**1.1 INTRODUCTION**

Health care industry is treated for all practical purposes, as medical industry or health economy. It provides the most sought curative, preventive, rehabilitative, and palliative care. Researchers have acknowledged that the health industry is one of the largest and fast growing industries in the world. No wonder, health care contributes enormously in the country's economy. The United Nations International Standard Industry classification has reported in very clear terms that health care industry encompasses activities such as hospital activities medical and dental practice activities besides scope for other human health care activities. These activities call for dedicated, committed and unstinted co-operation of nurses, mid- wives, physiotherapists, scientific and diagnostic laboratories, pathological units and residential health facilities. Incorporated in the health care industry are activities such as hypotherapy, medical massage, yoga therapy, music therapy, occupational therapy, homeopathy, acupuncture and the like. Thus, health care industry is growing in dimensions and ramifications.

The health care industry has adopted numerous systems to offer health care services. People in general meet their health care providers in person and obtain health services according to the nature of their illness.

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.

Through targeted campaigns and initiatives, healthcare marketing not only enhances patient experiences by improving accessibility and communication but also raises awareness about public health issues, contributing to the overall well-being of communities. In a competitive environment, strategic marketing efforts differentiate healthcare providers and facilities by highlighting specialized services, advanced technology, and patient-centered approaches, creating a competitive advantage. Furthermore, marketing plays a pivotal role in revenue generation, ensuring the sustainability of healthcare operations by attracting patients and driving utilization of services.

**1.2 SIGNIFICANCE OF THE STUDY**

The healthcare delivery market in India is expected to be more than double within the next decade. India is witnessing an era where new hospitals are being built at a pace like never before. There are exciting challenges that these hospitals are facing while they are being commissioned. One challenging task that every hospital, new or old, small or big, is facing today is the task of marketing itself. With increasing competition, . Healthcare marketing is undergoing a transition from service providers’ dominance to service seekers preference. A study was therefore undertaken to understand the factors influencing patients’ decision making with respect to choice of a hospital.

**1.3 STATEMENT OF THE PROBLEM**

Healthcare marketing stands at the intersection of public health, patient care, and business strategy, playing an instrumental role in shaping the delivery and accessibility of healthcare services. In today’s dynamic healthcare landscape, the significance of marketing strategies extends far beyond mere promotion; it serves as a vehicle for education, empowerment, and engagement.

**1.4 OBJECTIVES OF THE STUDY**

* To analyse and apply the services marketing concepts in health care industry.
* To identify the factors which motivate the respondents to avail the health care services.
* To evaluate the role of advertisement on selecting health care services
* To analyse the attitude of the patients towards healthcare services.
* To analyse the satisfaction level of customers with the health care services.

**1.5 SCOPE OF THE STUDY**

The primary objective of the study is to analyse the importance of marketing in health care industry. Assessing patient satisfaction levels, feedback, and experiences helps in identifying areas for improvement and crafting strategies to enhance the overall patient experience, leading to better retention and loyalty.

**1.6 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.

**1.6.1 Source of 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 50.

**Technique of analysis**

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

**1.7 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**

**Hanna Komulainen, Satu Nätti, Saila Saraniemi, Pauliina Ulkuniemi (2022),** Recent literature within public service logic has called for more explicit conceptualisation of customer value in public services. This study aims to fill this gap by examining how the customer value approach can be applied in the management of public health care services. The study suggests five propositions for applying customer value approach from the marketing literature in public health care service management. The study enables a deeper understanding of customer value creation in this context and improvement of public health care services.

**Emanuele Lettieri, Laura Marone, Nicola Spezia, Ilenia Gheno, Cinzia Mambretti, Giuseppe Andreoni (2022),** This study aims to offer novel insights on how industrial marketing might contribute to bringing innovations to market in the peculiar case of health care. This study aims at shedding first light on how the alignment between dissemination and exploitation activities might contribute to bringing to market innovations developed by public–private partnerships funded by the European Commission (EC). This study advances the theory and practice of industrial marketing in health care by conceptualizing an actionable method to align dissemination and exploitation activities within EC-funded projects, facilitating that innovations will go to market.

**Michelle Rydback, Akmal S. Hyder (2018),** Focusing on customization, this paper aims to examine how service providers market health care in emerging markets through medical tourism. Using a qualitative method, researchers conducted 18 semi-structured interviews with managers from five health-care providers and supporting organizations in the Philippines. For analysis, data from the service providers are compared. Customization is found to play crucial role in offering health-care services. The customization takes place by adapting to emotional, social and cultural needs; alleviating knowledge asymmetry; and moderating the negative impact of the unfamiliar context experienced by international patients.

**Eric L. Swan, Andrew J. Dahl, James W. Peltier (2019),** Consumers have increased access to digital health tools such as social media, websites and marketer-controlled platforms for information sharing. Telemedicine (TM) represents an emerging omni-channel touchpoint for consumers to exchange information and inform health decision-making at a time and place of their choosing. While TM offers great potential, consumer adoption has been slower than expected. This paper aims to investigate attitudinal factors that influence adoption and usage of TM within consumers’ omni-channel decision-making environment.

**Peter Anabila (2020),** This study aims to explore the utility of relationship marketing (RM) practices in achieving customer loyalty (CL) via customer satisfaction (CS) as the mediator. The study establishes a direct positive association between RM practices and CL. The study also found that CS mediates the relationship between RM practices and CL. The study reinforces the role of RM as a significant driver of marketing performance in private hospitals. The results are intended to guide policymakers of private hospitals to manage relationships to gain competitive advantage.

**Irfan Butt, Tariq Iqbal & Sadia Zohaib (2019),** This study identifies the principal sources of knowledge in the healthcare marketing field based on the most prolific and influential journals and authors, drawing on a sample of 1,950 articles published in 11 journals from 1987 to 2016. The three most influential journals are the International Journal of Pharmaceutical & Healthcare Marketing, the International Journal of Healthcare Management, and the Academy of Health Care Management Journal. Health Marketing Quarterly is another highly influential and prolific journal. The most prolific authors are Brian Smith, David Loudon, Donald Self, and Robert Stevens. The most influential authors, on the basis of fractional citations, are Philip Brown, Renuka Garg, and Jayesh Aagja. This is the first study to systematically review the burgeoning body of healthcare marketing literature with the aim of mapping the research that has been undertaken in this area. This is by far the most comprehensive review on this topic to date.

**Nishant Renu (2021),** The COVID-19Pandemic has resulted in many adversities. The disease has affected almost all known sectors, from the health to the business sector. One of the significant effects of the disease is that it has negatively influenced the healthcare market, creating the need to develop new and innovative marketing strategies. With the advancement of the disease, people have sought various preventive medical care and measures to protect themselves from the disease, which has led many of them to explore their medical, pharmaceutical, and healthcare options. For healthcare industries, this Pandemic has created the need to develop new and innovative marketing strategies to fulfill the unmet needs of the patients during this crazy time.

**3.1 THEORETICAL FRAMEWORK**

Health care marketing ideas can have a significant impact on the public in various ways. Effective marketing strategies in the healthcare sector can contribute to improved public awareness, patient engagement, and overall health outcomes.

**Definition of healthcare marketing**

Healthcare marketing is a process of strategic outreach and communications designed to attract healthcare consumers, guide them through their healthcare journey, and keep them engaged with the health system.

Sophisticated healthcare marketing strategies integrate omnichannel, highly-segmented, and targeted online and offline tactics to drive engagement and accelerate enterprise growth. Health systems measure the success of their marketing efforts through specific metrics that are aligned with key performance indicators (KPIs), and/or marketing return on investment (ROI).

**Here are some key ways in which health care marketing ideas can impact the public:**

**Increased Awareness:** Marketing campaigns can educate the public about health issues, preventive measures, and available healthcare services. This increased awareness can lead to early detection of illnesses, better adherence to preventive measures, and overall healthier lifestyles.

**Patient Empowerment:** Health care marketing can empower patients by providing them with information about their healthcare options, treatment plans, and available resources. Informed patients are more likely to actively participate in their own care, make better healthcare decisions, and have improved health outcomes.

**Access to Information:** Marketing efforts, especially through digital channels, can provide the public with easy access to health-related information. This can help individuals make informed decisions about their health and navigate the complexities of the healthcare system.

**Promotion of Preventive Care:** Marketing campaigns can emphasize the importance of preventive care, encouraging the public to engage in regular check-ups, screenings, and vaccinations. Preventive care can lead to early detection of health issues and reduce the overall burden on the healthcare system.

**Reducing Stigma**: Health care marketing can play a role in reducing stigma associated with certain health conditions. By promoting understanding and empathy, marketing campaigns can encourage open discussions about various health issues, leading to better support for affected individuals.

**Building Trust in Healthcare Providers:** Marketing efforts that highlight the expertise, compassion, and success stories of healthcare providers can help build trust between healthcare organizations and the public. Trust is a crucial factor in patient satisfaction and compliance with medical recommendations.

**Promoting Healthy Lifestyles:** Marketing campaigns promoting healthy behaviors, such as regular exercise, balanced nutrition, and stress management, can inspire individuals to adopt healthier lifestyles. This can contribute to the prevention of chronic diseases and the overall well-being of the community.

**Enhancing Patient-Provider Communication:** Marketing strategies can facilitate better communication between healthcare providers and patients. This can include promoting online appointment scheduling, telemedicine options, and patient portals, improving access to healthcare services and information.

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**IMPORTANCE OF HEALTHCARE MARKETING**

Healthcare is changing. Consumers are now more actively involved in their care than ever before, making key decisions along their healthcare journey that they may have formerly left to a physician. Internet research is on the rise, “Dr. Google” is gaining authority, and healthcare consumers even spend time comparing prices and testimonials prior to selecting a healthcare provider.

In addition, consumers look to non-traditional remedies before scheduling an appointment with their PCP. In fact, 63 percent of consumers received care from a non-traditional provider in 2018, such as a retail or walk-in clinic, virtual care provider, or outpatient hospital. Convenience trumps other factors, such as provider history or background, but patients still want to receive a level of personalized care that conveys trust and accountability in the health system.

Changes in consumer behavior is a key factor driving the increased importance of marketing. The effective marketing messaging must convey is no longer about offering a better quality of care: It’s about providing convenient, accessible, digitally integrated services that fit into consumers’ hectic lives. For this reason, the healthcare marketers, the experts in communication and channel strategy, hold a more critical role than previous decades.

Healthcare marketing supports this transition to consumer-driven care by educating patients, drawing them into health systems, and providing the superior customer service and engagement opportunities necessary to maintain patient loyalty.

**BENEFITS OF HEALTHCARE MARKETING**

* Find prospective patients with business objectives in mind, i.e. a healthy payer mix or high-value service line growth
* Increase strategic advantage to attract patients in a hypercompetitive landscape
* Keep patients engaged with relevant, personalized, and timely outreach throughout their journeys
* Retain patients long-term and improve loyalty in your healthcare community
* Drive more qualified leads, generate revenue with healthy margins
* Connect with patients across multiple channels
* Evaluate productivity and re-align strategy with comprehensive healthcare data analytics
* Building Your Healthcare Marketing Strategy

The ever-evolving healthcare landscape can present unfamiliar challenges to even the most seasoned marketers. Marketing teams need to keep up with the latest industry tips and trends to ensure they’re crafting an engaging and effective strategy that maximizes their impact on the health system’s bottom line.

**TYPES OF MARKETING IN HEALTHCARE**

Healthcare marketing can be split into two types: traditional and digital. Traditional marketing generally refers to using older forms of media, such as print, radio, television, and billboards. Digital healthcare marketing utilizes the internet.

Traditional forms of marketing include:

* In-person sales
* Direct mail
* Print advertisements
* Telemarketing
* Trade shows
* Word-of-mouth marketing
* Television ads
* Radio ads

Digital forms of marketing include:

* Social media
* Email marketing
* Website
* Search engine optimization
* Search engine marketing
* Pay-per-click ads
* Content marketing
* Influencer marketing
* Video ads
* Internet radio/streaming service ads

The big advantage that digital marketing has over traditional marketing is that its effectiveness is much easier to track. For instance, if a hospital sends a postcard to potential patients in the mail, they have no way of knowing how many people saw it and how many people threw it in the trash without looking at it. Digital marketing, on the other hand, tracks key performance indicators such as clicks, views, and conversions.

**CHALLENGES RELATED TO HEALTHCARE MARKETING IN INDIA**

The healthcare consumers are the most challenging consumers to deal with as the service or the product are related to their health, curing of their disease and reducing their suffering. This makes it difficult for the healthcare providers to convince their consumers (patients) regarding their treatment and meet their expectations if there is a lack of proper communication between both the parties. The ever-changing scenario of the healthcare industry along with the well-informed patients has resulted in the demand of a value-based reimbursement structure in the healthcare industry. In this scenario, there is a requirement of a doctor-marketer collaborative approach in the healthcare system. The following are some of the challenges that the hospitals face while marketing their services:

**1. Problems arising in infrastructure of health**

The existing health infrastructure is not enough to serve the needs of the growing population of the country. The Economic Survey 2019-20 has released information regarding the medical infrastructure evincing a shortage of doctors in the country. As per the report, the doctor-population ratio of India is 1:1456 against the WHO recommendation of 1:1000. However, the survey also mentions that the Government has taken steps to address the shortage of doctors and in the last 5 years, the Government has sanctioned 141 new medical colleges. According to a study conducted by a private body, India will need to invest a minimum of Rs 8 lakh crore over the next 20 years to establish two million new beds. If the country needs to reach 4 beds per 1000 persons, it needs a huge fund.

The shortage of qualified manpower also remains a problem for the private hospitals and becomes a major hindrance in the marketing activities of the hospitals, healthcare sector being an expert and manpower driven industry.

**2. Challenges in Rural Healthcare:**

Reaching out to the rural mass is another challenge for the healthcare industry specially the hospitals- both private and public. There are various factors contributing to this problem.

There is a lack of adequate number of dispensaries in the rural areas. The ones that are there are attuned to the atmosphere of that region and may not function as they were expected to. The cost of the medicines poses as another challenge as only a few medicines are freely available in most of the rural areas. Superstitions of the local people also adds to the challenge as it becomes difficult for the health workers to carry out health awareness programmes in certain areas under the initiative of public as well as private sector hospitals.

**3. Hospitals getting into Insurance Business:**

Hospitals have been under immense pressure to accept flat-rate payments for care instead of reimbursements for every service. This to some extent has led the hospitals to take up the role of insurers themselves and take control of the complete patient life cycle. According to a survey conducted in 2017 among the top 100 hospital leaders, by a research firm, the Advisory Board Company, 20% of hospital networks market an insurance product and another 20% are exploring doing so. However, marketing for insurance members is different from marketing for patients; each takes a very different path of brand building, content marketing, and enhancing customer service experiences. The core challenges will be regarding service line marketing, physician engagement, and community-based branding.

**4. Digital Disruption to reputation:**

Previously, patients used to take advice from friends, relatives and other referrals while choosing hospitals or healthcare services. But with the changing time, patients look out on the web to hear from a large base of patient population. A study done by Software Advice has come up with an interesting finding that 72% of patients are already using reviews as their first step in finding a doctor. 82% of the patients are using the reviews to evaluate the physicians. The disruption to reputation caused by the internet is making patients more selective and specific about their expectations. The angry and dissatisfied patients tend to be more vocal about sharing their problems and experiences on the review websites than the satisfied and happy ones. As a result, such negative reviews can be found on the web in more numbers and act as a threat for the healthcare service provider by creating a negative bias among the potential consumers. The challenge of the healthcare marketers is to help the service providers penetrate through the patients' community online to acquire the centre stage and dominate it with their presence. This will also help them to gain some competitive advantage and stay ahead of their competitors.

**5. Personalized marketing**

Patients seek healthcare services due to various reasons, starting from routine ailments to life threatening illnesses. It is important for the healthcare marketers to follow up on the patients throughout their lives, so that they can have a detailed access to the data of the patients who were admitted and treated in the hospitals even in the past. Creating a Patient profile system is a challenging task but is of great importance to the healthcare marketers. This will help the healthcare marketers understand the patients need and to offer products and services to the individuals at the time of their need. Although, at times, there is an abundance of data, yet personalization of service is again difficult. Marketers are able to support the patient‘s journey, however, due to patient confidentiality, they are unable to deliver a truly personalized individual message.

**SUGGESTED MARKETING STRATEGIES FOR HOSPITALS IN INDIA**

Since healthcare is a more consumer centric and a qualified- technical manpower driven industry, hence the hospitals needs to chalk out holistic marketing plans to reach out to their consumers and patients through some joint collaborations among the doctors and the marketing personnel. Some of the specific marketing strategies for the hospitals in India are as suggested below:

**1. Strategic Marketing Plan:**

At the very beginning a strategic marketing plan must be chalked out by the hospital management. The strategic plan will have to start with a proper Research and Development regarding patient footfall, patient satisfaction and technological advancements etc. The hospital marketing team needs to set measurable goals for a limited time frame and also should go for a SWOT analysis of its marketing programmes as well as hospital services. The team should fix on its marketing budget for the year and should also carry out an in-depth competitor analysis.

**2. Organizing Medical Health Check-up camps:**

Organising medical health check-up camps (mostly free camps) is an important and effective marketing strategy that the hospitals can adopt. This will increase the visibility of the hospital, especially in the rural areas. The health field workers of the hospital should go on a thorough survey and understand the health problems and needs of the people of the particular area, days before the actual camp is organised. This will help the field workers to establish a trust among the people of the region. Free health camps, immunization camps should be organised by the hospitals quite frequently.

**3. Quality Accreditations:**

The hospitals, especially the private hospitals should go for more of quality accreditations from recognised bodies like the Quality Council of India. Accreditations like NABH, ISO and JCI are of great importance for the hospitals. These accreditations will not only help the hospital to raise its service delivery standards and processes, but also it will help the hospitals to acquire more of corporate clients on the business front. The accreditations also help the hospitals to build a positive image and reputation in the industry.

**4. Organising Academic Programmes like CME and CNE:**

The hospitals should organise academic programmes like Continuing Medical Education (CME) and Continuing Nursing Education (CNE) in order to create a research and academic environment in the organisation. Since the healthcare service is a highly technical manpower driven service, hence it is very important for the technical manpower like the doctors, nurses and technicians to continuously upgrade their skills. This will again create a positive image of the hospitals among the consumers. Apart from creating an academic environment, the CMEs and CNEs also help the organisation to develop their networking in the industry. Through these programmes, they can connect to and invite Resource Persons related to different specialised fields across the country and the world.

**5. Internal Marketing**

Apart from the conventional external marketing strategies, an internal marketing strategy is of great importance for a hospital since most of the time the front-line employees/ health workers are in contact with the patient or the patient party. The internal marketing strategy should include training programmes for the front-line employees on interacting with the patients. This would include training them on the guidelines to be followed in terms of patient safety, patient privacy, and patient interactions and also to establish a relationship of trust and respect with the patients. A proper patient feedback system should be in place and should be followed up by the floor managers/ floor supervisors at the hospital.

**Table 4.1**

**AGE WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **AGE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Less than 25 years  | 15 | 30 |
| 25-35 years  | 25 | 50 |
| More than 35 years  | 10 | 20 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.1**

**AGE WISE CLASSIFICATION**

**INTERPRETATION**

Above table and graph shows that 50% of the respondents are from the age group of 25 to 35 years while 30% of the respondents belongs to the age group of less than 25 years. 20% of the respondents are from the age group of more than 35 years.

**Table 4.2**

**GENDER WISE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **GENDER** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Male | 35 | 70 |
| Female  | 15 | 30 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.2**

**GENDER WISE CLASSIFICATION**

**INTERPRETATION**

Above table and graph shows that 70% of the respondents are male. Another 30% of them are female.

**Table 4.3**

**FIRST LEARN ABOUT HEALTH CARE SERVICES**

|  |  |  |
| --- | --- | --- |
| **SOURCE OF INFORMATION** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Word of mouth | 5 | 10 |
| Online search | 19 | 38 |
| Referral from another healthcare provider | 8 | 16 |
| Advertising  | 15 | 30 |
| Other  | 3 | 6 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.3**

**FIRST LEARN ABOUT HEALTH CARE SERVICES**

**INTERPRETATION**

Above table and graph shows that 38% of the respondents first learn about health care services from online research. 30% of them first learn about health care services from advertising. 16% of the respondents first learn about health care services from referral from another healthcare provider. 10% from word of mouth and 6% of the respondents first learn about health care services from other ways.

**Table 4.4**

**AWARE OF ANY COMMUNITY EVENTS OR INITIATIVES PARTICIPATED**

|  |  |  |
| --- | --- | --- |
| **AWARENESS OF EVENTS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes  | 30 | 60 |
| No | 20 | 40 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.4**

**AWARE OF ANY COMMUNITY EVENTS OR INITIATIVES WE HAVE PARTICIPATED IN**

**INTERPRETATION**

Above table and graph shows that 60% of the respondents aware of community events or initiatives they have participated in. 40% of them not aware of it.

**Table 4.5**

**COMFORTABLE ARE YOU PROVIDING FEEDBACK ABOUT SERVICES**

|  |  |  |
| --- | --- | --- |
| **INTEREST IN PROVIDING FEEDBACK** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very comfortable  | 24 | 48 |
| Somewhat comfortable  | 20 | 40 |
| Not comfortable at all | 6 | 12 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.5**

**COMFORTABLE ARE YOU PROVIDING FEEDBACK ABOUT SERVICES**

**INTERPRETATION**

Above table and graph shows that 48% of the respondents very comfortable with providing feedback about services. 40% of the respondents somewhat comfortable with it and 12% of the respondents not comfortable at all with providing feedback about services.

**Table 4.6**

**COST OF HEALTHCARE INFLUENCE YOUR DECISION TO SEEK MEDICAL SERVICES**

|  |  |  |
| --- | --- | --- |
| **IMPORTANCE OF COST** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Major factor  | 10 | 20 |
| Moderate factor  | 34 | 68 |
| Minor factor  | 6 | 12 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.6**

**COST OF HEALTHCARE INFLUENCE YOUR DECISION TO SEEK MEDICAL SERVICES**

**INTERPRETATION**

Above table and graph shows that 68% of the respondents opined that cost of healthcare is moderate factor which influence their decision to seek medical services. 20% of them said that it has major factor and 12% of the respondents opined that cost of healthcare is a minor factor influence their decision to seek medical services.

**Table 4.7**

**PARTICIPATE IN HEALTH AND WELLNESS EVENTS HOSTED BY HEALTHCARE PROVIDERS**

|  |  |  |
| --- | --- | --- |
| **INTEREST IN THE PARTICIPATION OF EVENTS**  | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very likely  | 10 | 20 |
| Likely  | 24 | 48 |
| Neutral  | 8 | 16 |
| Unlikely  | 5 | 10 |
| Very unlikely  | 3 | 6 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.7**

**PARTICIPATE IN HEALTH AND WELLNESS EVENTS HOSTED BY HEALTHCARE PROVIDERS**

**INTERPRETATION**

Above table and graph shows that 48% of the respondents like to participate in health and wellness events hosted by healthcare providers. 20% very likely, 16% have neutral opinion, 10% unlikely and 6% of the respondents very unlike to participate in health and wellness events hosted by healthcare providers.

**Table 4.8**

**MOST FREQUENTLY USING SOCIAL MEDIA PLATFORM FOR HEALTH RELATED INFORMATION**

|  |  |  |
| --- | --- | --- |
| **USE OF SOCIAL MEDIA** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Facebook  | 20 | 40 |
| Instagram  | 12 | 24 |
| Twitter  | 10 | 20 |
| LinkedIn | 8 | 16 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.8**

**MOST FREQUENTLY USING SOCIAL MEDIA PLATFORM FOR HEALTH RELATED INFORMATION**

**INTERPRETATION**

Above table and graph shows that 40% of the respondents use facebook for health related information. 24% of them use Instagram while 20% of them use Twitter. 16% of the respondents use LinkedIn for health related information.

**Table 4.9**

**COMMUNITY INVOLVEMENT AND OUTREACH BY HEALTHCARE PROVIDERS IN YOUR DECISION-MAKING PROCESS**

|  |  |  |
| --- | --- | --- |
| **RELEVANCE OF COMMUNITY INVOLVEMENT** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very important  | 4 | 8 |
| Important  | 40 | 80 |
| Neutral  | 5 | 10 |
| Not important  | 1 | 2 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.9**

**COMMUNITY INVOLVEMENT AND OUTREACH BY HEALTHCARE PROVIDERS IN YOUR DECISION-MAKING PROCESS**

**INTERPRETATION**

Above table and graph shows that 80% of the respondents opined that community involvement and outreach by healthcare providers is important in their decision-making process. 10% have neutral opinion. 8% said it is very important and 2% of the respondents said that community involvement and outreach by healthcare providers is not important in their decision-making process.

**Table 4.10**

**EASE OF ACCESSING AND UNDERSTANDING HEALTHCARE INFORMATION ON A PROVIDER’S WEBSITE**

|  |  |  |
| --- | --- | --- |
| **EASE OF ACCESSING PROVIDERS WEBSITE** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Very important  | 23 | 46 |
| Important  | 10 | 20 |
| Neutral  | 15 | 30 |
| Not important  | 2 | 4 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.10**

**EASE OF ACCESSING AND UNDERSTANDING HEALTHCARE INFORMATION ON A PROVIDER’S WEBSITE**

**INTERPRETATION**

Above table and graph shows that 46% of the respondents opined that ease of accessing and understanding healthcare information on a provider’s website is very important. 30% of the respondents have neutral opinion. 20% of the respondents opined that ease of accessing and understanding healthcare information on a provider’s website is important. 4% of them said that ease of accessing and understanding healthcare information on a provider’s not important.

**Table 4.11**

**HOW OFTEN DO YOU PARTICIPATE IN HEALTH SCREENINGS OR PREVENTIVE CARE ACTIVITIES**

|  |  |  |
| --- | --- | --- |
| **PARTICIPATION OF HEALTH SCREENINGS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Regularly  | 10 | 20 |
| Occasionally  | 20 | 40 |
| Rarely  | 12 | 24 |
| Never  | 8 | 16 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.11**

**HOW OFTEN DO YOU PARTICIPATE IN HEALTH SCREENINGS OR PREVENTIVE CARE ACTIVITIES**

**INTERPRETATION**

Above table and graph shows that 40% of the respondents participate in health screenings or preventive care activities. 24% of the respondents rarely participate and 20% of them regularly participate in health screenings or preventive care activities. 16% of the respondents never participate in health screenings or preventive care activities.

**Table 4.12**

**INTERESTED IN PARTICIPATING IN HEALTH CHALLENGES OR COMPETITIONS HOSTED BY HEALTHCARE PROVIDERS**

|  |  |  |
| --- | --- | --- |
| **LEVEL OF INTERESTED IN HEALTH RELATED COMPETITION** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes  | 23 | 46 |
| No  | 8 | 16 |
| Maybe  | 19 | 38 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.12**

**INTERESTED IN PARTICIPATING IN HEALTH CHALLENGES OR COMPETITIONS HOSTED BY HEALTHCARE PROVIDERS**

**INTERPRETATION**

Above table and graph shows that 46% of the respondents interested in participating in health challenges or competitors hosted by healthcare providers. 38% maybe and 16% of the respondents interested in participating in health challenges or competitors hosted by healthcare providers.

**Table 4.13**

**HEALTH CARE MARKETING INFLUENCE PUBLIC PERCEPTION OF HEALTHCARE SERVICES AND PROVIDERS**

|  |  |  |
| --- | --- | --- |
| **INFLUENCE OF HEALTH CARE MARKETING** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Shapes positively | 40 | 80 |
| Has no significant effect  | 2 | 4 |
| Creates sketpticisms | 8 | 16 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.13**

**HEALTH CARE MARKETING INFLUENCE PUBLIC PERCEPTION OF HEALTHCARE SERVICES AND PROVIDERS**

**INTERPRETATION**

Above table and graph shows that 80% of the respondents said that health care marketing shapes public perception of healthcare services and providers positively. 16% said it creates sketpticisms and 4% said that it has no significant effect.

**Table 4.14**

**MOST INFLUENCED DEMOGRAPHIC GROUP BY HEALTHCARE MARKETING CAMPAIGNS**

|  |  |  |
| --- | --- | --- |
| **MOST INFLUENCED DEMOGRAPHIC GROUP** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Young adults (18-30 | 18 | 36 |
| Middle –aged adults (31-50) | 17 | 34 |
| Seniors (51+) | 10 | 20 |
| All equally influenced | 5 | 10 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.14**

**MOST INFLUENCED DEMOGRAPHIC GROUP BY HEALTHCARE MARKETING CAMPAIGNS**

**INTERPRETATION**

Above table and graph shows that 36% of the respondents said that Young adults (18-30) is mostly influenced by healthcare marketing campaigns. 34% said that middle-aged adults (31-50) and 20% said that senior (51+) influenced by health care campaigns. 10% of the respondents said that all demographic group equally influenced by healthcare marketing campaigns.

**Table 4.15**

**WHAT ROLE DOES HEALTHCARE MARKETING PLAY IN SHAPING CONSUMER CHOICES**

|  |  |  |
| --- | --- | --- |
| **ROLE OF HM IN CONSUMER CHOICES** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Major influence  | 18 | 36 |
| Moderate influence | 15 | 30 |
| Minor influence | 10 | 20 |
| No influence | 7 | 14 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.15**

**WHAT ROLE DOES HEALTHCARE MARKETING PLAY IN SHAPING CONSUMER CHOICES**

**INTERPRETATION**

Above table and graph shows that 36% of the respondents opined that healthcare marketing play major influence in shaping consumer choices. 30% of the respondents said it has moderate influence, 20% said minor influence and 14% of the respondents opined that healthcare marketing play no influence in shaping consumer choices.

**Table 4.16**

**ARE HEALTHCARE MARKETING CAMPAIGNS EFFECTIVE IN INCREASING PUBLIC HEALTH AWARENESS**

|  |  |  |
| --- | --- | --- |
| **EFFECTIVENESS OF HM** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes, significantly  | 45 | 90 |
| To some extent  | 5 | 10 |
| Not at all | 0 | 0 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.16**

**ARE HEALTHCARE MARKETING CAMPAIGNS EFFECTIVE IN INCREASING PUBLIC HEALTH AWARENESS**

**INTERPRETATION**

Above table and graph shows that 90% of the respondents said that healthcare marketing campaigns significantly effective in increasing public health awareness. 10% of the respondents said healthcare marketing campaigns to some extent effective in increasing public health awareness.

**Table 4.17**

**WHAT CONCERNS MIGHT ARISE FROM AGGRESSIVE HEALTHCARE MARKETING**

|  |  |  |
| --- | --- | --- |
| **DEFECTS OF HM** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Misleading information | 20 | 40 |
| Overprescribing medications | 18 | 36 |
| Ethical concerns | 7 | 14 |
| All of the above | 5 | 10 |
| **TOTAL** | **50** | **100** |

 Source: Primary Data

**Figure 4.17**

**WHAT CONCERNS MIGHT ARISE FROM AGGRESSIVE HEALTHCARE MARKETING**

**INTERPRETATION**

Above table and graph shows that 40% of the respondents said that misleading information might arise from aggressive healthcare marketing. 36% of the respondents said that overprescribing medications, 14% said ethical concerns and 10% of the respondents said that all of the above concerns might arise from aggressive healthcare marketing.

**Table 4.18**

**TECHNOLOGY IMPACT HEALTHCARE MARKETING EFFECTIVENESS**

|  |  |  |
| --- | --- | --- |
| **HM AND TECHNOLOGY** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Enhances reach and engagement  | 26 | 52 |
| No significant impact  | 13 | 26 |
| Decreases effectiveness  | 11 | 22 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.18**

**TECHNOLOGY IMPACT HEALTHCARE MARKETING EFFECTIVENESS**

**INTERPRETATION**

Above table and graph shows that 52% of the respondents said that technology enhances reach and engagement in healthcare effectiveness. 26% said that technology has no significant impact but 22% of the respondents said that it decreases effeteness.

**Table 4.19**

**HEALTH CARE MARKETING CONTRIBUTE TO IMPROVING PATIENT-PROVIDER TRUST**

|  |  |  |
| --- | --- | --- |
| **CONTRIBUTION OF HM** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes, significantly  | 50 | 100 |
| Marginally  | 0 | 0 |
| No impact  | 0 | 0 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.19**

**HEALTH CARE MARKETING CONTRIBUTE TO IMPROVING PATIENT-PROVIDER TRUST**

**INTERPRETATION**

Above table and graph shows that the entire respondents said that health care marketing significantly contribute to improve patient-provider trust.

**Table 4.20**

**MEASURE THE SUCCESS OF A HEALTHCARE MARKETING CAMPAIGN**

|  |  |  |
| --- | --- | --- |
| **SUCCESS OF HM CAMPAIGN** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Increased website traffic | 10 | 20 |
| Higher patient inquires  | 12 | 24 |
| Improved patient feedback | 20 | 40 |
| All of the above | 8 | 16 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.20**

**MEASURE THE SUCCESS OF A HEALTHCARE MARKETING CAMPAIGN**

**INTERPRETATION**

Above table and graph shows that 40% of the respondent said that success of healthcare marketing campaign improved patient feedback. 24% of them said that it increases higher patient inquires. 20% of the respondents said that success of healthcare marketing campaign increased website traffic. 16% choose all of the above options.

**Table 4.21**

**MOST IMPACTFUL MEDIUM FOR HEALTHCARE MARKETING**

|  |  |  |
| --- | --- | --- |
| **EFFECTIVE MEDIA FOR HM** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Social media  | 32 | 64 |
| Television  | 11 | 22 |
| Print media  | 7 | 14 |
| Other  | 0 | 0 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.21**

**MOST IMPACTFUL MEDIUM FOR HEALTHCARE MARKETING**

**INTERPRETATION**

Above table and graph shows that 64% of the respondents opined that social media is the most impactful medium for healthcare marketing. 22% said television, 14% said that print media is the most impactful medium for healthcare marketing.

**Table 4.22**

**EXPERIENCED A HEALTHCARE MARKETING CAMPAIGN THAT POSITIVELY INFLUENCED HEALTH DECISIONS**

|  |  |  |
| --- | --- | --- |
| **DOES HM CAMPAIGN INFLUENCE DECISIONS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| Yes  | 40 | 80 |
| No  | 3 | 6 |
| Unsure  | 7 | 14 |
| **TOTAL** | **50** | **100** |

Source: Primary Data

**Figure 4.22**

**EXPERIENCED A HEALTHCARE MARKETING CAMPAIGN THAT POSITIVELY INFLUENCED HEALTH DECISIONS**

**INTERPRETATION**

Above table and graph shows that 80% of the respondents experienced a healthcare marketing campaigns that positively influenced health decisions. 14% of the respondents unsure about it. 6% of the respondents never experienced a healthcare marketing campaign that positively influenced health decisions.

**5.1 FINDING**

* 50% of the respondents are from the age group of 25 to 35 years
* 70% of the respondents are male.
* 38% of the respondents first learn about health care services from online research.
* 60% of the respondents aware of community events or initiatives they have participated in.
* 48% of the respondents very comfortable with providing feedback about services.
* 68% of the respondents opined that cost of healthcare is moderate factor which influence their decision to seek medical services.
* 48% of the respondents like to participate in health and wellness events hosted by healthcare providers.
* 40% of the respondents use facebook for health related information.
* 80% of the respondents opined that community involvement and outreach by healthcare providers is important in their decision-making process.
* 46% of the respondents opined that ease of accessing and understanding healthcare information on a provider’s website is very important.
* 40% of the respondents participate in health screenings or preventive care activities.
* 46% of the respondents interested in participating in health challenges or competitors hosted by healthcare providers.
* 80% of the respondents said that health care marketing shapes public perception of healthcare services and providers positively.
* 36% of the respondents said that Young adults (18-30) is mostly influenced by healthcare marketing campaigns.
* 36% of the respondents opined that healthcare marketing play major influence in shaping consumer choices.
* 90% of the respondents said that healthcare marketing campaigns significantly effective in increasing public health awareness.
* 40% of the respondents said that misleading information might arise from aggressive healthcare marketing.
* 52% of the respondents said that technology enhances reach and engagement in healthcare effectiveness.
* the entire respondents said that health care marketing significantly contribute to improve patient-provider trust.
* 40% of the respondent said that success of healthcare marketing campaign improved patient feedback.
* 64% of the respondents opined that social media is the most impactful medium for healthcare marketing.
* 80% of the respondents experienced a healthcare marketing campaigns that positively influenced health decisions.

**5.2 SUGGESTIONS**

* Conduct surveys to assess public awareness of healthcare issues and the effectiveness of marketing campaigns.
* Explore public perceptions of healthcare providers, services, and the overall healthcare system influenced by marketing efforts.
* Analyze specific healthcare marketing campaigns and their impact on public behavior and attitudes.
* Select a diverse set of case studies to understand the varying effectiveness of different marketing strategies.
* Examine the sustainability of the impact of marketing efforts.
* Evaluate the cost-effectiveness of healthcare marketing campaigns in terms of the resources invested and the outcomes achieved.
* Assess the return on investment in improving public health awareness and behaviors.
* Use feedback to adapt and improve ongoing marketing strategies.

**5.3 CONCLUSION**

Impact of healthcare marketing ideas on the public is multi-faceted, influencing awareness, empowerment, access to information, preventive care, stigma reduction, trust-building, healthy lifestyles, and patient-provider communication. When executed responsibly, these marketing efforts contribute to positive health outcomes and an improved healthcare landscape. By disseminating accurate information, promoting preventive measures, and fostering trust between healthcare providers and the public, marketing ideas play a crucial role in shaping a community's health behaviors and perceptions. However, it is imperative for healthcare marketing to prioritize ethical and transparent communication to avoid potential negative consequences and ensure the public's well-being. In essence, the impact of healthcare marketing on the public is significant, with the potential to enhance both individual and community health.

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**QUESTIONNAIRE**

**IMPACT OF HEALTH CARE MARKETING IDEAS AMONG PUBLIC WITH SPECIAL REFERENCE TO KANNUR**

Name :

Age :

Gender:

1. How did you first learn about health care services?

a) Word of mouth

b) Online search

c) Referral from another healthcare provider

d) Advertising (specify source)

e) Other (please specify)

2. Are you aware of any community events or initiatives of different hospitals?

a) Yes

b) No

3. How comfortable are you providing feedback about health care services?

 Very comfortable

b) Somewhat comfortable

c) Not comfortable at all

4. How does the cost of healthcare influence your decision to seek medical services?

a) Major factor

b) Moderate factor

c) Minor factor

5. How likely are you to participate in health and wellness events hosted by healthcare providers?

a) Very likely

b) Likely

c) Neutral

d) Unlikely

e) Very unlikely

6. What social media platforms do you use most frequently for health-related information?

a) Facebook

b) Instagram

c) Twitter

d) LinkedIn

How important is community involvement and outreach by healthcare providers in your decision-making process?

a) Very important

b) Important

c) Neutral

d) Not important

8. How important is the ease of accessing and understanding healthcare information on a provider's website?

a) Very important

b) Important

c) Neutral

d) Not important

9. How often do you participate in health screenings or preventive care activities?

a) Regularly

b) Occasionally

c) Rarely

d) Never

10. Would you be interested in participating in health challenges or competitions hosted by healthcare providers?

a) Yes

b) No

c) Maybe

11. How does healthcare marketing influence public perception of healthcare services and providers?

a) Shapes positively

b) Has no significant effect

c) Creates skepticisms

12. Which demographic group is most influenced by healthcare marketing campaigns?

a) Young adults (18-30)

b) Middle-aged adults (31-50)

c) Seniors (51+)

d) All equally influenced

13. What role does healthcare marketing play in shaping consumer choices?

a) Major influence

b) Moderate influence

c) Minor influence

d) No influence

14. Are healthcare marketing campaigns effective in increasing public health awareness?

a) Yes, significantly

b) To some extent

c) Not at all

15. What concerns might arise from aggressive healthcare marketing?

a) Misleading information

b) Overprescribing medications

c) Ethical concerns

d) All of the above

16. How does technology impact healthcare marketing's effectiveness?

a) Enhances reach and engagement

b) No significant impact

c) Decreases effectiveness

17. Does healthcare marketing contribute to improving patient-provider trust?

a) Yes, significantly

b) Marginally

c) No impact

18. How do you measure the success of a healthcare marketing campaign?

a) Increased website traffic

b) Higher patient inquiries

c) Improved patient feedback

d) All of the above

19. Which medium do you find most impactful for healthcare marketing?

a) social media

b) Television

c) Print media

d) Other (please specify)

20. Have you experienced a healthcare marketing campaign that positively influenced your health decisions?

a) Yes

b) No

c) Unsure