ABSTRACT

Effectiveness of various awareness activities and the factors driving people to visit/revisit or not to visit/revisit sector 56, Ross clinics: A cross-sectional study.

Healthcare is one of India's largest sectors, in terms of revenue and employment, and the sector is expanding rapidly. *As per Emerging Market Report: Health in India 2007 PricewaterhouseCoopers* during the 1990s, Indian healthcare grew at a compound annual rate of 16%. Today the total value of the sector is more than $34 billion. This translates to $34 per capita, or roughly 6% of GDP. By 2012, India's healthcare sector is projected to grow to nearly $40 billion. The private sector accounts for more than 80% of total healthcare spending in India. India traditionally has been a rural, agrarian economy.

Healthcare is one of India's largest sectors, in terms of revenue and employment and the sector is expanding rapidly. The private sector accounts for more than 80% of total healthcare spending in India. Unless there is a decline in the combined federal and state government deficit, which currently stands at roughly 9%, the opportunity for significantly higher public health spending will be limited.

The private medical sector remains the primary source of health care for the majority of households in both urban areas (70 percent) and rural areas (63 percent). The main provider of care among private providers is a private doctor or clinic. Forty-six percent of urban households and 36 percent of rural households go to a private doctor or private clinic for health care. The next most common sources of health care are public and private hospitals, each relied upon by 16 percent of households.

The purpose of this paper is to know the effectiveness of various awareness activities and the factors driving people to visit/revisit or not to visit/revisit sector 56, Ross clinics.
The data collection was done for a period more than 3 months and the sampling method adopted was non-probability convenient sampling.
The data collection was done through 3 modes:

- In-clinic feedback forms,
- Personal interviews in nearby areas (within 2kms), and
- Telephonic interviews of the samples derived from clinic database.

The observations of the study were:

- Health camps were the most influential activity of sector 56, Ross Clinics driving an individual to visit the same in case of healthcare needs.
- The hoardings and sun boards were certain other factors which also help to cater awareness among individuals along with health camps.
- As tough competition exist in the Sector 56, Gurgaon, the marketing activities must also be given due consideration.
- As during the survey it was also noted that many respondent asked for annual health check up packages, home visits, medicine, vaccines etc which they look into a healthcare structure along with treatment and diagnosis. We at Ross clinics have all of them but could not market them properly. So people who visit Ross clinics are not aware about our services. Hence we need to market them along with our name and logo.

The study was limited to only sector 56, Gurgaon and it did not include the individuals who are not aware about Ross Clinics. So, the reason for unawareness could not be traced out. The study was also time bounded to a period of three months.

From the study it is revealed that people are well aware about Ross Clinic sec 56 through our marketing activity, but too much competition has arrived during last 6 month people are moving to other healthcare facilities. One of the reasons is that they expect a lot from a healthcare facility along with diagnosis and treatment like annual health check up packages, home visits, medicine, vaccines etc. We at Ross clinics have all of them but could not market them properly. So people who visit Ross clinics are not aware about our services. Hence we need to market them along with our name and logo.

To deal with the dense competition we need to increase the awareness activity like our health camps and hoardings so that we can catch more and more people towards Ross Clinics.