

A Conceptual Study on Application of Digital Marketing Strategies in a Multi-Speciality Hospital

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Abstract - In this medical era the main purpose of the healthcare marketing is to learn, understand and meet the needs and desires of patients in the highest standards. In healthcare marketing the digital media plays a major role in formulating marketing strategies and it is the big advantage to the manager of marketing in medical institution. Thus, the digital media promotes certain behaviors and influence decision making and the people can stay in touch with other people and they can provide mean for health care organization to permanently communicate. Likely, the social media can be used in advertising and its helps to promote marketing strategies, by posting information like Discounts, Offers, health education etc., Today's health care consumers have more choices at their fingertip courtesy of the internet. People want their health care services simple, personalized and convenient. So, to meet the needs of the healthcare consumers, health care organization to enhance the marketing strategy like mobile apps, treatment cost estimators, virtual physical therapy, e- prescription etc.,

The internet, email and social media etc., creates the opportunity to markets a service to virtual costumers than the direct marketing. The digital marketing breaks the barrier of distance and its makes the healthcare consumers aware of the service offered by the health care organization at any time and any place.

It helps the today's health care consumers to have health care services simple, personalized and convenient and also helps the health care marketing managers to target the capability of the electronic media when they develop the marketing strategies. The heath care organization can communicate to the health care consumers about the institution itself and it can promote their product offering through social media or website. It permits the information they wanted through internet. As well as maintain healthy rapport between the consumers with health care organization.

Key Words: healthcare, marketing, digital, Internet, Promoting.

1. INTRODUCTION

This study demonstrate the need for the digital methods to promoting health care organization by formulating and evaluating the strategies . To formulate the strategic way to attract the new patient and ensure their satisfaction by offering them quality health care services and probability of their recommending the health facility further. This study shows importance of digital media in promotion of healthcare organization.

Due to the exponential growth in the use of electronics by consumers, the health care marketing experts should have to come up with new ways and new technologies in their strategies. The main purpose of the healthcare marketing is to learn, understand and meet the needs and desires of patients in the highest standards.

2. Evolution of healthcare marketing

In mid 1990s, the internet became mainstream. Hospitals led to create simple website and they had to invest the resources. Site used a combination of original graphic design, original content, hard coded web designers, and original photos. The main goal was the public should know about the health care service, doctors, physicians and pharmacological companies

Over the years, the health care advertising continues to evolve. Website have become more sophisticated. Now a days, a local physician can compete with well-established healthcare organization. With their website they can advertise all their activities and they can capture a potential healthcare consumer's key information on the website

a) *Contact forms:*

This is the short simple web forms ask internet user to complete few required flies. The required fields such as name, contact number and email address. The form should be shorter for higher response.

b) *Clear calls to action:*

Well-designed website should have **easy-to-find -phone number** feature at header and footer of each page. It should be easy for the internet user to respond.

c) E-Mail marketing:

Now a days, the people check their email every day, so it seems good in invest. Create an email strategy that gives the internet user will find some information about the healthcare and they can know what's new and about FDA approvals.

Send them new article about healthy tip, about the product and service you offer. It is the open stream anyone can communicate with health care consumers

d) Responsive design:

Website should be designed according to the feedback of the internet user's interaction experience across wide range of smartphones, desktop, and tablet. If the website receive mobile responsive compliant, Google may not rank the website

e) Video Marketing:

Most of the marketers says that the video marketing content that influence most of the consumers. Because the video is a content format which the user can enjoy. So the most of the consumers attracts by product or information the after viewing the video. With this video marketing digital strategy, the marketing managers can tell whatever they want to tell about the healthcare industries or organisation

f) Social Media:

Facebook, Twitter, Pinterest, Instagram, Yelp, YouTube, Google+, LinkedIn, and many other social media platforms continue to grow in popularity and fan bases. In terms of popularity, [Statista](#) reports that as of **January, 2020**.

- Facebook had over 2.45 billion users worldwide.
- WhatsApp had over 1.6 billion users.
- Facebook Messenger had 1.3 billion users.
- WeChat 1.16 billion users.
- Instagram recently topped 1.0 billion monthly active users. Twitter had 340 million users.
- Pinterest has 322 million users.

The advertising budget may be stretched thin. Smart phones are faster in web search and there are much more choices for social media too. It may be difficult to decide the social media platform which fits the business. Facebook twitter and you tube are some media which most physician and healthcare industries use

g) HIPPA Complaint Register:

The health insurance portability and accountability Act (HIPPA) is a law governing website. It ensure that the all health information is protected and transport encrypted in the website. Only authorized person should be accessible and the data should be backed up. The information should not tampered or altered. It should be disposed permanently if it is no longer needed and it should be secure web server.

h) SEO:

1. Organic Search:

The most dominant way for healthcare consumers to find healthcare organisation through particular service online is organic search the keywords and key phrases plays a major role in website with a formulaic density. **According to Business Insider report from Custora Amperity, organic search total of 22% of e-commerce orders during Q1 2016**, It is higher than the other online medium.

2. Paid search:

Google's PPC (pay- per-click) which the ad industry made billions of dollars. These ads appears three line short at the top and right side of the webpage. It appears with green "Ad" logo

i) Reputation management:

No one want negative review for fear of losing the health care consumers. Some media can't deleted by healthcare industries, in some media deletion of comments and review can be enabled and changed. So the marketing manager should be care full in considering in social media platform.

3. The Future of Digital Healthcare Marketing:

What's next in health care digital marketing? **"The one thing which unchangeable is change"**

In late 20th century we can count ads in newspapers, radio, brochures, or television and email. Today, we completely change ourselves to new technologies.

For futuristic healthcare advertising, here are some recent addition to help any healthcare industries to grow and precisely target the audience.

a) Beacons:

Beacons are Bluetooth enables device witch communicate with customer's smartphones. It connects with the healthcare consumers with the healthcare industries within a certain geographic range. The beacons provide services like follow up appointment message and real-time questionnaires or offers etc.

b) Ad Blocking:

It grew by 48%., reaching 45 million users in a year.as a result, it influence the healthcare marketing budget for PPC (Payers- Pay-Click). Now a days internet users blocks the attempts to reach the consumer through online. So, the marketing managers should consider a media strategy which concentrate both online and offline.

c) Notifications:

To boost the engagement, conversation and retention, the opt in online emails and mobile messages are used and it's steadily grows worldwide. **According to Accengage, opt-in rates during 2014 showed that 46% of iPhone users opt-in to receiving push notifications 46% of the time, while 100% of Android users opt-in when they download an app.** The most important key point to optimize the rate and review is that content should be clear and short, and it should clearly explain the benefits which they receive

d) Local SEO:

Localized organic marketing replaces the yellow pages listings. The search based way of finding physician and healthcare industries the local SEO plays a major role. The healthcare should include the name, address, and contact number. And it should be linked to web based accounts (Bing Local, Google+, Yahoo local). The local SEO saves money and reaches local healthcare consumers efficiently.

e) Live stream videos:

This is two way telemedicine.. **In fact, according to the 2017 HIMSS Analytics Telemedicine Study, 71% of healthcare organizations are offering two-way video through webcam.** This treatment offers to the patient live too far or may not wish to visit healthcare hospitals.

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