



STREAMLINING THE FOOTFALL PATTERNS AND CREATING MARKETING STRATEGY - A HOLISTIC DATA APPROACH

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INTRODUCTION

In today's world when a product is launched in a market and for the product to reach its required target audience, marketing is done in various ways and methods. Healthcare is a fast-growing industry and keeping the patients and customers informed of the changing facilities and recent advancements is a high priority task for the health care providers. This is an important step in the marketing process because providing the information timely and relevant, establishes good credibility. Especially marketing in hospital field is very crucial and it should be done appropriately as it may result in a great impact in the hospitals' important intangible asset called the trust. As most hospital make the people to reach them and increase their revenue by using their brand equity and good faith.

Analyzing hospital procedures is vital for devising improved approaches, policies, and decision-making tools to enhance the overall efficiency of the healthcare system. In the present scenario of rising healthcare expenses and constrained resources, globally prioritizing the optimal use of resources without compromising care quality has become imperative. The notion of patient flow and its modeling has attracted substantial attention in healthcare management literature in recent decades. Simulation is applicable for a diverse range of analyses and the calculation of various operational performance metrics [1].

Regardless of the method used for patient flow modeling, the present need and inclination involve modeling integrated systems encompassing multiple facilities and patient flows across multiple stages [2]. As a theoretical contribution, a significant current research focus involves discovering precise or approximate numerical solutions for queueing systems that incorporate the distinct characteristics of hospital patient flows [3].

RESEARCH QUESTION

1. What methods could be employed to boost the number of visitors to the hospital, and does this have any influence on patient satisfaction? Additionally, how could new marketing strategies be refined to enhance both foot traffic and revenue?

RESEARCH OBJECTIVES

1. To assess different approaches to measure the number of visitors to the hospital.
2. To examine the patient flow patterns originating from diverse locations to the hospital.
3. To determine the most effective marketing strategy to optimize outreach within the community.

RESEARCH METHODOLOGY

This study conducted at Apollo Speciality Hospital in Trichy, Tamil Nadu, used a descriptive cross-sectional design to investigate patient referral patterns and gather feedback from individuals visiting the hospital. The study included individuals receiving services at Apollo Hospitals, and a convenient sampling technique was employed to choose 255 participants. Data collection was facilitated through a predesigned and pretested close-ended questionnaire, specifically the Patient Referral and Feedback Form. To gain insights into the market environment, in-depth discussions were conducted with the Marketing team and medical administrators of the hospital. Market analysis was further enhanced using PESTEL and SWOT methodologies. Ethical considerations were given utmost priority, as informed consent was obtained from all respondents, and measures were implemented to guarantee the privacy and confidentiality of the participants. Additionally, ethical standards were maintained in data storage and handling. Overall, the study adhered to rigorous ethical guidelines, safeguarding the rights and privacy of the participants throughout the research process.

RESULTS & DISCUSSION

The findings from the survey reveal key insights into the patient's experience at the hospital. The majority of patients were referred by doctors, comprising 39%, followed by those with previous treatment experience and specific insurance coverage accepted by the hospital. Geographically, the hospital sees higher footfall from native residents, with Trichy being the primary location, followed by Tanjore, Karur, and Lalgudi. Patient feedback on overall experience indicates high satisfaction with healthcare services and a likelihood to continue using the hospital. However, there is room for improvement in providing a consistently positive overall experience.

In terms of specific services, participants expressed satisfaction with telephone operators and wayfinding but find making appointments slightly inconvenient. Registration staff receive positive feedback, but there are concerns about the time and ease of completing the process. Consultation with doctors is generally satisfactory, though there's room for improvement in the courtesy of doctor's secretaries. Security services are well-received, with high satisfaction in courtesy. The ambience is generally positive, perceived as family-friendly, but there is a need for improvement in the overall ambience for a more comfortable patient experience.

CONCLUSION

The brand name played a crucial role in increasing the footfall of the hospital and thus still gaps were seen making the hospital reach all levels of people as Apollo was still seen as a hospital which could be affordable only for the rich. But the awareness of the insurance schemes should be made more prominent to the providers and the public so that all levels of people reach the hospital. Social marketing could be implemented to pull the new customers and relationship marketing could be implemented to retain the old customers and satisfy them with the good service excellence, in a way they could even help us to pull more customers as they were satisfied and recommend for more public. Word of mouth played a huge role in our society as our people still

believe humans more than machines, thus gaining the public trust was extremely vital.

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