

A STUDY ON STRATEGIC HEALTHCARE PARTNERSHIP TO EXPAND THE MARKET REACH OF HOME HEALTHCARE COMPANIES

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ABSTRACT

The study examines the role of strategic partnerships in expanding the market reach of a home healthcare company in India's rapidly evolving healthcare sector. As India's healthcare needs grow, the demand for accessible, home-based medical care is increasing, especially for elderly patients and those with chronic conditions. The companies aim to meet this demand by building partnerships with healthcare providers like hospitals, clinics, and diagnostic centres. By leveraging these alliances, it seeks to improve patient engagement, expand services, and streamline operations. This research combines quantitative and qualitative methods to evaluate partnership factors, such as trust, reputation, and leadership quality, that drive market growth. The study's findings suggest the need for the companies to enhance awareness, invest in digital marketing, and strengthen direct outreach for sustainable growth. Recommendations include focused strategies on community engagement, targeted digital marketing campaigns, and collaborative partnerships to support long-term market expansion.

KEYWORDS: *Home healthcare, Market expansion, Patient engagement, Healthcare sector in India, Healthcare partnership, Healthcare providers.*

INTRODUCTION

The healthcare industry is transforming due to growing patient expectations, technological advancements, and the shift towards patient-centred care. In India, the home healthcare sector has emerged as a critical area in this transformation, driven by an aging population and a rising prevalence of chronic diseases. Companies are striving to meet these needs by providing healthcare services directly to patients at home, ensuring convenience and cost-effectiveness while reducing hospital load.

As healthcare shifts to home-based settings, partnerships become key to achieving scale and sustainability. Strategic healthcare partnerships allow companies to access a broader range of services and resources, thereby enhancing their market reach and ability to provide comprehensive care. This



study focuses on how these partnerships impact a company's ability to scale operations, expand its customer base, and deliver high-quality care.

SCOPE OF THE STUDY

This study looks at different partnerships that can help home healthcare providers. These include working with hospitals, clinics, labs, and tech companies. The goal is to see how these partnerships can enhance services, improve efficiency, and strengthen market presence. Particular attention is given to new areas like telemedicine, AI-driven diagnostics, and remote patient monitoring, which offer great chances to expand services.

By examining current and possible partnerships, this study seeks to find gaps in existing collaborations and provide useful suggestions. It focuses on how these partnerships impact service quality, patient satisfaction, and access for underserved groups, including those in rural areas. This study will also assess each organization's strengths and find areas where partnerships can help solve operational issues, enabling home healthcare providers to achieve their goal of making care both accessible and efficient.

NEED OF THE STUDY

This study is necessary due to challenges in India's population and healthcare system. With an aging population and many people suffering from chronic diseases like diabetes and heart issues, the demand for home healthcare is growing fast. Traditional hospitals, especially in rural areas, often deal with overcrowding, lack of specialists, and high costs. Home healthcare providers play a key role in closing these gaps by delivering quality care directly to patients.

Partnerships are vital for expanding home healthcare services because they allow providers to share resources, infrastructure, and cut costs. These collaborations enable providers to utilize the knowledge, technology, and operational strengths of hospitals and tech companies, creating a sustainable model that makes the best use of resources while keeping costs low. The findings from this study will help identify successful partnership strategies to meet the increasing healthcare needs in India, ensuring quality care remains available without straining resources.

REVIEW OF LITERATURE

Suarez-Herrera, J.C., Abeldaño Zúñiga, R.A., and Díaz-Castro (2024) in their study "Strategic Alliances in Global Health: Innovative Perspectives in the Era of Sustainable Development" look at how global health partnerships help achieve health fairness and sustainable growth. They focus on collaborations tied to the 2030 Sustainable Development Goals (SDGs), especially SDG 3 (Good Health and Well-being) and SDG 17 (Partnerships for the Goals). The authors reviewed 94 relevant studies from

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databases like PubMed and Google Scholar. They found that partnerships across different sectors improve healthcare services and global health results.

David Olanrewaju Olutimehin (2024) in "Developing a Strategic Partnership Model for Enhanced Performance in Emerging Markets" suggests a model to tackle the special challenges of forming strategic partnerships in developing areas. These challenges include cultural differences, regulatory hurdles, and limited resources. This study reviews existing literature on strategic management and international business to identify what helps or hinders successful partnerships, offering useful advice for growth that considers cultural differences, regulations, and resource needs.

Dr. Kang'e Nzesha McDonald, Eng. Prof. Thomas A. Senaji, and Dr. Risper Orero (2024) in their article, "Strategic Partnerships and Performance of Private Health Insurance Sector in Kenya," evaluate how strategic partnerships affect the private health insurance industry in Kenya. They conducted a descriptive survey with 308 participants from private insurance firms. The findings suggest that these partnerships can enhance efficiency and resource sharing; however, the link to improved performance is not statistically significant. They recommend using partnerships like bancassurance to reach more people and lower costs.

Ebulue, Charles Chukwudalu (2024) in "Public-Private Partnerships in Health Sector Innovation: Lessons from Around the World" studies how Public-Private Partnerships (PPPs) can drive innovation in global health. Through various global case studies, the research showcases successful examples, like the NHS Innovation Accelerator, and highlights the importance of PPPs in managing resources and engaging stakeholders. Data from secondary sources indicates that well-structured PPPs greatly enhance health innovation and access to care.

Geoffrey M. Gusoff (2023) in "Moving Upstream: Healthcare Partnerships Addressing Social Determinants of Health Through Community Wealth Building" investigates how U.S. healthcare organizations deal with social factors affecting health by collaborating with community wealth-building efforts. Interviews with 38 key participants across ten partnerships show that these collaborations are motivated by community needs, such as housing stability, as well as healthcare objectives. These partnerships provide financial and social assistance, leading to long-term benefits like workforce stability and affordable housing.

OBJECTIVE OF THE STUDY

- Primary objective is to study the strategic healthcare partnership to expand the market reach of home healthcare companies
- The secondary objective of the study is to understand the enhancing partnership existing in home healthcare companies
- The objective aims to understand leadership quality and reputation and trust of home healthcare companies

RESEARCH METHODOLOGY

This study follows a descriptive research design, utilizing surveys and interviews to collect primary data from doctors, clinics, and laboratory professionals. The data collection is structured as follows:

Primary Data:

Surveys and structured questionnaires are distributed to healthcare providers to gather insights on partnership dynamics, reputation, and factors influencing market reach.

Secondary Data:

Secondary data sources, such as internal records, provide background on existing partnerships and company operations.

A sample size of 148 professionals was selected to represent a diverse view of partnership impact on market expansion. Statistical tools like Chi-square and ANOVA are employed to examine relationships between key variables (e.g., leadership quality, reputation, and market reach) to inform the findings.

CONCEPTUAL MODEL:

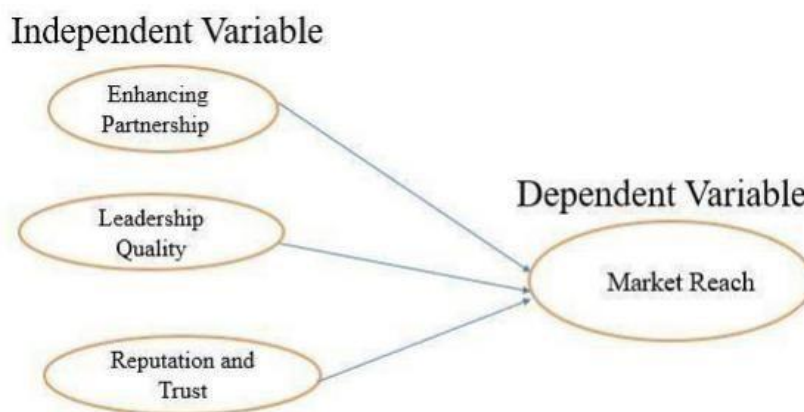


Chart No:1



Dependent Variable

Market Reach

Market reach refers to the extent a companies can attract and engage customers in its target market. It involves expanding into new regions, reaching more customer segments, and increasing visibility. Growing market reach leads to increased sales and brand awareness.

Independent Variable

Enhancing Partnership

Strengthening and fostering effective collaborations with healthcare organizations, industry players, and stakeholders helps leverage shared expertise, resources, and networks. This can improve a company's ability to enter new markets and serve more customers.

Leadership Quality

The strength and vision of the leadership team in making strategic decisions, driving innovation, and motivating teams are crucial in guiding a company towards successful partnerships and market expansion.

Reputation and trust

The public perception and credibility of a company within the healthcare industry influence potential partnerships and customer trust. A strong reputation can enhance market acceptance and encourage long-term collaboration.

DATAANALYSIS

The profile of the respondents for the research has been taken from various demographics such as Specialty area, Type of healthcare facility, Size of facility.

Table No:1

Variable	Option	Frequency	Percentage
Specialty Areas	General practices	48	32.4%
	Surgery	21	14.2%
	Obstetrics and Gynaecology	16	10.8%
	Cardiology	18	12.2%
	Dental	16	10.8%
	Others	29	19.6%
Total		148	100.0%

Type of Healthcare Facility	Hospital	92	62.2%
	Clinic	37	25.0%
	Laboratory	16	10.8%
	Other	3	2.0%
Total		148	100.0%
Size of Facility	Small (1-50 beds)	56	37.8%
	Medium (51-200 beds)	68	45.9%
	Large (201+ beds)	24	16.2%
Total		148	100.0%

Table no :2
Mean Value of the Statements

Statements	Mean Value
Involvement in Decision Making	3.03
Effectiveness in Addressing Issues	3.55
Clarity of Leadership Vision	3.63
Responsiveness to Feedback	3.71
Support in Providing Guidance	3.72
Reputation and Trustworthiness	3.74
Reliability	3.75
Transparency	3.76



FINDINGS

The analysis shows that the most common specialty is general practices at 32.4%, followed by surgery at 14.2% and cardiology at 12.2%. Most healthcare facilities are hospitals, making up 62.2%, with medium-sized facilities, which have 51 to 200 beds, being most common at 45.9%. On average, facilities employ 1.96 staff members and have been in operation for 2.78 years. In marketing, direct outreach is the most effective channel at 33.1%, followed by medical conferences and seminars at 27.7% and referral programs at 25.0%. The average likelihood of recommending LIVMO Pvt Ltd is 3.51, with major barriers being lack of awareness at 47.3% and competing services at 29.1%. Health awareness campaigns lead community engagement at 46.6%, while regular training sessions are the top choice for partnership strategies at 49.3%. Decision-making involvement scores 3.03 on average, while issue resolution scores 3.55, indicating moderate satisfaction. Leadership quality is positively rated, with support in guidance scoring 3.72 and responsiveness to feedback at 3.71. Indicators of reputation and trust show high scores for transparency at 3.76 and reliability at 3.75. Statistical tests indicate no strong link between specialty areas and outreach methods, but significant relationships exist between years of operation and likelihood to recommend, as well as between decision-making involvement and likelihood to recommend. Leadership and trust do not significantly affect market reach. These findings highlight the need to tackle awareness issues, focus on training, and engage stakeholders in decision-making to improve results.

CONCLUSION

The study shows that forming strategic partnerships in healthcare is key to improving both market reach and the quality of services. While progress has been made in creating these partnerships, there is still a need to raise awareness and engage directly with stakeholders to handle competition effectively. Future should focus on investing more in online marketing, improving customer involvement through shared decision-making, and offering better training programs. Building stronger ties with mid-sized healthcare facilities and developing loyalty programs for long-term partners will help achieve the goal of providing accessible, high-quality home healthcare throughout India.

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