**1.1 INTRODUCTION**

Marketing plays an important role in helping participants in the health care system; it creates, communicates, and delivers value to their respective target markets. A modern marketer starts with the customers rather than with the products or service. They are more interested in building a lasting relationship than in securing a single transaction. Their aim is to create a high level of satisfaction so that customers come back to the same supplier. Marketers have used many traditional skills, including marketing research, product design, distribution, pricing, advertising, sales promotion, and sales management. These skills need to be supplemented by newer ones emerging from new technologies and concepts for reaching and serving customers with messages and offers.

**S**ocial media marketing refers to the process of gaining website traffic or attention through social media sites. Indian marketers are moving at a fast speed to tap the ‘new normal’ opportunity. Social media has gone mainstream. And for businesses it represents an unprecedented marketing opportunity that transcends traditional middlemen and connects companies directly with customers. Customer acquisitions remain to be the prime goal of Indian marketers (59%). According to leading marketers of India, the top three online investment channels for 2011 are Social media, Email marketing and Search marketing. 52% of the top marketers said that it is extremely important to integrate email marketing and social media.This is why nearly every business on the planet is exploring social media marketing initiatives The focus of marketers is shifting from ‘sending the message out’ to ‘start engaging with customers’. In this context, the role of a marketer is changing from ‘batch and blast’ processing to creating ‘listening posts’ and ‘dialogue hubs’ in customer communities. A shift from isolated pure play traditional platforms to an integrated multi-channel approach is helping the marketers address the challenge of new consumers’ expectations across many devices and channels. Indian marketers are leveraging the power of various communication channels and technologies- be it Email, SMS or Social Media in their portfolio.Here we will see the main trend of Social media marketing in India,The scope of it,The future and will undergo a research to follow the Customer perception About Social media for Brand management**.**

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media.

Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns.

A key aspect of social media utilization in health care is the actual content disseminated by healthcare organizations. In order to establish a social media presence, an organization must first create an account or page on a social media website. They then need to decide on the type of content that they will regularly post to their website page and how frequently they will post each type of content. Some hospitals prefer to advertise for their services more frequently; some less frequently. Some hospitals utilize social media websites to provide health and wellness tips to their audience; while others utilize social media websites to announce new research activities and to solicit donations. In order to effectively utilize social media platforms and websites, healthcare organizations need to manage their activities on those websites and make sure that the content of their posts are aligned with the main objectives for which they have established a presence on social media environments.

To better understand the importance of paying attention to the content posted on social media, suppose that a hospital aims to use social media mainly for conveying health information to health consumers, but in reality they post ads related to workforce recruitment more frequently than any other types of content. This may mean that their actual use of social media is not properly aligned with their primary intent, which implies that the organization may not be leveraging social media in an effective and proper way. Thus, regular evaluation and analysis of the content of the posts seem necessary for healthcare organizations. This form of analysis can also help researchers understand the actual use of social media environments in health care. Moreover, if developers, providers, and administrators of social media websites understand what forms of content are more commonly posted by healthcare organizations, they can offer technical features, settings, and policies on their websites to better address organizations’ needs.

**SOCIAL MEDIA MARKET**

Social media are computer-mediated tools that allow people to create, share or exchange information, ideas, and pictures/videos in virtual communities and networks. Social media is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content." Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between businesses, organizations, communities, and individuals.

"Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships'"

* **Facebook**

Facebook is an online social networking service headquartered in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg with his Harvard College roommates and fellow students Eduardo Saverin, Andrew McCollum, DustinMoskovitz and Chris Hughes.The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. On July 13, 2015, Facebook became the fastest company in the Standard & Poor’s 500 Index to reach a market cap of $250 billion.

* **Whatsapp**

WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both former employees of Yahoo! WhatsApp 2.0 was released with a messaging component and the active users suddenly swelled to 250,000. Koum visited Acton, who was still unemployed while managing another unsuccessful startup and decided to join the company. In a December 2013 blog post, WhatsApp claimed that 400 million active users use the service each month. As of 22 April 2014, WhatsApp had over 500 million monthly active users, 700 million photos and 100 million videos are shared each day, and the messaging system handles more than 10 billion messages each day. With 65 million active users, about 10% of the total worldwide users, India is the largest single country in terms of number of users.

* **Twitter**

Twitter Inc. is based in San Francisco and has more than 25 offices around the world. Twitter was created in March 2006 by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass and launched by July 2006. In 2013 Twitter was one of the ten most-visited websites, and has been described as "the SMS of the Internet." As of May 2015, Twitter has more than 500 million users, out of which more than 302 million are active users.

* **Myspace**

MySpace is a social networking website offering an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos. It is headquartered in Beverly Hills, California.As of May 2014, Myspace was ranked 982 by total web traffic, and 392 in the United States. As of February 2015 the ranks were 1594 and 1296, correspondingly. Myspace had a significant influence on pop culture and music and created a gaming platform that launched the successes of Zynga and RockYou, among others. The site also started the trend of creating unique URLs for companies and artists.

* **YouTube**

YouTube is a video-sharing website headquartered in San Bruno, California, United States. The service was created by three former PayPal employees in February 2005. YouTube now operates as one of Google's subsidiaries. Available content includes video clips, TV clips, music videos, and other content such as video blogging, short original videos, and educational videos.

* **LinkedIn**

LinkedIn is a business-oriented social networking service. It was founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million members. As of March 2015, LinkedIn reports more than 364 million acquired users in more than 200 countries and territories.LinkedIn filed for an initial public offering in January 2011 and traded its first shares on May 19, 2011, under the NYSE symbol "LNKD".

* **Instagram**

Instagram is an online mobile photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, and share them on a variety of social networking platforms. Users can also apply digital filters to their images. The maximum duration for Instagram videos is 15 seconds. Instagram was created by Kevin Systrom and Mike Krieger, and launched in October 2010 as a free mobile app. The service rapidly gained popularity, with over 100 million active users as of April 2012and over 300 million as of December 2014.

* **Google Plus**

Google+ (pronounced and sometimes written as Google Plus) is an interest-based social network that is owned and operated by Google Inc.The service, Google's fourth foray into social networking, experienced strong growth in its initial years, although usage statistics have varied, depending on how the service is defined.Males of ages between24–36 have comprised the largest share of the user base.

* **Slideshare**

SlideShare is a Web 2.0 based slide hosting service. Users can upload files privately or publicly in the following file formats: PowerPoint, PDF, Keynote or OpenDocument presentations. Slide decks can then be viewed on the site itself, on hand held devices or embedded on other sites. Launched on October 4, 2006, the website is considered to be similar to YouTube, but for slideshows. Although the website is primarily a slide hosting service, it also supports documents, PDFs, videos and webinars.SlideShare also provides users the ability to rate, comment on, and share the uploaded content.

**GROWTH IN SOCIAL MEDIA USAGE: RURAL INDIA BEATS URBAN INDIA**

Usage of social media in rural India has grown by 100% during the last one year with 25 million users residing in that belt, according to a report. However, urban India registered a relatively lower growth of 35% with the total number of users at 118 million as on April 2015, says the 'Social Media in India 2014' report by the Internet and Mobile Association of India (IAMAI) and Indian MARKET Research Bureau (IMRB) International. There are 143 million social media users in India as on April 2015. The report stated that the top four metros continue to account for almost half of the social media users in urban India. The report said the largest segment accessing social media consists of the college going students with 34% followed by young men at 27%.School-going children constitute 12% of the social media users. College-going students and young men still form the 60% of the social media users in urban India. The report further stated that 61% of these users access social media on their mobile device."The fact that almost two-thirds of the users are already accessing social media through their mobile is a promising sign. With the expected increase in mobile traffic the number of users accessing social media on mobile is only bound to increase," the report added.

# IMPORTANCE OF SOCIAL MEDIA MARKETING IN BUSINESS

The world connects through the internet, and social media networks are present in the lives of millions around the world. Social media is becoming one of the most important aspects of digital marketing which provides incredible benefits by reaching millions of customers worldwide. They help you to connect with the customers, increase your brand awareness, and boost your leads and sales.

Here are the five reasons of importance of social media marketing in business:

* **Cost-Effective**

As anyone can do social media marketing even with investing huge cost, it is possibly the most cost-effective way for an advertising strategy. You can create an account and sign up for free on almost all social networking platforms. Being cost-effective is crucial as it helps you accomplish a greater return on investment and helps you to hold a larger budget for other marketing and business payments.

* **Engaging Customers**

One of the best reasons for your business to be marketing through social media is that your customers are already spending time on these platforms. It is a good way to engage and interact with customers on a personal level. By performing simple market research can help you determine which social networks your target audience uses the most. Additionally, by communicating and engaging with your customers, you can win their attention and convey your brand message. That way you can reach more audience in real time and established yourself in the market.

* **Improves Brand Loyalty**

Having a social media presence makes it easier for your customers to find you and connect with you. This will help in improving customer retention and customer loyalty. Since developing a loyal customer base is one of the main goals of any business, social media should be in your strategy. Usually, brand loyalty and customer satisfaction go hand in hand. Social media is not limited to just introduce your product; it can also be used for promotional campaigns. A customer considers these to be as service channels where they can directly communicate with the business.

* **Increases Traffic**

One of the major benefits of social media is that it helps to increase your website traffic. By sharing your content on social media, you are providing users to click through your website and visit it for more information. The more quality content you share on your social account, the more inbound traffic you will generate while making conversion opportunities.

* **Enhances SEO Rankings**

In calculating rankings, presence in social media is becoming an essential factor. The algorithm that secures a successful ranking keeps evolving. Nowadays, it is no longer enough to simply optimize your website and update your blog regularly. Successful brands tend to have a healthy social media presence. This presence act as a signal to the search engines that your brand is valuable, credible and trustworthy.

# BENEFITS OF SOCIAL MEDIA MARKETING

However, beyond social media being a modern marketing requirement, there are many business benefits of being social. Below are some of the biggest.

**1. Brand awareness.**Having a presence on social media makes it easier for both existing and potential customers to find and connect with your brand. With the sheer volume of people using social media today, your business has an opportunity to reach a significant number of new eyes and audiences. Social platforms are also a great place to tell your brand’s story and help people get a better feel for what your business is all about.

**2. Brand loyalty.**Social media gives brands an unparalleled opportunity to join in conversations and engage with their customers. When executed properly and consistently, these interactions pave the way for brand loyalty. While it still takes time to earn customer loyalty, social media engagement can help businesses build that trust more quickly.

**3. Increased website traffic.**Social media expands your outlets for attracting inbound traffic to your website. Every social profile that you have is a potential path to your site and each post is a new opportunity to provide value and show visitors and followers why they should visit your website. Ultimately, these visits can result in more leads and conversions.

**4. Customer insights.**A tremendous amount of customer data is generated by all the active users on social media today. Through social listening and engaging with your followers, you can learn more about who your customers are, where they like to spend their time, what interests them, and what they think about your brand, your competitors and your industry. This can in turn help you engage them more effectively with your content, advertising and messaging.

**5. Customer experience.**Chances are good that even if your business isn’t on social media, your customers expect you to be. It gives them another way to get to know and connect with your brand and enhances the customer experience. In addition, the importance of social media’s role in customer service today can’t be understated. When they have a question or something goes wrong, customers appreciate having the option of connecting on social media with the brands they do business with.

**6. Lead generation and sales.**Social media can be an incredibly effective tool for generating leads and moving them through the buying cycle. By combining organic tactics with paid ones, social media marketers can expand their reach and attract more leads. B2B sales teams can then use social listening and other social media research to convert those leads into sales.

**7. Multichannel campaigns.**Buyers today move quickly between channels – from website to social to email back to social again. While social media is impactful on its own, it is made more powerful by becoming an integrated part of your marketing initiatives and strategy. Social media messages support and reinforce your messaging on other channels and provide you with another opportunity to reach your audience where they are, no matter where that might be.

**ADVANTAGES OF SOCIAL MEDIA MARKETING**

Imagine spending as little as 6 hours a week in order to increase your business's recognition, traffic, and sales with little to no cost. That's right! About 90% of marketers claimed that social media generated immense exposure for their company, and that's only one of its many advantages. Social networks are now a substantial part of every marketing strategy, and the benefits of using social media are so great that anyone not implementing this cost-effective resource is missing out on a phenomenal marketing opportunity. It's easy to see that [social media marketing](https://www.bluefountainmedia.com/social-media-marketing) is a key element for success in marketing and many marketers realize the potential for business growth using the platform. However, some of these professionals are unsure of which tactics to apply and if they are effective. According to [Social Media Examiner](http://www.socialmediaexaminer.com/SocialMediaMarketingIndustryReport2015.pdf), about 96% of marketers are currently participating in social media marketing, but 85% of participants aren't sure which tools are the best to use. With our help, we will diminish the confusion by thoroughly explaining the advantages of using social media to market your business.

## **1. Increased Brand Awareness**

Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers. To get started, create social media profiles for your business and begin interacting with others. Get employees, business partners, and sponsors to "like" and "share" your page. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business. Each post that is shared will be introduced to a new network of individuals, which can lead them to becoming potential customers, and the more people who know about your business, the better. By investing only a few hours per week, over 91% of marketers claimed that their social marketing efforts greatly increased their exposure. There is no doubt that by simply having a social media page your brand will benefit, and with regular use it can generate a wide audience for your business.

## **2. More Inbound Traffic**

Without marketing your business on social media, your inbound traffic is limited to your usual customers. The people familiar with your brand are likely searching for the same keywords you already rank for. Without utilizing social media as part of your marketing strategy, you'll have much more difficulty reaching anyone outside of your loyal customer circle. Every social media profile you add to your marketing mix is a gateway to your website, and every piece of content you post is another opportunity to acquire a new customer. Social media is a melting pot of different types of people with varying backgrounds and behaviors. With different people come different needs and different ways of thinking. Syndicating your content on as many platforms as possible allows these individuals to organically reach your business. For instance, perhaps someone in an older demographic of consumers will search for your website using a particular keyword on Facebook, but a millennial could begin their search by using a different social media platform entirely, because they search for products totally differently. By marketing on social media you can effectively open your business to a wider variety of versatile consumers all over the world.

## **3. Improved Search Engine Rankings**

Although posting on social media might get your business some site traffic, more effort than that is required to see significant success. [Search engine optimization](https://www.bluefountainmedia.com/search-engine-optimization) is very important for achieving higher page rankings and obtaining traffic to your business website. While social media doesn't directly increase search engine rankings, Social Media Examiner states that more than 58% of marketers who have been using social media for one year or longer still see improved search engine rankings. Being able to rank in the top positions for your keywords will revolutionize your traffic and continue to generate positive results for your business. Let's face it, everyone uses Google to find information, and they likely won't navigate past page 1 because their answer normally is on the first page of results. If your business website isn't ranked towards the top of search engine results, you should probably adjust your search engine optimization strategy. To give yourself the best chance of ranking better through social media, create high quality content that integrates your targeted keywords. Content such as blogs, infographics, case studies, business information, and employee photos will make your business's social media profile intriguing and credible. Once you begin posting quality content, you'll begin to build a social media community where followers will "like" and "share" your content. Most importantly, it gives you more opportunities to get in front of industry influencers who will write about your business and provide links back - which will help to directly increase search engine rankings.

## **4. Higher Conversion Rates**

With increased visibility, your business gains more opportunities for conversion. Every blog post, image, video, or comment may lead viewers to your company's website and increase traffic. Social media marketing allows your business to give a positive impression through a humanization factor. When brands are interactive by sharing content, commenting, and posting statuses on social media, it personifies a brand. People prefer to do business with other people, rather than companies. Over 51% of marketers claimed that taking the time to develop relationships with consumers showed positive results in sales. The better impression you make on a visitor, the more likely they are to think of your business when the need for your product or services arises. [Studies](http://www.slideshare.net/HubSpot/the-2012-state-of-inbound-marketing-webinar) have also shown that social media has a 100% higher lead-to-close rate than outbound marketing. When a brand is interactive online, consumers who follow your brand's accounts often begin to more completely trust the credibility of your business. People use social media platforms to stay connected to their friends, family, and communities. Since people are already talking, why not throw your brand into the mix? More likely than not, they'll mention your brand to a friend when your products or services are needed, overall providing your business with social proof of its quality. As reported by Social Media Examiner, about 66% of marketers saw lead generation benefits by using social media platforms at least 6 hours per week. Putting your brand in an atmosphere where people are sharing, liking, and talking, can only improve the conversion rates on your existing traffic.

## **5. Better Customer Satisfaction**

Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanizing your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message. Being able to acknowledge each comment shows that you are attentive of your visitors' needs and aim to provide the best experience.

Every customer interaction on your business's social media accounts is an opportunity to publicly demonstrate your compassion for your customers. Whether an individual has a question or a complaint, social media allows you to address the matter using interpersonal dialogue. A brand devoted to customer satisfaction that takes the time to compose personal messages will inherently be viewed in a positive light, even if responding to a customer complaint.

## **6. Improved Brand Loyalty**

One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them. Social media is not just limited to introducing your brand's products and promotional campaigns. Customers see these platforms as a service channel where they can communicate directly with the business. The millennial generation is known for being the most brand loyal customers of all. Born between the early 1980's and the early 2000's, millennials are the largest generation in US history -- and will soon completely consume the market. Studies show that this [segment](http://www.inc.com/geoff-smith/millennials-becoming-more-loyal-in-era-of-consumer-choice.html) of customers is 62% more loyal to brands that directly engage with them on social media. Since these technology natives require communication with their brands, businesses must implement social media marketing to get the attention of their most influential consumers.

## **7. More Brand Authority**

Customer satisfaction and brand loyalty both play a part in making your business more authoritative, but it all comes down to communication. When consumers see your company posting on social media, especially replying to customers and posting original content, it makes you appear more credible. Regularly interacting with customers demonstrates that your business cares about customer satisfaction, and is available to answer any questions that they might have. Satisfied customers are eager to spread the word about a great product or service and they usually turn to social media to express their opinion. Having customers mention your business on social media will advertise your business, and show new visitors your value and brand authority. Once you obtain a few satisfied customers who are vocal about their positive purchase experience, you can let the advertising be done for you by actual customers who enjoyed your product or service.

## **8. Cost-Effective**

Social media marketing is possibly the most cost-efficient part of an advertising strategy. Signing up and creating a profile is free for almost all social networking platforms, and any paid promotions you decide to invest in are a relatively low cost compared to other marketing tactics. Being cost-effective is such an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses. If you decide to use paid advertising on social media, always start small to see what you should expect. As you become more comfortable, fine tune your strategy and try increasing your budget. Just by spending a small amount of time and money you can significantly increase your conversion rates and eventually get return on investment on the money you initially invested.

## **9. Gain Marketplace Insights**

One of the most valuable advantages of social media is marketplace insight. What better way to know the thoughts and needs of your consumers than by directly talking to them? By monitoring the activity on your profiles,, you can see customer' interests and opinions that you might not otherwise be aware of if your business didn't have a social media presence. Using social media as a complementary research tool can help gain information that will aid you in understanding your industry. Once you gain a large following, you can use additional tools to analyze the demographics of your consumers. Another insightful aspect of social media marketing is the ability to segment your content syndication lists based on topic, and identify which types of content generate the most impressions. These tools give you the ability to measure conversions based on posts on various social media platforms to find the perfect combination for generating revenue.

## **10. Thought Leadership**

Posting insightful and well-written content on your social media is a great way to become an expert and leader in your field. There is no one way to become a thought leader - it requires work that can be supported by online networking tools. To establish yourself as an expert, be sure to utilize social media platforms and build your presence. Be communicative, connect with your audience, share content, and promote your authority. When your social media campaign is aligned with other marketing efforts, your skills will be highlighted and followers will look up to you. Being able to directly connect with your customers creates a relationship that they will value, allowing you to become a notable influencer in your field.

**1.2 STATEMENT OF THE PROBLEM**

Marketing is an important activity of modern healthcare organizations in many countries. To survive and succeed, organizations must know their markets, attract sufficient resources, convert these resources into appropriate services, and communicate them to various consuming publics. In the hospital industry, a marketing orientation is currently recognized as a necessary management function in a highly competitive and resource constrained environment. The marketing orientation is posited to lead greater customer satisfaction and improved business results, as well as to force hospitals to focus more on cost control. The number of efforts to compare the service quality of health care organizations on the basis of marketing orientation in both India and Iran is still not enough. Marketing is an important activity of modern healthcare organizations in many countries. To survive and succeed, organizations must know their markets, attract sufficient resources, convert these resources into appropriate services, and communicate them to various consuming publics. In the hospital industry, a marketing orientation is currently recognized as a necessary management function in a highly competitive and resource constrained environment. The marketing orientation is posited to lead greater customer satisfaction and improved business results, as well as to force hospitals to focus more on cost control. The number of efforts to compare the service quality of health care organizations on the basis of marketing orientation in both India and Iran is still not enough.

**1.3 SIGNIFICANCE AND SCOPE OF THE STUDY**

There are lots of hospitals in Chala cater the needs of customer in better manner. It’s completely service oriented. Hospitals are essential to every place. The good health is a precious gift and timely preventive enables you to lead a more fulfilling life. The study is based on social media marketing of Aster ASTER MIMS hospital.

The scope of study is confined “To understand the organisational function in Malabar Institute of Medical Science, Chala. Health is more important than wealth for every human being. In the past, the patients in and around Chala had to go too far of cities and neighbouring states seeking specialised treatments which were not available here at that time. With the availability of multispecialty/super specialty services under one roof at ASTER MIMS, the patients were able to access quality healthcare. By consider this hospital is more helpful and more field of scope.

**1.4 OBJECTIVES OF THE STUDY**

* + To study impact of social media marketing for healthcare management.
  + To examine the effectiveness of social media marketing strategies of Aster MIMS, Kannur.
  + To study the effectiveness of brand communication through social networking sites from its users and communicators.
  + To study the schemes and social marketing strategies in competitive environment of hospital industry.

**HYPOTHESIS TEST – I**

H0: There is no significance relation between the gender of respondents and opinion of social media marketing is more suitable for health care industry.

H1: There is a significance relation between the gender of respondents and opinion of social media marketing is more suitable for health care industry.

**HYPOTHESIS TEST – II**

H0: There is no significance relationship between age of respondents and checking social media to select a better hospital and treatment.

H1: There is a significance relationship between age of respondents and checking social media to select a better hospital and treatment.

**1.5 RESEARCH METHODOLOGY**

Design of the questionnaire: The questionnaire was drafted using open ended question. Close ended question and multiple choice questions. Care was taken to avoid asking ambiguous questions. The questions were simple and easy to understand. Lengthy questions were not asked. The language used in drafting the questionnaire was very simple.

This show how the data was collected from various sources to get more information relating to the study information required for the study was obtained both by gathering of primary data and relevant secondary data.

**Primary Data**

The primary data was fully collected through a designed questionnaire as prepared for the customers to obtain the desired data.

**Secondary Data**

Secondary data was collected from the journals and other magazines which was a great help to understand the market situation. Some other sources of secondary data collection were, Company source

**Sampling method**

Convenience sampling method was used to collect primary data.

**Research instrument**

In this research study data is collected through structured questionnaire.

**Sample design and size**

Sample Size: The sample size for carrying out this project is 150 . The respondents are the customers of Aster MIMS,Chala

**Technique of analysis**

The data collected from the employees is tabulated in numerical way to present the data in percentage form.

**1.6 LIMITATIONS OF THE STUDY**

* The study is limited to the knowledge and experience of the student.
* Accuracy of the study depends on the details given by the organization.
* Due to the non- permission of certain area within the organisation

**2.1 REVIEW OF LITERATURE**

Levitt (1960) has argued that many organizations do not serve their markets adequately because their managements are product oriented. Many organizations are strongly committed to their product and its value even if their customers are having second thoughts. A product orientation says, "We are the providers and we know what is best for you." For example, although nearly half the women surveyed in Miami had an aversion to the combined labor room/delivery room/postpartum concept (L.R.D.P.), some hospitals continued to promote such obstetrical services.

Gronroos (1984) discovered that corporate image is extremely important for service organizations because customers can typically see the firm and its resources when they use the service and it requires an interaction between customers and the service providers. He found that the corporate image forms as a result of how customers perceive the components of the firm that they see. The most salient part that customers can see and perceive is the firm‘s service. Therefore, image may be built up mainly by the technical and functional quality of firm‘s service. .

Estrin and Grand (1989) emphasizes the importance of information and incentives in a market system that ―when markets work well, they are excellent ways of processing information while simultaneously providing incentives to act upon it. Although information may be important to the operation of a market, encouraging reflexivity on the part of economic agents, is not necessarily conducive to improve health care outcomes and the development of relations of trust between doctors and consumers.

Ian R. Lazarus et al., (1992) revealed that healthcare industry has been recognized by economists as an imperfect market, marketing has become an important aspect of the healthcare business. Today, healthcare organizations spend more than $2 billion a year on marketing and marketing continues to evolve with the changing dynamics of the healthcare market. Healthcare marketing at the present time is moving away from advertising and toward relationship building.

Hosp J. (1996) has propounded that to assess the scope and status of the marketing function in the health care industry. A mail survey of marketing professionals in health care organizations in the Greater Baltimore region was undertaken. Questions were designed to identify important responsibilities, required skills, evaluation factors, and major problems in the practice of health care marketing. Analytical ability was the skill identified as being most necessary to perform their job while quality of service was the factor most used to evaluate their performance. Planning, service and the development of products/services were indicated as being their most important responsibility. Inadequate budget and top management‘s lack of knowledge of marketing were cited as the most important hindrances to effectiveness in marketing jobs. Failure of marketing the health care industry appears to be internal to the organizations themselves, that is in terms of how it is interpreted and applied in practice. Solutions required greater understanding of and commitment to the varied roles of marketing professionals.

Kimberly Adams (2014) in his report titled Hospital Market in India 2014 captures the largest segment of the overall domestic healthcare market. The emerging Indian economy is witnessing rapid expansion of the hospital market. The growing burden of disease, along with unhealthy lifestyles, aging population, growing affordability and widespread health insurance penetration comprise some of the key factors hospital sector. The market is clearly segmented into public and private sectors wherein the public sector caters to a larger population base that is unable to afford the relatively expensive private hospital services. The private sector is diverting its business progressively from metro city markets and is focusing on capturing market share in tier-II and tier-III cities with the introduction of hospital chains and specialty clinics aimed at attracting the masses towards quality healthcare services. The Indian government's awareness about the large gap in the delivery of healthcare services is seeing both direct and indirect initiatives towards raising the level of service availability. Higher budgetary allocations, financial incentives and public private partnerships are some of the methodologies being adopted to bridge this gap.

Social media websites enable clinics and hospitals to: communicate directly with health consumers including patients and caregivers, disseminate information related to health and wellness (Richer et al. 2014; Griffis et al. 2014), acknowledge staff (Richer et al. 2014), promote health services and products (Bermúdez-tamayo et al., 2010), and solicit patient opinions regarding those services and products (Griffis et al. 2014). In this way, healthcare organizations can potentially enhance their popularity and attract more patients. Moreover, by collecting reviews and comments posted by health consumers on social media platforms such as Facebook pages, healthcare organizations can assess the quality of care that they provide to their patients (Griffis et al. 2014). This enables those organizations to improve their services, which may ultimately enhance patients’ satisfaction, recruitment, and retention and result in a significant increase in organizational revenue (Wanger, 2010).

**3.1 PROFILE OF THE INDUSTRY**

**HEALTHCARE**

Health care, fitness-care, or healthcare is the maintenance or improvement of fitness thru the prevention, diagnosis, and treatment of disorder, illness, damage, and different physical and intellectual impairments in humans. Health care is added with the aid of health professionals in allied fitness fields. Physicians and doctor friends are part of those fitness specialists. Dentistry, midwifery, nursing, medicinal drug, optometry, audiology, pharmacy, psychology, occupational therapy, bodily therapy and other fitness professions are all part of fitness care. It includes paintings accomplished in offering primary care, secondary care, and tertiary care, in addition to in public health

**GLOBAL SCENARIO**

The medicinal services industry (additionally called the therapeutic business or wellbeing economy) is a collection and mix of divisions inside the financial framework that gives merchandise and enterprises to treat patients with therapeutic, preventive, rehabilitative, and palliative consideration. It incorporates the age and commercialization of products and ventures loaning themselves to keeping up and restoring health. The cutting edge social insurance industry is partitioned into numerous divisions and relies upon the interdisciplinary groups of prepared experts and paraprofessionals to address medical problems of people and populations. The social insurance industry is one of the world's biggest and quickest developing industries. Consuming more than 10 percent of total national output (GDP) of most created countries, medicinal services can shape a huge piece of a nation's economy.

With the end goal of fund and the executives, the social insurance industry is commonly partitioned into a few territories. As a fundamental system for characterizing the division, the United Nations International Standard Industrial Classification (ISIC) orders the medicinal services industry as for the most part comprising of:

* Emergency clinic exercises
* Medicinal and dental practice exercises
* Other human wellbeing exercises.

This second rate class includes exercises of, or under the supervision of, medical attendants, birthing assistants, physiotherapists, logical or symptomatic research centers, pathology centers, private wellbeing offices, or other unified wellbeing callings, for example in the field of optometry, hydrotherapy, medicinal back rub, yoga treatment, music treatment, word related treatment, language training, chiropody, homeopathy, chiropractic, needle therapy, etc.

The Global Industry Classification Standard and the Industry Classification Benchmark further recognize the business as two principle gatherings:

* Social insurance gear and benefits
* Pharmaceuticals, biotechnology and related life sciences.

The human services hardware and administrations gathering comprises of organizations and substances that give therapeutic gear, medicinal supplies, and social insurance administrations, for example, emergency clinics, home social insurance suppliers, and nursing homes. The last recorded industry gathering incorporates organizations that produce biotechnology, pharmaceuticals, and different logical services.

Different ways to deal with characterizing the extent of the social insurance industry will in general receive a more extensive definition, additionally including other key activities identified with wellbeing, for example, instruction and preparing of wellbeing experts, guideline and the executives of wellbeing administrations conveyance, arrangement of conventional and integral medications, and organization of wellbeing insurance. The conveyance of medicinal services administrations—from essential consideration to optional and tertiary degrees of consideration—is the most noticeable piece of any social insurance framework, both to clients and the general public. There are numerous methods for giving human services in the cutting edge world. The spot of conveyance might be in the home, the network, the work environment, or in wellbeing offices. The most widely recognized way is vis-à-vis conveyance, where care supplier and patient see each other face to face. This is the thing that happens all in all medication in many nations. Nonetheless, with current media communications innovation, in absentia social insurance or Tele-Health is ending up progressively normal. This could be when expert and patient impart via telephone, video conferencing, the web, email, instant messages, or some other type of non-up close and personal correspondence. Practices like these are particular pertinent to rustic districts in created countries. These administrations are ordinarily actualized on a facility by-center basis.

Improving access, inclusion and nature of wellbeing administrations relies upon the manners in which administrations are sorted out and oversaw, and on the motivations impacting suppliers and clients. In market-based medicinal services frameworks, for instance, for example, that in the United States, such administrations are typically paid for by the patient or through the patient's medical coverage organization. Different instruments incorporate government-financed frameworks, (for example, the National Health Service in the United Kingdom). In numerous less fortunate nations, improvement help, just as subsidizing through foundations or volunteers, help bolster the conveyance and financing of social insurance administrations among huge fragments of the population.

The structure of human services charges can likewise shift drastically among nations. For example, Chinese medical clinic charges incline toward half for medications, another real rate for gear, and a little rate for social insurance proficient fees. China has actualized a long haul change of its human services industry, starting during the 1980s. Over the initial a quarter century of this change, government commitments to human services consumptions have dropped from 36% to 15%, with the weight of dealing with this decline falling to a great extent on patients. Likewise over this period, a little extent of state-claimed medical clinics has been privatized. As a motivating force to privatization, remote interest in medical clinics—up to 70% possession has been empowered.

The human services industry fuses a few segments that are committed to giving social insurance administrations and items. As a fundamental system for characterizing the segment, the United Nations' International Standard Industrial Classification orders social insurance as by and large comprising of emergency clinic exercises, restorative and dental practice exercises, and "other human wellbeing exercises." The last class includes exercises of, or under the supervision of, medical attendants, maternity specialists, physiotherapists, logical or demonstrative research centers, pathology centers, private wellbeing offices, quiet advocates or other partnered wellbeing callings. What's more, as per industry and market orders, for example, the Global Industry Classification Standard and the Industry Classification Benchmark, medicinal services incorporates numerous classes of restorative gear, instruments and administrations including biotechnology, demonstrative labs and substances, sedate assembling and conveyance.

For instance, pharmaceuticals and other restorative gadgets are the main high innovation fares of Europe and the United States. The United States commands the biopharmaceutical field, representing seventy five percent of the world's biotechnology incomes.

There are commonly five essential strategies for subsidizing human services systems:

* general tax assessment to the state, district or region
* social medical coverage
* willful or private medical coverage
* out-of-pocket installments
* gifts to wellbeing philanthropies

In many nations there is a blend of each of the five models, yet this differs crosswise over nations and after some time inside nations. Besides financing components, a significant inquiry ought to consistently be the amount to spend on human services. For the motivations behind examination, this is frequently communicated as the level of GDP spent on social insurance. In OECD nations for each extra $1000 spent on social insurance, future falls by 0.4 years.[citation needed] A comparative connection is seen from investigation completed every year by Bloomberg.Clearly this sort of examination is defective in that future is just one proportion of a wellbeing framework's exhibition, yet similarly, the thought that all the more subsidizing is better isn't bolstered.

In the United States, where around 18% of GDP is spent on wellbeing care, the Commonwealth Fund investigation of spend and quality demonstrates an unmistakable relationship between's more regrettable quality and higher spending. As the industry continues to move toward this value-based system, here are a few trends US health care organizations should watch in 2019:

* Collaboration between health systems and health plans
* The shift to wellness rather than illness
* How technology can help put patients at the center
* Increased adoption of virtual care options
* Greater focus on population health

The authorities does now not make certain all-inclusive health care to each certainly one of its natives, yet positive freely supported fitness care packages help to house a portion of the aged, crippled, and poor people and elected regulation ensures community to disaster benefits paying little recognize to ability to pay. the ones with out health safety scope are relied upon to pay secretly for therapeutic administrations. fitness safety is high-priced and health facility prices are overwhelmingly the most famous explanation at the back of man or woman liquidation inside the united states of America.

The delivery of healthcare services—from number one care to secondary and tertiary levels of care—is the maximum seen part of any healthcare gadget, each to customers and most of the people. there are numerous approaches of presenting healthcare inside the modern international. The location of delivery can be in the domestic, the network, the place of business, or in fitness facilities. The most commonplace way is face-to-face transport, in which care company and affected person see each other in man or woman. that is what takes place in preferred remedy in most countries. but, with contemporary telecommunications generation, in absentia fitness care or Tele- fitness is turning into greater not unusual. this may be while practitioner and affected person communicate over the phone, video conferencing, the net, e mail, textual content messages, or some other form of non-face-to-face verbal exchange. Practices like these are especial relevant to rural regions in advanced international locations. these offerings are commonly applied on a medical institution-by using-health center basis. improving get admission to, coverage and best of health offerings relies upon on the methods offerings are organized and managed, and on the incentives influencing vendors and users. In marketplace-based fitness care systems, as an example such as that within the america, such offerings are usually paid for by using the affected person or through the affected person's medical health insurance corporation. different mechanisms encompass government-financed structures (such as the national health provider within the united kingdom). in lots of poorer countries, improvement aid, in addition to investment via charities or volunteers, help assist the delivery and financing of health care services amongst big segments of the populace.

The shape of healthcare costs also can vary dramatically among international locations. as an instance, chinese medical institution expenses generally tend in the direction of 50% for tablets, every other foremost percentage for gadget, and a small percentage for healthcare professional costs. China has implemented an extended-time period transformation of its healthcare industry, beginning within the Nineteen Eighties. Over the primary twenty-5 years of this change, authorities contributions to healthcare expenses have dropped from 36% to fifteen%, with the burden of managing this decrease falling largely on sufferers. also over this era, a small proportion of state- owned hospitals were privatized. As an incentive to privatization, foreign investment in hospitals—up to 70% ownership has been recommended.

**Public healthcare**

Public healthcare is free and sponsored for people who are under the poverty line. The Indian public health sector encompasses 18% of general outpatient care and 44% of general inpatient care. Middle and upper magnificence people living in India have a tendency to use public healthcare much less than those with a lower preferred of dwelling. Additionally, girls and the aged are much more likely to use public offerings. The public health care system changed into initially evolved in an effort to offer a method to healthcare get right of entry to no matter socioeconomic fame or caste. But, reliance on public and private healthcare sectors varies extensively among states. numerous motives are stated for relying on the private in place of public region; the primary motive on the country wide stage is negative pleasant of care within the public area, with more than 57% of families pointing to this because the purpose for a desire for non-public fitness care. a lot of the general public healthcare area caters to the rural areas, and the negative best arises from the reluctance of skilled healthcare companies to go to the agricultural regions , different factors associated with public healthcare are divided between the country and national government structures in phrases of creating choices, because the national government addresses broadly relevant healthcare problems together with common circle of relatives welfare and prevention of fundamental illnesses, whilst the country governments take care of aspects along with local hospitals, public health, promoting and sanitation, which differ from country to country based at the particular groups concerned. Interaction between the country and country wide governments does arise for healthcare problems that require large scale assets or gift a concern to the country as a whole.

Thinking about the intention of acquiring widespread fitness care as part of sustainable development desires, pupils request coverage makers to renowned the shape of healthcare that many are using students state that the government has a duty to offer health services that are inexpensive, good enough, new and desirable for its citizens. Public healthcare may be very essential, in particular while considering the prices incurred with personal services. Many residents rely on sponsored healthcare. The country wide finances, students argue, need to allocate cash to the public health quarter to make sure the terrible aren't left with the stress of assembly private region bills.

Following the 2014 election which added high Minister Narendra Modi to workplace, the government unveiled plans for a national popular health care machine called the national health warranty mission, which could provide all citizens with free drugs, diagnostic remedies, and coverage for extreme illnesses. In 2015, implementation of a commonplace health care device was not on time due to budgetary worries. In April 2018 the government announced the Aayushman Bharat scheme. Personal healthcare seeing that 2005, most of the healthcare capacity introduced has been in the private zone, or in partnership with the personal region. The personal sector includes 58% of the hospitals in the u .s ., 29% of beds in hospitals, and 81% of doctors.

**Private Healthcare**

Max health health center facility in Delhi, India in step with countrywide circle of relative’s fitness Survey-3, the personal medical zone remains the number one supply of fitness care for 70% of households in urban regions and sixty three% of households in rural regions. The look at carried out by IMS Institute for Healthcare Informatics in 2013, throughout 12 states in over 14,000 households indicated a regular increase within the usage of private healthcare facilities over the past 25 years for both Outpatient and Inpatient offerings, across rural and urban areas. In phrases of healthcare high-quality inside the non-public region, a 2012 study through Sanjay Basu et al., posted in PLOS remedy, indicated that fitness care companies in the personal sector have been more likely to spend a longer length with their sufferers and behavior physical checks as part of the visit in comparison to the ones running in public healthcare. but, the excessive out of pocket cost from the personal healthcare area has led many families to incur Catastrophic health Expenditure, which may be defined as fitness expenditure that threatens a household's ability to maintain a primary popular of living. costs of the private quarter are only increasing. One look at discovered that over 35% of poor Indian families incur such expenditure and this displays the damaging state wherein Indian health care device is at the moment. With authorities expenditure on fitness as a percent of GDP falling over time and the rise of private health care quarter, the negative are left with fewer alternatives than before to get entry to health care services. non-public insurance is to be had in India, as are numerous thru government-sponsored medical health insurance schemes. according to the sector bank, about 25% of India's populace had a few form of medical insurance in 2010. A 2014 Indian authorities look at located this to be an over-estimate, and claimed that only about 17% of India's population changed into insurednon-public healthcare companies in India normally provide high exceptional remedy at unreasonable prices as there's no regulatory authority or statutory impartial body to test for medical malpractices.

**Recent initiatives by government of India**

**1 ) Cabinet passes new initiative to govern Foot and Mouth disease (FMD) and Brucellosis**

The Union cabinet assembly chaired through the Prime Minister May 31, 2019, cleared a novel initiative to manipulate Foot and Mouth disorder (FMD), and Brucellosis, that's anticipated to improve the fitness of farm animals and benefit crores of farm animals rearing farmers. The cabinet has allocated a total amount of INR thirteen,343.00 crores for this initiative with the purpose to remove those illnesses from the country within the next 5 years.

FMD and Brucellosis are very not unusual amongst the cattle along with cow-bulls, buffaloes, sheep, goats, pigs etc. FMD in cow/buffalo has the capacity to reason milk loss as much as 100% that can last for 4 to 6 months. Brucellosis reduces the milk output by way of 30%, at some point of the complete lifestyles cycle of the animal inflicting similarly infertility. The programme to this point has been implemented on fee sharing foundation between the crucial and kingdom Governments. In a rare instance of departure from the norm, the significant authorities has decided to now bear the entire price of the programme to ensure complete eradication of those diseases. The initiative envisages vaccination insurance for FMD to fifty one crore animals at six months c programming language in conjunction with primary attention on bovine calves vaccination, while the vaccination coverage for Brucellosis is aimed to cover a hundred% of three.6 crore woman calves.

**2) Fitness Ministry proposes implementation guideline for the 'free Diagnostics Initiative**

The Ministry of health and own family Welfare below the guide of countrywide health venture released the 'free Diagnostics Initiative' in July 2015. The initiative was to offer the essential exceptional diagnostics on hand in public health facilities freed from price, which would similarly help physicians to take a knowledgeable choice concerning the remedy of patient. On June 08, 2019, the fitness Ministry has proposed a hard and fast of implementation recommendations to ensure the availability of simple diagnostic services at public health facilities. This guidance will be beneficial for the states for rolling out or strengthening the unfastened diagnostic services. furthermore, this document presents guidance about which services might be carried out in in-house laboratory and which offerings may be outsourced, if required. The steering additionally explains the implementation of loose diagnostics initiative in publicprivate partnership mode.

**3) Health Ministry to boost the process of formulating 'country wide coverage for treatment of uncommon illnesses**

On June 11, 2019, the Union Minister for health and own family Welfare at the excessive degree meeting to review the popularity of 'countrywide Programme for Prevention and manage of cancer, Diabetes, Cardiovascular illnesses and Strokes (NPCDCS)' has directed the health officials to hurry-up the method of formulating 'country wide policy for treatment of uncommon sicknesses' and the Non Communicable diseases (NCD) interventions in session of stakeholders as the burden of these illnesses is always rising in the country. The union minister additionally directed the officials to organize competitive attention drives in any respect ranges to encourage public on adopting a healthful way of life and availability of close by NCD Clinics and Day Care centers.

**4) Cabinet approves MoC between India and Kyrgyzstan on excessive Altitude Biology and medicinal drug Research**

On June 12, 2019, the Union cabinet, chaired through the Prime Minister has authorized a Memorandum of Collaboration (MoC) among India and Kyrgyzstan for collaborative research work on excessive Altitude Biology and medicinal drug. The MoC is aimed to broaden and give a boost to the mutual dating in science and medicine sectors, mainly in high altitude biology and medicinal drug. moreover, it'll goal to understand the physical and intellectual condition of infantrymen' system at high altitude, for that reason, easing the excessive altitude associated maladies with Yoga practices, herbals and neutraceuticals in each Indian and Kyrgyzstan squaddies/populace

**GLIMPSE OF HEALTHCARE SECTOR IN INDIA**

**1) Favourable for investment**

Conductive guidelines for encouraging FDI, tax blessings, favorable government guidelines coupled with promising boom prospects have helped the industry attract private fairness, mission capitals and foreign gamers

**2) Cost advantage**

The low price of clinical offerings has ended in a upward push inside the u .s .’s scientific tourism, attracting patients from across the world. furthermore, India has emerged as a hub for R&D activities for worldwide gamers due to its noticeably low fee of clinical studies.

**3) Growth prospect**

Indian healthcare area, is predicted to report threefold upward thrust, at a CAGR of 22 in keeping with cent throughout 2016-2022 to attain US$ 372 billion in 2022 from US$ one hundred ten billion in 2016. India ranks 145th among 195 international locations in terms of excellent and accessibility of healthcare. there's massive scope for enhancing healthcare offerings penetration in India, consequently offering sufficient possibility for improvement of the healthcare enterprise

**4) One of the largest employer**

India is predicted to rank amongst the pinnacle 3 healthcare markets in terms of incremental growth by using 2020.In FY17, Indian healthcare quarter stood because the fourth biggest organisation as the arena hired a total of 319,780 human beings. the world is expected to generate 40 million jobs in India through 2020.In may additionally 2017, the Asian studies and schooling Institute for skill transfer (ARTIST) announced plans to create round one million skilled healthcare providers via 2022. One hundred,000 jobs are anticipated to be comprised of Ayushman Bharat, the countrywide health safety Scheme.

**NATIONAL SCENARIO**

The Indian charter makes the supply of healthcare in India the duty of the kingdom governments, in place of the crucial federal government. It makes every nation liable for "raising the extent of nutrients and the standard of residing of its human beings and the improvement of public health as amongst its primary responsibilities".

The countrywide fitness coverage was encouraged by means of the Parliament of India in 1983 and updated in 2002, and then again updated in 2017. The recent four most important updates in 2017 mentions the want to attention at the growing burden of non-communicable diseases, on the emergence of the strong healthcare enterprise, on developing incidences of unsustainable expenditure due to health care costs and on rising financial growth permitting stronger fiscal capability.[3] In exercise however, the private healthcare zone is liable for most people of healthcare in India, and most healthcare prices are paid directly out of pocket via patients and their families, instead of thru medical health insurance.[four] government health coverage has up to now in large part encouraged private sector enlargement together with nicely-designed but confined public health programmes

**MAJOR CHALLENGES FACED BY HEALTH INDUSTRY**

**1. Cybersecurity**

Due to the relatively sensitive affected person information amassed via healthcare organizations, the enterprise has turn out to be a prime target for cybercriminals. In 2017, america scientific and healthcare quarter skilled over 350 records breaches, exposing 4.93 million affected person records. Many healthcare carriers are still sluggish in responding to threats whilst the decentralized systems cause them to extra prone to attacks. When a breach happens, not most effective are you compromising exclusive patient information, but you also face a hefty penalty if you’re observed to have violated the numerous compliant standards regulating the industry.

Besides enhancing cybersecurity, healthcare providers also can outsource their strategies concerning sensitive patient data including invoicing and billing to a HITRUST-certified third-birthday celebration company which has committed assets to make certain that its gadget is properly covered towards cybercriminals

**2. Invoicing and payment Processing**

Amassing price has turn out to be extra hard as sufferers are getting responsible for a larger component in their medical payments. if you want to growth the speed and quantity of your collections, you shouldn’t make your patients bounce thru hoops. to meet patient expectancies and enhance the person revel in, make certain your billing statements are patient-friendly. You have to provide paperless statements and a ramification of price alternatives via a web patient portal and make use of the modern-day fee technology, consisting of mobile and textual content-to-pay.

However, it’s regularly hard for medical practices to set up such invoicing and price processing systems in-house. not simplest do they should negotiate terms with each payment processor and build the infrastructurebut in addition they must absorb the ongoing administrative fee of maintaining such technology. Moreover, healthcare carriers are required to follow strict guidelines to shield affected person records. You want to make sure that your payment portal and processing machine are absolutely compliant, or you risk incurring a hefty penalty.

**3. Patient experience**

The medical health insurance landscape has skilled a few widespread adjustments in current years. As more sufferers are chargeable for a bigger component in their healthcare bill, they evidently call for higher services from their providers.

Healthcare groups will face more difficult opposition in attracting and keeping sufferers who demand a revel in that fits the extent of customer support they count on from other patron brands. They demand a streamlined affected person experience if you want to “self-service” to resolve maximum questions, troubles, or issues on every occasion, anywhere, and but is maximum convenient for them. For healthcare agencies offering a diffusion of offerings in special locations, it’s additionally essential for each worker to have access to the maximum up-to-date affected person facts from one centralized areano longer most effective will it deliver a better patient enjoy.

**4. Effective payment model**

With a purpose to lessen cost and increase carrier pleasant, there’s now a fashion in the direction of determining economic incentives based on patient final results in preference to carrier amount. Payers and sufferers are worrying new payment fashions — such as bundled bills, disbursement to patient-orientated care companies, global payments, and shared savings — that inspire care carriers to coordinate services and sell preventive care. However, there are many demanding situations in imposing these new models and monitoring the techniques in the existing systems. As an example, new metrics need to be defined to measure overall performance and ROI.

Healthcare vendors need to pay close interest to the improvement of this trend. Look to early adopters and big agencies (e.g., Medicaid) who are checking out and high-quality-tuning these new charge fashions to recognize how satisfactory to reduce value and enhance patient results whilst staying worthwhile.

**5. Big Data**

Even though increasingly more healthcare facts is being generated, it’s scattered throughout more than one parties and systems inclusive of payers, providers, and sufferers. There’s no single “source of fact” that providers can use to optimize patient enjoy. As an instance, while sufferers switch insurance plan or healthcare issuer, most medical practices depend upon sufferers’ self-reporting to reconstruct their information. As a result, not all of the records is transferred properly and it’s very difficult to harness the energy of facts and generate correct insights. in addition, healthcare records comes from many resources in an expansion of formats. Currently, there’s no single machine or technology infrastructure to retrieve, store, and analyze information from various assets at scale.

For healthcare organizations to efficaciously harness the electricity of massive statistics, management wishes to include data-pushed choice-making. the use of analytics need to be woven into the employer tradition to broaden a agree with in information so the insights can be used to support choice-making at the govt stage. in order to completely leverage all the patient facts from a spread of assets, healthcare agencies need to implement non-relational information technology so records from numerous assets can be utilized although the datasets are available specific codes. To lower your administrative cost, limit steeply-priced errors, and improve patient experience, you can use a HITRUST-licensed third-party company to handle affected person statement design, invoicing, and price processing

**3.2 PROFILE OF THE ORGANISATION**

## **ORIGIN OF THE ORGANISATION**



**Fig. 3.1: Emblem**

Aster DM Healthcare is privately held India conglomerate health care company founded in 1987 by using Azad Moopen who hails from Kerala, India. The organization is established in Dubai, United Arab Emirates. Aster DM Healthcare presently operates hospitals, diagnostic facilities, scientific centers, and pharmacies in the Middle East, India and the Philippines. From a unmarried clinic to a performance- pushed healthcare employer spread throughout 308 institutions in nine nations and developing, Aster DM Healthcare has transitioned into being a growing commnity throughout the center East, India and far East. Currently one of the most important and fastest growing conglomerates inside the MENA vicinity, Aster DM Healthcare covers the full spectrum of healthcare services. An expansive portfolio includes medical institution clinics and retail pharmacies. Based in Dubai, the Aster DM network now encompasses 17,335 personnel, 2860 doctors with several JCI authorized Hospitals, clinics and Diagnostic centers. by no means content to rest on its laurels, Aster DM Healthcare is continuously seeking opportunities to set new yardsticks with advanced tendencies. With many extra progressive and formidable initiatives, Aster DM Healthcare has extensively catalyzed the healthcare revolution across center East, India and far East

On February 2019 , launched ASTER ASTER MIMS , a multi specialty quaternary hospital in Kannur , Kerala ,India .According to CRISIL, India is fast emerging as a major medical tourist destination. India is highly competitive in terms of healthcare costs compared to developed countries, and is a particularly attractive destination for patients from South- East Asia and the MENA (Middle East and North Africa) region. Aster ASTER MIMS is readily accessible from major cities across India for domestic medical value travelers. They intend to increase our marketing efforts to attract medical value travelers to Aster ASTER MIMS and our other hospitals from our targeted markets in the MENA region,

especially the GCC states and India.

**Fig. 3.2 Overview of Aster DM healthcare**

**ASTER ASTER MIMS**

The most advanced hospital in North Kerala is getting ready to open its doors to the world. Welcome to Aster ASTER MIMS Kannur, a 300-bed state-of-the-art tertiary care facility with 5 Centres of Excellence, 15 Super-specialty departments and an exceptional team of doctors who will provide holistic treatment with a multidisciplinary approach. In fact more than 70 doctors, including some of the most respected names in the medical fraternity, have already joined hands with us. We’ll soon be a 1000-strong team comprising speciality-trained nurses, paramedics, therapists, rehabilitation experts, technicians, guest relation executives and administrators.

**THE CONCEPT**

A world-class quaternary care centre with one Multispecialty Hospital and eight separate Centers of Excellence, Aster ASTER MIMS combines the best of talent and technology to provide holistic treatment with a multidisciplinary approach.

Aster ASTER MIMS aspires to evolve into a medical destination - one that attracts and nurtures the best talent, keeps upgrading technology as well as fosters research, education and a distinctive work culture that is ethically and socially relevant.

**WE’LL TREAT YOU WELL**

This is the promise, their philosophy and way of life. And they will strive to honour this promise, every day, every moment, by doing everything they can to ensure high quality, personalized medical care.

**WORLD-CLASS MEDICAL TEAM**

Aster ASTER MIMS has an outstanding team of healthcare professionals comprising nationally and internationally trained doctors who are experts in their specialties, ACLS/BLS/ATLS/PALS certified nurses, dieticians, rehabilitation therapists and qualified technicians. Capable of handling the most complex cases, they provide optimal and evidence-based treatment to patients, with a multidisciplinary approach.

**NATURE AND CONSTITUTION OF THE ORGANIZATION**

**MISSION**

Become the preferred provider of high quality comprehensive healthcare to the masses

Be an employer of choice to the job seekers

Pursue clinical and service excellence and set benchmarks in patient care, research, education and social responsibility through a compassionate and motivated team.

**VISION**

“A Caring Mission with a Global Vision.”

**VALUES**

Values are the essence of a company’s philosophy for achieving success. They are the bedrock of corporate culture. Values provide employees with a sense of common direction and guidelines for day-to-day behaviour.

**Values are:**

Integrity: Doing the right thing without any compromises and embracing a higher standard of conduct.

Passion: Going the extra mile willingly with a complete sense of belongingness and adding value to all our stakeholders.

Respect: Treating people with utmost dignity, valuing their contributions, and fostering a culture that allows each individual to rise to their fullest potential.

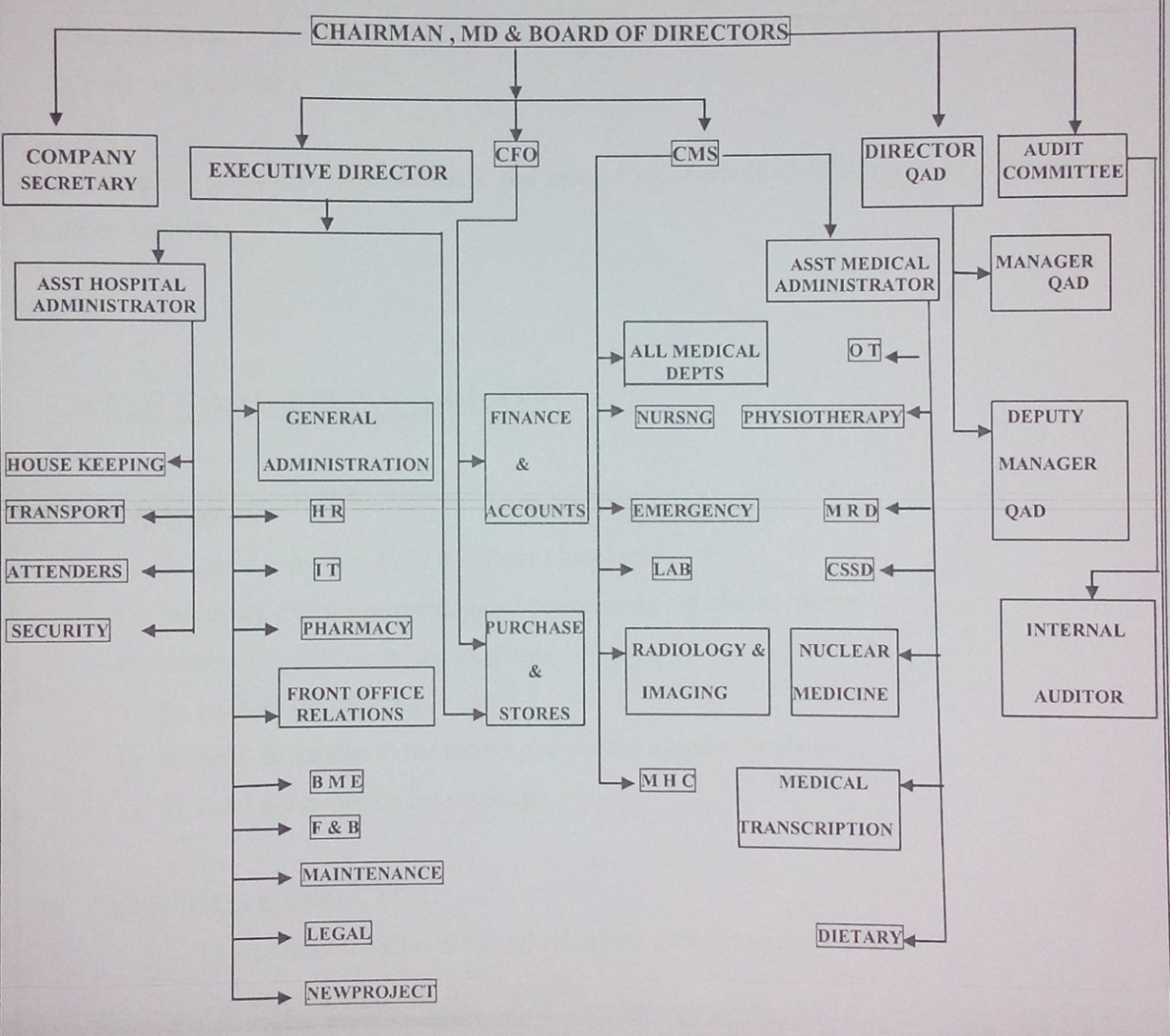
Unity: Harnessingthe power of synergy and engaging people for exponential performance and results.

Compassion: Going beyond boundaries with empathy and care.

Excellence: Surpassing current benchmarks constantly by continually challenging our ability and skills to take the organization to greater heights.

**3.3 CHRONOLGICAL EVOLUTION OF THE ORGANIZATION**

**ORGANOGRAM OF MALABAR INSTITUTE OF MEDICAL SCIENCE**

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**SERVICE PROFILE**

**INTERNAL MEDICINE**

The department of Internal Medicine, which is an integral part of the Multispecialty Hospital, provides comprehensive medical care to patients above 14 years of age. One of the finest facilities of its kind in the region, it offers outpatient, inpatient divisions and 24/7 emergency care services with emphasis on excellent Doctor-Patient communication. The outpatient department, which offers a wide range of medical services, has Consultants and Specialists who render expert care to patients with communicable as well as non-communicable diseases like Hypertension, Dyslipidaemia and Endocrinological disorders like Diabetes Mellitus. It also promotes the concept of preventive and proactive healthcare through a dedicated wellness clinic – a one-of-its- kind special, preventive healthcare clinic. Inpatients are given specialized medical attention to ensure minimal hospital stay; and stringent safety measures are observed in the patient care areas to prevent nosocomial infections. Multi-disciplinary in approach, the department provides efficient support services to other specialties by attending to cross-referrals and carrying out procedures like pleural tapping, lumbar puncture, ascetic tapping and bone marrow aspiration. The expert team of ACLS/BLS trained Doctors, Nurses and Ancillary staff provides holistic treatment to patients, with an optimal, evidence-based approach.

## **GENERAL SURGERY**

The department of General Surgery at the Multispecialty Hospital offers advanced surgical care and support for patients with acute illness or injury, based on a multi- disciplinary approach. The team here, comprising highly experienced Surgeons, trained nurses and ancillary staff, is capable of handling even the most complicated cases – be it an emergency or planned admission - with unparalleled expertise and provides evidence- based medical care, with strict adherence to international treatment protocols. With 22 ORI Fusion Digital Integrated Operation Theatres that are on par with the best operating suites in the world and state-of-the-art technical support, it is one of the finest facilities of its kind in the region, offering Outpatient, Inpatient and 24/7 Emergency Care.

**INTERVENTIONAL RADIOLOGY**

One of the most advanced facilities of its kind in the region, the Interventional Radiology unit at Aster ASTER MIMS offers a wide range of highly specialized minimally invasive neuroradiology, vascular, oncology, hepatobiliary, urology and transplant interventions to patients of all ages. The exceptional team of doctors comprises clinical imaging experts and interventional radiologists trained at some of the finest institutes in the United Kingdom, United States of America and India. Backed by state-of-the-art technology and image-guided techniques, they provide high-precision, guideline-based treatment to patients with a multidisciplinary approach. Aster Interventional Radiology offers cutting-edge diagnostic and imaging facilities including India’s first Flat Panel Bi Plane Vascular Hybrid Cathlab, Low Radiation Clarity Cath Lab, 3.0 Tesla Wide Bore MRI, 256 Slice Philips iCT scanner, 16 Slide PET CT with Time of Flight technology, GE SPECT-CT OPTIMA NM 640 Gamma Camera and EPIQ.

**PULMONOLOGY**

One of the most comprehensive units of its kind in the region, Aster Pulmonology offers a wide range of diagnostic, therapeutic and preventive services for management of respiratory diseases in patients of all ages. Manned by an expert team of highly experienced Pulmonologists, this unit offers protocol-based, multi-disciplinary treatment for conditions like recurring allergies, asthma, COPD, lung cancer, obstructive sleep apnoea and chronic ventilatory failure - especially those secondary to neuromuscular disorders. Backed by advanced facilities like digital ICCA (IntelliSpace Critical Care) ICUs and ECMO (Extra Corporeal Membrane Oxygenation), Aster Pulmonology provides specialized critical care for patients with acute respiratory conditions and respiratory failure. The unit also provides domiciliary care services including home ventilation, CPAP (Continuous Positive Airway Pressure) Therapy and LTOT (Long Term Oxygen Therapy).

**PHYSICAL MEDICINE AND REHABILITATION**

One of the most advanced facilities of its kind in the region, the Physical Medicine and Rehabilitation department at Aster ASTER MIMS offers a wide range of services to enhance and restore functional ability and quality of life in people with physical impairments/ disabilities of the brain, spinal cord, nerves, bones, joints, ligaments, muscles, and tendons. The expert PMR team at Aster led by Physiatrists (doctors who have specialized training in this subspecialty) provides high quality, evidence-based care including physiotherapy and rehabilitative services with a multidisciplinary approach, in patients of all ages. The patient’s family is made an integral part of the treatment process to ensure the best possible outcome.

**INFECTIOUS DISEASES & INFECTION CONTROL**

The Infectious Diseases and Hospital Infection Control Department at the Multispecialty Hospital in Aster ASTER MIMS offers comprehensive evidence-based infection management that encompasses both preventive and therapeutic aspects. One of the few facilities of its kind in country to have a certified Infection Control Practitioner as Consultant, the team of trained Doctors and support staff follow international safety and hygiene protocols to set a new benchmark in management of infections - in medical and surgical care. The department, with the help of the Microbiology team, will focus on diagnosis, management and prevention of infectious diseases, including Febrile Illness of Unknown Origin (FUO) & critical infections in the ICU.

**DENTAL SCIENCES**

The Department of Dental Sciences at the Multispecialty Hospital offers comprehensive dental care including Periodontics, Prosthodontics, Endodontics and Paedodontics services, to both adults and children. The team of experienced Consultants, Specialists, trained Nurses and Technicians adopts a multi-disciplinary approach to provide personalized, high quality dental care based international treatment protocols. It also works closely with the Craniomaxillofacial Surgery department for management of craniofacial anomalies.

**DERMATOLOGY**

The department of Dermatology at the Multispecialty Hospital is one of the best facilities of its kind in the region providing comprehensive clinical and cosmetic dermatology care. It offers specialized treatment for all clinical/ general dermatological problems including disorders of the skin, hair and nail and venereal diseases and also advanced cosmetic dermatology services for management of problems like acne, scars, pigmentation, vitiligo, hair loss/ hair fall, unwanted hair, moles, warts, skin tags, corns, calluses, wrinkling and ageing skin. Multi-disciplinary in approach, the department also attends to cross-referrals.

**ENT**

The Department of Otorhinolaryngology (ENT) at the Multispecialty Hospital offers comprehensive care for all disorders related to the ear, nose, sinus, head and neck region, in patients of all ages. The medical team here, comprising Consultants, Specialists and trained support staff, provide customized treatment plans – surgical and non-surgical after extensive evaluation, with an optimal, evidence-based approach. Equipped with state-of-the-art technical support for both diagnosis and treatment, it is one of the finest facilities of its kind in the region offering several advanced procedures like Transoral Robotic and Coablator/Laser Assisted Surgeries, Nasal and Nasopharyngeal Endoscopes for diagnostics, Video Endoscopy facilities for all types of Endoscopic Sinus Surgeries, Microlaryngeal surgeries and voice-improving Phonosurgery for patients with voice issues and specialized surgeries for sleep disorders including snoring and sleep apnoea

**NAESTHESIA & CRITICAL CARE**

An integral support function for all Specialties, the Department of Anaesthesiology and Critical Care provides inter-disciplinary medical care based on applications of Anaesthesia in surgery, Diagnostics, Critical Care and Pain management, with an optimal, evidence-based approach. From providing patient-centred perioperative clinical services in Surgery to induction of Anaesthesia for diagnostic and radiation procedures to rendering quality care to the critically ill and assisting in chronic painmanagement, the ALS/BLS trained team of Anaesthesiologists, with the help of high- tech clinical support, extends expert services to all specialties at all times, efficiently.

**EMERGENCY**

Capable of handling all emergencies and trained in disaster management, the emergency care team here is always on the alert mode, 24/7. A full-fledged facility with multiple emergency care divisions with state-of- the-art clinical support including a dedicated exclusive Radiology Suite for fast-tracking diagnosis, the team of trained and experienced Doctors, Paramedics and Nurses here have all facilities at hand to extend immediate medical care to critically ill or injured Patients with threat to life or limbs. Designed to create a comfortable and calming ambience, the beds in the treatment area are well separated and curtained to protect the privacy of patients and their families. The emergency care unit also has a 24-hour Pharmacy to ensure availability of medicine at all times.

**CENTRE OF EXCELLENCE**

**CARDIAC SCIENCES**

One of the most advanced facilities of its kind in the region, the Centre of Excellence in Cardiac Sciences at Aster ASTER MIMS offers advanced cardiology, interventional cardiology, electrophysiology, cardiac surgery, heart transplant and cardiac rehabilitation services for both adults and children. Designed to function like an independent hospital, the centre has an outpatient division, an inpatient division, a day care section, a state-of-the-art cardiovascular imaging section including nuclear medicine, a dedicated electrophysiology lab, an interventional cardiology wing, dedicated adult and paediatric cardiac surgical suites, dedicated cardiac ICUs and a 24-hour Rapid Access Chest Pain Clinic to handle all emergencies. The exceptional team of doctors comprising Adult Cardiologists/ Interventional Cardiologists, Paediatric Cardiologists, Cardiac Electrophysiologists, Adult Cardiac Vascular Thoracic Surgeons, Paediatric Cardiac Surgeons, Cardiac Anaesthesiologists and Interventional Radiologists offer optimal, evidence-based treatment to patients with a multidisciplinary approach, with the help of trained nurses, technicians, dieticians and rehabilitation experts. They follow a unique Heart Team Approach to ensure personalized treatment to patients by discussing each and every case in detail as a team and deciding the best way forward. The Aster Centre of Excellence in Cardiac Sciences is the first facility in Kerala to offer state-of- the-art clinical support and diagnostic technology including ORI Karl Storz Fusion Digital Integrated Surgical Suites; IntelliSpace Critical Care Anaesthesia ICUs; Flat Panel Biplane Vascular Hybrid Cath Lab and Philips PET-CT scan with Time.

**ORTHOPAEDICS & RHEUMATOLOGY**

One of the most advanced facilities of its kind in the region, the Aster Centre of Excellence in Orthopaedics& Rheumatology at Aster ASTER MIMS offers specialized services for comprehensive management of musculoskeletal disorders in adults and children. Designed to function like an independent hospital, the Centre of Excellence (CoE) has an outpatient division, an inpatient division, a day care wing, state-of-the-art imaging facilities, dedicated Ortho ICUs, digital integrated ortho surgical suites, a physical rehabilitation division and a 24-hour emergency wing for trauma & accident care. The separate entrance to the facility ensures quick and personalized medical attention to patients. The exceptional team of doctors comprise experts from all sub-specialties in musculoskeletal care joint reconstruction, sports orthopaedics& arthroscopic surgery, paediatricorthopaedics, orthopaedic oncology, orthopaedic spine, rheumatology, hand surgery and orthopaedicanaesthesia& critical care. Multidisciplinary in approach, they provide customized, evidence-based treatment to patients, with help of critical care experts, infection control physicians, speciality-trained nurses, physical rehabilitation experts, clinical psychologists/ counsellors and qualified technicians .

**NEPHROLOGY & UROLOGY**

One of the most advanced facilities in the region for comprehensive kidney and genitourinary care, the Centre of Excellence in Nephrology & Urology at Aster ASTER MIMS offers specialized nephrology, urology, andrology, kidney transplant and minimal access robotic surgery services to patients of all ages.

This centre offers a wide range of therapeutic technology/ support including haemodialysis and peritoneal dialysis. What sets this centre apart is the outstanding team of doctors comprising highly experienced nephrologists, urologists, renal transplant surgeons, anaesthetists, critical care experts and renal pathologists. Multidisciplinary in approach, they provide optimal, evidence-based treatment to patients with the support of an award winning team of nurses, renal dieticians, rehabilitation experts and qualifiedtechnicians.

**GASTROENTEROLOGY**

A world-class, dedicated facility for comprehensive management of diseases and disorders of the digestive system, the Gastroenterology department at the Aster Centre of Excellence in Gastroenterology & Integrated Liver Care offers highly advanced medical and surgical gastroenterology services to patients of all ages. The exceptional team of doctors here comprises highly experienced, internationally renowned Medical Gastroenterologists, Surgical Gastroenterologists, Gastrointestinal Oncologists, Gastrointestinal Radiologists and Gastrointestinal Pathologists. Multidisciplinary in approach, they provide optimal, evidence-based treatment to patients with the support of speciality-trained nurses, rehabilitation therapists and technicians. Designed to function like an independent hospital, the Aster Centre of Excellence in Gastroenterology & Integrated Liver Care has an outpatient division, an inpatient division, a day care unit, a state-of-the-art diagnostic and interventional radiology wing, dedicated surgical/ transplant suites, dedicated ICUs and a 24-hour emergency care facility. The separate entrance to the facility ensures quick, efficient and personalized care to patients.

One of the most advanced facilities of its kind in India, this centre offers world- class medical technology and clinical support including South Asia’s first Green OT certified OR1 Karlstroz fusion integrated surgical suites with autopilot anaesthesia, South India’s first ICCA (IntelliSpace Critical Care &Anaesthesia), Kerala’s first da Vinci surgery robot and True Beam Linear Accelerator.

**WOMEN’S HEALTH**

One of the most advanced facilities of its kind in the region, the Centre of Excellence (CoE) in Women’s Health at Aster ASTER MIMS offers a wide range of highly specialized services for comprehensive management of health problems in women of all ages. The exceptional team of doctors comprises experts from all subspecialties in women’s health, including obstetrics, gynaecology, infertility management, reproductive medicine, fetal medicine and clinical & interventional imaging. Multidisciplinary in approach, they provide high quality, protocol based treatment to patients, with the support of speciality-trained nurses, technicians and counsellors. Designed to function like an independent hospital, this CoE has an outpatient wing, an inpatient wing, dedicated surgical suites and ICUs, world-class LDRC (labour) suites, a state-of-the-art clinical imaging unit, day care facilities and a 24-hour unit for handling all emergencies.

**CHILD & ADOLESCENT HEALTH**

The Centre of Excellence in Child & Adolescent Health at Aster ASTER MIMS is a one- of-its-kind, dedicated facility for comprehensive management of diseases, disorders and other medical conditions in neonates, children and adolescents. Design like an independent hospital, this centre has an outpatient wing, an inpatient wing, level 3 paediatric& neonatal intensive care units, dedicated paediatric surgery suites, state-of- the-art imaging facilities, a rehabilitation wing and a 24-hour emergency wing to handle all paediatric emergencies. A child-friendly facility, the warm and comforting ambience hastens the healing process. The world-class team of doctors here comprises highly experienced Paediatricians, Neonatologists, Paediatric Intensivists and experts from various paediatric specialties. Multidisciplinary in approach, they provide high-quality, evidence-based treatment to patients, with the support of trained paediatric and neonatal Nurses, Therapists and Technicians. The paediatric critical care wing at Aster ASTER MIMS is one of the most advanced facilities of its kind in the region. The Level 3 PICU and NICUs here are equipped with state-of-the-art life-support systems including Inhaled Nitric Oxide, total body cooling for HIE and ECMO, to ensure the best possible treatment for critically ill/ injured children. The expert team of paediatric and neonatal critical care ensures highly specialized care for newborns and children who are medically unstable and require mechanical ventilation or single or multi-organ support. The PICU also offers post-operative care for children who have undergone surgeries, including organ/ cell transplant. Manned 24/7 by Paediatric Intensivists and PALS certified Nurses, these units are closely supervised by the Infection Control Department to check and prevent any possibilities of cross-infection.

**NEUROSCIENCES**

Neurosciences offers advanced neurology, neurosurgery, spine surgery, neuro oncology, neuroradiology, neuropsychology and neuro rehabilitation services to patients of all ages. Designed to function like an independent hospital, the CoE has an outpatient wing, an inpatient wing, a day care unit, dedicated neuro ICUs, digital integrated neurosurgery suites, interventional neuroradiology suites, state-of-the-art imaging facilities including nuclear medicine and a 24-hour emergency division for handling all neurological and neurosurgery emergencies including complex neurotrauma and hyperacute management of stroke.

**SUPPORT SERVICES**

**EMERGENCY**

Capable of handling all emergencies and trained in disaster management, the emergency care team here is always on the alert mode, 24/7. A full-fledged facility with multiple emergency care divisions with state-of-the- art clinical support including a dedicated exclusive Radiology Suite for fast-tracking diagnosis, the team of trained and experienced Doctors, Paramedics and Nurses here have all facilities at hand to extend immediate medical care to critically ill or injured Patients with threat to life or limbs. Designed to create a comfortable and calming ambience, the beds in the treatment area are well separated and curtained to protect the privacy of patients and their families. The emergency care unit also has a 24-hour Pharmacy to ensure availability of medicine at all times.

**INTENSIVE CARE UNITS**

The fundamental support system in critical care, Intensive Care Units (ICU) at Aster ASTER MIMS provide efficient, dedicated, high quality evidence-based care to critically ill patients through a collaborative multi-disciplinary approach. The ICUs, which are equipped with state-of-the-art clinical support and manned by trained Doctors, Intensivist and Ancillary staff, are capable of handling patients with a wide range of serious medical complications including complex comorbid conditions ranging from sepsis to pneumonia, Acute Respiratory Distress Syndrome (ARDS) and multi organ failure. One of the only facilities in the region with a full-fledged medical team for Infection control, utmost priority is given to safety and prevention of infections here, especially at a time when antibiotic-resistant “superbugs” are fast spreading. Aster ASTER MIMS offers specialized ICUs including Cardiovascular Thoracic ICUs, Surgical ICUs, Medical ICUs, Neuro ICUs, Transplant ICUs, Paediatric ICUs and Neonatal ICUs.

**OPERATION THEATRES**

**ORI Fusion Digital Integrated Operation Theatres**

With 15 Operating Rooms that are on par with some of the largest in the world, Aster ASTER MIMS, has ORI Fusion Digital Integrated Operation Theatres using Karlstorz OR1 Fusion - complete digital integration system. The integration enables real-time sharing of images, videos and medical reports, which not only facilitates virtual participation from any location in the world, but also helps the rest of the surgical team to monitor the patient closely during the operative procedure, much to the benefit and safety of the patient undergoing the surgery.

**LABORATORY**

Aster ASTER MIMS has state-of-the-art modular systems, automated analyzers and other equipment that render accurate and precise test results in the shortest time possible. Manned by a team of highly experienced doctors, technicians and ancillary staff who follow stringent quality control measures to ensure unmatched accuracy and precision in results and rapid turnaround time. The Laboratory is integrated with the Hospital Information System (HIS) to facilitate immediate and efficient zero-error flow of information/results to the concerned Department.

**PHARMACY**

A patient may require medicines urgently at the most unexpected times. That’s why Aster ASTER MIMS has 3 Pharmacies- the Out Patient Pharmacy, the Inpatient Pharmacy, the Emergency Department Pharmacy and one in the of which 2 are 24-hour pharmacies (Inpatient and Emergency Department). Accessible round the clock, these well-stocked pharmacies ensure that the bystanders of the patient do not have to take the stress of having to find medicines during late hours and also no delay caused in the treatment due to non-availability ofmedicines.

## STAY

The general wards at Aster ASTER MIMS are impeccably maintained patient care spaces, with all basic facilities. The beds are set well apart from each other, offering maximum privacy to patients. The Rooms at Aster ASTER MIMS are spacious, aesthetically designed and well-lit, with large windows overlooking the backwaters. The Rooms here are divided into 4 categories.

**WARDS**



**Fig. 3.5: IP rooms**

The general wards at Aster ASTER MIMS are impeccably maintained patient care spaces, complete with all basic facilities. The beds are set well apart from each for privacy.

**SINGLE ROOMS**

Comfortable rooms with all facilities including TV and Telephone.

**VIP ROOMS**

Premium rooms with well-separated sitting and dining areas. Features include TV, refrigerator and microwave.

**SUITES**

The suite Rooms at Aster ASTER MIMS are designed for a luxurious stay, complete with a separate sitting room. Every feature here has been incorporated with an eye for detail to ensure maximum comfort and convenience for the patient as well as bystanders.

**SERVICES TO INTERNATIONAL PATIENTS**

Aster ASTER MIMS is committed to provide world-class healthcare, at affordable cost. Located in Kochi, Kerala, India – a beautiful port city that’s well connected by air, road and rail, it is the finest healthcare destination in the Asia Pacific region. Aster ASTER MIMS offers comprehensive healthcare packages for patients from other countries and has a dedicated Guest Relation Team who will take care of all aspects – right from helping to plan the package to ensuring that their treatment period at Aster ASTER MIMS is comfortable and hassle-free.

**SERVICES OFFERED**

A representative of the team will receive the guest at Airport (Cochin International Airport, Kerala)

Transport to Hospital / Hotel as per the admission plan

Helps get a local mobile phone connection after arrival in Cochin

Strength of categories:

ICU: 25

Standard ward: 22

Single Bedroom: 99

VIP room: 4

Suite room: 22

**MILESTONE AND ACHIEVEMENTS**

Dr. Moopen’s Foundation lends a supporting hand to those in need with social initiatives that focus on healthcare, education, empowerment of women and upliftment of living standards in villages.DMF- Jubilee Community Dialysis Centre, Thiruvananthapuram, in association with Jubilee Mission Hospital, Thiruvananthapuram. Established 3 years ago, around 48 patients are beneficiaries of the dialysis service offered here.Early Disease and Cancer Detection Centre (ED&CDC), Alappuzha, Kerala, in association with Asraya Charitable Trust, which conducts cancer detection and medical camps that benefit more than 5400 people.

Early Cancer Detection Centre (EDDC), Kannur, in association with KIDMA Charitable Trust, which provides medical services to more than 2280 patients.

Early Cancer Detection Centre (EDDC), Kasargode, in association with CH Centre Charitable Trust, which provides medical assistance to more than 1000 patients.

An Orphanage for children from North India at Mukkam Muslim Orphanage, Calicut.

10 free heart surgeries for Alivu Charity Cell, Malappuram

5 heart surgeries for Karuna, Karunagapally

A high-tech library in SAFI (Social Advancement Foundation of India) – an educational movement with a deemed university concept

Village adoption- Kalpakancherry&Vazhayoor

Projects in North India

Mobile medical Clinic (MMC), Jamshedpur, Jharkhand State

Medical Diagnostic Center, Raja hat, Purganas District, West Bengal

Sharing Makes A Difference

There are thousands of children around us who suffer from life-threatening medical conditions and yet have no hope of recovery or survival, as their families are unable to bear the huge treatment costs. K Foundation (A unit of Aster DM Foundation) is an initiative by Aster, supported by Dr. Moopen Foundation, to ensure the best in healthcare for children under the age of 18 - irrespective of their socio-economic background. The Foundation provides expert medical care including advanced lifesupport, cancer care, transplant surgery and neonatal intensive care to deserving children, with the support of funds raised through various charitable activities.

**DATA ANALYSIS AND INTERPRETATION**

**TABLE NO. 4.1**

**GENDER**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Male | 89 | 59.33 |
| Female | 61 | 40.67 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.1**

**GENDER**

**INTERPRETATION:**

Table No. 4.1 shows that 59.33% of the respondents are male and 40.67% are female.

**TABLE NO. 4.2**

**AGE**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Below 25 | 8 | 5.33 |
| 25 – 30 | 28 | 18.67 |
| 30 – 40 | 65 | 43.33 |
| 40 – 50 | 36 | 24.00 |
| Above 50 | 13 | 8.67 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.2**

**AGE**

**INTERPRETATION:**

Table No. 4.2 shows that 43.33% of the respondents are in the age group of between 30 – 40 , 24% are in the age group of between 40 -50, 18.67% are in the age group of between 25-30, 8.67% are in the age group of above 50 and only 5.33% are in the age group of below 25.

**TABLE NO. 4.3**

**EDUCATIONAL QUALIFICATION**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| School Level | 14 | 9.33 |
| UG | 83 | 55.33 |
| PG | 29 | 19.33 |
| Others | 24 | 16.00 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.3**

**EDUCATIONAL QUALIFICATION**

**INTERPRETATION:**

Table No. 4..3 shows that the educational qualification of 55.33% of the respondents is UG, the educational qualification of 19.33% of the respondents is PG, the educational qualification of 16.67% of the respondents is other qualifications and 9.33% are school level only.

**TABLE NO. 4.4**

**OCCUPATION**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Govt. Sector | 14 | 9.33 |
| Private Employee | 76 | 50.67 |
| Business | 29 | 19.33 |
| Professional | 24 | 16.00 |
| Others | 7 | 4.67 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.4**

**OCCUPATION**

**INTERPRETATION:**

Table No. 4..4shows that 50.67% of the respondents are private employees, 19.33% are doing business, 16% are professionals, 9.33% are Govt. employees and 4.67% are working in other fields.

**TABLE NO. 4.5**

**HOW DID THE PEOPLE COME TO KNOW**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Word of mouth | 12 | 8.00 |
| Social media advertising | 44 | 29.33 |
| Print media advertising | 68 | 45.33 |
| Hospital representatives | 19 | 12.67 |
| Others | 7 | 4.67 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.5**

**INTERPRETATION:**

Table No. 4.5shows that 45.33% of the respondents came to know about the hospital through print media, 29.33% came to know through social media,12.67% came to know through hospital representatives, 8% through word of mouth and 4.67% came to know through other medias.

**TABLE NO. 4.6**

**MEASURE THE QUALITY OF A HOSPITAL**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Time taken to offer service | 17 | 11.33 |
| More patients waiting for treatment | 49 | 32.67 |
| Fee | 0 | 0.00 |
| Doctors with supporting equipments | 84 | 56.00 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.6**

**MEASURE THE QUALITY OF A HOSPITAL**

**INTERPRETATION:**

Table No. 4.6shows that 56% of the respondents opined that they measure the quality of a hospital by looking doctors with supporting equipments, 32.67% opined it is by looking more patients waiting for treatment, 11.33% opined it is by time taken to offer service

**TABLE NO. 4.7**

**HOME CARE SERVICE OF ASTER MIMS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Yes | 108 | 72.00 |
| No | 42 | 28.00 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.7**

**HOME CARE SERVICE OF ASTER MIMS**

**INTERPRETATION:**

Table No. 4.7 shows that 78% of the respondents opined that had availed the home care service of Aster MIMS and 28% opined they never availed the home care service of Aster MIMS.

**TABLE NO. 4.8**

**KNOWING ABOUT THE HOME CARE SERVICE OF ASTER MIMS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Word of mouth | 22 | 14.67 |
| Social media | 32 | 21.33 |
| Print media | 77 | 51.33 |
| Banners/Flyers | 21 | 14.00 |
| Others | 3 | 2.00 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.8**

**KNOWING ABOUT THE HOME CARE SERVICE OF ASTER MIMS**

**INTERPRETATION:**

Table No. 4.8 shows that 51.33% of the respondents knew about the home care service of Aster MIMS through print media, 21.33% knew through social media, 14.67% knew through word of mouth, 14% through Banners/Flyers and 2% through other medias.

**TABLE NO. 4.9**

**SATISFIED WITH THE HOME CARE SERVICE OF ASTER MIMS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Highly satisfied | 43 | 28.67 |
| Satisfied | 94 | 62.67 |
| Moderately satisfied | 13 | 8.67 |
| Dissatisfied | 0 | 0 |
| Highly dissatisfied | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.9**

**SATISFIED WITH THE HOME CARE SERVICE OF ASTER MIMS**

**INTERPRETATION:**

Table No. 4.9 shows that 62.67% of the respondents are satisfied with the home care service of Aster MIMS, 28.67% are highly satisfied with it and 8.67% are moderately satisfied with it..

**TABLE NO. 4.10**

**FACILITIES AVAILED WITH THE HOME CARE SERVICE OF ASTER MIMS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Excellent | 41 | 28.00 |
| Good | 99 | 66.00 |
| Average | 9 | 6.00 |
| Poor | 0 | 0 |
| Very poor | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.10**

**FACILITIES AVAILED WITH THE HOME CARE SERVICE OF ASTER MIMS**

**INTERPRETATION:**

Table No. 4.10 shows that 66% of the respondents are opined that the facilities availed with the home care service of Aster MIMS is good, 28% opined it is excellent and 6% opined it is average.

**TABLE NO. 4.11**

**COST OF HOME CARE**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Very high | 44 | 29.33 |
| High | 98 | 65.33 |
| Reasonable | 8 | 5.33 |
| Low | 0 | 0 |
| Very low | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.11**

**COST OF HOME CARE**

**INTERPRETATION:**

Table No. 4.11 shows that 65.33% of the respondents opined that the cost of home care is high, 29.33% opined it is very high and 5.33% opined it is reasonable.

**TABLE NO. 4.12**

**FEELING TREATED FAIRLY AND RESPECTIVE MANNER WITH QUALITY SERVICE**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 0 | 0 |
| Agree | 123 | 82.00 |
| Neutral | 27 | 18.00 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.12**

**FEELING TREATED FAIRLY AND RESPECTIVE MANNER WITH QUALITY SERVICE**

**INTERPRETATION:**

Table No. 4.12 shows that 82% of the respondents agreed that they feel that they are treated fairly and respective manner with quality service and 18% neither agreed nor disagreed it.

**TABLE NO. 4.13**

**SATISFIED WITH THE ROOM WARD SERVICE**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Highly satisfied | 17 | 11.33 |
| Satisfied | 127 | 84.67 |
| Moderately satisfied | 6 | 4.00 |
| Dissatisfied | 0 | 0 |
| Highly dissatisfied | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.13**

**SATISFIED WITH THE ROOM WARD SERVICE**

**INTERPRETATION:**

Table No. 4.13 shows that 84.67% of the respondents are satisfied with the room ward service, 11.33% highly satisfied with it and 4% moderately satisfied with it.

**TABLE NO. 4.14**

**SOCIAL MEDIA MARKETING IS MORE SUITABLE FOR HEALTH CARE INDUSTRY**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 16 | 10.67 |
| Agree | 96 | 64.00 |
| Neutral | 38 | 25.33 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.14**

**SOCIAL MEDIA MARKETING IS MORE SUITABLE FOR HEALTH CARE INDUSTRY**

**INTERPRETATION:**

Table No. 4.14shows that 64% of the respondents agreed that social media marketing is more suitable for health care industry it, 10.67% strongly agreed it and 25.33% neither agreed nor disagreed it.

**TABLE NO. 4.15**

**CHECKING SOCIAL MEDIA TO SELECT A BETTER HOSPITAL AND TREATMENT**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Always | 96 | 64.00 |
| Sometimes | 38 | 25.33 |
| Occasionally | 16 | 10.67 |
| Rarely | 0 | 0 |
| Never | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.15**

**CHECKING SOCIAL MEDIA TO SELECT A BETTER HOSPITAL AND TREATMENT**

**INTERPRETATION:**

Table No. 4.15shows that 64% of the respondents opined that they always check social media to select a better hospital and treatment, 25.33% sometimes check and10.67% occasionally check social media.

**TABLE NO. 4.16**

**INFLUENCED BY THE SOCIAL MEDIA ADVERTISEMENT OF ASTER MIMS HOSPITAL**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 12 | 8.00 |
| Agree | 99 | 66.00 |
| Neutral | 39 | 26.00 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.16**

**INFLUENCED BY THE SOCIAL MEDIA ADVERTISEMENT OF ASTER MIMS HOSPITAL**

**INTERPRETATION:**

Table No. 4.16shows that 66% of the respondents agreed that they are influenced by the social media advertisement of ASTER MIMS hospital, 8% strongly agreed it and 26% neither agreed nor disagreed it.

**TABLE NO. 4.17**

**THE SOCIAL MEDIA PLATFORM CAME TO KNOW ABOUT ASTER MIMS**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Face book | 59 | 39.3 |
| Whatsapp | 42 | 28.00 |
| Instagram | 24 | 16.00 |
| Youtube | 22 | 14.67 |
| Others | 3 | 2.00 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.17**

**THE SOCIAL MEDIA PLATFORM CAME TO KNOW ABOUT ASTER MIMS**

**INTERPRETATION:**

Table No. 4.17shows that 39.33% of the respondents opined that social media platform, they came to know about Aster MIMS is Face book, 28% opined it is Whatsapp, 16% opined it is Instagram, 14.67% opined it is You tube and 2% opined it is other media.

**TABLE NO. 4.18**

**DOCTORS ARE GOOD ENOUGH IN EXPLAINING THE REASON FOR THE DISEASE**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 16 | 10.67 |
| Agree | 110 | 73.33 |
| Neutral | 24 | 16.00 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.18**

**DOCTORS ARE GOOD ENOUGH IN EXPLAINING THE REASON FOR THE DISEASE**

**INTERPRETATION:**

Table No. 4.18 shows that 73.33% of the respondents agreed the statement ‘doctors are good enough in explaining the reason for the disease ‘, 16% neither agreed nor disagreed it and 10.67% strongly agreed it.

**TABLE NO. 4.19**

**COST OF REGISTRATION, MEDICAL SERVICES ARE NOMINAL**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 0 | 0 |
| Agree | 0 | 0 |
| Neutral | 59 | 39.33 |
| Disagree | 62 | 41.33 |
| Strongly disagree | 29 | 19.33 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.19**

**COST OF REGISTRATION, MEDICAL SERVICES ARE NOMINAL**

**INTERPRETATION:**

Table No. 4.19 shows that 41.33% of the respondents disagreed the statement Cost of registration, medical services are nominal’, 39.33% neither agreed nor disagreed it and 19.33% strongly agreed it.

**TABLE NO. 4.20**

**PATIENTS SITTING ARRANGEMENTS, CLEANLINESS IN HOSPITAL IS**

**GOOD**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 26 | 17.33 |
| Agree | 124 | 82.67 |
| Neutral | 0 | 0 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.20**

**PATIENTS SITTING ARRANGEMENTS, CLEANLINESS IN HOSPITAL IS**

**GOOD**

**INTERPRETATION:**

Table No. 4.20 shows that 41.33% of the respondents agreed the statement Patients sitting arrangements, cleanliness in hospital is good’, 17.33% strongly agreed it.

**TABLE NO. 4.21**

**HOSPITAL ENJOYS HIGH REPUTATION AND IMAGE**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 13 | 8.67 |
| Agree | 93 | 62.00 |
| Neutral | 44 | 29.33 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.21**

**HOSPITAL ENJOYS HIGH REPUTATION AND IMAGE**

**INTERPRETATION:**

Table No. 4.21 shows that 62% of the respondents agreed that the hospital enjoys high reputation and image , 8.67% strongly agreed it and 29.33% neither agreed nor disagreed it.

**TABLE NO. 4.22**

**RECOMMEND THE HOSPITAL TO FRIENDS AND RELATIVES**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 19 | 12.67 |
| Agree | 112 | 74.67 |
| Neutral | 19 | 12.67 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.22**

**RECOMMEND THE HOSPITAL TO FRIENDS AND RELATIVES**

**INTERPRETATION:**

Table No. 4.22 shows that 74.67% of the respondents agreed that the recommend this hospital to your friends and relatives’, 12.67% strongly agreed it and 12.67% neither agreed nor agreed it.

**TABLE NO. 4.23**

**READY TO RECOMMEND THE HOME CARE FACILITIES OF ASTER MIMS TO YOUR FRIENDS AND RELATIVES**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 30 | 20.00 |
| Agree | 85 | 56.67 |
| Neutral | 35 | 23.33 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.23**

**READY TO RECOMMEND THE HOME CARE FACILITIES OF ASTER MIMS TO YOUR FRIENDS AND RELATIVES**

**INTERPRETATION:**

Table No. 4.23 shows that 56.67% of the respondents agreed that they are ready to recommend the home care facilities of Aster MIMS to their friends and relatives, 23.33% neither agreed nor disagreed it and 20% strongly agreed it.

**TABLE NO. 4.24**

**HOSPITAL IS DELIVERING THE SERVICE AS PROMISED**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Strongly agree | 40 | 26.67 |
| Agree | 85 | 56.67 |
| Neutral | 25 | 16.67 |
| Disagree | 0 | 0 |
| Strongly disagree | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.24**

**HOSPITAL IS DELIVERING THE SERVICE AS PROMISED**

**INTERPRETATION:**

Table No. 4.24 shows that 56.67% of the respondents agreed that they hospital is delivering the service as promised, 26.67% strongly agreed it and 16.67% neither agreed nor disagreed it.

**TABLE NO. 4.25**

**OVERALL SATISFACTION WITH THE TREATMENT PROVIDED BY THE HOSPITAL**

|  |  |  |
| --- | --- | --- |
| **Category** | **No. of Respondents** | **Percentage** |
| Highly satisfied | 17 | 11.33 |
| Satisfied | 121 | 80.67 |
| Moderately satisfied | 12 | 8.00 |
| Dissatisfied | 0 | 0 |
| Highly dissatisfied | 0 | 0 |
| **Total** | **150** | **100** |

**Source: Primary data**

**CHART NO. 4.25**

**OVERALL SATISFACTION WITH THE TREATMENT PROVIDED BY THE HOSPITAL**

**INTERPRETATION:**

Table No. 4.25 shows that 80.67% of the respondents are satisfied with the treatment provided by the hospital, 11.33% highly satisfied with it and 8% moderately satisfied with it.

**CHI- SQUARE TEST-I**

Table showing the significance relation between the gender of respondents and opinion of social media marketing is more suitable for health care industry.

H0: There is no significance relation between the gender of respondents and opinion of social media marketing is more suitable for health care industry.

H1: There is a significance relation between the gender of respondents and opinion of social media marketing is more suitable for health care industry.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **GENDER \* SOCIAL MEDIA MARKETING IS MORE SUITABLE FOR HEALTH CARE INDUSTRY Cross tabulation** | | | | | |
| Count | | | | | |
|  | | SOCIAL MEDIA MARKETING IS MORE SUITABLE FOR HEALTH CARE INDUSTRY | | | Total |
| Strongly agree | Agree | Neutral |
| GENDER | Male | 9 | 57 | 23 | 89 |
| Female | 7 | 39 | 15 | 61 |
| Total | | 16 | 96 | 38 | 150 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | .086a | 2 | .958 |
| Likelihood Ratio | .085 | 2 | .958 |
| Linear-by-Linear Association | .073 | 1 | .787 |
| N of Valid Cases | 150 |  |  |
| a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.51. | | | |

**Interpretation:**

LEVEL OF SIGNIFICANCE = 0.05

Calculated P Value = .958

So that means the calculated value (.958) is greater than 0.05. So we accept null hypothesis (H0), that there is no significance relation between the gender of respondents and opinion of social media marketing is more suitable for health care industry.

**CHI- SQUARE TEST-II**

Table showing the significance relationship between age of respondents and checking social media to select a better hospital and treatment.

H0: There is no significance relationship between age of respondents and checking social media to select a better hospital and treatment.

H1: There is a significance relationship between age of respondents and checking social media to select a better hospital and treatment.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **AGE \* CHECKING SOCIAL MEDIA TO SELECT A BETTER HOSPITAL AND TREATMENT Cross tabulation** | | | | | |
| Count | | | | | |
|  | | CHECKING SOCIAL MEDIA TO SELECT A BETTER HOSPITAL AND TREATMENT | | | Total |
| Always | Sometimes | Occasionally |
| AGE | Below 25 | 8 | 0 | 0 | 8 |
| 25 - 30 | 21 | 6 | 1 | 28 |
| 30 - 40 | 40 | 15 | 10 | 65 |
| 40 - 50 | 21 | 12 | 3 | 36 |
| Above 50 | 6 | 5 | 2 | 13 |
| Total | | 96 | 38 | 16 | 150 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 11.144a | 8 | .194 |
| Likelihood Ratio | 13.923 | 8 | .084 |
| Linear-by-Linear Association | 5.661 | 1 | .017 |
| N of Valid Cases | 150 |  |  |
| a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .85. | | | |

**Interpretation:**

LEVEL OF SIGNIFICANCE = 0.05

Calculated P Value = .194

So that means the calculated value (.194) is greater than 0.05. So we accept null hypothesis (H0), that there is no significance relationship between age of respondents and checking social media to select a better hospital and treatment.

**5.1 FINDINGS**

1. 59.33% of the respondents are male and 40.67% are female.
2. 43.33% of the respondents are in the age group of between 30 – 40.
3. The educational qualification of 55.33% of the respondents is UG.
4. 50.67% of the respondents are private employees.
5. 45.33% of the respondents came to know about the hospital through print media.
6. 56% of the respondents opined that they measure the quality of a hospital by looking doctors with supporting equipments
7. 78% of the respondents opined that had availed the home care service of Aster MIMS.
8. 51.33% of the respondents knew about the home care service of Aster MIMS through print media.
9. 62.67% of the respondents are satisfied with the home care service of Aster MIMS.
10. 66% of the respondents are opined that the facilities avaled with the home care service of Aster MIMS is good.
11. 65.33% of the respondents opined that the cost of home care is high.
12. 82% of the respondents agreed that they feel that they are treated fairly and respective manner with quality service.
13. 84.67% of the respondents are satisfied with the room ward service.
14. 64% of the respondents agreed that social media marketing is more suitable for health care industry it.
15. 64% of the respondents opined that they always check social media to select a better hospital and treatment.
16. 66% of the respondents agreed that they are influenced by the social media advertisement of Aster Mims hospital.
17. 39.33% of the respondents opined that social media platform, they came to know about Aster Mims is Face book.
18. 73.33% of the respondents agreed the statement ‘doctors are good enough in explaining the reason for the disease
19. 41.33% of the respondents disagreed the statement Cost of registration, medical services are nominal’
20. 41.33% of the respondents agreed the statement Patients sitting arrangements, cleanliness in hospital is good’.
21. 62% of the respondents agreed that the hospital enjoys high reputation and image
22. 74.67% of the respondents agreed that the recommend this hospital to your friends and relatives’.
23. 56.67% of the respondents agreed that they are ready to recommend the home care facilities of Aster MIMS to their friends and relatives.
24. 56.67% of the respondents agreed that they hospital is delivering the service as promised.
25. 80.67% of the respondents are satisfied with the treatment provided by the hospital.
26. There is no significance relation between the gender of respondents and opinion of social media marketing is more suitable for health care industry.
27. There is no significance relationship between age of respondents and checking social media to select a better hospital and treatment.

**5.2 SUGGESTIONS**

* To increase customers awareness on core identity of hospital
* To provide schemes for regular patients in order to maintain the consumer loyality.
* Awareness must be made among the public that the hospital offers quality services at affordable price
* Must show hospital presence regularly in market
* More marketing activities must be carried out in order to have an brand identity among the public
* From the study it can be seen that sales promotion activities of the hospital are not enough. So the management should take appropriate steps to improve the sales promotional activities of the Hospital.
* Management should try to reduce the cost of the treatment or give discount to the patients
* More advertisement should be given in news papers and visual media.
* Accepting all health insurance policies should be a added beneficial of the hospital

**5.3 CONCLUSION**

The marketing of hospital services is not an easy job. Many hospitals find it difficult to face the marketing functions. Strategies towards the marketing of medical services are carefully done. Patients are carefully studying the services of hospitals before they choose a particular hospital. Pricing of hospital services, nature of medical services, cost considerations, equipments used, strategies adopted by the competitors, potential for development, population and income distribution of the area are the main factors have to be considered while taking marketing strategies towards medical services.

Aster MIMS offers the specialist advice, supported by a comprehensive range of round the clock hospital services, which can address all of your company’s healthcare needs.

The single most important asset of any organization is its people. And like any other asset it has to be protected. To this end, more and more companies are recognizing the value of adopting a strategic healthcare policy. Many are already sponsoring medical expenses programs. Not just for senior management, but for all levels of staff as well as immediate family members.

New idea development, innovations in the field of healthcare, entering into Social responsibility, exploring new markets, diversification to different sectors rather than Allopathy alone (a system of getting everything under one roof) and providing cost effective treatments and facilities thereby ensuring customer satisfaction are the future prospectus of the organisation. ASTER MIMS has greater opportunities to absorb from the robust growing healthcare sector.

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**QUESTIONNAIRE**

Name:

Gender: Male Female

Age:

Educational qualification:

Occupation:

1. How did you come to know about the hospital?
2. Word of mouth
3. Social media advertising
4. Print media advertising
5. Hospital representatives
6. Others
7. How do you measure the quality of a hospital?
8. Time taken to offer service
9. More patients waiting for treatment
10. Fee
11. Doctors with supporting equipment’s
12. Have you ever availed the home care service of Aster MIMS?
13. Yes
14. No
15. How did you come to know about the Home care service of Aster MIMS?
16. Word of mouth
17. Social media
18. Print media
19. Banners/Flyers
20. Others
21. Are you satisfied with the home care services of Aster MIMS?
22. Highly satisfied
23. Satisfied
24. Moderately satisfied
25. Dissatisfied
26. Highly dissatisfied
27. How do you rate the facilities available in the home care sector of Aster MIMS?
28. Excellent
29. Good
30. Average
31. Poor
32. Very poor
33. What is your opinion about the cost of home care ?
34. Very high
35. High
36. Reasonable
37. Low
38. Very low
39. Do you feel that you are treated fairly and respective manner with quality service?
40. Strongly agree
41. Agree
42. Neutral
43. Disagree
44. Strongly disagree
45. Are you satisfied with the room ward service?
46. Highly satisfied
47. Satisfied
48. Moderately satisfied
49. Dissatisfied
50. Highly dissatisfied
51. Do you think social media marketing is more suitable for health care industry?
52. Strongly agree
53. Agree
54. Neutral
55. Disagree
56. Strongly disagree
57. Do you check social media to select a better hospital and treatment?
58. Always
59. Sometimes
60. Occasionally
61. Rarely
62. Never
63. Rate the statement ‘ you are influenced by the social media advertisement of Aster MIMS Hospital”
64. Strongly agree
65. Agree
66. Neutral
67. Disagree
68. Strongly disagree
69. Through which social media platform, you came to know about Aster MIMS ?
70. Face book
71. Whatsapp
72. Instagram
73. Youtube
74. Others
75. Rate the statement ‘Doctors are good enough in explaining the reason for the disease’
76. Strongly agree
77. Agree
78. Neutral
79. Disagree
80. Strongly disagree
81. Rate the statement ‘Cost of registration, medical services are nominal’
82. Strongly agree
83. Agree
84. Neutral
85. Disagree
86. Strongly disagree
87. Rate the statement ‘Patients sitting arrangements, cleanliness in hospital is good’
88. Strongly agree
89. Agree
90. Neutral
91. Disagree
92. Strongly disagree
93. Do you think this hospital enjoys high reputation and image?
94. Strongly agree
95. Agree
96. Neutral
97. Disagree
98. Strongly disagree
99. Rate the statement ‘you recommend this hospital to your friends and relatives’
100. Strongly agree
101. Agree
102. Neutral
103. Disagree
104. Strongly disagree
105. Are you ready to recommend the home care facilities of Aster MIMS to your friends and relatives?
106. Strongly agree
107. Agree
108. Neutral
109. Disagree
110. Strongly disagree
111. The hospital is delivering the service as promised.
112. Strongly agree
113. Agree
114. Neutral
115. Disagree
116. Strongly disagree
117. Rate your overall satisfaction with the treatment provided by the hospital
118. Highly satisfied
119. Satisfied
120. Moderately satisfied
121. Dissatisfied
122. Highly dissatisfied