

SERVICE QUALITY MEASUREMENT IN INDIAN HEALTHCARE INDUSTRY

UNDER THE GUIDANCE OF:- DR. ADYASA PADHI

SUBMITTED BY SONALI KUMARI

SCHOOL OF BUSINESS GALGOTIAS UNIVERSITY

Abstract

This study investigates the growing impact that internet marketing is having on the healthcare industry in India over the past few years. It examines the various dimensions of internet marketing strategies utilized by healthcare organizations and their impact on key performance indicators such as patient engagement, brand visibility, and revenue generation. This is accomplished by conducting a comprehensive analysis of the existing literature as well as empirical research. Additionally, the study explores the problems and opportunities given by digital marketing in the context of India's diversified healthcare sector. The study takes into consideration a variety of aspects, including regulatory compliance, patient privacy, and technological infrastructure. In order to improve healthcare delivery and accessibility in India, the findings offer useful insights that may be utilized by healthcare practitioners, legislators, and marketers who are interested in utilizing the potential of online marketing.

Keywords: Service Quality Measurement, Healthcare Industry, Indian Healthcare, Patient Satisfaction, SERVQUAL, SERVPERF, Patient-Centered Care, Technology Adoption, Regulatory Frameworks, Quality Assurance.

INTRODUCTION

The health care infrastructure and workforce expanded greatly from the 1950s to the 1980s, but the rapid expansion in the population meant that the ratio of doctors to patients dropped from 4 to 3 in the 1980s, down from 4 in 1981. In 1991, there were around 10 beds available for every 10,000 people in hospitals. The rural health care system relies heavily on primary health centers.

More than 150 million Indians have yearly incomes exceeding one thousand dollars, and fifty million can buy western medicine.

Along with the country's pharmaceutical and software industries, India's health care sector is experiencing rapid expansion. While the health care business has made great strides toward development, only around 12% of the industry's potential has been realized thus far. Many predict that India's healthcare sector will drive the country's economy in the years ahead. The current value of India's health care business is \$17 billion, and experts predict that it will expand at a rate of 13% annually. Instruments for health care, health care sold in stores, hospitals that are part of health care networks, etc., all make up the health care sector.

Ayurveda and homoeopathy are two Indian healthcare systems that are becoming more well-known internationally. The health care research industry is another big investment target in India. Thanks to its large pool of potential employees and its rapidly developing biotechnology and bioinformatics industries, India offers great opportunities. A growing number of people are choosing to travel to India for medical treatment. Things may look up for India's healthcare sector if the country's medical costs were reasonable and the country's infrastructure was solid.

The market's size

From its present estimated size of \$35 billion, the Indian healthcare industry—which includes hospitals and allied sectors—is expected to develop at a rate of 23% per annum, reaching US\$ 77 billion by 2012. In comparison to other sectors in developing nations like Mexico, Brazil, and China, the industry as a whole grew by 9.3% between 2000 and 2009. New public and private healthcare facilities are anticipated to open, driving demand in the industry and adding an additional US\$6.7 billion to the projected total.

Healthcare in India is now the purview of the individual states, not the federal government, according to the country's constitution. According to it, "raising the level of nutrition and the standard of living of its people and the improvement of public health as among its primary duties" is every state's responsibility.

The Indian Parliament approved the country's health policy in 1983, and it has since undergone revisions in 2002 and 2017. The four most important revisions made in 2017 all deal with the same themes: the increasing cost of healthcare, the rise of the healthcare industry, the increasing frequency of catastrophic expenditures caused by health care costs, and the need to address these issues head-on. But in reality, most healthcare in India is provided by the private sector, and patients and their families pay for the majority of healthcare bills out of pocket, without the help of insurance. Up until now, the majority of public health programs have been well-designed but underfunded, and government health policy has mainly supported private sector expansion.

In 2018, the government of India launched Ayushman Bharat, a massive healthcare program that aims to provide access to affordable healthcare for all citizens.

In 2015, health care expenditures accounted for 3.89 percent of GDP, as reported by the World Bank. The government's health spending accounts for a meager 1% of GDP (out of 3.89%), while in 2015, individuals paid 65.06 percent of all health care costs.

Literature review

In what ways will the investment pay off for the business?

The Indian Healthcare Industry: How Internet Marketing Is Transforming Things. The Healthcare Industry's Rapid

Ascent in India. Medical care for the elderly has become more important since the nuclear family model has replaced the traditional joint family structure in Indian society. The expansion of the healthcare sector is driven by a number of factors, including rising incomes, more health literacy, more frequent occurrences of lifestyle-related illnesses, and easier access to health insurance. Another phenomenon that is disappearing due to urbanization is the concept of a family doctor. There have been both opportunities and threats to the Indian healthcare industry brought about by this change, which has been sparked by online marketing.

Healthcare in India and the Role of the Digital Patient

From 2015 to 2020, the Indian healthcare market is projected to reach 280 billion US dollars, a compound annual growth rate (CAGR) of 22.9%. About 65% of the whole market is devoted to healthcare delivery, which includes medicines, nursing homes, diagnostic centers, and hospitals. People nowadays aren't content to just take doctors at their word. Before going to the doctor, they like to do their homework. Because of this, drugs, hospitals, treatments, and more are no longer decided solely by the doctor. Internet marketing for hospitals is becoming increasingly important as healthcare becomes more of a partnership between patients and their providers.

Learning About Illnesses, Their Diagnosis, and Their Treatments

People in the modern era who use the internet to research medical issues are more likely to take a proactive stance in seeking treatment for their ailments. Numerous internet resources offer a wealth of information about diseases, drugs, therapies, healthy living, etc. Many of these resources are international web portals, such WebMD, Medicine net, Mayo Clinic, correct diagnosis, etc.

Lookup Medical Providers

More and more people are looking for doctors online. You can find doctors online who fit your criteria with services like Practo and Med India.

Scheduling Meetings

Having to wait on hold or in line to see a doctor is quickly going the way of the dodo.

Clinics in the Cloud

Regardless of a patient's location, they can get immediate preliminary medical assessment and help by utilizing the growing trend of internet healthcare.

Scheduling caregivers and nurses online

The need for homecare services to remotely monitor the health of the elderly or sick or to arrange for paid assistance at doorstep when needed is increasing due to India's aging population and the rise of nuclear households.

What role may internet marketing play in the healthcare industry? Check Out Apollo's Online Plan Doctors and service providers in this field face intense competition, making it difficult to stand out from the crowd and win over patients. In order to obtain patient leads, create brand presence, maintain reputation both online and off, and proactively keep in touch with the existing patient base in the most cost-efficient way, it is now important to employ new marketing channels of internet marketing.

OBJECTIVES OF THE RESEARCH

- ✓ Is the future of medical device companies digital?
- ✓ What does it take to be an objective and trustworthy news source on the internet?
- ✓ What are the best ways for healthcare companies to enroll end users?
- ✓ As a healthcare provider, who works with hospitals, who should we aim our digital marketing efforts towards?

Research Methodology

Data and information gathering is what businesses do when they need to make a choice. Incorporating both current and past data, the methodology may make use of a variety of research methods, such as literature reviews, interviews, and surveys.

Categories: Initial studies

There is no immediate commercial potential for this type of study, which is mostly performed for the purpose of enhancing knowledge. Humans, animals, and the plant kingdom all stand to benefit from this research. Research of this kind is known as fundamental, pure, or basic. The primary goal is not to produce something new, but rather to increase human understanding of the world. It is not always the case that research with a "Basic Research" focus will provide findings with "immediate practical value," as Travers puts it. Such studies (such as experimental studies that might or might not contribute to human advancement) are labor and resource costly. Its use expands the sphere of disciplinary application, which in turn helps to resolve an issue.

Practical Studies

Rather than seeking information in and of itself, the goal of applied research is to provide solutions to real-world issues. Research with a practical application seeks to better people's lives. Critical thinking and practical problem-solving are its main tenets. This kind of research is typically carried out on a massive scale, which can make it quite

costly. This means that organizations like the UN, the World Bank, public corporations, UNICEF, UGC, etc. typically lend their financial backing to such endeavors. "Applied research is an investigation for ways of using scientific knowledge to solve practical problems," explains Hunt. Such problems could include finding a cure for a particular disease, finding ways to make homes and offices more energy efficient, or figuring out how to improve communication amongst employees at large companies. Action research is another name for this kind of study.

.Research focused on solving problems

The top body in the sector conducts research to find solutions to the difficulties that all businesses encounter. In India, for instance, the agriculture and processed food export development authority (APEDA) often conducts research for the benefit of the agri-industry, and the World Trade Organization (WTO) also executes problem-oriented research for developing nations. Investigating the precise nature of the problem that needs solving is the goal of problem identification research, as the name suggests.

The word "problem" has to be defined here; this is not an actual issue. Typically, it's a critical business problem or a decision-making conundrum.

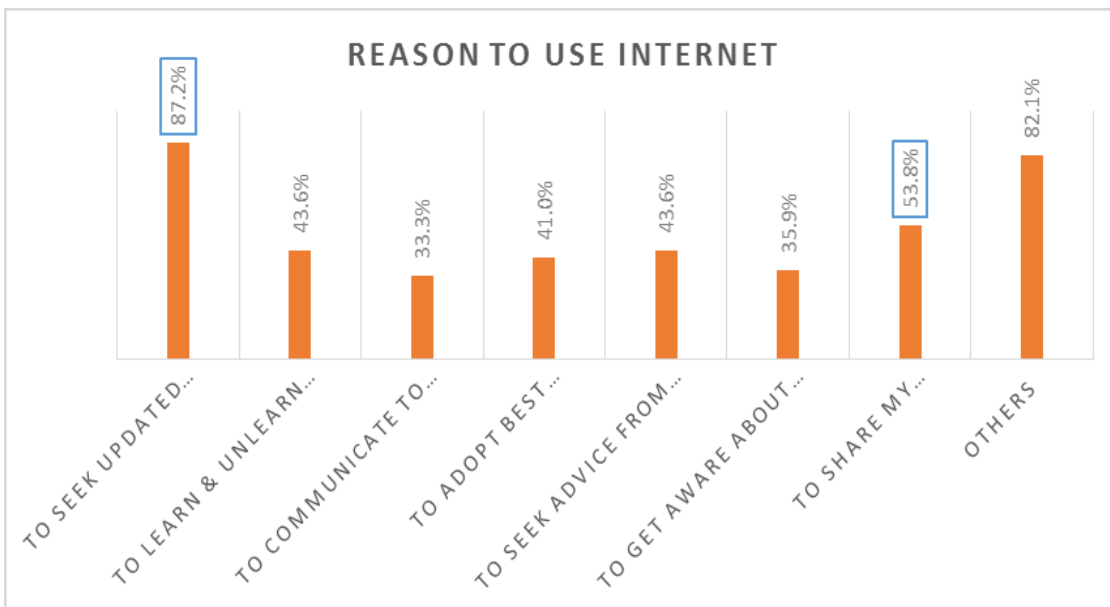
Either a challenge or an opportunity could arise. Take mobile phone companies as an example their revenue has dropped 25% in the past year. The issue might have arisen due to any of the following:

- ✓ The product's low quality. • There isn't always someone available. • Ad campaign that failed to create the desired impact. Exorbitant cost.
- ✓ A demotivated and unmotivated sales and marketing staff. • Strong rivalry from brands that is imported.

The state of the economy

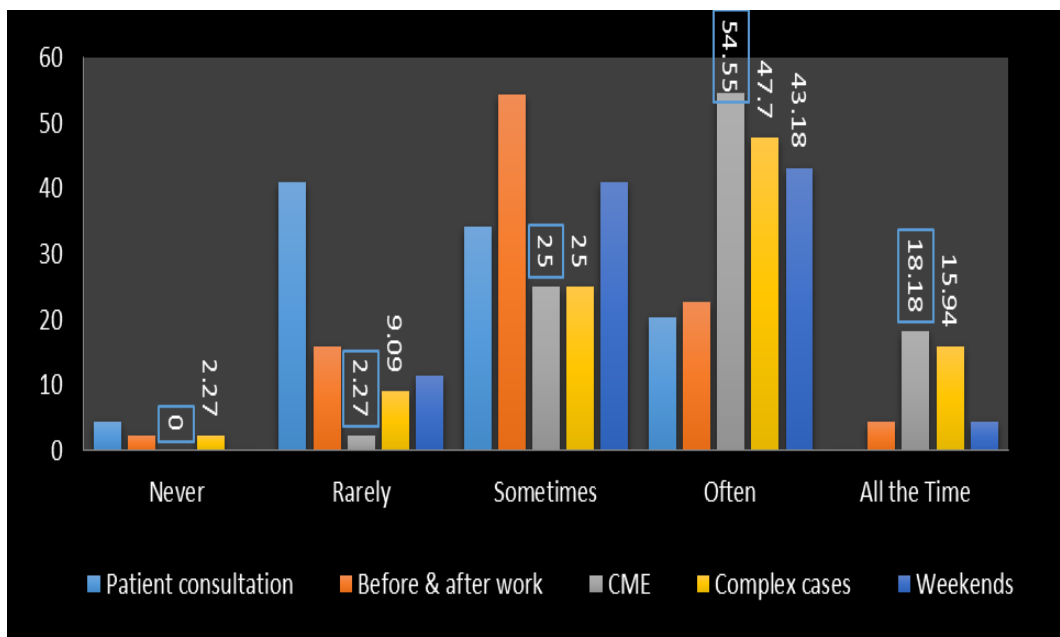
Assume, for the sake of argument, that in the identical scenario, poor advertising is the primary cause of the problem and greater pricing is the secondary cause. A new advertising campaign, a brand ambassador, the medium, the channel, the time of day, and the specific programs that will air commercials are all important questions to address in order to improve the advertising industry.

Purpose to use internet



- Health care providers look for new information and share their own experiences online.
- More male than female HCPs use the internet to stay up-to-date.

Occasion of usage of internet by HCP



On weekends, as well as after continuing medical education (CME) sessions and when dealing with complex situations, healthcare providers use the internet at higher rates.

Result and Discussion

When it comes to media, 72 percent of HCP are heavy internet users. The online hospital market is projected to reach \$4 billion by 2020. According to Google's estimate, 76% of patients research their doctors online before their appointments. There will be a \$600 million mobile app healthcare market by 2020, according to ABI Research.

The Health Category Ranks #4 Out of 7 Most Searched Online Categories, Up 43% Year-Over-Year, According to Comscore The healthcare market in India is currently valued at about US\$ 100 billion and is projected to reach US\$ 280 billion by 2020, according to the Compound Annual Growth Rate (CAGR) report. Similarly, the healthcare IT market, which is currently valued at US\$ 1 billion, is expected to grow 1.5 times by 2020.

Big data and digital marketing have been more popular in recent years across all sectors as a result of their many benefits. We have seen how creative technology is taking over and how people got spread on many mediums, making it tough to target. In the past, it was possible to reach out to customers using traditional marketing methods. A natural concern for the majority of us is how marketing can make an impact in the healthcare sector. Because the vast majority of individuals nowadays seek answers to their health-related questions online, a recent study found that healthcare-related queries accounted for one out of every twenty Google searches. In the past, word-of-mouth advertising was crucial in the healthcare sector; for example, we would often travel great distances to see a doctor who came highly recommended by friends and family. We are not strangers to healthcare marketing; in the past, we have witnessed it in a variety of forms, such as hospitals hosting health camps. Ads that play on the radio.

Testimonies on the advertising of doctors through TV scrolling. Banners on public transport. Nowadays, thanks to developments in medical research, people are increasingly concerned about their health. In spite of the fact that digital marketing is still in its infancy in India, the majority of industrialized nations are already utilizing it to attract patients to their medical facilities. Cash payments for care and services are more important to the Indian population than insurance in other nations.

CONCLUSION

By utilizing online marketing strategies, the healthcare industry may expand their reach and engage consumers more effectively. Healthcare marketers may learn more about their customers and patients, craft more personalized messages, and increase their exposure on search, social media, and mobile by integrating internet marketing into their current strategies. How have you seen the effects of internet marketing on the healthcare sector? Do not hesitate to leave a comment. Discover the most effective strategy to boost the internet visibility of your healthcare business with our assistance! Many various types of healthcare businesses have benefited from DMN media's assistance in

expanding their internet presence and attracting more patients. Get in touch with us today to find out how we can help you.

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How big data can help in transforming the face of healthcare in India at bigger level