



---

### “MARKETING OF HOSPITAL SERVICES: A CASE STUDY OF GOVERNMENT HOSPITAL IN VIJAYAPUR CITY.”

**Dr. Anitha R. Natekar**  
Assistant Professor , Dept of MBA ,  
Akkamahadevi Women’s University, Vijayapur, Karnataka.

#### ABSTRACT:

*In today’s competitive world, it is essential for the health care organization to focus on the perception of hospital marketing. The changing time cycle necessitates a change in perception and to perceive the concept in changing environmental condition.*

**KEYWORDS:** *hospital marketing , the health care organization.*

#### INTRODUCTION:

By marketing of hospital services, it means that making available health care service to different category of users in such a way that customer get collative of service on right time and in a decent way in order to survive in competitive market hospital management need to focus on strategies making which will help to attract customer to words the service



#### OBJECTIVES OF STUDY

1. To study the marking of hospital service of government hospital of vijayapur city Karnataka state.
2. To know 7 p of marketing strategy adopted by Government hospitals of Vijayapura city.

#### RESEARCH DESIGN

A study was made on the hospital managers how involves in decision making process of hospital services. A structured interview should has be used in order to collect the data hospital managers includes public relation officers, Doctors, HR administrators a marketing managers etc.

#### RESULTS AND FINDINGS:

##### Product strategy:

Product strategy is McCarthy’s first element of the marketing mix components. It can be summarized as the ultimate result involving benefits being enjoyed by a client at the time of a purchase/ receipt of service from an organization (Kotler, 2011) the research data indicates that a patient service is a fundamental factor in a health service strategy and a crucial part of the marketing strategy.

##### Pricing strategy:

There are distinct pricing strategies are frequently adopted within the hospitals industry. These strategies involve pricing based on government regulations, and the varying costs. The pricing policy based on competition in vijayapur city and price discrimination according to market segment was not utilized by

---

government hospital. The most frequently adopted pricing policy is as per the government regulation. Hospital mostly follows stabilized pricing for the patients.

#### **Place strategy:**

Place strategy speaks about the accessibility of service and locality of infrastructure. Finding indicates that the hospital is situated at a centre of the city and is accessible for all types of customers. It is also found that the hospitals provide 24/7 hours service availability for the non-programmed emergency and accident cases. Study also reveals that hospital is not much focusing on the usage of recent technologies like telemedicine, e- distribution channels in order to distribute the healthcare consultation for remote area and rural people. Hospital also has a mobile clinic service which provides healthcare services for rural area people and schools.

#### **Promotion Strategy:**

Promotion strategy includes the advertisements, word of mouth communication, internet, news papers, and sponsorship for the special events so on. Result revealed that the word of mouth communication, customer personal contact, and public relation, and publicity for promoting health services were used by the government hospital of vijayapur city.

#### **Physical evidence:**

Customer service is a primary objective in designing the physical evidence strategy by which it can create a customer-friendly atmosphere and comfortable access to the health services. Therefore, the customers of hospitals face an altogether different psychological situation compared to customers of other service organizations, which need additional effort to help them reduce the degree of anxiety experienced by concentrating on the physical evidence atmosphere facilities. Study revealed that hospital has excellent infrastructure with good atmosphere. Layout of the hospital is conducive for all kinds of patients like physically disabled, emergency etc.

#### **Process strategy:**

Process strategy is nothing but the exact delivery of healthcare service to the customers. The data reveals that the health/medical services delivery process strategy most important activity that a hospital, as with any hospital around the world concentrates upon to deliver their services on time. Most medical cases do not accept any delay in treatment. It is the process strategy which helps to contribute for the patient satisfaction.

#### **People strategy:**

Result revealed that management mostly concentrate on their staff's appearance because of the extreme contact occurring between staff and hospital patients. Serving customers in hospitals are critical activities that may earn customer satisfaction- or good opinion, so excellent standards are essential within such an environment. People strategy may include doctors, nursing staff, attendants house keepers and so on.

#### **CONCLUSION:**

Marketing mix strategy is a necessary strategy in service organizations to ensure the organizational success. It is vital to marketing the hospitals in the target market and acts on behalf of the whole hospital or with coordination in dealing with hospital performance measured by patient satisfaction. These are the factors that the hospital is attempting to win via the marketing strategy application and the services delivered. This research argues that such strategy does not evolve simply by chance, but through a planned effort by the hospital management. So for the hospital management it is important to focus and work on the improvement in their strategic management of 7 P's as these are the fundamental elements for the customer satisfaction and survival of the organisation in competitive market.

#### **REFERENCES:**

Kotler, P., & Armstrong, G. (2011). Principles of Marketing.

---

Pearson Text Book- Services Marketing S.M.Jha

<http://www.ccsenet.org/journal/index.php/ijms/article/view/31968/18600>

<file:///C:/Users/MBA/Downloads/31968-107617-1-SM.pdf>

[www.google.com](http://www.google.com)

[www.wikipedia.com](http://www.wikipedia.com)



**Dr. Anitha R. Natekar**

Assistant Professor , Dept of MBA , Akkamahadevi Women’s University, Vijayapur,  
Karnataka.