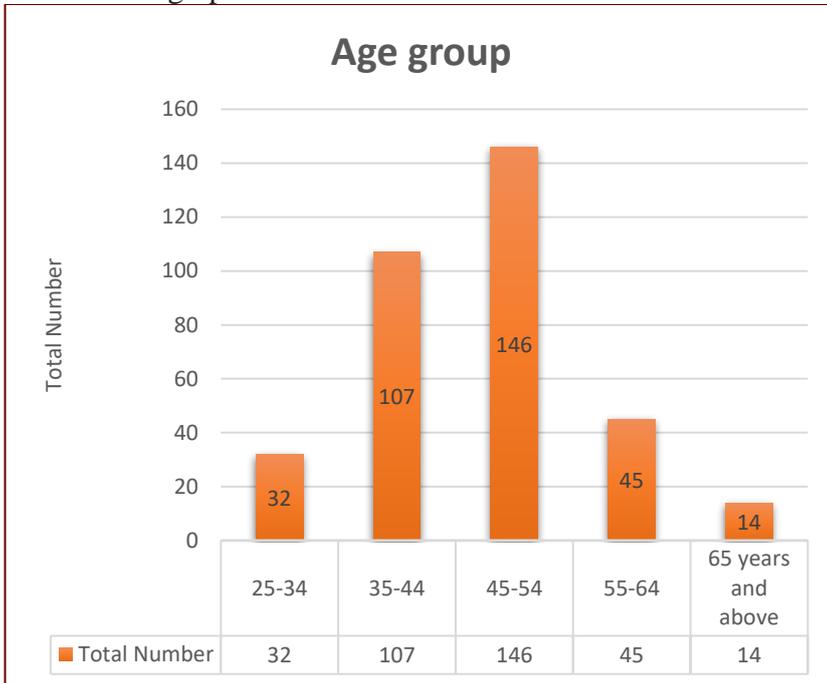
- ❖ **Study Design:** A cross-sectional descriptive method.
- ❖ **Study Setting:** Mumbai based hospital.
- ❖ **Study Duration:** Three months.
- ❖ **Study Population:** Community members.
- ❖ **Inclusive Criteria:** Community members who have participated in or have knowledge of the hospital's community outreach programs.
- ❖ **Exclusive Criteria:** Individuals who have no knowledge or involvement in the hospital's community outreach programs.
- ❖ **Sample Size:** 344. (Community members).
- ❖ **Study Tool:** A questionnaire will be developed to collect data from the study population. The questionnaire will consist close-ended questions that will have a structured format with consent attached.
- ❖ **Sampling Method:** A simple random sampling method will be used to select the study population.

- ❖ **Methods of Data Collection:** The study will use Primary, Quantitative data and will be collected through the questionnaire in google form from community members.
- ❖ **Data Analysis:** All the data will be stored in Microsoft Excel spreadsheet and was analysed using descriptive analysis (Bar graph, Pie chart, Pareto Graph).

## RESULTS

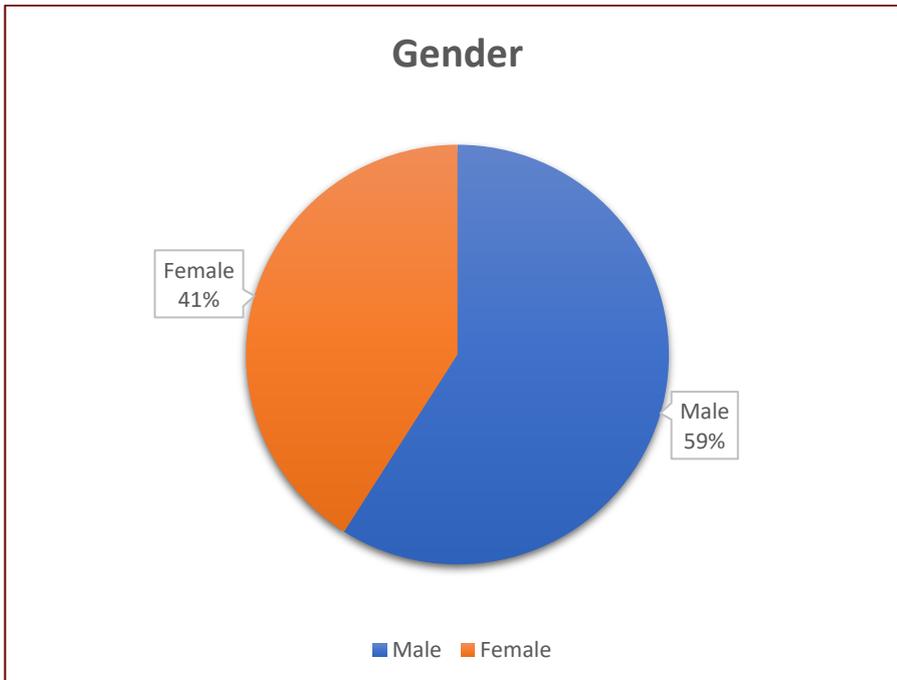
Here is the summary of the feedback received from the end users across various components:

Figure 1 –  
Demographic details -



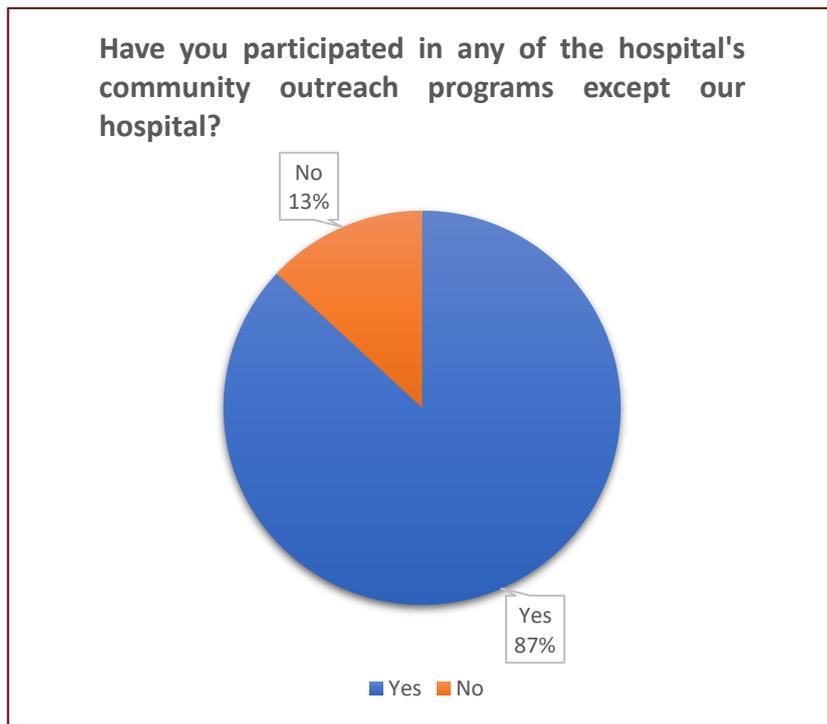
Out of 344 respondents, age group between 45-54 were the highest.

Figure 2 –



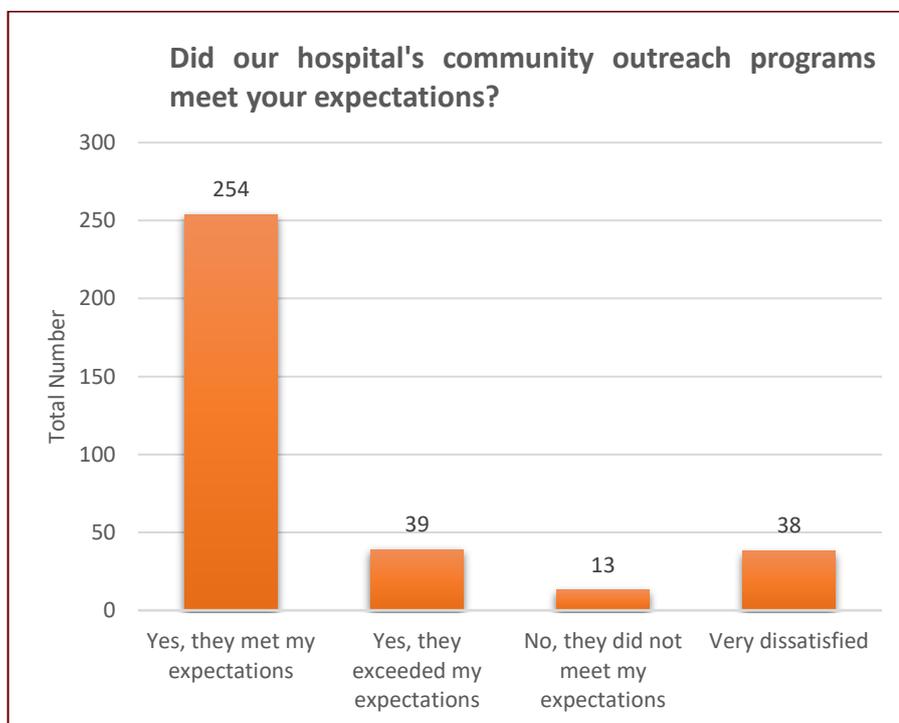
Out of 344 respondents, 59% were male and 41% were female.

Figure – 3



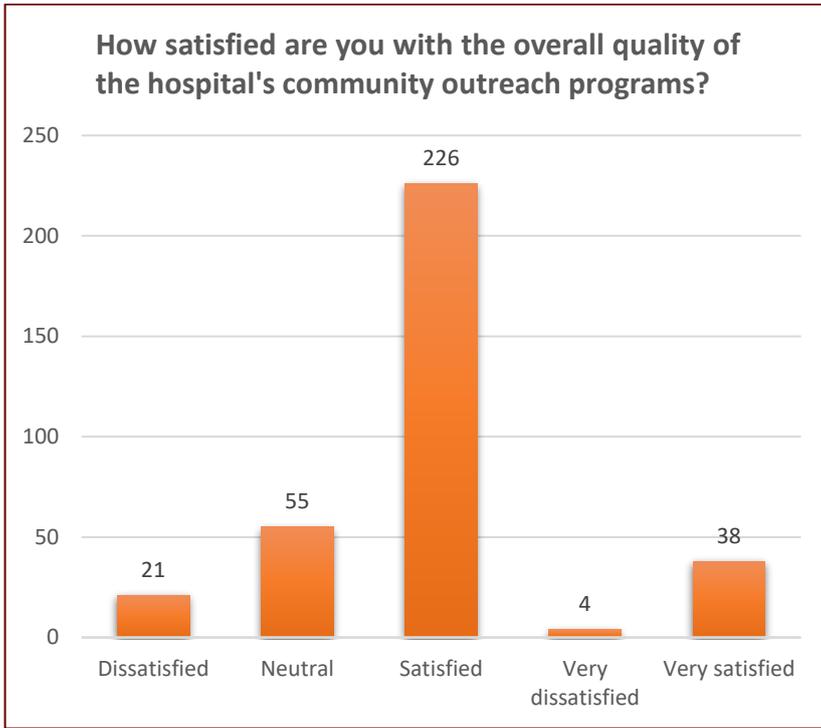
Out of 344 respondents, 87% participated in community outreach programs other than our hospital.

Figure – 4



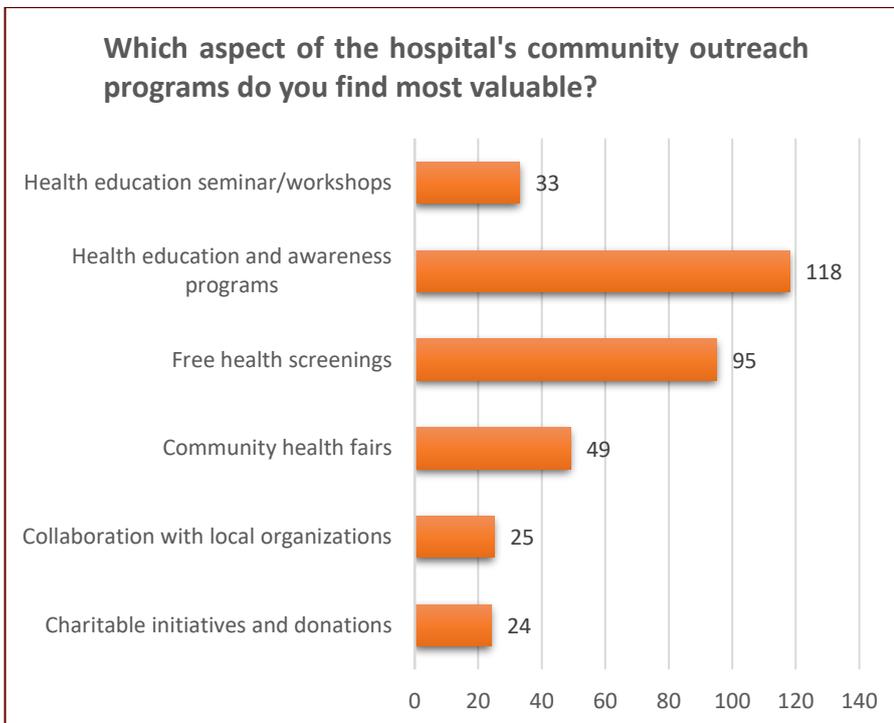
Out of 344 respondents, 254 said that the hospital's community outreach programs met their expectations.

Figure – 5



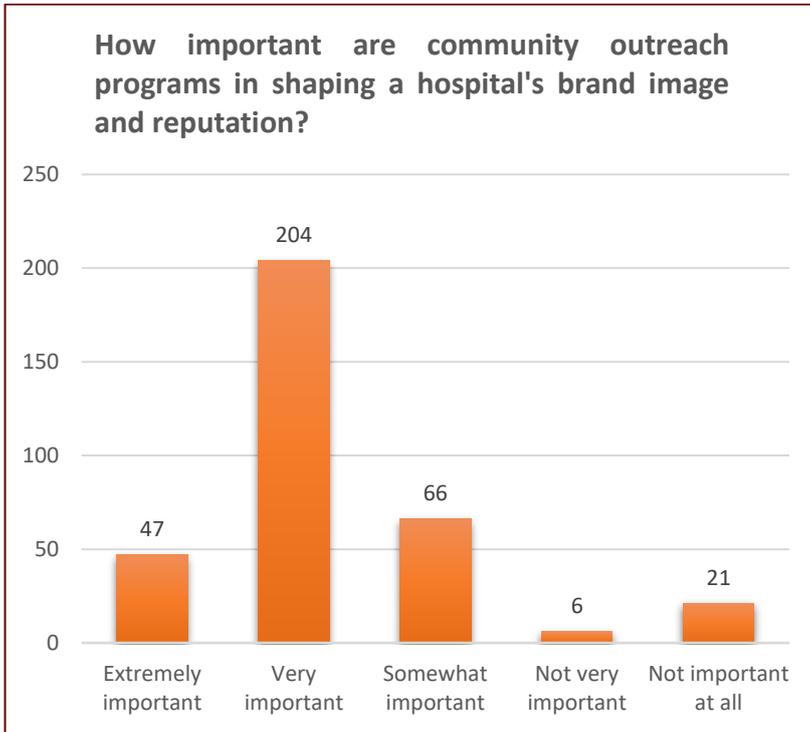
Out of 344 respondents, 226 were satisfied with the overall quality of the hospital's community outreach programs.

Figure – 6



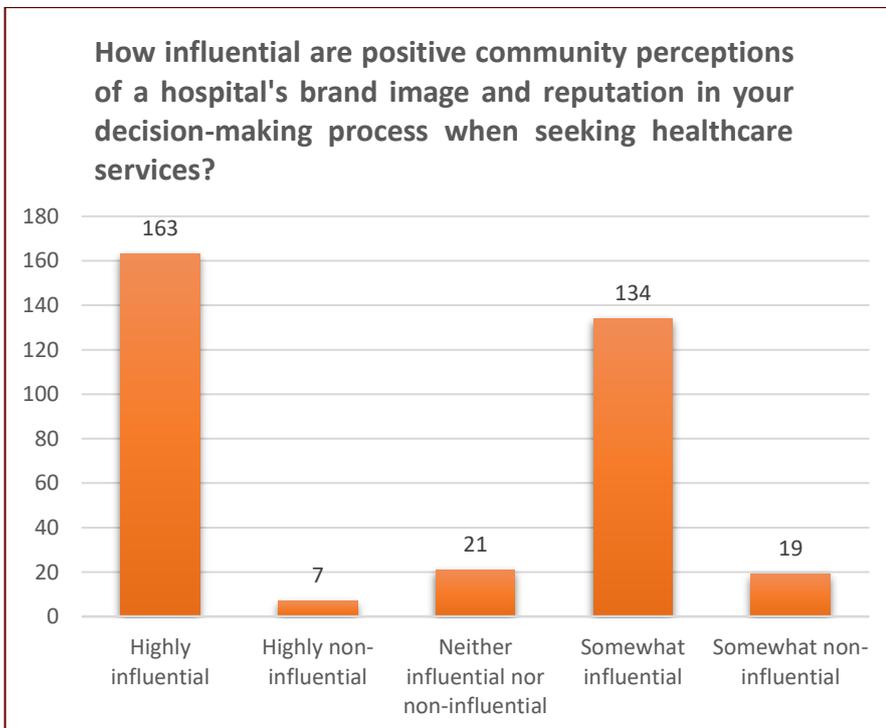
Out of 344 respondents, 118 said that they find Health Education and Awareness programs most valuable, followed by free health screenings.

Figure – 7



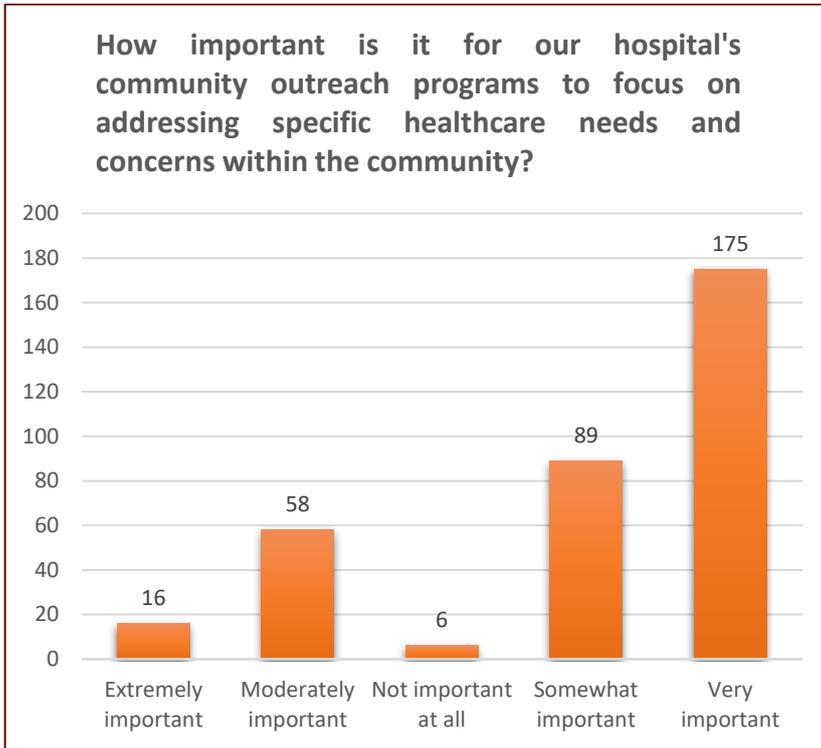
Out of 344 respondents, 204 said that community outreach programs are very important in shaping a hospital's brand image and reputation.

Figure – 8



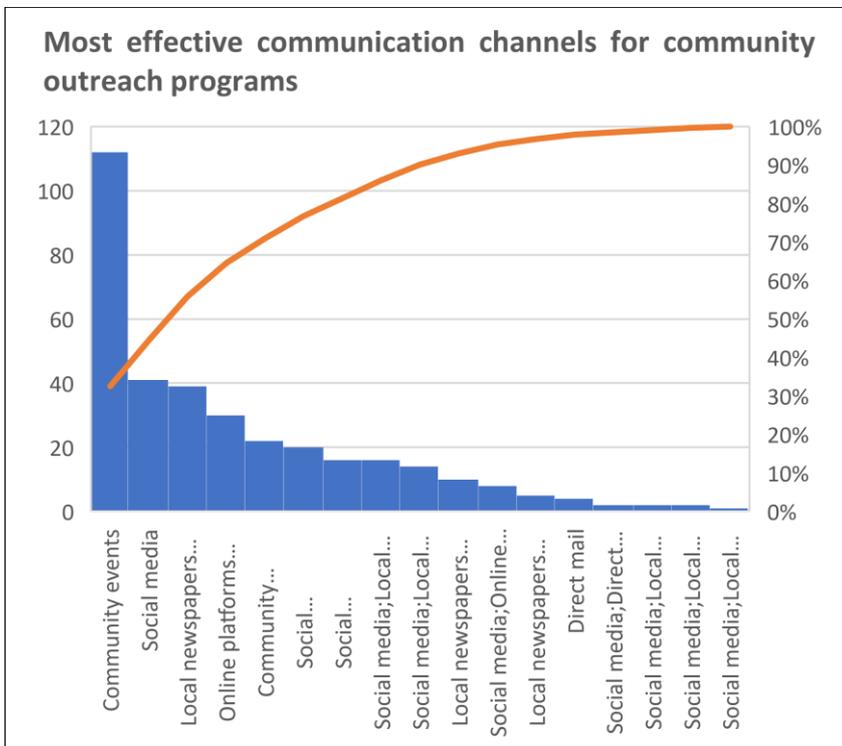
Out of 344 respondents, 163 said that positive community perceptions of a hospital's brand image and reputation in decision making process is high influential when seeking healthcare services.

Figure – 9



Out of 344 respondents, 175 said that its very important for our hospital’s community outreach programs to focus on addressing specific healthcare needs and concerns within the community.

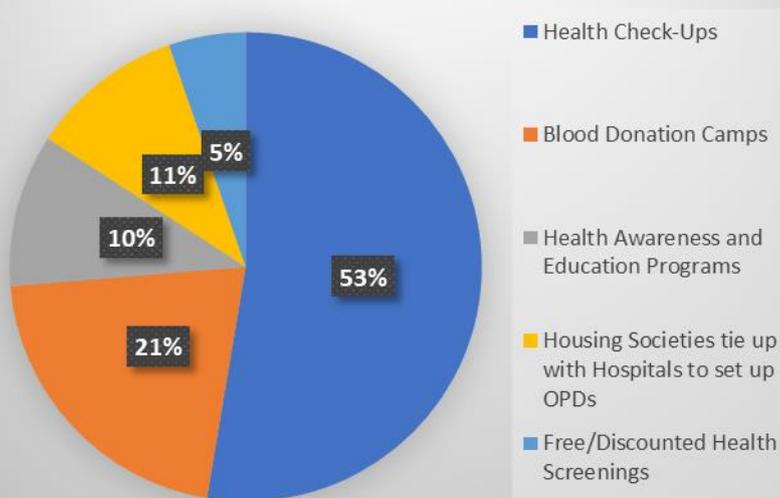
Figure – 10



As per this 80-20 graph, community events have a major contribution, followed by social media.



### Maximum Community Outreach Programs offered by the hospital



As per the analysis, maximum community outreach programs offered by the hospital are of health check ups followed by blood donation camps.

CSR Activities done by hospital for lower middle class –

## Paediatric Cardiac OPDs in Remote areas

- The hospital organizes Paediatric Cardiac OPDs in remote areas for the children between 3-5 years of age. They mostly have tie ups with NGOs.

## Rotatory clubs

- Rotatory clubs gives the hospital funds to do CSR activities.

The target audience and impact of these programs –

**Health Check-ups**

**Target audience** – From middle class group, societies.

**Impact** – More than 100 people participate if, the target audience is more than 150 each in 20 camps.

**Blood Donation Camps**

**Target audience** – From middle class group, societies, institutes.

**Impact** – More than 70 people participate if, the target audience is more than 150 each in 20 camps.

**Health Talks**

**Target audience** – General public, Patient communities, Workplace and organizations, Community Organizations.

**Impact** – More than 30 people attend, if the target audience is more than 70 each.

**Housing Societies - OPDs**

**Target audience** – Upper middle class societies.

**Impact** – Increase accessibility, efficient and time saving, improved preventive care, community engagement, strengthened reputation, economic benefits.

**Free/Discounted Health Screenings**

**Target audience** – General public, High-Risk Populations, Elderly Individuals, Specific Health Conditions, Workplace.

**Impact** – The impact of this is low as compared to those of other community programs.

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## DISCUSSION

Community outreach programs have become increasingly important for hospitals in establishing and maintaining a positive brand image and reputation. These programs are designed to engage with the community, address their needs, and contribute to their well-being. When executed effectively, community outreach initiatives can significantly impact a hospital's brand perception, enhance community engagement, and ultimately strengthen its reputation. However, to ensure the success of these programs, hospitals must consider various factors that influence their effectiveness. This essay will explore the impact of community outreach programs on hospital brand image and reputation, the factors that contribute to their success, and the valuable programs that hospitals should include to maximize their impact.

Firstly, community outreach programs have a significant impact on the brand image and reputation of hospitals. By actively engaging with the community, hospitals can establish themselves as trusted and valuable healthcare providers. Community members perceive hospitals that actively participate in outreach initiatives as more caring, committed, and socially responsible. These positive associations contribute to a favorable brand image and reputation, which in turn can attract patients, healthcare professionals, and potential partners. Additionally, community outreach programs create opportunities for hospitals to demonstrate their expertise, build relationships, and establish themselves as leaders in their respective communities. By providing valuable services, educational resources, and health screenings, hospitals can showcase their commitment to community well-being, thereby enhancing their brand image and reputation.

Secondly, meeting the expectations and satisfaction level of community members is vital for the success of community outreach programs. Hospitals must understand the unique needs, concerns, and priorities of the communities they serve. By conducting needs assessments and engaging in ongoing dialogue, hospitals can tailor their outreach programs to address specific community needs effectively. This personalized approach demonstrates responsiveness and ensures that the programs align with the expectations of community members. Moreover, actively seeking and incorporating feedback from community members enables hospitals to continuously improve their programs and strengthen their relationships with the community. This commitment to meeting expectations and maintaining a high level of satisfaction fosters a positive brand image and reputation.

Several factors influence the success and effectiveness of community outreach programs. These factors should be carefully considered and addressed to maximize the impact of these initiatives. Firstly, community needs play a crucial role in shaping the design and focus of outreach programs. Hospitals must conduct thorough research to identify the most pressing healthcare issues and concerns within the community. By aligning their programs with these needs, hospitals can ensure relevance and effectiveness, leading to a positive impact on brand image and reputation. Additionally, hospitals must allocate adequate resources and budget to support their outreach efforts. Insufficient resources can limit the scope and reach of the programs, hindering their effectiveness and potentially damaging the hospital's brand perception.

Staff engagement is another critical factor in the success of community outreach programs. Hospital staff, including healthcare professionals and support personnel, serve as ambassadors for the hospital during outreach activities. Their involvement, enthusiasm, and commitment to the community positively influence

the effectiveness and impact of the programs. Hospitals should provide training, incentives, and recognition to promote staff engagement and ensure their active participation in outreach initiatives. Staff members who feel valued and connected to the community are more likely to deliver exceptional service, thus enhancing the hospital's brand image and reputation.

Evaluation and feedback mechanisms are essential for assessing the impact and effectiveness of community outreach programs. Hospitals should implement rigorous evaluation processes to measure the outcomes and gather feedback from community members. By collecting data on program reach, satisfaction levels, health outcomes, and community perception, hospitals can identify areas of improvement and make informed decisions to enhance the programs' effectiveness. Regular evaluation and feedback demonstrate a commitment to quality and continuous improvement, further enhancing the hospital's brand image and reputation.

Effective communication is a critical component of successful community outreach programs. Hospitals must develop comprehensive communication strategies to effectively convey their initiatives, services, and contributions to the community. Clear, targeted, and culturally sensitive communication ensures that community members are aware of the hospital.

## CONCLUSION

Community outreach programs play a crucial role in shaping the brand image and reputation of hospitals within the community. A hospital's reputation is built on various factors, including the quality of medical services, patient experiences, and the perception of its contributions to the community. By actively engaging in community outreach initiatives, hospitals can enhance their brand image and reputation, leading to several benefits such as increased patient base, improved staff retention, and enhanced financial performance.

Firstly, community outreach programs provide hospitals with an opportunity to connect and engage with the community on a more personal level. By addressing community needs and concerns, hospitals demonstrate their commitment to the well-being of the community, thereby building trust and credibility. These programs allow hospitals to showcase their values, mission, and dedication to improving community health, which positively impacts the community's perception of the hospital. When community members perceive a hospital as actively caring for their well-being, they are more likely to choose that hospital for their healthcare needs, leading to an increased patient base.

In addition to attracting patients, community outreach programs also contribute to staff retention and recruitment. When hospitals actively engage in outreach initiatives, they create a sense of pride and purpose among their staff. Healthcare professionals and employees feel connected to their community, knowing that they are part of an organization that prioritizes community well-being. This sense of pride and purpose improves staff morale and satisfaction, leading to increased staff retention. Moreover, community outreach programs can be attractive to potential employees, as they demonstrate a hospital's commitment to social responsibility and community engagement.

Furthermore, community outreach programs can have a positive impact on the financial performance of hospitals. When hospitals are perceived as trusted and valued contributors to the community, they are more likely to receive support, both in terms of patient volume and financial contributions. Patients are more likely to choose a hospital with a positive brand image and reputation, leading to increased revenue. Additionally, community outreach initiatives can attract philanthropic support and partnerships from organizations and individuals who align with the hospital's mission and values. Such collaborations can lead to increased funding opportunities and resources for the hospital, further strengthening its financial performance.

It is important to note that community outreach programs may yield both tangible and intangible benefits for hospitals. Tangible benefits include increased patient volume, improved financial performance, and enhanced community support. These benefits can be measured and quantified to evaluate the effectiveness of outreach programs. On the other hand, intangible benefits include improved brand perception, enhanced community engagement, and strengthened relationships with stakeholders. These intangible benefits are more difficult to measure but are equally important for a hospital's long-term success.

In conclusion, community outreach programs have a significant impact on the brand image and reputation of hospitals. These programs enable hospitals to connect with the community, address their needs, and build trust and credibility. The positive perception gained through community outreach initiatives leads to increased patient

base, improved staff retention, and enhanced financial performance. Hospitals that actively engage in community outreach demonstrate their commitment to social responsibility and community well-being, positioning themselves as trusted and valuable healthcare providers. By investing in community outreach programs, hospitals can differentiate themselves in the competitive healthcare landscape, contributing to their long-term success and sustainability.

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## ANNEXURES

### **Key Research Questions:**

**Title** – The impact of community outreach programs on the brand image and reputation of the hospital.

**Informed consent form** – I confirm that I have understood all the details regarding the research, and I was given the opportunity to ask any questions regarding the same. I have understood that it is my personal choice to participate in this research and I am free to withdraw from the research. at any given point of time without giving any reason. I have also understood that all my personal information and answers given by me will be confidential and it would not be revealed at any point. I have also understood that all the information given by me will be strictly used for the purpose of research and no other ulterior motives. Hence, I give my consent to participate in this research.

### **Demographic details –**

1. What is your age?

- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65 years old or above

2. What is your gender?

- Male
- Female
- Prefer not to say

### **Main details – Just select the options.**

1. Have you participated in any of the hospital's community outreach programs except our hospital?

- Yes
- No

2. Did our hospital's community outreach programs meet your expectations?

- Yes, they exceeded my expectations
- Yes, they met my expectations
- No, they did not meet my expectations
- Very dissatisfied

3. How satisfied are you with the overall quality of the hospital's community outreach programs?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

4. Which aspect of the hospital's community outreach programs do you find most valuable?

- Charitable initiatives and donations
- Community health fairs
- Collaboration with local organizations
- Free health screenings
- Health education and awareness programs
- Health education seminar/workshops

5. In your opinion, how important are community outreach programs in shaping a hospital's brand image and reputation?

- Extremely important
- Very important

- Somewhat important
  - Not very important
  - Not important at all
6. How influential are positive community perceptions of a hospital's brand image and reputation in your decision-making process when seeking healthcare services?
- Highly influential
  - Somewhat influential
  - Neither influential nor non-influential
  - Somewhat non-influential
  - Highly non-influential
7. In your opinion, what specific improvements or changes should our hospital make to its community outreach programs to enhance brand image and reputation? Please select all that apply.
- Increase frequency of programs
  - Increase staff included in the community
  - Expand program reach to more communities
  - Improve communication about programs to the community
  - Enhance program offerings based on community needs
  - Conduct general meetings with secretaries of all societies
8. Which communication channels do you believe are most effective for our hospital's community outreach programs to engage with the community and improve brand image and reputation? Please select all that apply.
- Social media
  - Local newspapers/radio/TV
  - Community events
  - Online platforms (website, blogs, etc.)
  - Direct mail

9. How important is it for our hospital's community outreach programs to focus on addressing specific healthcare needs and concerns within the community?

- Not important at all
- Somewhat important
- Moderately important
- Very important
- Extremely important



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