

Application of Customer relationship Management in Health Care industry (A Study of selected hospitals in Hazaribag Town), Jharkhand.

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About Customers

- A customer is the most important visitor on our premises. he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so.

- Mahatama Gandhi

Introduction ---


- *Customer* relationship management is the most important aspect of modern marketing. It deals with all aspect of acquiring, keeping and growing customers. The key to building lasting customer relationship is to create superior customer value and satisfaction.
- Organizations can build customer relationship at many levels, depending on the nature of target market. To build customer relationship, organization can add structural ties as well as financial and social benefits.
- Customer relationship management is emerging as a core marketing activity for business operating in this fiercely competitive environment


OBJECTIVE OF THE STUDY

- *To present a broad view of health care sector.*
- *To highlight the importance of CRM in the health care sector.*
- *To Study the marketing implications of the health care sector.*
- *To Understand the CRM practices adopted by selected corporate hospitals to promote their health services.*

Customer relationship management and health care industry .

- The customer is in reality the king, the one who makes the difference between a companies “s success and failure. The difference between the success and failure lies in the attitude towards its customers. Most organizations have an extremely faulty customer centered system. They are not open to customer suggestions and more often than not, they do not provide the customer with a proper avenue to vent his ideas. This often leads to unhappy customer and eventually, their loss

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- Customer relationship management facilitates growth in that it aids the reduction of cost and increased availability of information to the organization –that can be used according to customer information requirements. Customer relationship management deals with all aspect of acquiring, keeping and growing customers.
 - Customer relationship management in health care consists of a wide array of software products that help health care organization to provide quality service to their clients. The health care sector requires large amount of data and information,

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- there are so many ranges of services in customer relationship management offered in health care sector
 - 1.Strategic planning
 - 2. Communication
 - 3. Consulting
 - 4. Relationship with physicians
 - 5. Campaign Management
 - 6.data base construction
 - 7. Predictive segmentation.

Research Methodology

- The unit of observation and analysis of this research work is the Data collected through Head of hospitals. The sampling frame, in the form of list of all hospitals, is neither readily available nor can it be easily prepared. In this research work, researcher chooses Non –Random sampling procedure for collecting primary Data. The research work based on Primary Data. One of the basic tools of marketing Research is Questionnaire. The questionnaire serves as a useful guide for communication process and is used with the survey process. The questionnaire helps to recognize tastes, preferences and perception of various people, so the strategies for future product as well as service promotion can be made.

- Hence, in present study, to extract the required information and data for achieving the main objectives, a questionnaire with relevant questions to the targeted respondent was designed and the same was executed .all the ten selected respondents hospitals are –Sadar Hospital 2. Life Line hospital 3. Jeevan jyoti Hospital 4.DAV Hospital 5. Mission hospital 6. Jai puriyar hospital 7. Nidan hospital 8. Kunal hospital 9. Seva sadan hospital 10. Surya hospital paid their attention towards the study.



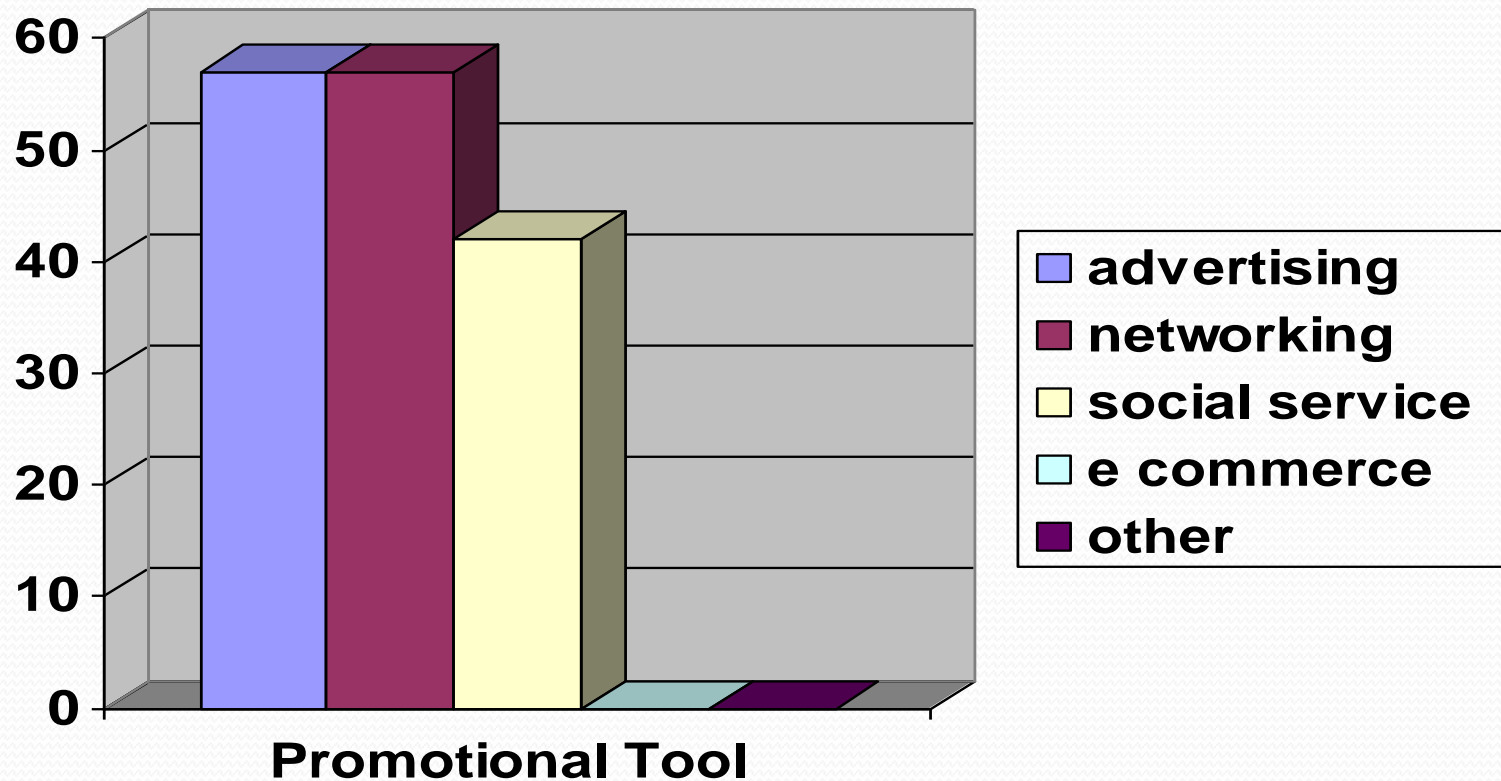
Analysis of Data

A thorough analysis of the data and information using statistical tool, Viz., tables, charts and graphs was made for more clear understanding of problem. The tables, charts were followed by interpretation.

Promotion of Health services

Sl. No	Promotional Tool	No of respondent	% of response
1.	Advertising	4	57
2.	Networking	4	57
3.	Social service	3	42
4.	E-commerce	0	0
5.	Others	0	0

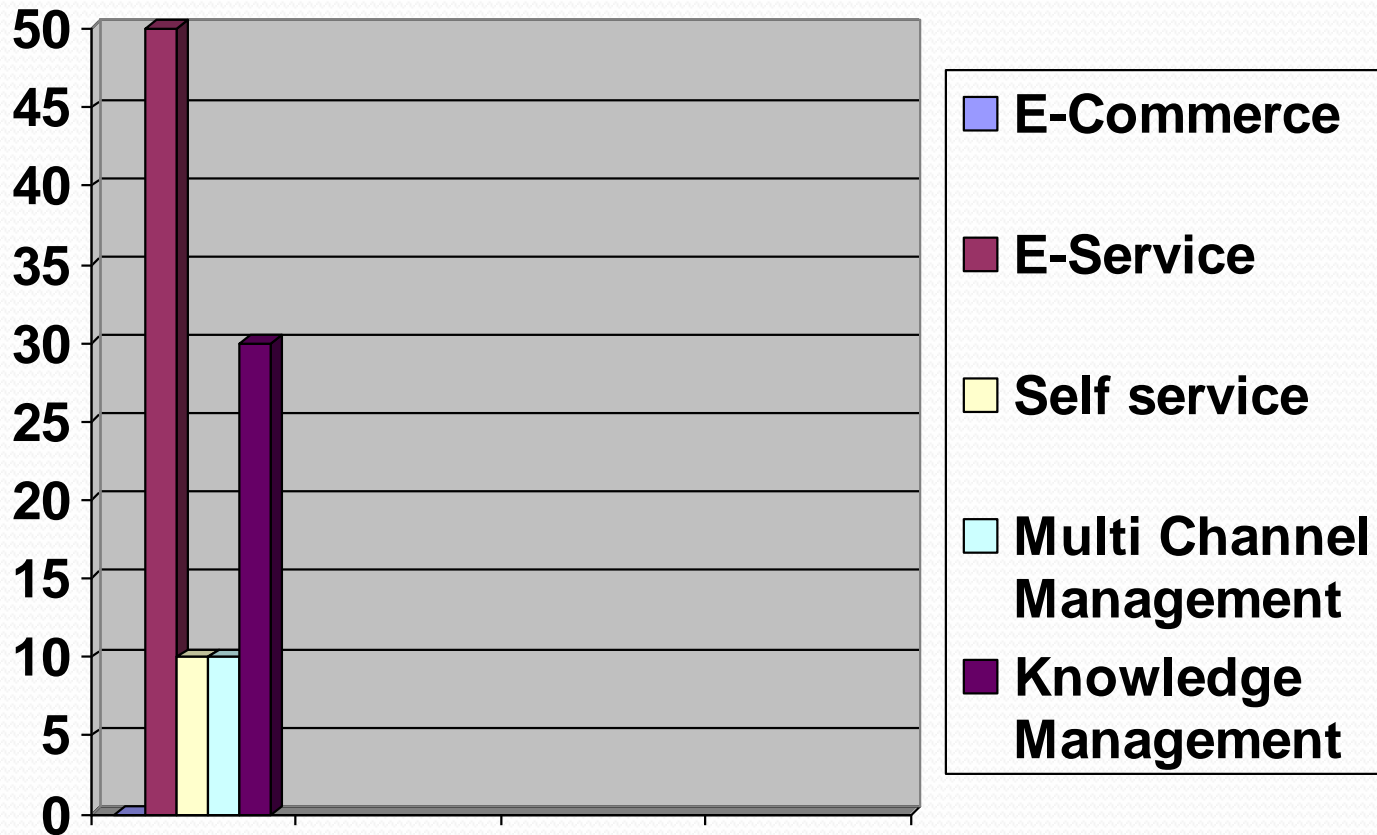
Promotional tool



Tool / technique used for CRM

Sl no	Tool / Technique	No of respondent	% of response
1	E commerce	0	0
2	E Service	5	50
3	Self service	1	10
4	Multi channel management	1	10
5	Knowledge management	3	30

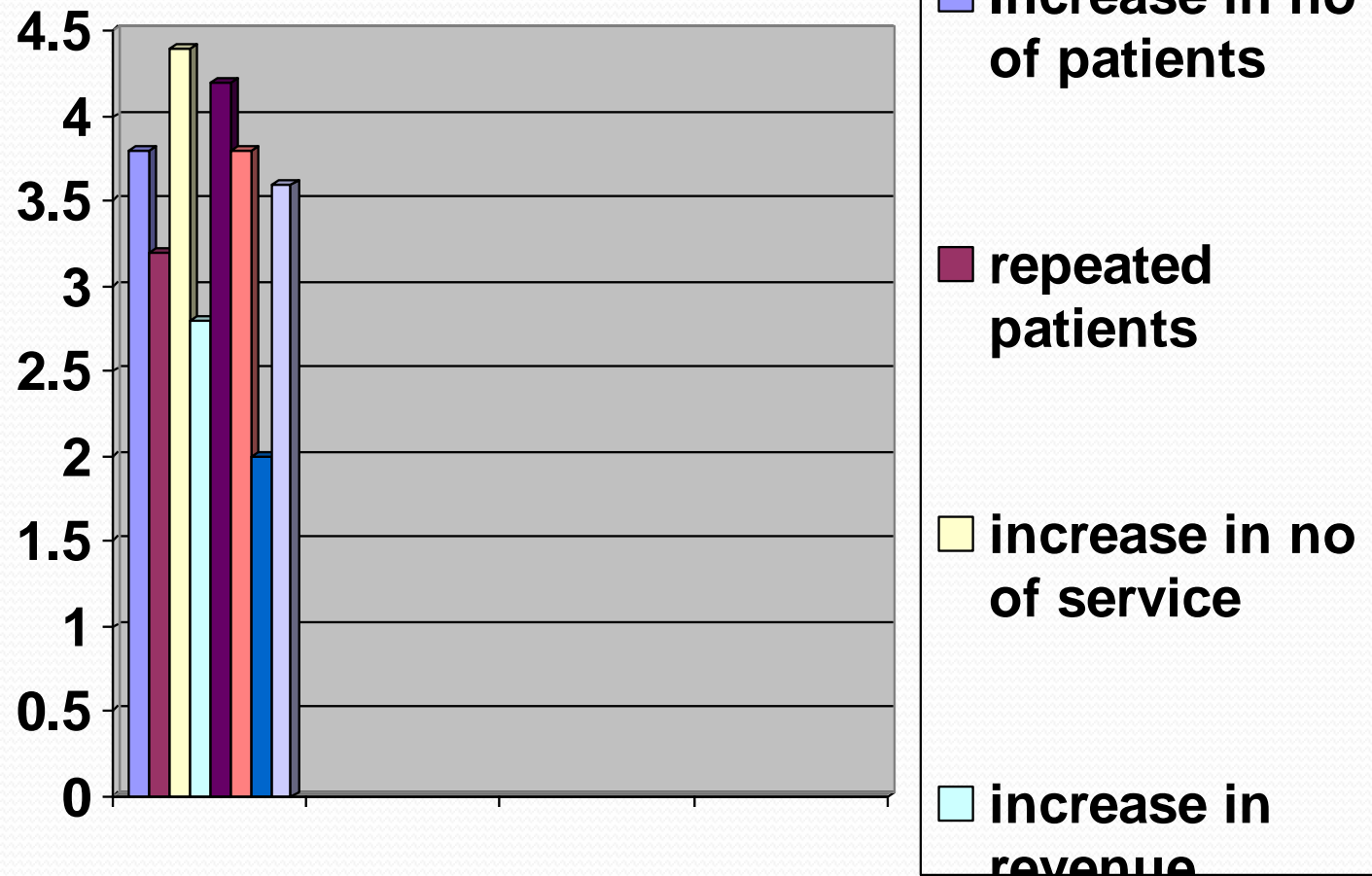
Tool / Technique



Hospitals Benefited by CRM

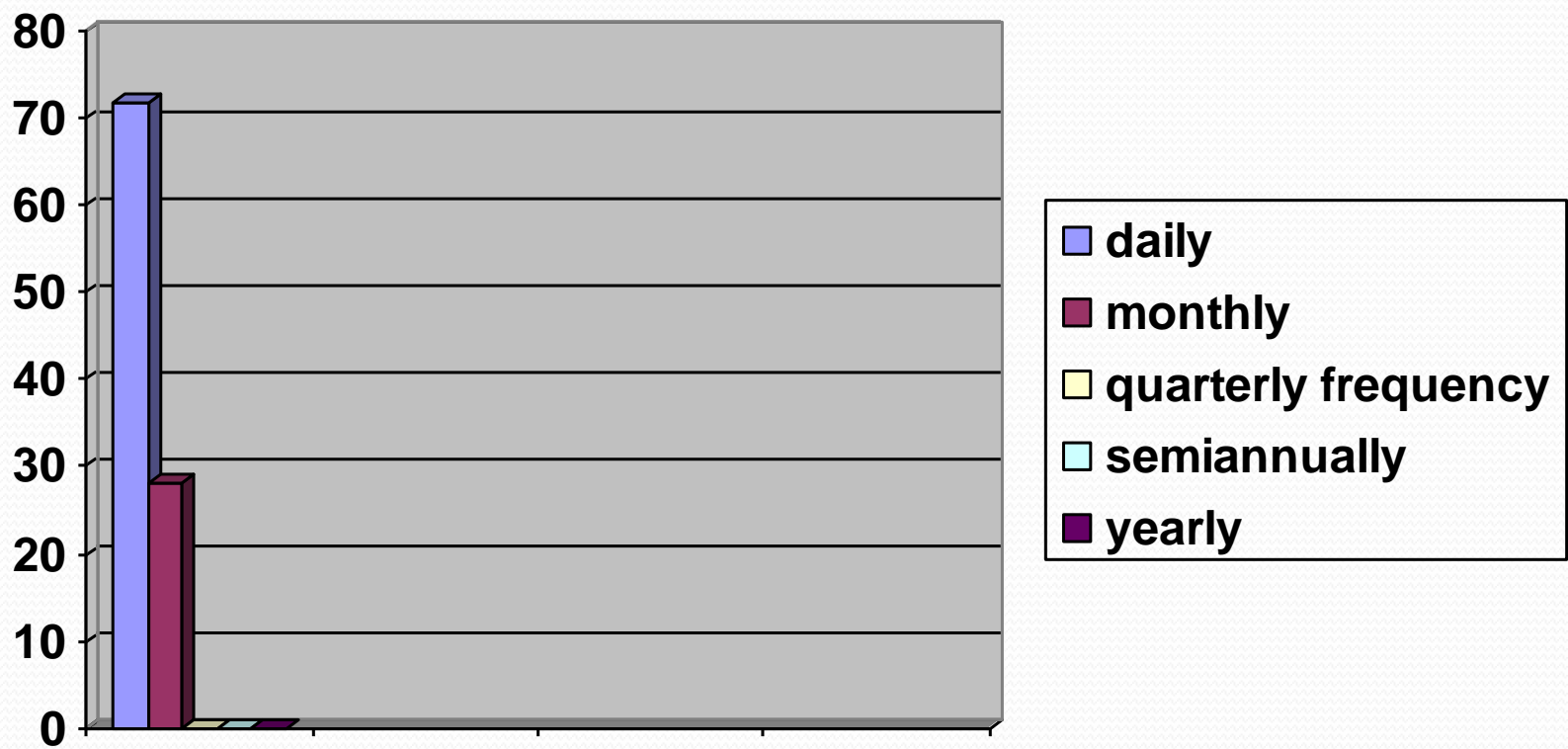
Sl. No	Benefits	Cumulative value	Mean value
1	Increase in no of patients	38	3.8
2	Repeated patients	32	3.2
3	Increase in no of service	44	4.4
4	Increase in revenue	28	2.8
5	Scope for new services	42	4.2
6	Enhancing service quality	38	3.8
7	Broadened market access	20	2.0
8.	Attracting new patients through networks.	26	3.6

Benefit of CRM.



Frequency of tracking patient satisfaction

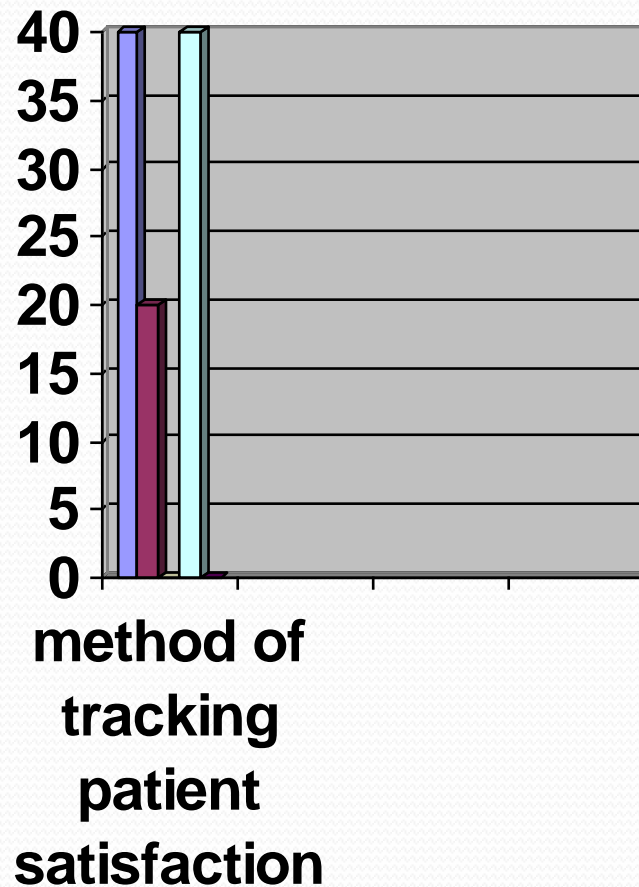
Sl .n o	Frequency	No of respondent	% of respondent
1	Daily	5	72
2	Monthly	7	28
3	Quarterly	0	0
4	Semiannually	0	0
5	yearly	0	0



Method of tracking patient satisfaction.

Sl no	method	No of respondent	% of respondent
1	Questionnaire sent through mail	4	40
2	Follow up telephone calls	2	20
3	Outside firm hired to track patient satisfaction	0	0
4	Suggestion box	4	40
5	Others	0	0

Method of tracking patient satisfaction.

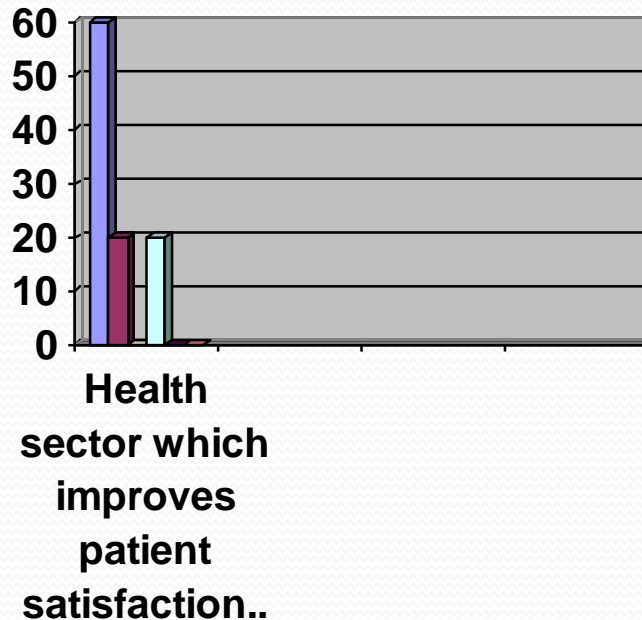


- questionnaire sent through mail
- folloe up telephone call
- outside firm hired to track patients satisfaction
- suggestion box

Which sector of health care industry improves patient satisfaction?

SL NO	Sector	No of respondent	% of response
1	Hospitals	6	60
2	Physicians	2	20
3	Managed care plans	0	0
4	Insurers	2	20
5	Nursing homes	0	0
6	Out patient providers	0	0


Health care sector which improves Patient satisfaction



Conclusion, Observation and Suggestions

An insight into the major issues of health care sector reveals the fact that promotion of health care services is always a crucial task. Since the qualitative assessment plays a key role always, it would be a challenging task to maintain good customer relationship management in the health care industry .the scenario has been changing with the emergence of corporate, super speciality and networking hospitals . In the process of marketing, health services has been a well recognized fact and CRM Plays a pivotal role in same . Considering the Indian socio –demographic profile, health care services and their promotion includes a number of delicate issues. In India specially Jharkhand ,where medical care infrastructure is inadequate compared to requirements ,proper attention has to be given to educate people about the nature of illness ,the facilities available ,importance of health care and hazards of ignoring these aspect . An educated citizen would mean better utilization of available facilities as well as prevention of many diseases, thereby easing pressure on the scarce resources.

With regards to the specific marketing implications of Customer Relationship Management in Indian health care industry ,the following observations are worth mentioning ;

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- 1. Most of the Hospitals are viewing CRM as an effective tool for promoting their health care services.
 - 2. Social service in various forms has also been given much importance in this regard .
 - 3. Main intention behind the focus on CRM is to procure customer loyalty and to attract more and more new customers and also to retain them in long run.
 - 4. It has been observed that the customer satisfaction level has increased abnormally due to the implementation of CRM in health care sector.

5. in order to derive the real advantages from CRM , Majority of hospitals expressed the view that the committed support from top level management is mandatory .at the same time ,people at the middle and lower level should have proper intention in implementing the same.

6. The information and data required for initiation as well as effective execution of CRM in hospitals has been mainly procured through direct interaction with patients, followed by meticulous maintenance of patient health records.

7. Proper attention has to be paid for primary healthcare facilities and appointment of qualified doctors.

8. Another very important significant lapse as far as Indian (especially in Jharkhand) healthcare service is concerned is lack of proper preventive measures. Hence, a lot of effort is needed in this regard.

9.the health condition of female in Jharkhand (Hazaribag)is still very poor .this can be attributed to lack of proper education. in the CRM implementation process, the Hospital should take a special note of this point.



Thanks