

"Strategies for Effective Healthcare Marketing

(Reference of Manmohan Cardiothoracic and Vascular Transplant Centre and Shahid
Gangalal National Heart Center.)

A Thesis

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RECOMMENDATION

This is to certify that the Thesis

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**(Reference of Manmohan Cardiothoracic and Vascular Transplant Centre and
Shahid Ghalib National Heart Center.)**

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prescribed format. We recommend the thesis to be accepted as partial fulfillment of the
requirement for the degree of*

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DECLARATION

I hereby, declare that the work reported in this thesis entitled "**Strategies for Effective Healthcare Marketing**"(Reference of Manmohan Cardiothoracic and Vascular Transplant Centre and Shahid Gangalal National Heart Center.) submitted to Shanker Dev Campus, is my original piece of work done in the form of partial fulfillment of the requirement for the Master's Degree in Business studies under the supervision and guidance of **Asso. Prof. Rita Maskey**, of Shanker Dev Campus, Putalisadak.

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Abbreviation

\$: US Dollar

% : Percentage

& : And

3T MRI : 3-Tesla Cardiac Magnetic Resonance Imaging

A.D : Anno Domino

ASD : Atrial Septal Defect device closure

AVBD : Aortic Valve Balloon Dilation

CAG : Coronary Angiography

CT Scan : Computed Tomography Scan

EPS : Electrophysiological Study

FFR : Fractional Flow Reserve

IABP	:	Intra-Aortic Balloon Pump
IVUS	:	Intravascular Ultrasound
MAPCA	:	Major Aortopulmonary Collateral Artery Embolization
MCVTC	:	Manmohan cardiothoracic vascular and transplant center
MOHP	:	Ministry of health and population
PDA	:	Patent Ductus Arteriosus Device closure
PTCA	:	Percutaneous Transluminal Coronary Angioplasty
PTMC	:	Percutaneous Transvenous Mitral Commissurotomy
PVBD	:	Pulmonary Valve Balloon Dilation
RFA	:	Radiofrequency Ablation
SGNHC:	:	Shahid gangalal national heart center
TAVI -	:	Transcatheter Aortic Valve Implantation
TAVR -	:	Transcatheter Aortic Valve Replacement
TEE –	:	Transesophageal Echocardiogram
USG -	:	Ultrasonography

CHAPTER-I

INTRODUCTION

1.1 Background of Healthcare Marketing

Water and food are the fuel to drive the human body. Increase in the environmental condition, unhygienic food and unhealthy life style are resulting in degrading the health in human worldwide and especial in poor country like Nepal where patient are increasing day by day. In a country like a Nepal where there are less well equipped hospital, improper rule and regulation and unmanaged health practice it is challenging to provide effective health care service in an economic way all over the country in a effective way.

Healthcare Marketing plays a vital role in a today modern 21st century where hospital and health sector are upgrading and building day by day. In this 21st century, healthcare marketing act as a backbone for health sector and patients. Creating social awareness among the patient, upgrading the patient self-confidence and economic stability of patient are the key factor where healthcare marketing plays a vital role. It also plays important role in empowering the need of the patient.

Health is wealth. Health is much more powerful than tons of gold and money. If wealth is lost something but when health is lost everything is lost. In human life food, shelter and home are the basic need of human likewise health is also a vital need of human. If someone has health then only he/she

will need other basic thing. One healthy man in the modern society is socio-economically and spiritually stable. In the modern time healthcare has created a drastic change in patient health and awareness among the people which indicates the importance of healthcare marketing. Well-equipped labs, equipment and well trained medical personnel are the positive outcome of healthcare marketing.

Healthcare marketing is not limited within the healthcare, disease, education and study of this disease; it is a wide spectrum of health. Effective healthcare marketing also covers the socio-economic condition. Healthcare marketing helps in managing the proper money for the individual and the community.

Healthcare marketing acts as a bridge between health worker and patient, It also helps to take a right decision regarding the health at a right time. It fills the gap between the patient and health personnel.

Healthcare marketing also gives the idea about the place where there are health institute how well they are managed, gives the details idea about the equipment and lab and also about the qualification of the health workers.

Profile of sample

Manmohan Cardiothoracic Vascular And Transplant Centre

MCVTC was established in the year 2010 AD since then it is providing health service. It's a non-profit oriented health organization under T.U. Institute of Medicine (IOM).It has been providing care to the patients with Cardiac, Thoracic and Vascular diseases with highly skilled human resource in this fields.

The Principle objectives of MCVTC are:

- To provide the best specialized care to the patients with Cardiac, Thoracic and Vascular diseases.
- To provide highly skilled human resource
- To carry out continuous research for better service.

Shahid Gangalal National Heart Centre

Shahid Gangalal National Heart Centre is providing care in the field of cardiology and cardiac surgery. SGNHC is a hospital which deals with a wide range of cardiac cases. The Centre has established as National center of cardiology and cardiac surgery. Best cardiac services with latest technologies are available there.

SGNHC is one of the busiest and major cardiac Centre in the country and is continue to develop as a model hospital in every aspect. Besides providing health service it is also involved in training and research activities. Several programs for the poor patients are going on hospitals.

Mission of hospitals

- To provide standard and full facilities of medical and surgical care to the needy heart patients.

- To conduct various training programs to medical paramedical & nursing personnel related to heart diseases.
- To play a coordinating role for various non-governmental organizations working in the field of cardiology.
- To create awareness among the population and to help them in preventing heart disease.
- To run various research activities on different heart diseases.
- To run various rehabilitation programs for heart patients.

1.2 Statement of problem

Today the world is skyrocketing in every sector and the market is being complicated and competitive. Health sector has great potential in market, it is an evergreen market. Each and every year the hospitals are growing rapidly like spring up like mushrooms. The aim of this study is to fulfill the following gaps by addressing the following question which is categorized as research questions.

Research Questions:

- What strategies are used for marketing healthcare and how many people are visit the hospital?
- What are the income and expenses of the hospital, and how do they impact its marketing efforts?
- What are facilities and services do the hospitals provide and how it helps in marketing of hospital?

These above research questions will help investigation into the strategies for healthcare marketing.

1.3 Objectives of the study

The main objective of this research is to analyze about marketing of health sector in the present days and its effectiveness in the field to improve it in effective and economical way for the betterment of individual society and the nation.

The objectives of thesis are as follows:

- To find the strategies for marketing of healthcare and study the number of people visiting to hospital.
- To investigate the income and expenses of hospital and its role in marketing of healthcare.
- To assess the facilities and services provided by the hospitals.

1.4 Focus of the study

Health is one of the basic needs after food, clothes and shelter. Health is the backbone of the nation development. Nepal is trying to develop healthcare facilities all over the corner of the country. Millions of people need health care facilities throughout the country. This research will add some value through the evaluation of current status of healthcare, its marketing prospects and challenges with case study of MCVTC and SGNHC.

The researcher studied healthcare marketing in Nepal to expand Nepalese healthcare by looking at its historical perspective, socioeconomic impacts, overall development perspective, and problems point of view in Nepal. The research is done by reviewing previous research activities, study and survey articles, and related online literatures. There aren't many studies on Nepal's healthcare marketing strategy to raise the country's health standards. Thus, the study may be a landmark one that focuses on how healthcare marketing could raise the standard of health and economics in Nepal. The conclusions and suggestions drawn from this study conducted in Nepal have the potential to be broadly applied, with implications for marketing, development, and management of healthcare systems throughout the country.

1.5 Significance of the study

Healthcare marketing makes easier for people to know about healthcare services when they need them. It reminds people to take care of themselves and get check-ups, shots, and other preventive care. Good marketing makes patients feel comfortable and confident with their healthcare providers, which leads to better relationships and better care. It raises awareness about health issues like smoking, diet, exercise, and mental health, helping people make healthier choices. Marketing brings in patients and helps healthcare facilities grow and succeed, which means they can continue providing care to the community. It helps healthcare organizations stay up-to-date with new technology, rules, and what patients want, so they can keep offering the best care possible. By promoting new treatments and technologies, marketing helps drive progress in healthcare, leading to better options for patients

1.6 Limitation of the study

The limitations of this thesis are as follows:

- The marketing department is a large department, so it is challenging to locate and acquire all the required paperwork, and managed to gather as much as they could.
- The majority of the data and information used in the research study came from the MCVTC and its marketing division.
- The research study's presentation and analysis of the marketing department's current state is predicated on primary and secondary data.
- Ten years of data were employed in the research project and some year data are not complete.

1.7 Organization of the Study

The research design, interpretation, analysis, presentation, and study conclusions have all been reported in the study report. There are numerous chapters in it.

- **Chapter – I: Introduction:** The study's primary topic and additional introductory framework are introduced in this chapter. Examples include the study's background, study area selection, problem description, objectives, justification, and constraints.
- **Chapter – II: Review of the Literature:** In this chapter all the theory books, journals are taken into account guidelines of the study along with.

- **Chapter – III: Research Methodology:** In this chapter the entire method used for research are included.
- **Chapter – IV: Presentation and Analysis of Data:** This chapter is the heart of this study in which all the relevant collected data are analyzed and interpreted.
- **Chapter – V: Summary, Conclusion and Recommendations:** In this chapter, based on the analysis and interpretation of data in chapter conclusion of major findings of statistical analysis are presented and recommendations made for the concerned authorities and institutions.

Finally bibliography with references used in the study is added at the end of this research.

CHAPTER-II:

LITERATURE REVIEW

2.1 Conceptual Review

2.1.1 Healthcare Marketing Theories and Concept

Review of literature on the subject of sales and marketing is the focus of this chapter. The goal of reviewing literature is to gain knowledge in one's field, discover fresh contributions, and get inspiration for new research. Consequently, it is impossible to disregard earlier research because it served as the basis for the current study. This chapter summarize the material that is accessible on the issue in terms of the researcher's expertise, research projects and pertinent studies on this subject, reviews of journals and papers, and evaluations of previously completed thesis.

Marketing has a broad spectrum and theories. Marketing being a dynamic process, theories and concept keeps on developing so is with healthcare marketing. Marketing is not a new term, it has pass from several years, decade , century and era from golden age or before BC to present day , from demons to gods:

Marketing Mix (4Ps):

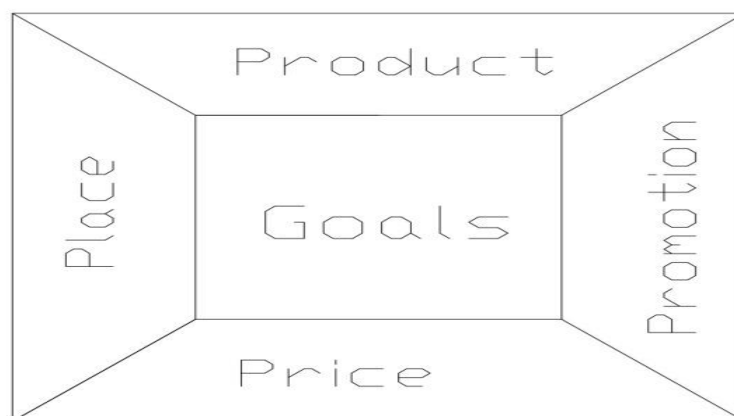
Marketing Mix is like a recipe for selling stuff. It's made up of four ingredients:

- Product (what you're selling)

- Price (how much it costs)
- Place (where people can buy it)and
- Promotion (how you tell people about it).

Just like a chef combines ingredients to make a tasty dish, businesses use the Marketing Mix to create successful products and reach customers and to achieve goals. A well-balanced marketing mix brings a business to meet customer demands and need, isolate from competitors, and achieve business objectives. It's not a static strategy but a dynamic one that requires continuous evaluation and adjustment in response to market trends, consumer feedback, and competitive actions. This adaptability ensures that businesses can respond to changes in the market environment and maintain their relevance and competitiveness.

Figure 2 1 Marketing Mix (4ps)



Customer Relationship Management (CRM):

The term "customer relationship management," or "CRM," describes the methods, tools, and techniques used by businesses to track and evaluate consumer information and interactions during the course of their customer relationships. CRM aims to strengthen ties with customers, increase customer loyalty, and stimulate sales growth.

Features including contact management, lead management, sales automation, customer care, marketing automation, and analytics are often included in CRM systems. These systems offer organizations to obtain insights into the behavior, interests, and demands of their customers by centralizing consumer data from several channels, such as email, phone calls, social media, and website interactions.

Businesses may anticipate their needs, personalize their interactions with clients, and deliver timely and pertinent emails and offers by utilizing CRM. This helps find chances for cross-selling, upselling, and customer retention in addition to improving customer happiness.

All things considered, CRM is essential for developing enduring relationships with clients, increasing operational effectiveness, and propelling company expansion.

Market Segmentation:

The process of breaking down a heterogeneous market into smaller, more homogeneous parts according to specific traits or standards is known as market segmentation. These parameters may be geographic (such as location, climate, or population density) or demographic (such as age, gender, income, education, and occupation). Psychographic elements such as lifestyle, beliefs, attitudes, and interests, as well as elements like usage patterns, brand loyalty can also be taken .

By offering goods, services, and marketing strategies that are especially tailored to each target group's unique requirements, preferences, and traits, market segmentation helps businesses better target and understand their target markets. By segmenting the market, businesses can identify profitable opportunities, allocate resources more intelligently, and develop more individualized and focused marketing efforts.

There are several approaches to market segmentation, including:

- **Demographic segmentation:** Dividing the market based on demographic variables such as age, gender, income, education, occupation, etc.
- **Geographic segmentation:** Segmenting the market based on geographic variables such as region, country, city size, climate, etc.
- **Psychographic segmentation:** Dividing the market based on psychographic variables such as lifestyle, values, attitudes, interests, personality traits, etc.
- **Behavioral segmentation:** Segmenting the market based on behavioral variables such as buying behavior, usage patterns, brand loyalty, benefits sought, etc.
- **Segmentation based on needs or benefits:** Dividing the market based on the specific needs, problems, or benefits that customers seek from a product or service.

Market Segmentation is like sorting candy into different jars based on color or flavor. It divides a big group of people into smaller groups with similar interests or needs. Just like how you wouldn't give spicy candy to someone who likes sweet candy, businesses use segmentation to target specific groups with products or messages that appeal to them.

Consumer Behavior Theory:

Consumer Behavior Theory is like understanding why people buy the things they do. It looks at how our thoughts, feelings, and experiences influence our shopping decisions. Just like how you might choose a toy based on what you like or what your friends have, businesses study consumer behavior to figure out how to make products that people want to buy.

Brand Equity:

Brand Equity is like a reputation for a company or product. It's how much people trust and like a brand, which can make them more likely to buy from it. Just like how you might choose a restaurant because you've heard good things about it, businesses work to build brand equity so that customers choose them over competitors.

The intangible value that a brand possesses above and beyond its material assets is referred to as brand equity. In the eyes of consumers, it symbolizes a brand's strength, worth, and potential for future sales and profits. Over time, a variety of elements, including brand recognition, perception, loyalty, and associations, contribute to the development of brand equity.

- **Brand Awareness:** The degree to which people are aware of and familiar with a brand is known as brand awareness. Since customers are more inclined to think about and select a brand they are familiar with, higher brand awareness usually translates into higher brand equity.

- **Brand perception:** It is the total of the attitudes, convictions, and impressions that consumers have about a certain brand. Positive attitudes like authenticity, dependability, quality, and trustworthiness help to higher brand equity. Consistent delivery of brand promises and positive brand experiences reinforce favorable perceptions.
- **Brand devotion:** The level of a customer's attachment and devotion to a brand is reflected in their brand loyalty. High brand equity is a result of recurrent business and customer advocacy brought about by strong brand loyalty. Providing top-notch goods or services, first-rate customer support, and emotional ties with clients are all necessary to foster brand loyalty.
- **Brand associations;** Brand associations are the associations that consumers have in their minds between a certain brand and particular features, advantages, or values. Brand equity is increased by positive brand associations, which set the brand apart from competitors and instill value in the minds of consumers. Examples of these associations include prestige, innovation, and environmental responsibility.
- **Brand Assets:** By strengthening brand identification, recall, and differentiation, brand assets—such as logos, slogans, trademarks, and patents—also contribute to brand equity.

Diffusion of Innovations:

Diffusion of Innovations is like how news spreads among friends. It's about how new ideas, products, or technologies become popular over time. Just like how a cool new toy becomes popular when all your friends start playing with it, businesses use the

diffusion of innovations to understand how to introduce new things to the market successfully.

Hierarchy of Effects Model:

Hierarchy of Effects Model is like climbing a ladder when making a decision. It shows the steps people go through from hearing about a product to buying it. Just like how you might first hear about a new game, then get curious, and finally decide to buy it, businesses use this model to understand how to influence customers at each stage

Hierarchy of Needs:

Hierarchy of Needs is like ladder of human needs, starting with basic ones like food and shelter and going up to higher ones like self-esteem and fulfillment. It explains why people do what they do and what motivates them. Just like how you need to eat and sleep before you can think about making friends or achieving your dreams, businesses use this theory to understand what drives customers and how to meet their needs.

Different authorities define marketing in different ways. *"Marketing is the exchange taking place between consuming groups on the one hand and supplying groups on the other"* (Alderson and Richard, 1975).

Marketing is human activity directed at satisfying needs and wants through exchange processes (Kotler, 2000). Based on the above definitions, marketing is the process of providing products and services that are created to effectively meet consumer wants and achieve producers' goals. Hence, marketing fulfills the goals of producers by

enabling them to sell their goods on the market and assisting customers in obtaining the greatest fulfillment by offering products and services for their use on the other.

2.2 Review of Related Studies

2.2.1 Review of Journals/Articles

Teijlingen's (2016) research article on "*Media, Health & Health Promotion in Nepal*" provides a comprehensive analysis of Nepal's efforts and challenges in improving its healthcare system, particularly focusing on primary healthcare and health promotion initiatives. This commitment has been reinforced by subsequent global health declarations, including the Astana declaration, which emphasize the importance of primary healthcare in achieving sustainable development goals (SDGs). Globalization has significantly influenced Nepal's healthcare landscape. It has brought about political reforms, economic changes, and shifts in disease patterns such as the rise of non-communicable diseases (NCDs). The recent COVID-19 pandemic further underscored the importance of a robust primary healthcare system capable of responding effectively to health crises. Nepal experienced a significant political transformation from a centralized to a federal governance system with the adoption of a new constitution in 2015. This transition necessitates the revision and adaptation of healthcare policies to align with the new governance structure and to address emerging health challenges more effectively.

Ahmed (2021) conducted a systematic review in the article "*Essentials of Healthcare Marketing*" to identify the key components of healthcare marketing. The study aimed to critically analyze, evaluate, and document the existing literature on healthcare

marketing elements, establish its scope, identify gaps, and make further recommendations for the field. The article underscores the growing recognition among practitioners and researchers of the importance of healthcare marketing for industry growth, although not all have yet adopted a systematic application of marketing theories. The review found that the available data on the diversity of service providers, the range of care services, and their comparative impacts on healthcare marketing are limited. Despite these limitations, the cost and importance of healthcare marketing continue to rise, and competition in the medical industry is becoming more intense. To address these challenges, an effective marketing strategy should involve extensive and thorough research into patient needs and preferences, including offering new services that patients may not have explicitly expressed.

Bharadwaj (2023) write a article on “*The evaluates the National Health Insurance Program (NHIP) of Nepal*”, highlighting significant challenges despite political promises to reduce out-of-pocket (OOP) healthcare expenditures. The NHIP, intended to alleviate financial burdens on citizens, faces low enrolment and high dropout rates, largely due to political economy considerations and stakeholder interests. The study aims to offer an in-depth understanding of the organizational and systemic challenges in NHIP implementation. Nepal has established various acts, rules, regulations, and policies to support NHIP. The Health Insurance Board (HIB) acts as the purchaser of health services, while health facilities under the Ministry of Health and Population (MOHP) serve as providers. The program has been implemented across all 77 districts of Nepal, but several challenges have impeded its performance at both policy and implementation levels.

Rai (2024) In her 2024 research article, *"Healthcare System Sustainability Challenges in Nepal and Opportunities Offered by Alternative Healthcare Delivery Arrangements"* Rai addresses the mounting sustainability challenges within Nepal's healthcare system. She identifies the increasing burden of chronic diseases, driven by demographic and epidemiological transitions, as a significant factor. This burden is compounded by ongoing issues related to communicable diseases, maternal and child health, which together lead to escalating healthcare costs. Rai emphasizes that Nepal's healthcare system is under strain from multiple fronts, including political instability, pandemics, natural disasters, and slow economic growth. These challenges are exacerbated by a healthcare financing model heavily reliant on out-of-pocket payments, making the system economically unsustainable. To alleviate these pressures, Rai suggests that Nepal needs to adopt lower-cost alternative healthcare delivery arrangements that can provide high-value care.

Tomic(2024) article, *"The Significance of Marketing in the Healthcare Sector,"* explores the growing importance of marketing in non-profit sectors, particularly healthcare. Traditionally, marketing has not been widely utilized in nonprofit organizations, but shifts in funding sources and increasing competition are prompting these organizations to adopt marketing strategies. Tomic argues that modern healthcare institutions must embrace adaptable marketing strategies due to the dynamic nature of the healthcare environment.

2.2.2 Review of Previous Research Works

Sharma(2016) research article, "*Understanding Healthcare Marketing Challenges in Nepal,*" delves into the specific obstacles encountered in the realm of healthcare marketing within Nepal. The study is aimed at investigating the unique challenges that hinder the effective application of marketing strategies in the healthcare sector in the country. Nepal's healthcare sector faces significant resource constraints, including financial, human, and technological resources. These limitations make it difficult for healthcare institutions to invest in comprehensive marketing strategies. The regulatory environment in Nepal can be restrictive, with policies that do not fully support the implementation of modern marketing practices in healthcare. This includes challenges related to advertising regulations and the bureaucratic hurdles in adopting new technologies and methods. Cultural attitudes towards healthcare and marketing also pose challenges. In many cases, there is a resistance to viewing healthcare as a marketable service, which can impede the adoption of patient-centered marketing approaches.

Bhattarai(2016) research on "*Digital Marketing Trends in the Nepalese Healthcare Industry*" explores the emerging trends and the growing importance of digital marketing within the healthcare sector in Nepal. The study provides valuable insights into how healthcare organizations in Nepal are adopting digital tools and strategies to enhance their marketing efforts and improve patient engagement. The research highlights a significant shift towards the adoption of digital platforms among healthcare providers in Nepal. Hospitals, clinics, and other healthcare institutions are increasingly using websites, social media, and mobile applications to reach and engage with patients. Social media has emerged as a crucial tool for healthcare marketing in Nepal. Platforms

such as Facebook, Twitter, and Instagram are being utilized to share health information, promote services, and interact with patients. Social media helps in building community awareness and fostering direct communication between healthcare providers and the public.

Kotler(2017) research on "*Strategic Marketing for Healthcare Organizations*" provides an in-depth analysis of how strategic marketing principles can be applied to the healthcare sector to improve organizational performance and patient satisfaction. Kotler emphasizes the importance of developing a comprehensive marketing plan that aligns with the overall strategic goals of the healthcare organization. This involves a thorough analysis of the internal and external environment, including market trends, competitive landscape, and organizational strengths and weaknesses. Effective marketing strategies in healthcare require precise market segmentation and targeting. Kotler advocates for dividing the healthcare market into distinct segments based on demographics, health needs, behaviors, and preferences. This segmentation allows healthcare organizations to tailor their marketing efforts to specific patient groups, enhancing the relevance and effectiveness of their campaigns. Creating a strong value proposition is crucial for healthcare organizations. Kotler highlights the need for differentiating healthcare services by emphasizing unique benefits and superior quality of care. This differentiation helps healthcare providers stand out in a competitive market and attract more patients.

Shrestha(2018) research on "Patient Satisfaction and its Impact on Healthcare Service Delivery in Nepal" explores the dynamics between patient satisfaction and healthcare service delivery within the context of Nepal. The study investigates how satisfied patients are with the healthcare services they receive and the broader implications for

improving healthcare quality and patient outcomes in the country. Shrestha likely employs various methodologies to measure patient satisfaction, such as surveys, interviews, and possibly focus groups. These methods gather qualitative and quantitative data to assess patients' perceptions of healthcare quality, accessibility, communication with healthcare providers, and overall satisfaction with their healthcare experience. The research identifies and analyzes factors that significantly influence patient satisfaction in Nepal. This may include aspects such as waiting times, cleanliness of facilities, adequacy of medical equipment, competency and empathy of healthcare staff, affordability of services, and accessibility of healthcare facilities.

Ghimire(2019) research on *"Correlation between Marketing Efforts and Patient Acquisition: A Case Study from Nepal"* investigates the relationship between marketing initiatives implemented by healthcare providers in Nepal and their effectiveness in acquiring new patients. The various marketing strategies employed by healthcare organizations in Nepal. These may include traditional methods such as print advertisements, television, radio, and outreach programs, as well as modern digital marketing techniques like social media campaigns, search engine optimization (SEO), and online advertising. The research likely involves measuring the intensity and scope of marketing efforts undertaken by healthcare providers. This could involve quantifying the budget allocated to marketing, frequency of campaigns, number of marketing channels utilized, and the diversity of strategies deployed. Likely analyzes patient acquisition metrics to determine their correlation with marketing efforts. These metrics may include the number of new patients acquired over a specified period, patient demographics, referral sources, and conversion rates from inquiries to appointments.

2.3 Research Gap

Most of the past research studies about Healthcare is not specific with particular field and service provided by the health sector. It is hardly done in the field of health sector. The research could find very few numbers of studies related to healthcare marketing. This thesis is the elaboration of two specific case study of two national hospital of Nepal which are MCVTC and SGNHC. This thesis gives the clear idea about the marketing approach used by two hospitals with various service provided by it. So this study could be helpful for further study in this field in future.

CHAPTER-III

RESEARCH METHODOLOGY

Research methodology involves following a structured and organized process to study a problem. It emphasizes the importance of step-by-step procedures and clear methodologies to ensure the research is conducted in a logical and coherent manner.

In essence, research methodology serves as a structured approach that enables researchers to methodically address research problems, conduct investigations, and contribute to the advancement of knowledge within their respective fields. It provides a systematic framework that enhances the reliability, validity, and credibility of research findings.

3.1 Research Design

The research being abductive approach which include Descriptive Research and Causal comparative in which two hospital MCVTC and SGNHC. Design Survey using questionnaire with patient coming in MCVTC and SGNHC hospital along with staff personnel working with Personal observation with sufficient conceptual background and orientation. The other main purpose of the study is to healthcare and effective way of marketing.

3.2 Nature of Data and Its Source

Data came from interviews of healthcare experts, like administrator, doctors and marketing managers. They give qualitative idea on effective marketing strategies. Surveys among patients, provide quantitative data on their behaviors and preferences towards various marketing efforts. The sources of data are:

3.2.1 Primary Sources:

This study has been conducted on the basis of primary data given by the patients and doctors. These are collected by asking questions to the people, interviews, inquire informal talk's, opinion and through participant observations. The data relating to marketing of health care, total numbers of the patient in OPD, ICU in different years and number of employees were directly obtained from field observation. For this, some sets of questionnaire were developed and distributed to the targeted group/s. Target groups have been chosen from sampling method.

3.2.2 Secondary Sources

Secondary data and information were collected from different hospitals, articles journals and websites. That is secondary data on the study area and study issues were collected from previous researches, books, governmental and nongovernmental organization profiles, reports. Unpublished references are also the sources for the secondary data.

The major sources of secondary data include:

- i. Different organizations ,hospitals
- ii. MCVTC and Shahid Gangalal record center
- iii. Publication of the research centers
- iv. Newspapers, journals, books, articles, magazines
- v. Different Websites

3.3 Population and sample

The sampling includes healthcare professionals, marketing managers, and patients. A sample of this will be selected to participate in interviews and surveys. Interviews were taken with experts, while surveys were taken with different group of patients of MCVTC and SGNHC hospital. Approximately 100 people of Convenience Sampling were taken randomly for the study of research.

3.4 Period Covered for Research

This research has cover approximately about one years, to cover all the data and to present the actual condition in healthcare marketing strategies. Also the interview was taken within a period of one year. The statics data from the hospital source is for ten years.

3.5 Data Collection Technique and Tools

This research has two source of data primary and the secondary one. For primary data collection, the researcher herself visits the hospital and provides the research questions with the respondent's patient and staff personnel and notes down the relevant and additional information found on observations. While collecting primary data and information the following methods has been taken into consideration which are

a) Observation method

This method is more direct way to gather information from the particular field Area and event. This is one of the best ways for researcher to get the real information. It gives the real time data.

b) Questionnaire Method

In this method list of question was given or asked to hospital staff , patient and so on .This question is attached in the Appendix of the research.

c) Interview Method

Various interview with different group and expert were consider.

Similarly for the secondary data source different online medium like hospitals website were used. In addition to this various newspaper article, mazine were also taken for considerations.

CHAPTER-IV

PRESENTATION OF DATA AND ANALYSIS

4.1 Market of Healthcare

The region where the research is done is referred to as the study area's healthcare market. It includes all healthcare personnel, and locals patients. The hospitals, healthcare workers, as well as the most common medical specialties, will all be examined in this overview. The competitive environment, healthcare infrastructure, and patient condition will also be taken into account.

Nepal is unable to provide basic health care service equally to all over the country. Only 61.8% people of this country are getting health benefits within a radius of 30 minutes. Most people in city area get health service but its difficult for people in village and remote areas. We are not far from the news that , people in Jumla died as they were not taken in hospital in time and people in Terai died because of cold . According to the survey of 2019 193,331 deaths of people were estimated in Nepal out of which 71.1 % of deaths were due to non-communicable diseases (NCDs), 21.1% of deaths were due to CMNN diseases (communicable, maternal, neonatal, and nutritional)and the remaining 7.8% of deaths were due to injuries. Cardiovascular diseases (CVDs) were the leading cause of death, with 24% of total deaths being attributable to CVDs.

The proportion of deaths attributable to CVDs was 26.8% in males and 20.7% in females. Malignant neoplasm (cancer) was responsible for 11.1% of total deaths in both sexes, 10.8% of total deaths in males and 11.5% of total deaths

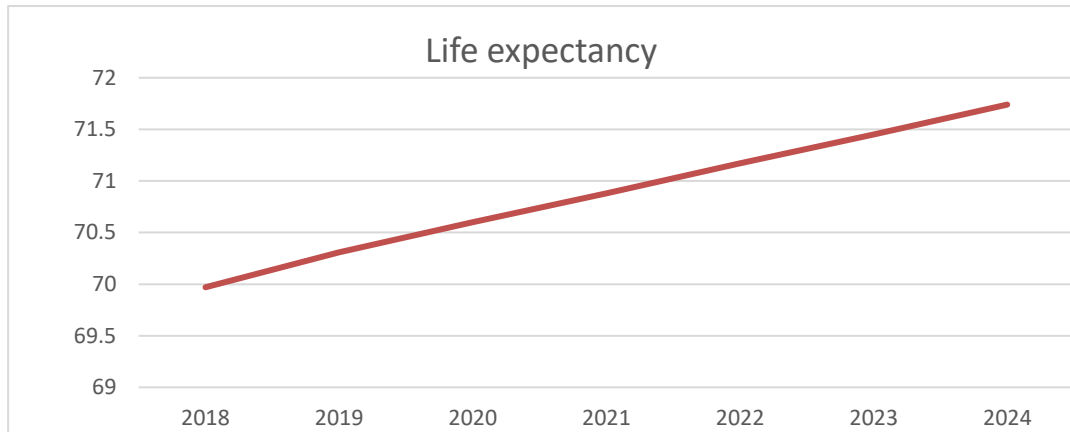
in females. TB was responsible for 3.9% of total deaths in both sexes, 4.8% of total deaths in males and 2.8% of total deaths in females.

The life-expectancy of Nepal is 71 years on average out of which 68.9 is for male and 72.7 is for female. In last 20 years ,the life expectancy of the country is increased by 5.62 year , so it is very importance to educate people and increase the health service. So marketing plays a vital role to increase and improve health service.

Table 4.1 Life Expectancy of nepalese

S.N	Year	Life Expectancy
1	2018	69.97
2	2019	70.31
3	2020	70.6
4	2021	70.88
5	2022	71.17
6	2023	71.45
7	2024	71.74

Figure 4.1 Life Expectancy of nepalese



In this research we have included two hospital which are Manmohan Cardiothoracic Vascular And Transplant Centre (MCVTC) and Shahid Gangalal National Heart Centre.

Examining who requires healthcare and in what quantity is a necessary step in doing a market research for healthcare services. It all comes down to deciding who specifically want healthcare services to assist, be it elderly, children, or residents in particular places. It would be prudent to investigate other establishments providing comparable medical services in order to determine their strengths and areas for improvement. It's also critical to consider how new technology, such as applications or specialised equipment, might improve the quality of healthcare services.

Table 4.2 Health facilities in different fiscal year

S. No	Health Facility	2022	2023	2024
1	Public Hospitals	201	192	215
2	Primary Healthcare Centre (PHCC)	189	188	187
3	Health Post	3794	3775	3778
4	Non-public facilities	2082	2155	2551
5	Basic Health Service Centre (BHSC)	-	-	7582
	Total	6266	6310	14313

Health facilities as per of Nepal year From the above data , day by day there is increase in the health sector. In Nepal there are around 14313 Public Hospitals, Primary Healthcare Centre (PHCC), Health Post, Non-public facilities and Basic Health Service Centre (BHSC) are in the country .

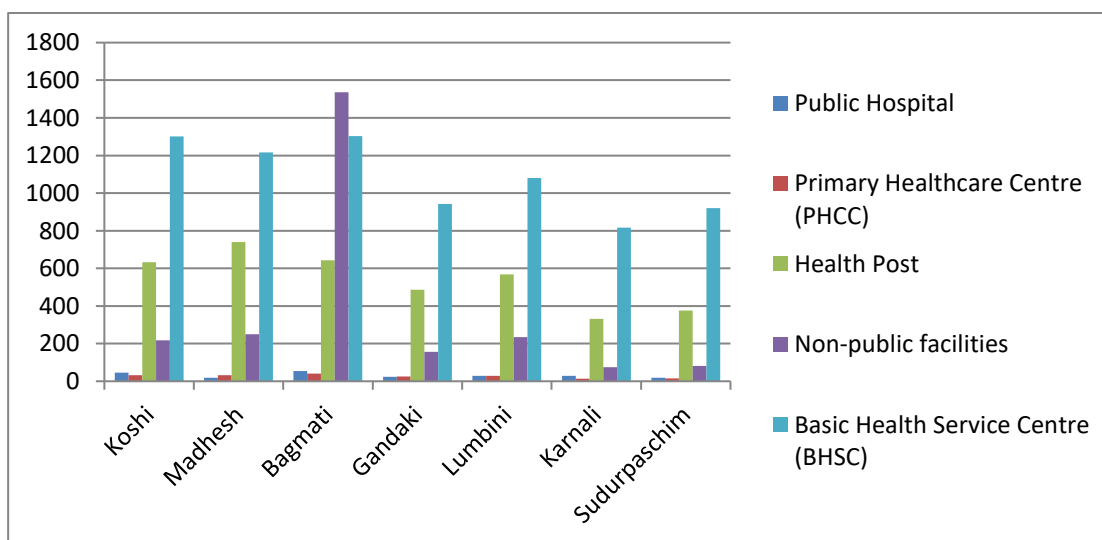
Different health service in the country with respect to different province

Nepal is divided into seven province which are Koshi, Madhesh ,Bagmati Gandaki, Lumbini, karnali and sudarpachim. Due to geographic condition , population density there is differential distribution of health sectors which are as follows:

Table 4.3 Health facilities in different Provinces of nepal

S.No	Health Facility	Koshi	Madhesh	Bagmati	Gandaki	Lumbini	Karnali	Sudurpasc him	Total
1	Public Hospital	46	18	54	23	28	28	18	215
2	Primary Healthcare Centre (PHCC)	33	32	40	25	29	13	15	187
3	Health Post	632	740	643	487	568	332	376	3778
4	Non-public facilities	217	250	1536	157	234	75	82	2551
5	Basic Health Service Centre (BHSC)	1302	1217	1303	942	1080	817	921	7582

Figure 4 .2 Health facilities in different Provinces of nepal



Bagmati province has most number of health service in compare to other province. The capital city lies in this province with high population density. Being developed province in compare to other where people comes from corner of nation to get better health service in a economically way.

Among 14313, two major hospitals Manmohan Cardiothoracic Vascular and Transplant Centre and the other one is Shahid Gangalal National Heart Centre which is included in this research. This two are the backbone of the country to provide cardiac related service in the nation .As far as possible the number of patient visited, the income generated and competitive comparison of this hospital is included in this research. Along with that the major marketing strategies incorporated is included in this research.

4.2. Manmohan Cardiothoracic Vascular and Transplant Center

Manmohan Cardiothoracic Vascular and Transplant Center (MCVTC), under T.U. Institute of Medicine (IOM), was established on 2010. It is designated as a center of excellence in the fields of Cardiac, Thoracic and Vascular treatment. The Principle objectives of MCVTC are:

- To provide the best specialized care to the patients with Cardiac, Thoracic and Vascular diseases.
- To provide highly skilled human resource in the aforementioned fields and
- To carryout continuous research to contribute in the advancement of these services.

The centre offers a wide range of cardiothoracic surgical procedures, including coronary artery bypass grafting (CABG), valve repair and replacement, and surgeries for congenital heart defects.

4.2.1 Patient flow in hospital:

Each year thousand of people visit the hospital here are the data for last 10 years which are as follows

Table 4.4 patient visiting MCVTC		
S.N	YEAR(BS)	NUMBER OF PATIENTS
1	2013/2014	49655
2	2014/2015	58930
3	2015/2016	51920
4	2016/2017	62607
5	2017/2018	65612
6	2018/2019	73161
7	2019/2020	73980
8	2020/2021	49547
9	2021/2022	100087
10	2022/2023	121795
11	2023/2024	131614

Figure 4.3 patient visiting to MCVTC

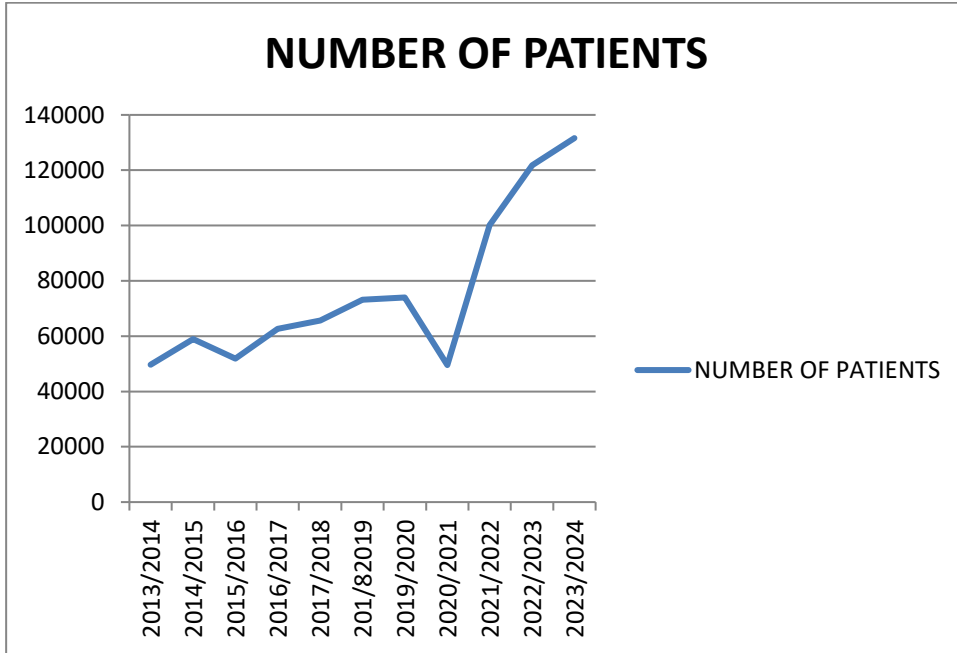
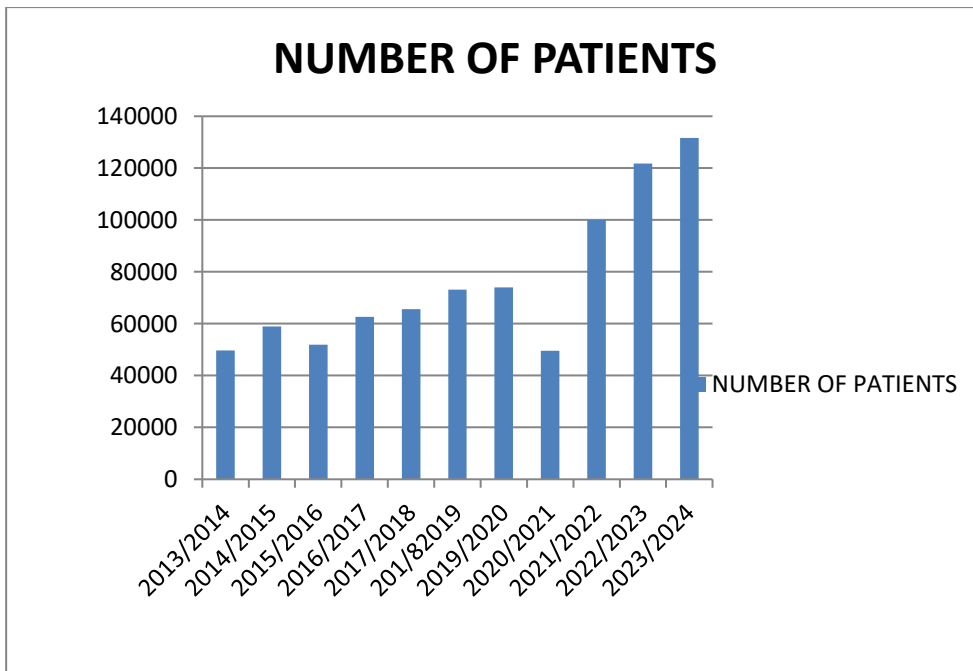


Figure 4.4 patient visiting to MCVTC



From this data it is clear that, day by day people are increased in hospital (health care service) which indicate the wide market in the field. It is very important to educate and inform people about healthcare service.

The factors for increasing in the patient is as follows

- Rising Prevalence of Cardiovascular Diseases
- Aging Population
- Improved Diagnostic Capabilities
- Enhanced Awareness and Education
- Access to Specialized Care
- Improved Transportation and Infrastructure
- Advancements in Medical Treatments and Outcomes
- Population Growth
- Socioeconomic Changes

In the above diagram there is unit wise data of patient visiting in the hospital for different purpose. Diversity in the field enhancing the marketing of hospital .

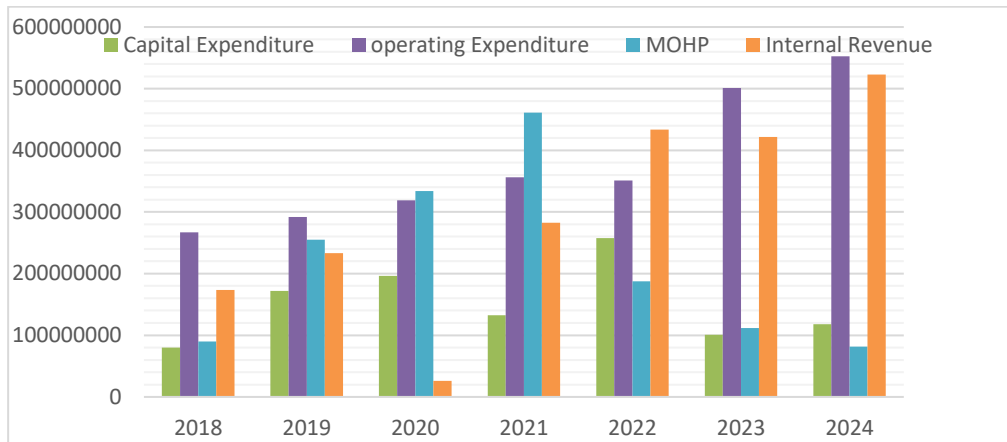
4.2.2 Expenses and income of MCVTC

MCVTC is one of the national hospital in which people come from the various corner of the country. For the feasibility of a hospital, there should be proper management of expenses and income. Here is the summary of expenses and income of MCVTC.

Table 4.6 Expenses and income of MCVTC

S.N	YEAR(BS)	Expenses		Income	
		Capital Expenditure	operating Expenditure	MOHP	Internal Revenue
5	2017/2018	80150207	266734940	90000000	173435628.2
6	2018/2019	172100198	291701182	255000000	233407807.5
7	2019/2020	196179408	318775227	334000000	25778495.21
8	2020/2021	132313297	356066126	461000000	282431049.3
9	2021/2022	257674090	351190056	187356000	433487536.5
10	2022/2023	100864824	501180011	111687000	421615261.6
11	2023/2024	118118701	552231496	81700000	522970255.2

Figure 4.5 Expenses and income of MCVTC



With reference to above data, it is clear that Health Sector has a great potential. It is ethical bad to compare health with the money , but truth is truth no one can deny that health sector has huge influence in economy.

In summary, the health sector encompasses the provision of healthcare services and products, marketing in the health sector involves promoting these offerings to various stakeholders, and the economics of healthcare focuses on the allocation and utilization of resources within the healthcare industry. These three concepts are interconnected and essential for understanding the complexities of healthcare delivery, management, and policy-making.

So, when marketing shows people their healthcare options, it can influence what services they choose to use. If people know about a great new treatment, they might ask for it. But, the economics of healthcare decide if that treatment is affordable and available. Understanding how these two things connect helps us make

smart choices to make sure everyone can get the healthcare they need without breaking the bank.

4.2.3 Service and facilities provided by the hospital

Each year hospital is expanding service to the patients. There are total 103 beds including 15 CCU beds .Here are some summary of service and facilities provided by the hospital in the fiscal year 2080

Table 4.7 Noninvasive lab in number

Noninvasive lab in number	
Electrocardiogram	21042
Echocardiogram(Adult/Paediatric/Fetal)	24930/2520/397
Echocardiograms(EHS)	1328
Dobutamine Stress ECHO	34
Treadmill test	845
Holter	2797
ABP	1145

Table 4.8 invasive procedures in number

Coronary Angiogram(CAG)	1194
Coronary Angioplasty(PTCA)	753
Permanent Pacemaker Implantation	111
ICD	6
Temporary Pacemaker Implantation	65
Right Heart Cath Study	36
Pericardiocentesis	30
PTMC	55
ASD device closure	24
PDA Device closure	11
PVBD	2
AVBD	1
Co-arctation ballon dilation	1
interartrial Septostomy	3
TEE	134
TAVR	1
IVUS	4
FFR	3
IABP	2
MAPCA Embolization	1

4.2.4 Healthcare strategies use by MCVTC

Using consistent healthcare branding:

MCVTC uses healthcare branding as a major weapon for marketing. Various healthcare branding was done in a strong and recognizable identity that resonates with patients, builds trust, and distinguishes a healthcare organization from its competitors. Consistency in healthcare branding starts with defining key brand elements, including the logo, colors, typography, and visual style. This branding of healthcare in every corner of country from village to remote area.

Evaluating online patient experience:

Evaluating online patient experience includes analysis of patients interact with a healthcare provider's in various platforms, websites, patient portals, mobile apps, and social media channels and soon. There is a website www.mcvtc.org.np where everyone can get information about the hospitals and visit the website to gather the information at any time.

Special class by foreigner health care worker:

Each year various healthcare worker came from across the globe to educate the health worker in the hospital this helps in overall

development of health workers create awareness among the health personnel with the new disease and use of new type of technique and equipment's.

Free Health camp :

This is one of the major and best method of marketing the healthcare of MCVTC. Each year hundreds of health camp are organized across the country where millions of people came to know about the MCVTC. In a under developed country like Nepal where economy plays a vital role people are fascinated when they hear free.

4.3 Shahid Gangalal National Heart centre

Shahid Gangalal National Heart centre, is a tertiary cardiac center of Nepal, which was started twenty-seven years back with limited resources and infrastructure. Over the years, it has expanded and has now established itself as an important cardiac center which every Nepali citizen can be proud of. This was possible due to dedication and commitment of its staff, good leadership and support from Nepal government. It provides treatment and cardiac care to every person irrespective of social status. No one needs to return back from cardiac illness without treatment when anyone come to SGNHC.

Presently, SGNHC have four fully functioning cath lab, providing both emergency and elective procedures. Pediatric cardiology services and pediatric interventions have seen rapid growth in recent years. Similarly, the cardiac surgery department remains the most important center for cardiac surgery in Nepal.

Recently, diagnostic strength has increased with addition of state of art CT scan and cardiac MRI. This year was a breakthrough year in cardiac intervention in SGNHC center as it has started Transcatheter Aortic Valve Implantation (TAVI), a procedure done to cure patients with Severe Aortic stenosis who cannot undergo open heart surgery for various reasons.

SGNHC understand the importance of preventive aspects of cardiac disease. It regularly provides health education and training, free camps and school screening program. SGNHC institute has its own Institutional Review Board and Research Committee to encourage and assist researches. It is also one of the center for several ongoing international multicenter randomized controlled trials. It's one of the largest survey of its kind in the world and it is near completion as well.

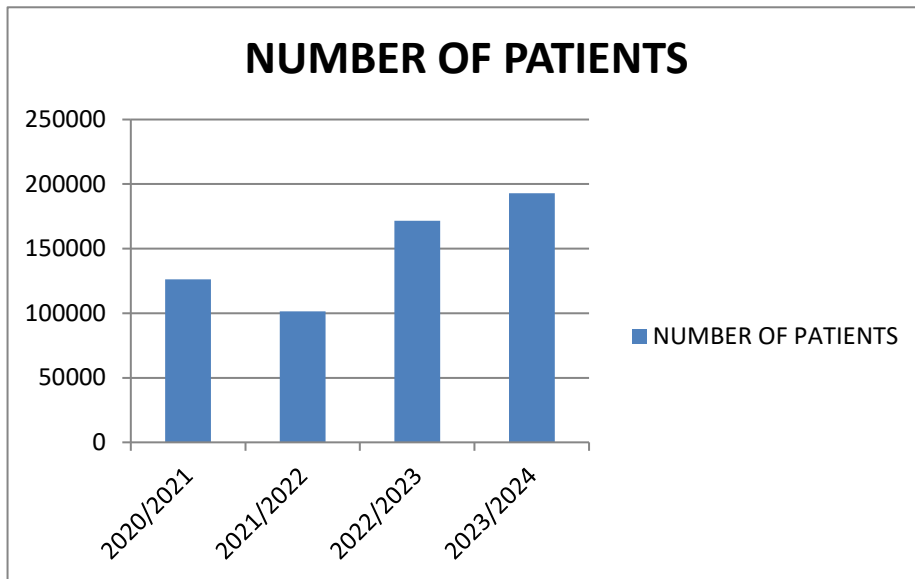
4.3.1 Patient flow in hospital

Here is a data of patient visiting to SGNHC.

Table 4.9 Patient visiting to SGNHC

S.N	YEARS	NUMBER OF PATIENTS
1	2020/2021	126343
2	2021/2022	101509
3	2022/2023	171575
4	2023/2024	192991

Figure 4.6 patients visiting to SGNHC



4.3.2 Expenses and income of SGNHC

Similarly, here are some data for income and expenditure of hospital which are as follows:

Table4.10 Expenses and income of hospital

S.N	YEARS	nepal			Expenses
		government	other	Internal	
1	2020/2021	821000000	100000000	1413900000	1754622000
2	2021/2022	471000000	100000000	1894285000	1588429000
3	2022/2023	485467000	75000000	1289400000	1726899000
4	2023/2024	542900000	0	1519400000	2018754000

Figure 4.7 Expenses and income of hospital

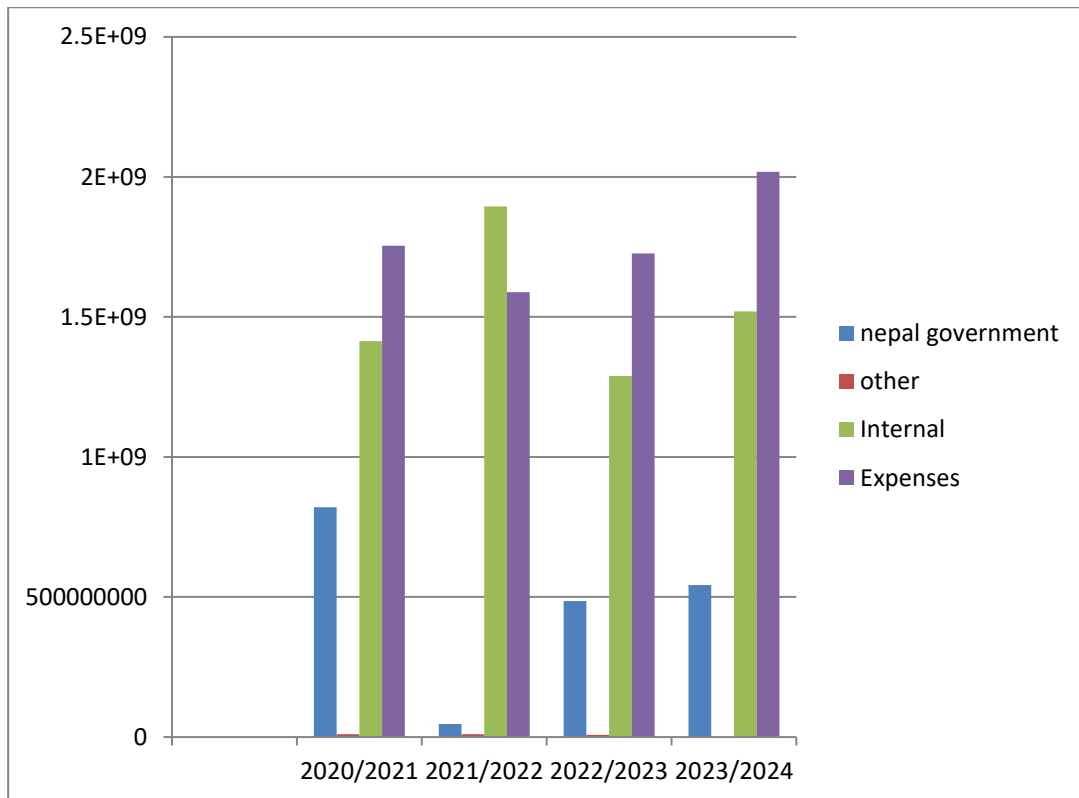


Diagram showing for income and expenditure of hospital with different fiscal year

It is evident from the data above that the health sector has a lot of promise. While it is unethical to equate health with money, the fact remains that the health industry has a significant impact on the economy.

4.3.3 Service and facilities provided by the hospital

It has a wide variety of service provide.

Table 4.11 Service provided by SGNHC

S.N	DESCRIPTION	NUMBER OF PATIENT
1	OPD	192991
2	In patient	14988
3	Emergency	20317
4	Surgery	1838
5	Electrocardiogram	112823
6	Echo Screening	19336
7	Echocardiogram	68266
8	Tread Mill Test	9008
9	Xray	64442
10	Fetal Echo	3282
11	Carotid Doppler	978
12	CT Scan	5053
13	USG	4863
14	Coronary Angiogram(CAG)	7148
15	Coronary Angioplasty(PTCA)	2326
16	IVUS	18
17	PTMC	325
18	EPS/RFA	351
19	ASD Device Closure	360
20	PDA Device Closure	161
21	VSD Device Closure	28
22	Pacemaker	617
23	Primary Angioplasty	730
24	3T Cardiac MRI	671
25	TAVI	7

4.3.4 Healthcare strategies use by SGNHC

Health care marketing in SGNHC has no different marketing approach than MCVTC . the marketing approach seems similarly which are as follows:

Using consistent healthcare branding:

SGNHC uses healthcare branding as a major weapon for marketing. Various healthcare branding was done in a strong and recognizable identity that resonates with patients, builds trust, and distinguishes a healthcare organization from its competitors. Consistency in healthcare branding starts with defining key brand elements, including the logo, colors, typography, and visual style. This branding of healthcare in every corner of country from village to remote area.

Evaluating online patient experience:

Evaluating online patient experience includes analysis of patients interact with a healthcare provider's in various platforms, websites, patient portals, mobile apps, and social media channels and soon. There is a website *www.sgnhc.org.np* where everyone can get information about the hospitals and visit the website to gather the information at any time.

Special class by foreigner health care worker:

Each year various healthcare worker came from across the globe to educate the health worker in the hospital this helps in overall development of health workers create awareness among the health personnel with the new disease and use of new type of technique and equipment's

Free Health camp :

This is one of the major and best method of marketing the healthcare of SGNHC. Each year hundreds of health camp are organized across the country where millions of people came to know about the SGNHC. In a under developed country like Nepal where economy plays a vital role people are fascinated when they hear free.

Healthcare facilities :

Various healthcare facilities provide is self marketing approach. Often people of the country only believe in SGNHC for heart problem this is only due to the facilities only offered by this hospital.

4.4 Competitive analysis

Competitive analysis and Marketing strategies used by the MCVTC and SGNHC

- Being in capital of nation both are equally benefited.
- Both are nation level hospital which works from the funding of ministry of health and population.
- Being cheap in every aspect where people from different part of country visit .
- Different facilities and free service for child and old age people
- Free medicine of certain field
- Well equipped lab and equipment
- High level staff personnel specially doctors.

Due to above point marketing is done by people itself from one to another , the media has also played a vital role as higher level and national level minister get service . *(like KP OLI kidney transplant was done in MCVTC)* Inauguration of hospital in different occasion by the health minister primary minister and presidential , itself became hot news to publish in local newspaper and show on Media which enhances the marketing of hospital.

The difference between health care marketing and conventional marketing are as follows:

Table 4.12 difference between healthcare and conventional marketing

Healthcare Marketing	Conventional Marketing
Building trust among the people is main objectives.	Consumers/customers are interested in new brands
Guided by ethics and moral value	Focus on generating demands
Incentive model doesn't work	Offering competitive price possible.
Based on quality of product and service other than pricing brand	Beside quality other factors price brand is counted.

4.5 Analysis of Patients Visiting Hospitals

For the opinion survey on patient's visiting MCVTC and SGNHC asked 10 questions from Kathmandu Valley and the results have been shown in the different table below.

4.5.1 Age group of the Patients

To know the patient's age, the question asked to them is tabulated below.

Table 4. 13 Age group of patient

AGE	Number of Patients	ranking
0-20	15	III
20-40	11	IV
40-60	32	II
60 above	42	I

Field survey of customer's age group for visiting hospital 60 age group is first ranking and 40-60 second ranking and 0-20 is third and 20-40 is last.

4.5.2 Education of the Patients

To know the patients education ,the question asked to them which is tabulated as below.

Table 4. 14 Education of patient

Education	Number of patients	Ranking
slc and below	52	I
plus 2 (intermediate)	27	III
Bachelor degree	15	II
Advance degree	6	IV

Patient education for visiting hospitals is majority slc and below followed by bachelor degree is second rank and intermediate and advance degree in third and four rank respectively.

4.5.3 Occupation and gender of the Patients

To know the patients gender and occupation ,the question asked to them which is tabulated as

Table 4. 15 Occupation and gender of the Patients

gender	number of patients	Types of patients	number of patients
male	54	Jobholder	20
female	46	Businessman	20
other	0	Pension holder	40
		others	20

60% male are visiting the hospital also pension holders being 40% of studied sample and jobholder business and others being 20% each.

4.5.4 Purpose of visit

To know the patients purpose of visit, the question asked to them which is tabulated as below.

Table 4. 16 Purpose of visit

purpose of visit	Number of patients	Rank
patients	80	I
staff	10	II
patient care taker	10	II
others	0	IV

80% are patients visiting to the hospital and 10% being staff and patients relative each.

4.5.5 Factors affecting to choose healthcare

To know the patients factors of choosing health care, the question asked to them which is tabulated as below.

Table 4. 17 Factors affecting to choose healthcare

Factor to choose	Number of patients	Rank
hospitals		
location reputation	10	II
recommended by others	10	II
cost	70	I
others	10	II

70 % of patients were found to choose hospital because of being economical.

4.5.6 Patients satisfaction

To know the patients satisfaction health care, the question asked to them which is tabulated as below.

Table 4.18 Patients satisfaction

Patient satisfaction	Number of patients	Rank
very satisfied	10	III
somewhat satisfied	30	II
neutral	60	I
Dissatisfied	0	IV

Majority of patients were neutral while 30% were somewhat satisfied and 10% being very satisfied.

4.5.7 Expenses in Health care

To know the patients expenses in health care ,the question asked to them which is tabulated as below.

Table 4.19 Expenses in Health care

expenses	Number of patients	Rank
below 1 lakh	60	I
1-2 lakh	20	II
2-5 lakh	10	III
above 5 lakh	10	IV

60% population sample was expending below 1 lakh on the healthcare.

4.5.8 Marketing approach

To know the marketing approach, the question asked to them which is tabulated as below.

Table 4.20 Marketing approach

Marketing approach	Number of patients	Rank
very good	0	IV
good	10	III
average	50	I
bad	40	II

Marketing approach was average by 50% of patient, 40% said bad and 10% say good.

4.5.9 Service and facilities

To know the service and facilities provided by the hospital, the question asked to them which is tabulated as below.

Table 4. 21 Service and facilities

Service and facilities	Number of patients	Rank
very good	30	II
good	20	III
average	50	I
bad	0	IV

Services and facilities was 50% average and 30% very good and 20% was good.

4.5.10 Factor need to consider for improvement

To know the improvement of service and facilities, the question asked to them which is tabulated as below:

Table 4. 22 Factor need to improve

Factors needed to improve	Number of patients	Rank
Quality of hospital	10	II
Proper management of patient flow	80	I
Infrastructure development	10	III
others	0	III

80% Patients suggested for Proper management of patient flow.

4.6 Major finding

- Nepal struggles to provide equal access to basic healthcare services across the country. Only 61.8% of the population has access to healthcare within a 30-minute radius. There has been a gradual increase in life expectancy, reaching 71.74 years by 2080.
- The number of health facilities has been increasing, with a total of 14,313 facilities across the country.
- Manmohan Cardiothoracic Vascular and Transplant Center (MCVTC): Established in 2009 BS, it specializes in cardiac, thoracic, and vascular

treatments. Services include advanced surgical procedures and comprehensive vascular care. The patient flow has steadily increased, reaching 131,614 in 2080 BS. Key factors contributing to increased patient visits include the rising prevalence of cardiovascular diseases, improved diagnostic capabilities, and enhanced awareness.

- Shahid Gangalal National Heart Center (SGNHC): A prominent cardiac center in Nepal, established 27 years ago. Offers a wide range of cardiac treatments, including advanced interventions like Transcatheter Aortic Valve Implantation (TAVI). Patient visits have grown significantly, reaching 192,991 in 2080 BS.
- Factors Increasing Patient Visits are Increasing cases of CVDs have led to higher hospital visits. Older populations tend to have more health issues, contributing to increased patient numbers. Better diagnostic tools and facilities attract more patients. Increased awareness about health issues and available treatments encourages people to seek medical help. Availability of specialized treatment options draws patients from various regions.
- Both MCVTC and SGNHC benefit from their location in the capital and receive government funding.
- Media coverage and endorsements from high-profile patients and officials contribute to their reputation and marketing.

Population and sample study finding

- Age Group: Majority are above 60 years, followed by 40-60 years.
- Education Level: Most patients have an education level of SLC and below, followed by bachelor's degree holders.
- Occupation and Gender: Majority are males, with pension holders being a significant group.

- Purpose of Visit: 80% of visits are by patients themselves.
- Factors for Choosing Healthcare: 70% choose based on cost.
- Patient Satisfaction: Majority are neutral, with some being somewhat satisfied.
- Expenses in Healthcare: Most patients spend below 1 lakh.
- Marketing Approach: Rated as average by 50% of patients.
- Service and Facilities: Majority rate services and facilities as average.
- Factors for Improvement: 80% suggest better management of patient flow.

CHAPTER-5

SUMMARY, CONCLUSION AND RECOMMENDATIONS

In this chapter, whole study is summarized, draw the conclusion based on basic findings and recommend the possible measure based on basic findings and conclusions.

5.1 Summary

Nepal's history of healthcare is relatively long with 5000 year old Ayurvedic medicine followed by Shamanism and Tibetan Medicine. A first hospital was established in the year 1889 A.D. Over the years, it has expanded and evolved to meet the healthcare needs of the population.

The life-expectancy of Nepal is 71 years on average out of which 68.9 is for male and 72.7 is for female. In last 20 years ,the life expectancy of the country is increased by 5.62. In Nepal there are around 14313 Public Hospitals, Primary Healthcare Centre, Health Post, Non-public facilities and Basic Health Service Centre are in the country actively involve in provide health care throughout the country to uplift the health standard of people.

The doctor-patient ratio in Nepal is 1:850 in the Kathmandu Valley and 1:150,000 in the rural areas¹. The total number of doctors in Nepal is 16,432, with a doctor to population ratio for the whole country standing at 1:17242. This means there is one doctor for 17242 people .The World Health Organisation recommends a doctor-patient ratio of 1:1,000.

Conducting a market study for healthcare services in Nepal involves understanding its unique demographics, economy, and regulations. Identifying target demographics and their healthcare needs, analyzing competition, evaluating

technological advancements, and considering regulatory requirements are crucial steps. The market entry strategy should prioritize affordability, accessibility, and quality of healthcare services, recognizing Nepal's diverse population and geographical challenges. Tailoring services to local needs, leveraging technology for telemedicine and digital health solutions, and strengthening healthcare infrastructure are recommended. Collaborations with local providers, community organizations, and government agencies can maximize resources and enhance service delivery. Advocating for policy reforms that support innovation and patient-centered care is essential for fostering a conducive environment for investment and growth. Ultimately, the goal is to ensure that healthcare services in Nepal are accessible, affordable, and of high quality, meeting the diverse needs of the population while adhering to regulatory standards and fostering innovation.

The first chapter of the research paper highlighted the introduction and background of Healthcare and strategies of healthcare marketing and general introduction of MCVTC and SGNHC, the statement of the problem and set the objectives for the study purpose. The second chapter reviewed the literature of the related studies, the study done by various researchers in the field of healthcare either anatomical or marketing purpose. Review of related books, journals and magazines that add to the efficiency of the present study. Third chapter basically set the research methodology; various sequential steps, methods and tools that have been chosen for the research purpose. Fourth chapter is the presentation and analysis of the primary as well as secondary data collected for conducting the study. This chapter is the main pivot on which findings of the study are based. Fifth chapter is the Conclusions of the study on the basis of above interpretations and analysis of findings. On the basis of these

findings, recommendations are made to the concerned authorities to make their functioning better.

5.2 Conclusion

Nepal's healthcare market offers significant opportunities for growth and improvement, given the country's increasing healthcare needs and evolving consumer preferences. However, navigating challenges such as limited infrastructure, geographic disparities, and regulatory complexities requires careful planning and strategic decision-making. By leveraging technological innovations, understanding local preferences, and ensuring compliance with regulations, healthcare providers can effectively address gaps in the market and deliver value to Nepali communities.

5.3 Recommendations:

Nepal is the under developed country. Being one of the poor country of Asia, it lacks behind the health standard with 1doctor for 17242 people.in the study of MCVTC and SGNHC there are lots of things and standard need to be developed for proper health care which are listed as below:

- Online ticketing need to be developed so that people can book their date and time and don't need to waste their time whole day sitting in the queue and waiting for their turn.
- Need to increase the number of staff as their were insufficient staff which resulting in delay of works.

- Long wait for ECHO, HOLTER , major surgery , TMT etc due to improper management and lack of required equipment's.
- Need to encourage staff personnel by giving motivational programme and importance of health education
- Proper awareness among the people about the healthcare and effective way of getting the standard health care at affordable price.
- Need to stop the rubbish politics inside the hospital as political influencer in are getting quick service
- Need to add the service and facilities to the staff personnel for the effective outcome
- Needed to upgrade the hospital by 5-10% in bed counts , doctors staff personnel to meet and fulfil the supply and demand chain.
- Safety of staff personnel should also be considered
- Cleaning of hospital and toilet is also one of the major issue .
- Health camp at rural and remote area .
- Canteen should be cheap and economical for all the visitors and patients visiting in hospital in a systematic way.

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QUESTIONNAIRE

Dear all, First of all I would like to introduce myself as a student of ShankerDev Campus, Thesis year, is going to conduct a study on "Healthcare Marketing". I want to request you for the required information and data. I also want to assure you that the information will be only used for academic purpose. Thanking you !

Researcher

Personal Information

Profile: Name:

Address:

Age:.....

Sex:

Mother Tongue:

Education:.....

Contact Number:

Questionnaire Give the Correct Answer:

- What is your age?
 - a) 0-20
 - b) 20-40
 - c) 40-60
 - d) Above

- What is your gender?
 - a) Male
 - b) Female
 - c) Non-binary/Other
 - d) Prefer not to say

- What is your highest level of education?
 - a) SLC and below
 - b) Plus 2 (intermediate)
 - c) Bachelor's degree
 - d) Advanced degree

- What is your annual household income?
 - a) Less than NPR 25,000
 - b) NPR25,000 - 50,000
 - c) NPR50,001 - 75,000
 - d) NPR75,000

- In which region do you reside?
 - a) North
 - b) South
 - c) East
 - d) West

- How often do you visit a doctor for routine check-ups?
 - a) Never
 - b) Once a year
 - c) Twice a year
 - d) More than twice a year

- Where do you usually seek health care information?
 - a) Online
 - b) From family/friends
 - c) From healthcare professionals
 - d) Other (please specify)

- Are you currently covered by health insurance?
 - a) Yes
 - b) No
 - c) Not sure
 - d) Health Concerns:

- Do you have any chronic health conditions? If yes, please specify.
 - a) Yes
 - b) No

- Have you or any close family member ever been diagnosed with a serious illness?
Please describe.
 - a) Yes
 - b) No

- What is your occupation?
 - a) Job holder
 - b) Businessman
 - c) Pension Holder
 - d) Others

- What is your purpose of visit of this hospital?
 - a) Patient
 - b) staff
 - c) Patient care taker
 - d) Other (please specify)

- Why did you choose this hospital?
 - a) Location
 - b) Reputation
 - c) Cost
 - d) Others

- What is your opinion about the service provided by the hospital?
 - a) Very satisfied
 - b) Somewhat satisfied
 - c) Neutral
 - d) Dissatisfied

- What is your total Expenses in this hospitals?
 - a) Below 1 lakh
 - b) 1-2
 - c) 2-5
 - d) 5 and above

- What is your opinion towards the marketing approach toward the hospital?
 - a) Very Good
 - b) Good
 - c) Average
 - d) Bad

What is your opinion towards the service provided by the hospital?

- a) Very Good
- b) Good
- c) Average
- d) Bad

What are the factors needed to improve by the hospitals ?

- a) Quality of hospital
- b) Proper management of patient flow
- c) Infrastructure development
- d) Others

- Do you consent to the usage of your data for research and marketing purposes?
 - a) Yes
 - b) No

- We take your privacy seriously. Rest assured that all information provided will be kept confidential. Do you agree with this statement?
 - a) Yes
 - b) No

Thanks for your co-operations.

Strategies for Effective Healthcare Marketing

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CHAPTER-I INTRODUCTION 1.1 Background of Healthcare Marketing Water and food are the fuel to drive the human body. Increase in the environmental condition, unhygienic food and unhealthy life style are resulting in degrading the health in human worldwide and especial in poor country like Nepal where patient are increasing day by day. In a country like a Nepal where there are less equipped hospital, improper rule and regulation and unmanaged health practice it challenging to provide effective health care service in an economic way all over the country in a effective way. Healthcare Marketing plays a vital role in a today modern 21st century where hospital and health sector are upgrading and building day by day. In this 21st century, healthcare marketing act as a backbone for health sector and patients. Creating social awareness among the patient, upgrading the patient self- confidence and economic stability of patient are the key factor where healthcare marketing plays a vital role. It also plays important role in empowering the need of the patient. Health is wealth. Health is much more powerful than tons of gold and money. If wealth is lost something but when health is lost everything is lost. In human life food, shelter and home are the basic need of human likewise heath is also a vital need