

Internship Training

at

Eye Q Hospital

**A study of effect of marketing activities on the revenue of business
of Rajajipuram Center**

by

Name: Sumit Kumar Arora

Enroll No. PG/14/071

Under the guidance of

Mrs. Kirti Udayai

Post Graduate Diploma in Hospital and Health Management

2014-16



International Institute of Health Management Research

New Delhi

Annex B (Cover page)

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

Dissertation Writing

18

(Completion of Dissertation from respective organization)

The certificate is awarded to

Name : Sumit Kumar Arora

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

Title Operations

and has successfully completed his Project on
A study of effect of marketing activities on the revenue of business of Rajajipuram Center

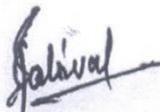
Date : 30/04/16

Organisation : Eye Q Hospital

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

We wish him all the best for future endeavors

Training & Development


Zonal Head-Human Resources

Dissertation Writing

20

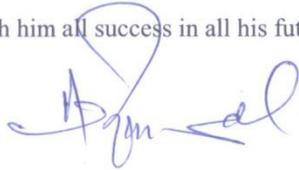
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Sumit Kumar Arora student of Post-Graduate Diploma in Hospital and Health Management (PGDHM) from International Institute of Health Management Research, New Delhi has undergone internship training at Eye Q Hospital from 7th March 2016 to 30th April 2016.

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

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dr. A.K. Agarwal
Dean, Academics and Student Affairs
IIHMR, New Delhi



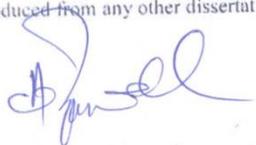
Name of the mentor

IIHMR, New Delhi

Certificate from Dissertation Advisory Committee

This is to certify that **Mr. Sumit Kumar Arora**, a graduate student of the **Post- Graduate Diploma in Health and Hospital Management** has worked under our guidance and supervision. He/ She is submitting this dissertation titled "A study of effect of marketing activities on the revenue of business of Rajajipuram Center" at "IIHMR, Delhi" in partial fulfillment of the requirements for the award of the **Post- Graduate Diploma in Health and Hospital 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,
Designation,

Organization



Organization Mentor Name **Shishir Palival**
Designation, **Asst. Manager - HR**

Organization **EYE - & Super Speciality Eye Hospitals.**

Certificate Of Approval

The following dissertation titled "A study of effect of marketing activities on the revenue of business of Rajajipuram Center" at "IIHMR, Delhi" 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 dissertation only for the purpose it is submitted.

Dissertation Examination Committee for evaluation of dissertation.


Sumit Kumar

Name

DR. BRIJENDR SINGH DHILLON
Dr A. K. KHOKHAR
DR. PANKAJ TALREJA

Signature


19/5/16


**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,
NEW DELHI**

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "A study of effect of marketing activities on the revenue of business of Rajajipuram Center" and submitted by Sumit Kumar Arora Enrollment No. PG/14/071 under the supervision of Mrs. Kirti Udayai for award of Postgraduate Diploma in Hospital and Health Management of the Institute carried out during the period from 9th April to 30th April 2016 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: Sumit Kumar Asora

Dissertation Organisation: Eye & Hospital

Area of Dissertation: Operations

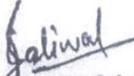
Attendance: Full

Objectives achieved: Yes, all training parameters were achieved

Deliverables: The modules of training were being learnt & showcased during presented nicely.

Strengths: Hardworking, good communication skills, have a good understanding level.

Suggestions for Improvement: To become aggressive


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

Date: 16/5/16

Place: Buzgaon

Dissertation Writing

25

Abstract

This marketing study was conducted from 9th April to 30th April 2016 at Rajajipuram Center of the Eye Q Vision based at Lucknow. The main objective was to track the functioning of the Unit and give it a direction. The study being of short duration was only indicative and not exhaustive. Moreover I had to depend upon the data being maintained by the Center. As the Unit was started recently the intention of the organizers was mainly to provide publicity for the Center.

Acknowledgement

I express my grateful thanks to Mrs. Kirti Uydai, Asst. Dean IIHMR, New Delhi, who guided me at every step in preparing this dissertation. My special thanks are also due to Shri Ranjit Tiwari-Head of Training and development division, Shri. Subhash Bansiwala, CHRO, Mrs Surabhi and Shri. Shishir Paliwal, of Eye-Q Vision Private Limited who played a pivotal role in providing me the requisite opportunity and sending me to Lucknow to undertake this study.

Table of Content

S.No.	Topics	Page no.
1.	Abstract	9
2.	Acknowledgement	9
3.	Table of contents	10
3.1	List of tables	11
3.2	List of figures	11
4.	Internship Report	
4.1	Organization profile	12
4.2	Learning points	15
5.	Dissertation Report	
5.1	Introduction	16
5.2	Review of literature	17
5.3	Objectives	26
5.4	Methodology	26
5.5	Analysis	27
5.6	Result and Discussion	40
5.7	Conclusion	45
5.8	Bibliography	46
5.9	Annexure	-

List of Tables

Table No.	Table Title	Page no.
Table 1	Site of blindness	23
Table 2	Etiology of blindness	24
Table 3	All activities according to types mentioned by the Head Office of Eye-Q Vision.	27
Table 4	Camp Day	29
Table 5	Banners	34
Table 6	Leaflets	34
Table 7	Summary of business trend of Financial Year 2015-16 and April'16	36-39
Table 8	Marketing plan for May month for the Rajajipuram center	43
Table 9	Marketing plan for June month for the Rajajipuram center	44

List of Figures

Figure no.	Title of Figures	Page no.
Figure 1	Total OPD	40
Figure 2	New OPD	40
Figure 3	Cataract Operations	41
Figure 4	Percentage Cataract undertake/advised	41

INTERNSHIP REPORT

ORGANIZATIONAL PROFILE

Eye-Q is the dynamic new code in super-specialty eye care. It covers everything, from maintaining optimum vision, preventing deterioration and correcting vision related problems. All this is through an array of preventive and corrective procedures and cutting-edge practices.

It is an ISO 9001-2000 registered organization operating under the leadership of its Founder and CMD- Dr. Ajay Sharma- one of the renowned eye surgeons in India, aided by a team of specialists with rich experience in their respective specialties from top hospitals across the country.

Vision

To be India's foremost chain of eye hospitals in terms of both quality of eye care and the number of patients handled.

Mission

To make every patient an Ambassador for Eye-Q through a combination of

1. The highest level of quality and technology in eye care.
2. Exceptional personal care.
3. Complete integrity to the patient and his/her needs.

Values

- Be open and honest in communication and do what is to be done.
- Accept individual and team responsibility and meet commitments invariably.
- To support clinical and non-clinical teams in every way and care for one another.
- Be care giving, compassionate and respectful to patients and colleagues.
- Make conscious effort for effective contribution and creating a social impact.
- Embrace and drive a positive change.

SERVICES PROVIDED

1. Comprehensive Eye Examination
2. Cataract operations
3. Lasik treatment
4. Glaucoma – assessment and treatment
5. Retina – assessment and treatment
6. Paediatric Services
7. Squint – assessment and treatment
8. Visual Aid services
9. Optical services and medicines
10. Corneal treatment

Eye-Q is one of the fast growing healthcare chains in India and is a pioneer in its field. Eye Q is currently running **32** super-speciality eye hospitals. The Head Office of Eye Q Super-Specialty is in Gurgaon, Haryana. All centers are divided into three zones:-

North I:-

Lucknow (Gomti Nagar, Aliganj, Vijaynagar, Rajajipuram)

Kanpur

Saharanpur

Muzaffarnagar

Haldwani

Roorkee

Yamunanagar

Almora

North II:-

Gurgaon (DLF, Palam vihar & New Railway Road, Sec-46)

Rewari

Rohtak

Gohana

Hisar (Jindal Chowk & Barwala Road)

Fatehabad

Bhiwani

Sonipat

Delhi (Shalimar Bagh)

Karnal

West:-

Surat (Rander Road & Udhana Road)

Bharuch

Bardoli

Nasik

Aurangabad

Jalgaon

Learning at Eye Q Hospital

1. Working as an FLP Trainee at Eye Q Hospital
2. I got an opportunity to learn various Operational Activities in the hospital such as :-
 - Reception Handling
 - Floor Management
 - Data Management
 - Counseling of Patients
 - Surgery Case Management
 - HMIS Entry
 - Inventory Management in OPD,OT, Medicine and Optical
 - Daily collection & deposit of cash in Bank
 - Tracking of Cost of Goods Sold
 - Process flow of OT preparation
 - Ensure daily cash collection in the evening from all departments including OPD, IPD, and Medical, Optical etc.

DISSERTATION REPORT

INTRODUCTION

Lucknow at a glance

Lucknow is an important city in the state of Uttar Pradesh, India. A major metropolitan city of India, Lucknow is the administrative headquarters and the capital of the state of Uttar Pradesh. It is situated on the banks of the river Gomti.

It is popularly known as the 'the city of Nawabs'.

Population	4,589,838
Density/km²	1,816
Area Sq. Km	2,528
Sex Ratio (Per 1000)	917
Average Literacy	77.29

(Year 2011)

Eye Q in Lucknow

- Eye-Q vision is a corporate chain of Eye Super speciality Hospitals, having 32 running Hospitals. All are in 4 clusters that are Haryana, Uttarakhand, Uttar Pradesh and Gujarat.
- In Lucknow it has 5 hospitals at present out of 11 hospitals in Uttar Pradesh.
- Now in this research we have to track the business of the running center of Rajajipuram.
- Our focus area has been revenue generation from Cataract operations and from other initiatives that can help increase the business.
- In addition we implement activities like senior citizen camps, discount coupon distribution etc.

REVIEW OF LITERATURE

Social definition

There is a social and managerial definition of marketing by Armstrong and Kotler, who is described by the American marketing Association as” **The most influential marketer of all time**”. According to them “marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others. The marketing consists of actions taken to build and maintain desirable exchange relationship with target audiences” (5).

Managerial definition

In 60’s managerial definition of marketing was “Art of Selling Products”

But after that AMA(American Marketing Association) proposed a widely accepted managerial definition:

“Marketing is a process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives.”

However this definition was again modified to: “Marketing is an organisational function and set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders.

Marketing mainly handles the problem of exchange and not of transactions in an exchange. There may be no money involved. Exchange is a process. When an agreement is reached, a transaction takes place. (5)

Services Marketing

The world economy today is increasingly characterized as a service economy. This is primarily due to the increasing importance and share of the service sector in the economies of the most developed and developing countries. In fact, the growth of the service sector has long been considered as indicative of a country's economic progress.

Economic history tells us that all developing nations have invariably experienced a shift from agriculture to industry and then to the service sector as the main stay of the economy. This shift has also brought about a change in the definition of goods and services themselves. No longer are goods considered separate from services.

Rather, services now increasingly represent an integral part of the product and this interconnectedness of goods and services is represented on a goods-services continuum.

Service(s) mean, Products, such as a bank loan or home security that is intangible or at least substantially so. If totally intangible, they are exchanged directly from producer to user, cannot be transported or stored, and are almost instantly perishable. Service products are often difficult to identify because they come into existence at the same time they are bought and consumed. (9)

Services Marketing refers to the marketing of services as against tangible products. Services are inherently intangible, are consumed simultaneously at the time of their production, cannot be stored, saved or resold once they have been used and service offerings are unique and cannot be exactly repeated even by the same service provider. (8)

By this yardstick the hospital and healthcare industry is an integral part of the services industry, implying thereby that all marketing activities come under the ambit of service marketing.

EYE DISEASES:

“Currently, it is estimated that 45 million persons worldwide are blind, with an increase of 1–2 million each year” (2)

As people advance in age, normal functions of the eye tissues decrease and blinding disorders increase in frequency. Age-related eye diseases and visual loss are common in the older adult population. Although age-related eye diseases are prevalent in older adults, some blindness and low vision resulting from these diseases may be prevented or treated.

Since many eye diseases are age-related, current increases in life expectancy are bound to have a major influence on the epidemiological profile of reduced vision and blindness.

Age- Related Macular Degeneration (AMD), glaucoma and diabetic retinopathy, cataract and presbyopia are the most frequent causes of vision loss or blindness.

AMD is the most common cause of severe vision loss worldwide and is characterized by the loss of central vision. Blindness due to AMD occurs at advanced age; over 80% of those affected become blind after 70 years of age. AMD has two forms: ‘wet’ (i.e. neo-vascular and exudative) AMD and ‘dry’ AMD. Dry AMD tends to progress more slowly than wet AMD. The prevalence of AMD in individuals aged 65– 75 ranged between 9 and 25%. It is higher in women than in men at 65–69 years of age, and changes with age, with a greater increase in women from 1.03% at 65-69 years of age to 2.36% at 70–74 years of age.

Lifestyle modifications may reduce the risk of developing AMD. These changes include refraining from smoking, preventing high blood pressure, reducing body mass index, increasing intake of the carotenoids found in dark green leafy vegetables, and wearing sunglasses that block ultraviolet and high-energy radiation.

High-dose supplements of vitamins C and E, beta-carotene, and zinc can be effective in treating AMD. These supplements have been shown to slow the rate of progressive vision loss over a 5-year period, but only when the condition is not extremely advanced. It also has been suggested that these supplements may lower the risk of developing AMD. Two other nutritional supplements, lutein and zeaxanthin, have been shown to improve visual function in AMD patients.

In addition to dietary supplementation, laser and photodynamic therapy have both been used in the treatment of exudative AMD.

Glaucoma describes a number of disorders that result in optic nerve damage due in part to elevated intraocular pressure. Glaucoma produces gradual and progressive visual field loss that results from a progressive loss of optic nerve fibers. Glaucoma can be classified into two broad types: open-angle and angle-closure glaucoma, each of which can be categorized as primary or secondary. Glaucoma is the third most common cause of vision loss and is a significant cause of blindness in the world.

Those diagnosed with elevated intraocular pressure only, often a precursor to the development of glaucoma, are at a risk of getting glaucoma. The incidence of glaucoma increases with age but the disease is more prevalent among individuals with a family history of glaucoma and people with diabetes.

Although glaucoma cannot be prevented, early detection and treatment can reduce the progression of the disease. An early symptom of glaucoma is peripheral field loss, which occurs before central vision is affected. Patients who notice changes in their peripheral vision should be evaluated immediately. When intraocular pressure is present, several drug interventions are available to delay the onset of glaucoma.

Sixty-seven million persons globally are affected by glaucoma. It has been estimated that 12.3% of the worldwide population (6). Overall, glaucoma is responsible for 5.2 million cases of blindness (15% of global blindness) .The direct costs of treatment increased from *EUR 455 per person-year for stage 0 to EUR 969 per person-year for stage 4 disease, accounting for EUR 86 for each incremental step.* These facts stress the importance of early screening, diagnostics and treatment of glaucoma. (2)

Several epidemiological studies have shown that at least *half of the patients with glaucoma remain undiagnosed*, whereas more than half of those who are undergoing treatment do not have the disease. More than half of patients who were newly diagnosed with glaucoma during screening have seen an ophthalmologist before, but glaucoma remained undiagnosed. Since there are no early warning symptoms, it was recommended that all adults over 50 years of age be tested for glaucoma every 2 years.

Cataract is defined as opacity in the lens, which interferes with vision. Cataract is the most common age-related eye disease and is also the most treatable cause of vision loss in older adults.

The most recent estimates from WHO reveal that 47.8% of global blindness is due to cataract and in South Asia region which includes India, 51% of blindness is due to cataract. It was observed that the number of cataract blind per million people aged 50 years and above is 53000 per million (5). Cataract is more prevalent in women than in men.

Diabetic retinopathy is one of the most sight-threatening complications of diabetes mellitus and one of the most important emerging causes of blindness. *It accounts for about 2.4 million cases of blindness globally.* A proportion of 4.8% of the global population has **Diabetic Retinopathy**. (3)

Diabetic retinopathy causes vision loss due to various diabetes-related changes in the eye. These changes can lead to proliferative diabetic retinopathy or macular edema. The development of retinopathy depends on the length of time a person has diabetes rather than his or her age. People with type 1 (insulin-dependent) are at a higher risk for developing vision-threatening diabetic retinopathy.

Diabetic retinopathy is the fourth most common cause of vision loss in older adults. Some form of retinopathy affects 40 percent of the adult population with diabetes, while vision-threatening retinopathy develops in 8 percent of the adult population with diabetes.

The early detection and treatment of diabetic retinopathy can prevent blindness. Therefore, a comprehensive eye exam is recommended shortly after diagnosis of diabetes and annual exams should be obtained thereafter. Good control of blood glucose levels is important in delaying the onset and progression of diabetic retinopathy, and can reduce its severity. Other associated medical conditions known to worsen diabetic retinopathy, such as high blood pressure and high cholesterol, should also be controlled appropriately.

Presbyopia literally means “aging eye” and usually begins to manifest itself in people aged 40 and older. Although it may lead to significant visual loss, it usually does not cause blindness. The most common symptom is the inability to read comfortably at close distances.

Presbyopia is very prevalent among the older adult population, ultimately affecting 100 percent of the population. Presbyopia is usually treated with glasses or lenses, including reading glasses, bifocal glasses, multifocal glasses, multifocal contact lenses, or intraocular lenses. Changes continue over time and stronger correction is needed with advancing age. New surgical options, such as conductive keratoplasty, are already available in many countries. (3)

BLINDNESS AND INDIA

It was estimated that the prevalence of **Economic Blindness In India** was 14 per 1000 population (Rural-15.44; Urban-11.14) and total blindness was 5.40 per thousand (Rural-5.99; Urban-4.43). A subsequent survey sponsored by WHO in 1986 also provided a similar prevalence level. For the year 2000 it may be computed that there are approximately 14 million persons with vision 6/60 or less in the country.

The survey indicated that diseases of the anterior segment of the eye are the most common causes of blindness in India. Lenticular opacities (cataracts) were identified as the cause of blindness in more than 70% of cases followed by corneal blindness and optic nerve diseases each of which accounted for one seventh of all blind eyes. The other sites (retina, uvea, macula, unknown) accounted for the remaining 15 percent. Etiologically senility and metabolic disorders like diabetes are the most common causes of blindness. Next was indefinite category in which the ophthalmologist could not decide the actual cause of blindness. Amongst the lenticular blindness senility and metabolic disorders accounted for more than 90% of the cases. Prevalence of cataract and corneal blindness was higher in rural areas probably due to the limited availability of medical facilities. (1)

Table 1: Site of blindness

Lens	76%
Cornea	7%
Optic nerve	7%
Bulbar atrophy	4%
Other unknown	6%

Table 2: Etiology of Blindness

Prenatal	3%
Infections	6%
Metabolism	25%
Indefinite	17%
Senile deg	46%
Injuries	2%
Others	1%

The blindness study conducted by ICMR identified cataract as the major cause of blindness in the country. To further define the distribution of cataract in the country ICMR initiated an epidemiological study in the year 1982. 19 centres were selected across the country for participation in the study. In all 88 villages were covered with a coverage of 4000 population per centre having 1000 eligible persons (> 40yrs). Nearly 13,000 individuals were enrolled for the study and examined (response rate 88.5%).

A wide range of prevalence of cataract from 30.1-72.2% was found. Southern India showed much higher rates as compared to other centres. This study estimated that in the year 1981 there was a total of 7.53 million eyes having mature and hyper mature cataracts which constituted the entire backlog in our country. In addition on estimated 2.2 million people develop cataract every year. This implies that the number of cataract surgeries which are conducted every year needed to be increased considerably to be able to tackle the emergence new cases every year in addition to the existing backlog. The first phase had established that there was an ever increasing backlog of cataract cases. The resources available in the country for conducting surgeries on these patients are limited and mainly concentrated in the urban areas.

The earlier study had identified areas of low prevalence (less than 400/thousand), medium prevalence (400-600/thousand) and high prevalence (more than 600/thousand). Two villages in the high prevalence area were selected wherein a sample of 300 cases and equal number of controls were enrolled. Cases were selected from 40-60 years age group with lenticular opacities or surgical aphakia and were included in this study. (7)

According to the estimates of International Agency for Prevention of Blindness (1980), glaucoma alone is responsible for 20% of blindness in the world. In Asian countries the prevalence of glaucoma blindness varies from 0.5% to 36.3%, with lowest figure quoted from India. However, according to Blindness Survey of India carried out by National Program on Control of Blindness (1986-89), glaucoma as a cause of blindness accounts for 1.70% of the blind population.

Main causes of blindness are as follows: - Cataract (62.6%) Refractive Error (19.70%) Corneal Blindness (0.90%), Glaucoma (5.80%), Surgical Complication (1.20%) Posterior Capsular Opacification (0.90%) Posterior Segment Disorder (4.70%), Others (4.19%)
Estimated National Prevalence of Childhood Blindness Low Vision is 0.80 per thousand

METHODOLOGY

Objectives of the Study

Marketing is the backbone of any kind of business activity on which depends the outcome of any commercial activity and service industry is no exception to it. The company under consideration i.e. EYE-Q Vision Pvt. Ltd, is a relatively new entrant without a strong branding, to the highly specialized and competitive medical service industry. Hence I proposed to study this important segment with following specific objectives.

- To track the business activity of the Rajajipuram center of EYE-Q Vision Pvt. Ltd., Lucknow.
- To establish correlation, if any, between marketing expenditure incurred and effect on business revenue of the center.
- To develop a marketing calendar for coming months of May and June.

Methodology of the study

1. Study Area: Rajajipuram Center of the company at Lucknow.
2. Study Design: Collection of data and its analysis that influence the marketing activity and growth of center's business.
3. Study Population: Not applicable
4. Sample size and technique: 1 center out of the 32 centers of Eye Q is the sample under consideration.
5. Sources of data: Direct Data collection by interaction and consultation with the staff and reference to the company's financial and marketing records.

ANANLYSIS

Marketing Initiatives

Following is the list of marketing activities which are implemented to have desired growth. Some of them already exist in Lucknow region.

We carried forward usual marketing activity but also introduced some new things, to switch over to next stage of growth.

All activities are divided into two heads: ATL and BTL.

Table 3: All activities according to types mentioned by the Head Office of Eye-Q Vision.

ATL(Above the line)	BTL(Below the line)
Press media	Camp
Radio	In house branding
Hoarding	Pamphlet distribution
Press release activity	Health talk
Digital marketing	Tie –up
News paper	Events
Pole KIO's	Free coupons
	Banners

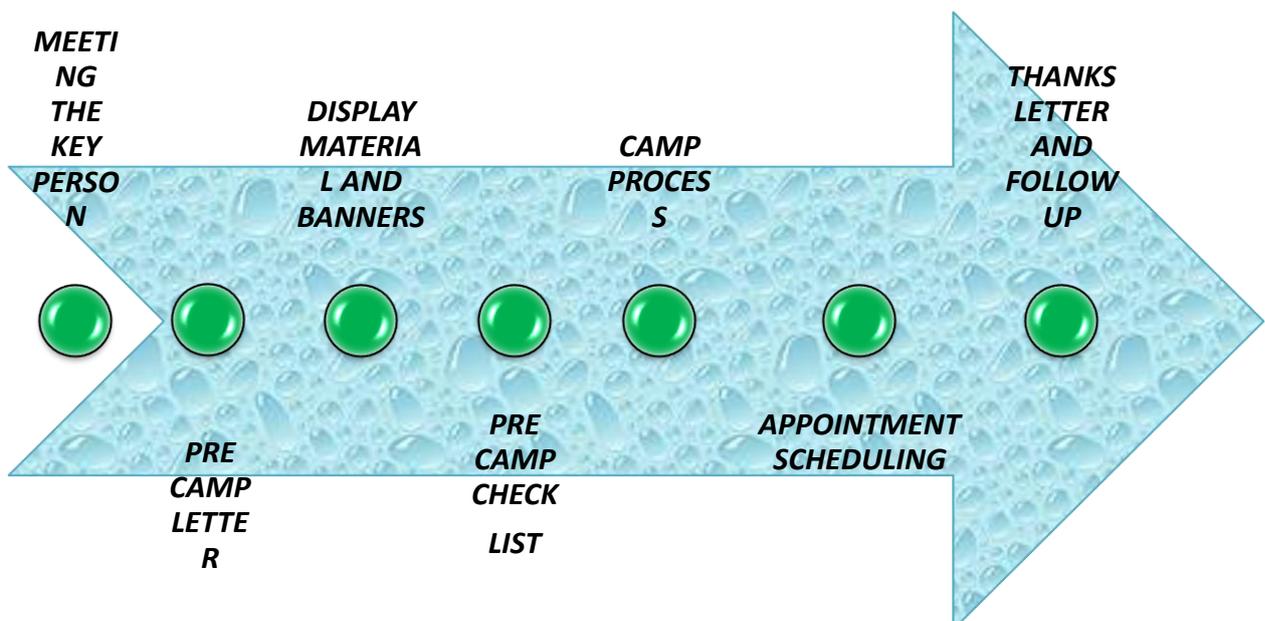
BTL ACTIVITY

A. Camp:

	CORPORATE CAMP	<ul style="list-style-type: none"> • INHOUSE • ONSITE
	SOCIETY CAMP	<ul style="list-style-type: none"> • IN HOUSE • ONSITE
	SENIOR CITIZEN CAMP	<ul style="list-style-type: none"> • IN HOUSE • ON SITE
	VILLAGE CAMP	
	SPECIAL IN HOUSE CAMP	<ul style="list-style-type: none"> • (SENIOR CITIZEN) • GLAUCOMA)

Purpose of organising camp is mainly to increase the number of OPD patients i.e maximum foot falls at hospital's door step.

CAMP PROCESS



IN HOUSE CAMP AT CENTER

- Date : 24 April 2016 Time : 10AM TO 2PM Location : Eye Q Rajajipuram center, Lucknow
- 2 Banners hung at Hospital and at nearby Auto stand (5 days prior to camp day)
- Rickshaw announcement was done three days prior for two days in nearby localities.
- 30,000 leaflets from which 28,000 insertions in newspapers were done 2 days prior to camp.
- Total Cost: Rs. 12,560

Banners: (6x3) 180 x 2 = Rs.360

Rickshaw Announcement: Rs. 1,500

Leaflets print: (B/W) 30,000 x .17 = Rs. 5,100

Leaflets insertion: 28,000 x .20 = 5,600

Table 4: Camp day

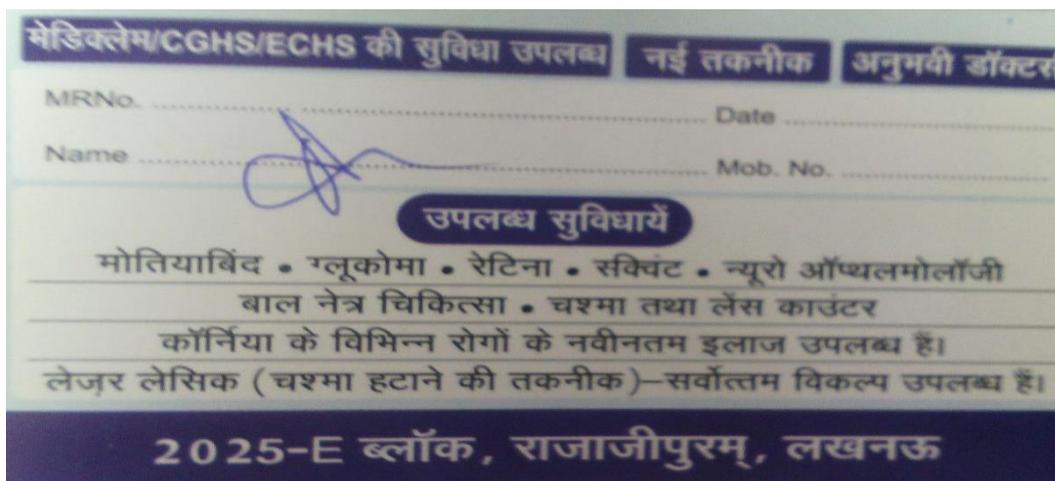
Total OPD	Cataract Advised	LASIK Advised	Glaucoma	Yag Cap	Retina	Refraction
172	11	3	4	02	3	172

B. Marketing coupons/Surgical coupons/ Pharmacy envelopes coupons

- Marketing coupons are used for referral process from optical shops and chemists in the nearby area.
- Each marketing coupon costs Re. 0.9



- Surgical coupons are given to surgery patients on which their family members and relatives get discount on check up for first time.
- A period of one month is the validity of such coupons. 5 coupons are given to each surgical patient.
- Each surgical coupon costs Re. 1



- Pharmacy envelopes are given to patients taking medicine from pharmacy counter.

- On these coupons one family member can get checkup on discount within 1 week duration.
- Each pharmacy envelope coupon costs: Rs.1.25

EYE Q

आई-क्यू सुपर स्पेशियलिटी
आँखों के अस्पताल
सहयोगी: प्रकाश नेत्र केन्द्र

सुविधाएँ उपलब्ध

<p>लेशिक लेजर</p> <ul style="list-style-type: none"> • टिश्यू सेविंग • एस्केरिक ड्रीटमेंट <p>मोसियाबिन्द क्लीनिक</p> <ul style="list-style-type: none"> • टांकारहित फीको मोसियाबिन्द सर्जरी • माइक्रो इन्टीजन मोसियाबिन्द सर्जरी • अबरेशन-मुक्त आइओएलएस • मल्टीफोकल आइओएलएस • वाईएजी कैम्बुलोटोमी <p>बाल नेत्रचिकित्सा</p> <p>व्यापक नेत्र जाँच</p>	<p>ग्लूकोमा क्लीनिक</p> <ul style="list-style-type: none"> • सभी लेसर और सर्जरियाँ • एक्सानेशन टोनोमैट्री • गैर-सम्पर्क टोनोमैट्री • मोनियोरिस्कॉपी • स्वचालित पैरिमेंट्री • वाईएजी पीआई <p>कोनिया क्लीनिक</p> <ul style="list-style-type: none"> • फोफिक आइओएल • ट्रीमा सर्जरी • स्पेकुलर बायोमाइक्रोस्कोपी • पैकीमेट्री • ओआरबीस्कैन • अबेरोमेट्री • कॅरेटोप्लास्टी 	<ul style="list-style-type: none"> • फोटोरेफ्रैक्ट लेस्य बायोमाइक्रोस्कोपी (डिजिटल कॅमरे के साथ) <p>रेटिना क्लीनिक</p> <ul style="list-style-type: none"> • मयुमेड रेटिनोपैथी क्लीनिक • बीईसीएफ विरोधी उपचार • बोसिटी (ऑप्टिकल कोहेरेंस टोमोग्राफी) • डिजिटल फ्लुडस पलरो एन्जिओग्राफी • डबल फ्रीक्वेंसी वाइएजी लेजर • 25 गेज विटरेक्टोमी • अग्रवक्ष ओप्युलमस्कोपी • एन्को लेसर • एलआईओ <p>स्विचट और ओवर्ग्लोस्पास्टी क्लीनिक</p> <ul style="list-style-type: none"> • साइनोप्टोफोर 	<ul style="list-style-type: none"> • सभी सर्जरियाँ • ऐम्ब्लोपिया उपचार • ट्यूमर सर्जरी <p>नेत्र अल्ट्रासाउंड</p> <ul style="list-style-type: none"> • ए स्कैन और बी स्कैन <p>न्यूरो नेत्रचिकित्सा</p> <p>ऑप्टिकल</p> <ul style="list-style-type: none"> • कॉन्टैक्ट लेन्स <p>मिडिकल/सो-जीएचएस/इ-सीएस के लिए कॅरालेस सुविधाएँ</p>
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आई-क्यू सुपर स्पेशियलिटी आँखों का अस्पताल
2025-E ब्लॉक, राजाजीपुरम्, लखनऊ
• फोन : 0522- 4002100, 8756267777

फ्री परामर्श, केवल एक बार*

फ्री नेत्र जाँच कूपन

आई-क्यू सुपर स्पेशियलिटी आँखों के अस्पताल में कृपया कूपन साथ लायें।

Surgical coupons and pharmacy envelopes were got in bulk of 2,000 and used.

1,000 marketing coupons were used.

So, total cost spends on coupons were: $2,000 \times 1 + 1,000 \times 1 + 2,000 \times 1.25 =$

Rs. 5,500

C. Senior Citizen Camp (2 phases)

- Date: 1 April-15 April and then 16 April-30 April 2016.
- 4 Banners hung at Hospital, & nearby areas till camp duration got over.
- 10,000 leaflets for both phases from which 8,000 insertions in newspapers were done during the camp.
- 2,000 leaflets were given through hand distribution by hiring 4 persons.
- Total Cost: Rs. 13,920

Banners: (6x3) 180 x 4 = Rs.720

Leaflets print: (B/W) 20,000 x .50 = Rs. 10,000

Leaflets insertion: 16,000 x .20 = Rs. 3,200

D. Water Distribution Activity

- This was the first initiative by this center for such an activity
- Free distribution of water to people at a temple on a busy cross road and marketing coupons were also distributed.
- 60 coupons were distributed in that 3 hours activity.
- Also Samvad- A newspaper by Eye Q about eye diseases and other leaflets about services were also distributed.
- A banner was placed about the center.
- Total cost for such activity : Rs. 1,000

ATL ACTIVITY

- Printing of Banners and leaflets are done regionally but designing is done at head office & costing part for banner is decided regionally.
- Quantity of Banners and Leaflets are decided at regional office.
- Printing cost of banners is Rs. 10/sq feet.
- Leaflets 90 GSM A8 size: 50 Paise/ leaflet(inclusive of distribution)
- Distribution cost (newspaper): 20 Paise /paper.
- Banner used in camps is mostly 6x3 square feet: 180 Rs./paper
- Pole KIO'S were put in interior areas like nearby villages which cost Rs 150/KIO.

POLE KIO's

- Eye-Q has 50 polls Kio's in interior areas.
- Pole Kio's in Lucknow region is also done at regional level.
- One time printing cost is Rs.150 & Monthly rental cost is nil due to posting in interior areas.
- Total cost is Rs. 7,500 inclusive of Municipal taxes and Hanging charges.

BANNERS

- The design brief is prepared by the Regional Team or head office and sent to the Designing Agency.
- Translation and changes (places, dates and alliances) is done regionally.

Table 5: Banners

S.N	TYPE	SIZE	COST	QUANTITY
01	Banner camp	6'x3'	Rs 180	2
02	BANNER Senior citizen activity	6'x3'	Rs 180	4

LEAFLETS

- The design brief is prepared by the Regional Team and sent to the Designing Agency.
- Sometimes this design brief is prepared by the head office for some special event or promotion.
- Translation and changes (places, dates and alliances) is done regionally.
- Leaflets are printed at 90 GSM, Glossy paper At A8 size.
- Leaflets are distributed as Newspaper Insertion (20 paisa/paper) or using hand distribution.

Table 6: Leaflets

S.N	TYPE	SIZE	COST	QUANTITY
01	Leaflets Camp	A8	Rs. 0.17	30,000
02	Leaflets Senior Citizen Activity	A8	Rs. 0.50	10,000 in each phase

Total Marketing Expenditure in month of April'16

1. Camp = Rs. 12,560

2. Coupons= Rs. 5,500
3. Senior citizen activity= Rs. 13,920
4. Water distribution activity= Rs. 1,000

Total expenditure= Rs. 32,980

A budget of Rs. 30,000 (approx.) is being allocated to a center to carry on such marketing activities for every month.

Table 7: Summary of business trend of Financial Year 2015-16 and April'16

Key Matrix	Apr Tgt 15	Apr Act 15	May Tgt 15	May Act 15	Jun Tgt 15	Jun Act 15	Jul Tgt	Jul 15 Act 15
OPD								
New	556	591	631	564	623	567	628	506
Old	127	156	144	164	142	167	143	184
Review		305		235		194		125
Total	683	1,052	775	963	765	928	771	815
OPD Revenue	0.58	0.80	0.70	0.84	0.65	0.86	0.90	0.82
CATARACT								
Cataract Advised		65		50		51		36
Cataract Done	48	39	20	18	18	20	13	9
Cataract : Done / Adv		60.00%		36.00%		39.22%		25.00%
Cataract Revenue	6.64	6.11	2.80	3.12	2.46	3.69	2.00	1.46
LASIK								
Lasik Done	0	1	0	1	2	2	1	0
Lasik Revenue	0.00	0.33	0.00	0.25	0.40	0.50	0.25	0.00
GLAUCOMA								
Glauc Surgery		1		1		0		0
Glauc Revenue	0.25	0.17	0.3	0.32	0.29	0.13	0.30	0.18
RETINA								
Retina proced.		6		6		5		4
Retina Revenue	0.56	0.70	0.6	0.78	0.63	2.15	0.60	0.42
Others Revenue	1.42	0.03	0.00	0.03	0.07	0.05	0.50	0.05
Eye-Q Gross Rev.	9.45	8.14	4.40	5.34	4.50	7.3790	4.63	2.9300
OPTICALS								
Optic. Done	115	104	129	94	128	72	129	82
Optic. Revenue	2.19	1.98	2.50	1.77	2.40	1.55	2.50	1.587
MEDICINE								
Med. Done	479	636	542	441	536	253	540	299
Med. Revenue	0.88	1	1.00	1	1.00	0.904	1.00	1
Pinnacle Gross	3.07	2.98	3.50	2.77	3.40	2.45	3.50	2.59
Total centre	12.52	11.12	7.90	8.11	7.90	9.83	8.13	5.52

Key Matrix	AUG 15 Tgt	AUG Act 15	Sep 15 Tgt	Sep Act 15	Oct 15 Tgt	Oct Act 15	NOV 15 Tgt	NOV Act 15	DEC 15 Tgt
OPD									
New	702	639	711	613	650	531	792	421	631
Old	160	161	162	139	170	154	170	158	160
Review		169		219		184		197	
Total	862	969	873	971	820	869	962	776	791
OPD Revenue	1.00	0.76	1.00	0.78	0.90	0.86	1.10	0.64	0.90
CATAR ACT									
Cataract Advised		53		72		66		70	
Cataract Done	18	11	22	24	44	36	45	38	53
Cataract : Done / Adv		20.75%		33.33%		54.55%		54.29%	
Cataract Revenue	2.80	2.13	3.40	4.28	7.10	8.00	7.20	7.23	8.60
LASIK									
Lasik Done									
Lasik Revenue	1	0	1	1	0	0	1	0	2
GLAUC OMA	0.30	0.00	0.30	0.31	0.00	0.00	0.30	0.00	0.40
Glauc Surgery		0		0		0		0	
Glauc Revenue	0.30	0.12	0.30	0.19	0.30	0.10	0.40	0.11	0.30
RETINA									
Retina proced.		5		6		8		3	
Retina Revenue	0.70	0.93	0.70	1.24	0.70	0.53	0.80	1.24	0.60
Others Revenue	0.40	0.14	0.20	0.10	0.50	0.60	0.20	0.01	0.50
Eye-Q Gross Rev.	5.58	4.0800	5.97	6.9000	9.50	10.09	9.98	9.23	11.30
OPTICA LS									
Optic. Done	144	92	146	96	119	88	139	65	115
Optic. Revenue	2.80	1.78	2.80	1.9	2.30	1.95	2.70	1.77	2.20
MEDICI NE									
Med. Done	603	379	611	350	574	490	673	405	554
Med. Revenue	1.10	1.25	1.10	1.43	1.10	1.13	1.20	1	1.00
Pinnacle Gross	3.50	3.03	3.50	3.33	3.50	3.08	3.50	2.77	3.20
Total centre	9.08	7.11	9.47	10.23	13.00	13.17	13.48	12.00	14.50

Table 7 (Continued)

Table 7 (Continued)

Key Matrix	DEC Act 15	JAN 16 Tgt	JAN Act 16	FEB 16 Tgt	FEB Act 16	MAR 16 Tgt	MAR Act 16	Apr Tgt16	Apr Act16
OPD									
New	527	548	454	607	629	650	648	596	620
Old	158	155	132	170	207	180	223	198	241
Review	272		268		304		338		338
Total	957	703	854	777	1,140	830	1,209	794	1,199
OPD Revenue	0.71	0.80	0.65	0.90	0.90	1.00	0.86	0.80	0.81
CATAR ACT									
Cataract Advised	93		58		100		100		77
Cataract Done	50	27	46	55	57	60	58	43	35
Cataract : Done / Adv	53.76%		79.31%		57.00%		58.00%		45.45%
Cataract Revenue	8.66	5.20	9.70	10.50	9.99	11.50	9.47	8.40	6.92
LASIK									
Lasik Done	0	6	3	2	0	2	0	2	2
Lasik Revenue	0.01	1.50	0.99	0.60	0.00	0.50	0.00	0.70	0.68
GLAUC OMA									
Glauc Surgery	0		0		0		0		0
Glauc Revenue	0.20	0.20	0.08	0.20	0.07	0.20	0.18	0.2	0.04
RETINA									
Retina proced.	0		3		4		3		3
Retina Revenue	0.83	0.80	1.22	0.90	1.27	0.90	0.40	0.98	1.87
Others Revenue	0.06	0.50	0.41	0.00	0.02	0.30	0.08	0.00	0.46
Eye-Q Gross Rev.	10.47	8.96	13.05	13.08	12.25	14.26	10.99	11.10	10.78
OPTICA LS									
Optic. Done	114	102	81	113	107	120	104	111	86
Optic. Revenue	2.25	2.30	1.4	2.60	2.26	2.80	2.39	2.50	1.8
MEDICINE									
Med. Done	595	562	468	621	635	664	612	604	701
Med. Revenue	1.54	1.40	1.096	1.50	1.52	1.60	1.37	1.40	1.49

Pinnacle Gross	3.79	3.70	2.50	4.10	3.78	4.40	3.76	3.90	3.29
Total centre	14.26	12.66	15.54	17.18	16.03	18.66	14.75	15.00	14.07

RESULTS AND DISCUSSIONS

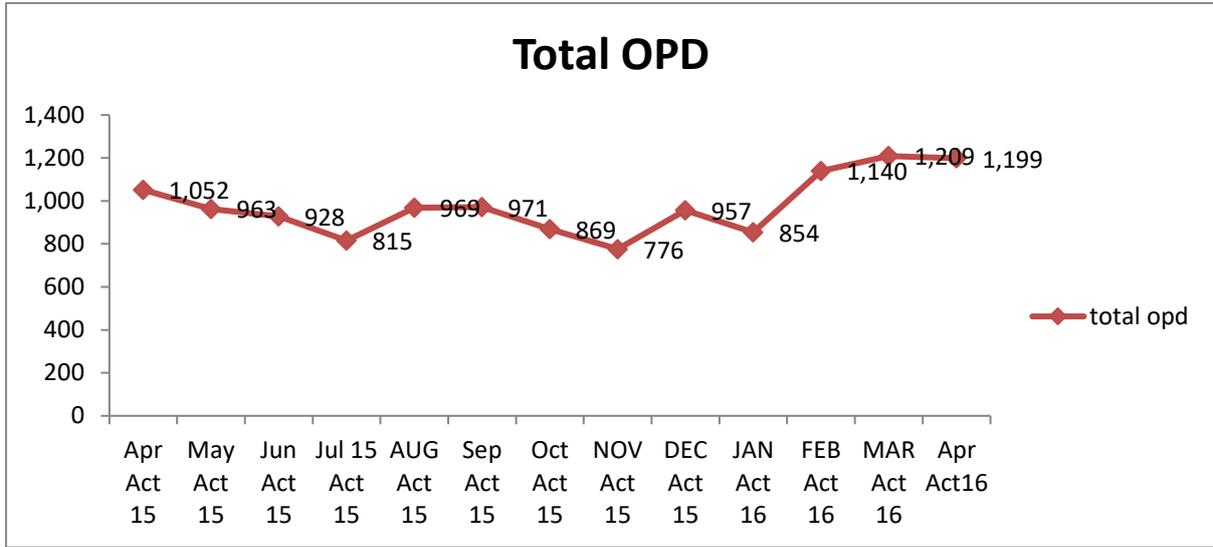


Figure 1: Total OPD

Total OPD trend shows an increase in OPD number in First Quarter of 2016-17 as per previous quarters in 2015-16 financial year.

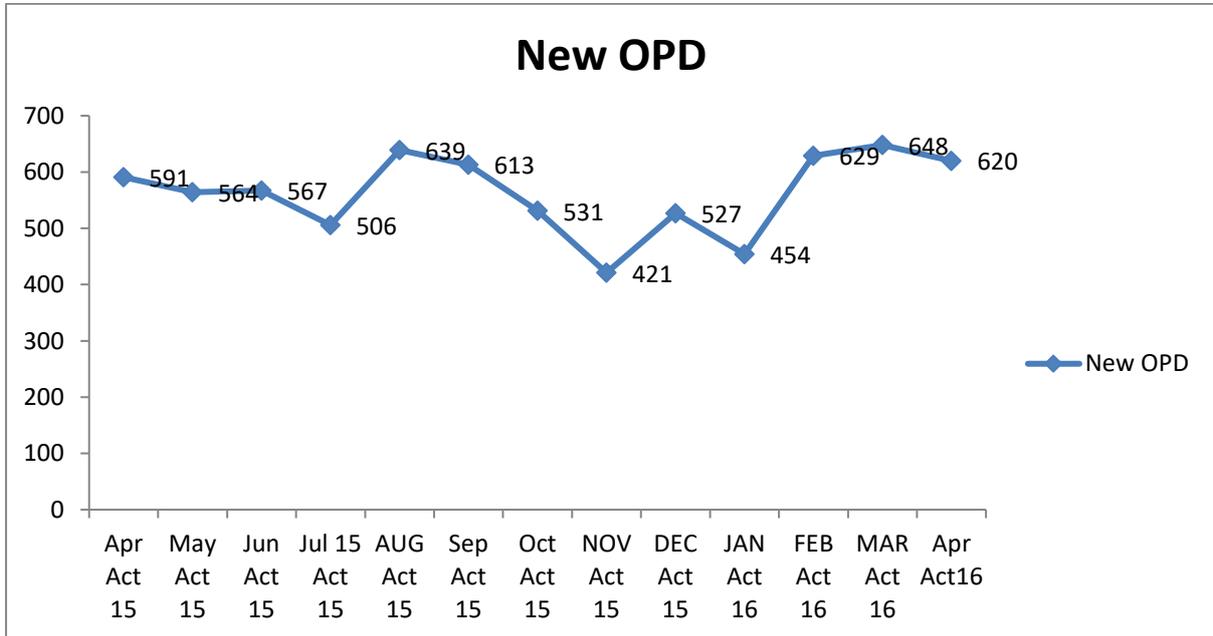


Figure 2: New OPD

New OPD is a major measurement of influence of marketing on footfall in the center. This can be seen that there is escalating increase in the new OPD's from previous six months before April 2016 except for marginal decrease from March 2016.

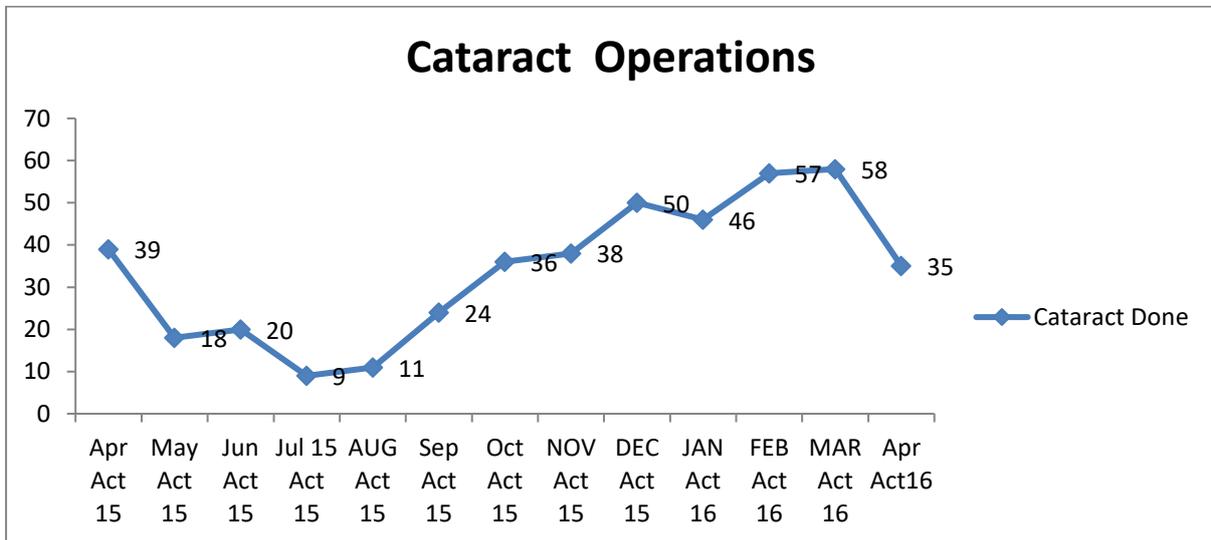


Figure 3: Cataract Operations

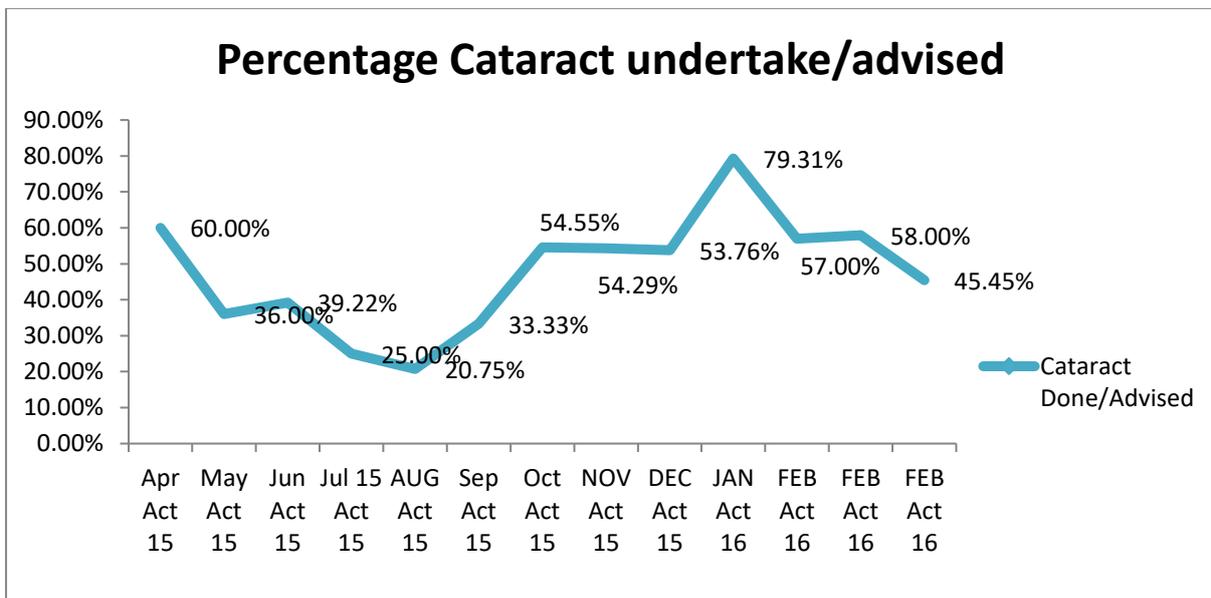


Figure 4: Cataract Undertake/Advised

The trend in Cataract Surgeries performed at the center shows a seasonal trend where winter and mild summers months have more surgeries done as compared to summers. This might be due people's thinking associated with season and surgery. The change in technology in cataract surgery is still not well penetrated the society's mind. Even though a proper

counseling is being provided still people have not changed their mind and continues with preference for winter months for surgeries.

Table 8: Marketing plan for May month for the Rajajipuram center

Activity details	Area	Details of expenditure	Costs
Senior citizen activity	In two phases, inside center	Leaflets =10,000 Insertion = 3200 Banners = 700	14,000
Surgery coupons	In center	Coupons worth 2,000	2,000
Water distribution activity	Balaji temple two times Budheshewar temple	Per activity 1,000	3,000
Coupon activity	Nearby optical and chemist, also through pinnacle pharmacy	Coupons worth 3,000	3,000
Mega camp date : 15/05/2016	In house camp	Leaflets =5,000 Insertions =5,500 Banners = 360 Rickshaw announcement = 1,000	11,860
Wall painting	At 9 sites	Each wall painting = 150	1,350
Free activity for all age group	At different time in center	Leaflets, Insertions, Rickshaw announcement	10,000
Total			42,210

Table 9: Marketing plan for June month for the Rajajipuram center

Activity details	Area	Details of expenditure	Costs
Senior citizen activity	In two phases, inside center	Leaflets =10,000 Insertion = 3200 Banners = 800	14,000
Surgery coupons	In center	Coupons worth 2,000	2,000
Water distribution activity	Location not decided	Per activity 1000	1,000
Coupon activity	Nearby optical and chemist, also through pinnacle pharmacy	Coupons worth 3,000	3,000
Mega camp date : 19/06/2016	In house camp	Leaflets =5,000 Insertions =5,500 Banners = 360 Rickshaw announcement = 1,000	11,860
Free activity for all age group	At different time in center in continuation to May	Leaflets, Insertions, Rickshaw announcement	10,000
Total			41,860

CONCLUSION

Tracking of business helps in preparation of strategy by focussing on the weak and strong areas of our operations. It helps to sensitize each level of employees for their work.

Camps and coupons help in higher return on investments as expenditure is much less and help hospital build a healthy relationships with patients and create brand awareness in society.

Co-branding or empanelling optical shops and chemists provide Eye-Q, one more point of contact for its center as every optical shop/ chemist empanelled/tie-up become the ambassador for Eye-Q.

Based on the result obtained from various regions and demographic profiles of patients, we can plan the resources accordingly and prepare the Marketing Calendar.

Product specification while tracking business can help marketing department for product-wise marketing. It will help to know where we are lacking and where we need to work and focus more.

As per the marketing activities from the past to the present, there has been an incremental contribution in new OPD cases at the Center.

But still surgeries which are prime contributors to revenue of the Center are more season based. Moreover, the economic and social factors play an important role in encouraging/discouraging the people to take recourse to such surgeries.

In such cases marketing and publicity has to play an aggressive role for achieving the objectives of the Organisation.

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