

SOCIETAL IMPACT OF HOSPITAL MARKETING STRATEGIES: INDIAN PERSPECTIVE

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ABSTRACT

Healthcare is basic need of human being since ancient times. Every individual must need to take care of health, for this hospitals play important role and have great social impact. Also hospital provide promised healthcare practices which results in betterment of economy and Indian society. Today, most hospitals administrators would acknowledge that the well-being of their organization depends upon the attraction of resources to enable hospitals to meet the historical goals of patient care, teaching and research. Attraction of the necessary resources and acceptance on the part of various publics of the hospital that the organization has attained its goals are vital to the long-term survival of the institution. Modern Hospital Marketing strategies has provided meaningful impact on society in maintaining health. This study lights upon the aspects related to Marketing strategies of Hospitals and their societal Impact. This study is completely based on Indian societal perspective. Hospital Marketing complexity, heterogeneity and ambiguity, quality should not only be assessed from the customer's point of view, but also from that of the providers. An approach based on both customers and providers offers a much more complete picture of health care quality and make societal impact.

Keyword: *Hospital, Healthcare, Hospital Marketing Strategy, Societal Impact*

1. INTRODUCTION

The concept of hospital is closely resembling with the social development. The hospital marketing strategies come with the inclusion into healthcare begins with social relationship between patients and hospital. A simple explanation of the view is that the hospital is final authority and is responsible in maintaining public health.

In modern time, an average person is surrounded by multi-stimuli. He constantly remains under stress. He least cares about his health and hygiene. He suffers from numberless physical as well as mental diseases. He really needs qualitative treatment for his illnesses. Therefore the study of social impact of hospital marketing strategies is nevertheless important. Marketing is essential for any type of business. Without marketing any individual, firm or company cannot stand in the market. The hospital mulls to make use of marketing strategies to think how it may give a solution to reach maximum elements in society to satisfy healthcare needs.

Health care services are becoming more significant today than ever before in India. This may be attributed to some extent to the ongoing liberalized process. Along with the growth of the industry and services, the demand for health care is also increasing. But what is of concern to the average Indian is prohibitive cost of this care. India has made rapid strides in the health sector since independence; but critical health issues remain same.

2. SOCIAL INTEGRATION OF HOSPITAL MARKETING STRATEGIES

Hospital as a Service Organization

The overall process which involves hospital business is service. There is nothing which is tangible, which can be physically touched or verified and which is not perishable. In the first part of the discussion on services, characteristics of services have been explained. Organizations engaged in hospital business provides a wide variety of services like providing beds, complete nursing to the patients or providing equipment for diagnosing all sorts of ailments, arranging transportation in the form of ambulances, catering services, etc., to the individuals.

There have been accelerating changes in the environment in which hospitals function, resulting in accelerating changes in management of hospitals. It is important, therefore, to look at the evolution of hospitals within the environment on which it is dependent. The major changes in concept of hospitals can be divided into different periods such as 1) Trusteeship Period 2) Physician period 3) Administration period.

a). Hospital Produces Intangible Services Rather than Tangible Goods

Most of the hospitals are engaged in the production of services. Services are intangible, inseparable and perishable. A hospital offers an intangible service called health care, its delivery is inseparable from its delivers i.e. physicians, nurse etc. Its quality is variable with respect to who delivers it and it is perishable in that an empty nurse-practitioner office or idle physician means a loss of the associated revenue, since a service cannot be stored. Hospital service marketers must keep these characteristics in mind when developing marketing strategies and plans. Moreover, production and consumption of the service occur simultaneously, so the patient must be integrated into the service production process.

b). Hospitals are subject to Close Public Scrutiny

Hospitals provide public needed services, they are on subsidized, are often tax exempted, and are increasingly regulated. They experience pressures from public and are expected to operate in the public interest.

c). Hospitals has been to Limit their Choice of Marketing Strategies

Hospitals can not necessarily determine their own product line or service policy, in some cases it is dictated by the local regulatory bodies. Therefore, one major effect of local bodies on hospitals has been to limit their choice of marketing strategies

d). Less Patient Price Sensitivity than Other Industries The majority of rupees expended for hospitals are reimbursed by third parties. This results in less patient price sensitivity than is found in most of other industries.

e). Growing Consumerism - Some observers have predicted that the first decade of the twenty first century will be the decade of the consumer in healthcare and ample evidence supports this assertion. consumer-driven healthcare is one of the latest buzzwords in the field and a consumer choice environment is emerging in which healthcare organizations will be required to cater to the needs and wants of a more demanding set of customers. These trends will require that marketers understand both the customer and the prospective customer better than at any time in the past, not only in terms of their demographics but also their lifestyles.

3. HOSPITAL – A COMPLEX SOCIAL ENTITY

The complexity of the modern hospital organization is evident from the fact that it provides essential services, all 24 hours a day. The hospital is faced by a unique set of issues and characteristics. These characteristics in Indian context can be summed up thus

- a) Continuous operation
- b) Physicians are responsible for patient care, education and research. This necessitates unique skills and special working relationships.
- c) Hospitals deal with the problems of life and death This puts significant psychological and physical stress on all the personnel.
- d) It is difficult to determine and measure the quality of patient care.
- e) over emphasis on medical care and the overriding of financial aspects of hospital operations.
- f) Hospitals are subject to Close Public Scrutiny Hospitals provide public needed services, they are on subsidized, are often tax exempted, and are increasingly regulated. They experience pressures from public and are expected to operate in the public interest.
- g) Less Patient Price Sensitivity than Other Industries

4. SOCIAL IMPACT OF HOSPITAL MARKETING – A PARADIGM SHIFT

- a) Virtually every aspect of healthcare has undergone significant development over past few years, and virtually all of these changes have implications for marketing.
- b) the nature of the shifting demand for health services will be a major influence on futures demand for health services will be a major influence on future marketing activities.
- c) Growing Consumerism – Hospital Marketers require to identify trends to understand both the customer and the prospective customer better than at any time in the past, not only in terms of their demographics but also their lifestyles.
- d) A Shift Toward Patient Management - In keeping with a broader definition of health and illness, the healthcare industry is experiencing a shift away from disease management toward patient management. While no one is abandoning programs designed to manage the treatment of patients with chronic diseases, emphasis is growing on managing the whole person using a comprehensive therapeutic approach.
- e) The Erosion of Trust -Perhaps the most significant development in the past decade in terms of effect on the healthcare-consuming public has been the erosion of trust in the healthcare system. Twenty years ago, physicians were accorded the status of demigods, and hospitals were held up as examples of efficient and altruistic institutions. Health plans were considered valuable safety nets, and pharmaceutical companies were hailed for their contributions to new therapies. Reports of unethical behavior, negligence, and greed have served to sully the reputations of most of the players in healthcare in one way or another. A spate of criminal and civil charges brought against healthcare executives have served to further create an environment of distrust and suspicion. As result, a major role of the healthcare marketer in the future is likely to involve trust building, as efforts are made to repair the damage that healthcare has inflicted upon itself over the past two decades. Marketers will not only be promoting a product or service but also the image and integrity of the entire industry.

5. SOCIETAL PERCEPTION TOWARDS HOSPITAL

Perceptions vary from person to person. Different people perceive different things about the same situation. But more than that, we assign different meanings to what we perceive. And the meanings might change for a certain person. One might change one's perspective or simply make things mean something else. The concept of patient perception does not only relate to individual patients in consumer markets. It is also valid in business to business situations. For example, a competitor benchmarking survey of a large industrial supplier revealed that the market leader, although recognized for excellent quality and service and known to be highly innovative, was perceived as arrogant in some regions. If we take into consideration that there are about four other large players with a similar level of quality and innovative ideas, this perceived arrogance could develop into a serious problem. Patients here

are well aware them in characteristics of all the offerings available at the market are largely comparable. So they might use the development of a new product generation of their own to switch to a supplier that can serve them not better or worse, but with more responsiveness and understanding.

6. CONCLUSION

We have now realized the critical importance of hospitals in maintaining public health and social development. Modern hospitals are turning towards technological advancements to constantly identify patients' needs and deliver the same to achieve social development. For that social integration of hospitals plays an integral part in Indian perspective and to convert developed nation. This paper attempted to light upon the research on social impact and to know the significant practices to add a new and encourage ongoing hospital marketing strategies in India. For the patients or consumers to have successful and satisfactory healthcare experience the hospitals would need to adopt new perspective. The transition may impact of Hospital, they will require new set of marketing skills and abilities to prepare for betterment of healthcare practices related hospitals in India.

Healthcare Education is important aspect in society. As far as education of respondents concern it helps for selecting the right healthcare service provider. In the era of modernization education of respondents play an important role in reacting particular disease condition. They have to choose from many healthcare providers and ultimately right hospital. Also react to different marketing strategies of hospitals.

Implementation of modern marketing strategies in hospitals requires further strategic planning like health camps or health mela, ease of excess of different transportation and informative tools for example helps to know patient needs and their views about hospitals and particular healthcare institutes. Rating of patient satisfaction will also increase social impact as to reach maximum crucial social elements of society.

This paper clearly provides the information as hospital marketing strategies has helping for betterment of healthcare and decreasing the social gap between modern hospitals and people in India.

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