



## **A STUDY ON EFFECTIVE MARKETING STRATEGIES FOR HEALTH CARE SERVICES**

**Guide Name Mrs.A. Sangeetha priya**, Assistant professor, Department of Commerce with Computer Applications, Sri Krishna Adithya College of Arts and Science, Coimbatore.

**Student Name. Mr. Ajitesh S**, student of B.Com CA, Sri Krishna Adithya College of Arts and Science, Coimbatore.

### **CHAPTER I**

#### **1.1. INTRODUCTION**

Effective marketing strategies for healthcare services are crucial in a highly competitive and rapidly evolving industry. These strategies not only help attract and retain patients but also enhance the overall reputation of healthcare providers. By leveraging a mix of traditional and digital marketing techniques, healthcare organizations can build trust, communicate their unique value propositions, and engage effectively with their target audiences. We will delve into the latest trends, best practices, and case studies to provide actionable insights for healthcare marketers, administrators, and providers looking to enhance their marketing efforts and improve patient care. The effects and importance of marketing assessment in the health sector are often underestimated. What is important and needed by patients is sometimes different from what is important to the organization that makes up the healthcare system. Thus, they must catch up with the demand to improve the quality and accessibility of healthcare. Although much work has been done on marketing strategies used by healthcare organizations, they do not yet provide the latest critical synthesis and reflection. Therefore, using evidence from previous studies, this paper combines various marketing and medical science elements covering aspects of hospital marketing strategy. It intends to search for an effective marketing strategy in health services using qualitative content analysis.

#### **1.2 STATEMENT OF THE PROBLEM:**

The healthcare industry is increasingly becoming competitive, with a growing number of healthcare providers and services available to consumers.



However, despite this competition, many healthcare organizations struggle to effectively reach and engage their target audience. Traditional marketing strategies are no longer sufficient in meeting the evolving needs of patients, especially in a digital world where information is easily accessible, and consumer expectations are rapidly changing. The challenge lies in identifying and implementing effective marketing strategies that not only attract patients but also build long-term relationships, promote patient trust, and enhance patient satisfaction.

### **1.3 OBJECTIVES**

1. To enhance the overall patient experience through quality, care, convenience and compassion.
2. To utilize digital marketing channels for better reach and information.
3. To provide accurate and timely information about health services treatment and prevention strategies.

### **1.4 SCOPE OF THE STUDY**

The study will examine how healthcare providers identify and segment their target audiences, including patients, caregivers, and healthcare professionals, and the role of demographic, psychographic, and behavioral factors in tailoring marketing strategies. The research will delve into the role of digital marketing tools, including social media, search engine optimization (SEO), email marketing, content marketing, and mobile applications, in reaching a broader patient base and enhancing patient experience.

### **1.5 RESEARCH METHODOLOGY**

Research methodology systematically solve research problem, why the research has been undertaken, how the research problem has been defined and what data defined, has been adopted.

Data Collection

Area of Study

Sample Size

Statistical Tool



### **1.5.1: DATA SOURCE**

Both primary data and secondary data were collected for the purpose of the study.

#### **PRIMARY DATA**

It is the original data collected from the respondents. This was collected through a structured questionnaire.

#### **SECONDARY DATA**

Secondary data means the data they refer to the data which have been already collected and analysed by someone either published data or unpublished data. Secondary data for this study are collected through websites, journal and books

### **1.5.3 SAMPLE SIZE**

The study covered a sample size of 100 respondents belonging to the study area, who were using OTT platform.

### **1.5.4 TOOLS OF ANALYSIS**

The data were analysed systematically and research made use of the following for analysis of the data.

- Percentage Method
- Ranking Analysis
- Chi – Square Method

### **1.6 LIMITATIONS OF THE STUDY**

- Small size: The sample size for the consumer awareness survey on eco-friendly product.
- Geographical Constraints – The research is conducted within a specific region, and consumer behaviour may differ in other locations due to cultural, economic, or social factors.
- Self-Reported Data – The study relies on surveys and interviews, which may lead to biased responses as participants might not always provide accurate answers.



## CHAPTER II

### 2.1 REVIEW OF LITERATURE

- **Sembiluh & Sulistiadi (2022)**, the pandemic has accentuated the importance of digital marketing for hospitals. Their research reveals that digital marketing strategies are instrumental in achieving several key objectives. Hospitals can utilize digital marketing to attract new patients, expand their market reach, increase patient trust, and cultivate patient loyalty. Additionally, digital marketing helps in raising awareness about hospital services.
- **Burhan & Sulistiadi (2022)**. These studies collectively demonstrate that digital marketing offers a wealth of benefits for hospitals, particularly in attracting new patients, expanding business reach, and enhancing patient trust.
- **Nakenova 23( 2021)**. Healthcare marketing improves patient happiness and quality of care. Public satisfaction and healthcare quality are improved through healthcare marketing.
- **Sita-Paramita. et al (2021)**. The study underscores the importance of optimizing digital marketing strategies to enhance hospital visibility and engagement, suggesting that a strategic approach to digital marketing can lead to substantial improvements in hospital performance and patient satisfaction of people.
- **Ramin Ravangard et al 24 (2020)**. Promotion" is the least influential factor in hospital selection. - The "physical environment" is the most crucial factor affecting selection The participants gave the "speciality of health service providers" the highest rating.
- **Andreas Aryo Risky Prasetyo, Wachyu Sulistiadi et.a l29 (2019)**. The hospital marketing strategy can be developed effectively using elec-tronic media. Hospitals can communicate with digital marketing because of the simplicity of IT.



## CHAPTER III

### 3.1 ANALYSIS AND INTERPRETATION

Analysis and interpretation are the central steps in research process. Analysis of data means studying the tabulation material in order to determine the inherent facts of meaning. It involves breaking down complex factor into simple units.

#### 1. SIMPLE PERCENTAGE ANALYSIS

Percentage analysis refers to a special kind of rates, percentage are used in making comparison between two or more series of data. A percentage is used to determine relationship between the series. It compares relative items. In the percentage analysis percentage is calculated by multiplying the number of respondents in 100 and it is divided by the same size.

Simple percentage = No .of. respondent

$$\frac{\text{-----}}{\text{Total No.of. Respondents}} *100$$

#### 2. LIKERT SCALE ANALYSIS

The Likert scale is a standard classification format for studies. The respondents provide their opinion data about the quality of a product/service from high to low or better to worse using two, four, five, or seven levels.



## CHAPTER IV

### 4.1 FINDINGS

#### 1. FINDINGS FROM SIMPLE PERCENTAGE ANALYSIS

- It is inferred that majority (40%) of the respondents are said that Regularly. It is inferred that majority (40%) of the respondents are said that Emergency. It is inferred that majority (40%) of the respondents are said that Facebook. It is inferred that majority (40%) of the respondents are said that Excellent.
- It is inferred that majority (50%) of the respondents are said that Excellent. It is inferred that majority (45%) of the respondents are said that Yes.
- It is inferred that majority (30%) of the respondents are said that drive website traffic.
- It is inferred that majority (35%) of the respondents are said that Website analytics.
- It is inferred that majority (36%) of the respondents are said that Not very important.

#### 3. FINDINGS FROM LIKERT SCALE

The Likert scale value is 3.590 which is greater than the mid-value (3) which shows that overall all satisfaction of effective marketing.

### 4.2 SUGGESTIONS

1. Build a Strong Online Presence
  - Website Optimization: Ensure your website is user-friendly, mobile- optimized, and includes essential information such as services, doctor profiles, testimonials, and easy contact options. .
2. Leverage Social Media



- Engagement: Use platforms like Facebook, Instagram, and LinkedIn to share educational content, patient success stories, and updates on services.

### 3. Patient Reviews & Testimonials

- Encourage Reviews: Prompt satisfied patients to leave reviews on Google, Healthgrades, or Yelp. Positive reviews build trust and credibility.

## 4.3 CONCLUSION

In conclusion, effective marketing strategies for healthcare services hinge on building trust, fostering patient relationships, and providing value at every touchpoint. By leveraging a combination of digital marketing (such as SEO, social media, and content marketing), patient testimonials, community engagement, and personalized care, healthcare providers can enhance their visibility and credibility.

## REFERENCE

- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- This comprehensive textbook on marketing management discusses various marketing strategies, including in the healthcare sector. It explores the nuances of building a brand, customer relationships, and service marketing.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation, and Practice* (7th ed.). Pearson Education.
- This book covers the fundamentals of digital marketing, including SEO, social media marketing, and content strategies, all of which are essential for healthcare providers looking to enhance their online presence.
- This book explores how innovations (including new healthcare technologies and services) are adopted by populations, offering



insight into how healthcare providers can successfully introduce new services or treatment options.