Analysis of Referral Marketing Strategies from Peripheral Clinic to Neuíology one of the Leading Multi-speciality Hospital in Coimbatore

Mrs.Suji U[1] , Mr. Ajith K[2]

1 Assistant professor ,*Department of Hospital Administration, Dr.N.G.P. Arts and Science College*

[2] *Student, Department of Hospital Administration, Dr.N.G.P. Arts and Science College*

--***--

Abstract - Healthcare Marketing has changed over the centuries ,based on the devlopment of the society andeconomy. Back to 1970's to till date , it plays an important role in growing sustainable and supportive healthcare organisations .The project is entitled to"Analysis on referral Marketing Strategies from peripheral clinics to neurology". The main purpose of the study is to review the effectiveness of referral marketing from peripheral clinics . understand of awareness level among the clinic doctors and public about the neurology treatments and facilities provided in the hospitals .To analysis this we collected referral data in three months if was observed highest refferal case collected in cardiology while lowest case record in neurology.

keywords;Peripheral   clinics,referral marketing,awareness,healthcare organisation

I.   INTRODUCTION

A.Definition:

Marketing neurology care comes with considerable challenges. For starters, neurologists are seeing more diverse and complex cases. These range from pain and migraine to ADHD, sleep disorders, motor-skill problems and more. Which to promote? How to promote them? At the same time, neurology practices have diverse capabilities, marketing messages and target audiences Gaining   new   referrals   Keeping   current referralsFinding new ways to recapture former referral sources.

B. Objective

❖ To study the effectiveness of referral marketing in Neurology from the peripheral clinic.

❖ To identify factors leading to awareness about neurology (stroke) among the people

❖ To suggest some measure to improve the awareness about the neurology.

II. LITERATURE REVIEW

According to YooHee Hwanga 2022 Effective Referral Marketing Strategies in Frequent Flyer Programs.a School of Hotel and Tourism Management, the Hong Kong Polytechnic University, Hong Kong.Previous research demonstrated the effectiveness of referral programs in boosting firm performance. However, referrers' evaluations of such programs are under-examined.

This study fills this gap by conducting two studies. Study 1 finds that psychological closeness between a referrer and a referee enhance the referrer's evaluation of the program. Study 2 reveals that the relationship between such psychological closeness and the referrer's evaluation is contingent on referral reward type.
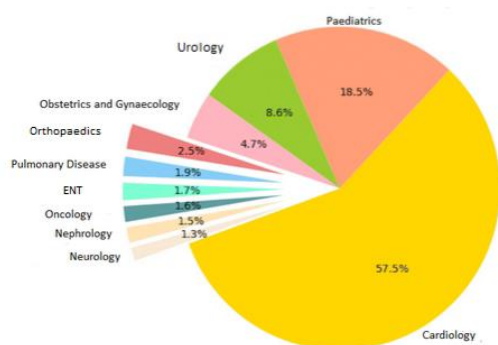
Accodring to Emily Ruiz Escobar 2021. Screening and Referral Care Delivery Services and Unmet Health-Related Social Needs: A Systematic Review.Unmet health-related social needs contribute to high patient morbidity and poor population health. A potential solution to improve population health includes the adoption of care delivery models that alleviate unmet needs through screening, referral, and tracking of patients in health care settings, yet the overall impact of such models has remained unexplored. This review addresses an existing gap in the literature regarding the effectiveness of these models and assesses their overall impact on outcomes related to experience of care, population health, and costs.

III. METHODOLOGY

Research is systematic ,formal ,rigorous and precise process employed to gain solutions to problem or to discover and interpret new facts and relationships .this chapter explains the methods adopted by the researcher,for a study analysis of referral marketing strategies from peripheral clinic in neurology.It deals with the research approach ,research design,populations ,sample size,sampling technique procedure for data collection and stastical analysis
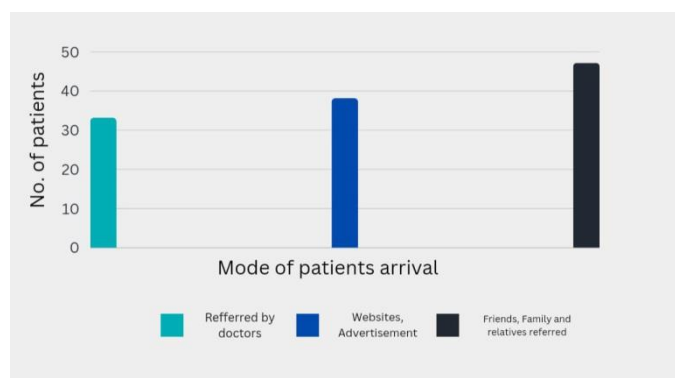
IV. ANALYSIS

Chart - I The pie chart illustrate of over all referral data 600 collected in three months.

- While comparing all the data lowest number of cases has been recorded for Neurology .
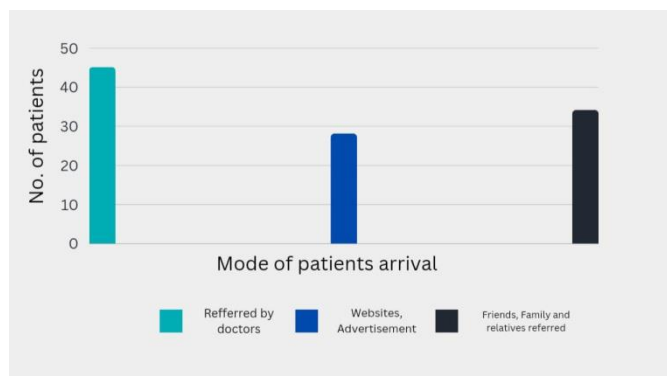
- Highest number of case have been record in cardiology

V. MAJOR FINDINGS

Chart 1 showing The Demographic 1st month patient strength.

The bar graph illustrates the number of patients arrived in the 1st month through various sources.It can be seen that about 32% are reffered by the doctors 39% patients through website and advertisements a 48% are reffered by friends and family.
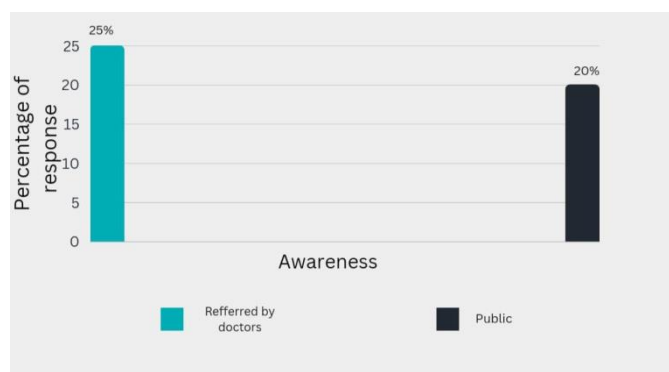
Chart 2 showing the Demographic 2nd month patient strength

The chart 2 illustrates the number of patients arrived through various sources in 2 nd month.

 It can be seen that about 46% are reffered by doctors , 33% are reffered by friends, family and 29% through websites and advertisement.

Chart 3 showing the Demographic Awareness of Referral Doctors and public.

- Lack of awareness neurology (stroke) treatment among the clinic Doctors
- Most of the public are unaware about stroke treatment given in the GKNM Hospitals
- GKNM hospitals is famous about cardiology treatment due to which importance of other departments are being deprived

SUGGESTIONS
- To conduct campaign among the referral the doctors about the modernized equipment and the treatment in the neurology (Stroke)

- To create awareness among the public, News paper advertisement, Medical camp, Posters, Hoarding, TV, FM, Websites, Road show auto, Bus stop panels, Social media,Influencer marketing, etc

VI. CONCLUSION

Through referral marketing the referral doctors and public are more aware of the facilities in the hospitals there by increasing the number patients and the revenue of the hospitals.

VII. REFERENCES

1. *Xin Cui &Zhibing Liu,CHI ZHOU* The impact of online referral on brand market strategies with consumer search and spillover effect 22 November 2018

2. *Riza Ambari , Mieke Savitri* ANALYSIS IMPLEMENTATION OF BACK REFERRAL PROGRAM DIABETES MELLITUS AND HYPERTENSION IN HOSPITAL 2018-08-02

3. *Anindya Ghose,Tridas Mukhopadhyay, Uday Rajan* The Impact of Internet Referral Services on a Supply Chain 1 Sep 2007

4. *Sayantari Ghosh, Saumik Bhattacharya, Kumar Gaurav, Yatindra Nath SinghThe* Epidemiological Strategy of Referral Marketing 11 Aug 2018]

5. *Rujuk Balik (BRP) pada Era Jaminan Kesehatan Nasional di Rumah Sakit (RSD) Balung Kabupaten Jember Tahun BACK-REFERRAL* PROGRAM IN THE ERA OF NATIONAL HEALTH INSURANCE AT BALUNG DISTRICT GENERA L HOSPITAL OF JEMBER June 2019