



# Marketing Strategies Adopted By Private Hospitals In Wardha District: An Analytical Study

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## Abstract

This study investigates the marketing strategies adopted by private hospitals in Wardha district, focusing on branding, digital marketing, and the marketing mix (7Ps). Using interviews, surveys, and secondary data, the research highlights the correlation between marketing strategies and hospital performance in terms of patient inflow, satisfaction, and revenue. Findings suggest that branding and digital outreach significantly enhance patient loyalty, while affordability and service quality remain critical determinants of hospital choice. The study contributes to healthcare marketing literature by emphasizing the role of patient-centered strategies in sustaining hospital growth in semi-urban contexts.

**Keywords:** Healthcare marketing; Branding; Marketing mix; Private hospitals; Wardha district; Patient satisfaction

## 1. Introduction

The Indian healthcare sector is one of the fastest-growing service industries, projected to reach USD 275 billion by 2020 (Confederation of Indian Industry, 2019). Hospitals face intense competition, requiring strategic marketing to attract and retain patients. Branding in healthcare is not merely symbolic; it represents trust, quality, and patient experience.

Private hospitals in Wardha district operate in a semi-urban environment where affordability, accessibility, and reputation strongly influence patient decisions. This paper analyzes the marketing strategies adopted by these hospitals, focusing on branding, digital marketing, and the marketing mix (7Ps). The study aims to evaluate their impact on patient satisfaction and hospital sustainability.

## 2. Literature Review

In this literature review, I have reviewed multiple articles in this domain and few interesting viewpoints are mentioned below.

As mentioned by Agnes jarlier & Suzane charvert- protat in her observational study on marketing of health care” which can improve quality care and decrease hospital costs? in “international journal for quality and marketing in healthcare”. study revealed that, majority of hospitals carry out aggressive marketing activity in form of corporate tie-up, trade and TPA tie up.

In another study of academic research, by Bobeica Ana Amaria, the researcher has suggested “marketing plan in healthcare industry” analyses the healthcare markets in order to obtain better results serves on internal organization structure which shows the direct connection between marketing strategy, promotion strategy, quality of healthcare and market planning Where these methodologies used to propose a model of analysis between 4 selected variables and structural equation model used which results as a base for a future analysis in health care marketing planning have a direct impact on quality of healthcare and market planning.

Further, Flora June A, Lefebvre R conducted cross sectional study on “Social health marketing and public health intervention in health education quarterly”, through formative research methods and techniques, selected hospitals are quite satisfied with their existing product portfolio. Their study revealed that maintaining good relationship with outside doctors, by providing quality services, patient education and awareness programs about hospital through marketing.

In a literature review by Kevin D Dayaratna suggests that- Healthcare in competitive markets offer patients high quality care at reasonable price. The health benefits program of employees and Medicare part which serves as two demonstrative examples in today’s competition of healthcare. To add proper reforms for further scope of competition in healthcare industry would be important for future growth and position as world’s leader for healthcare. The first definition of BE was published by P.H. Farquhar and indicates the added value that a brand gives to a product. Three elements of BE were defined: positive brand evaluation, accessible brand attitudes, and a consistent brand image that is relevant from the perspective of the consumer, company, and trade. Thus, by a brand that is well perceived and well evaluated by consumers, an organization, institution, or company can obtain higher prices, reduce marketing costs, and exploit competitive advantages, which affect cash flow.

This approach has become the basis for the two most frequent concepts by D.A. Aaker and K.L. Keller. D.A. Aaker defined BE as the set of brand assets and liabilities associated with an organization’s name and symbol that add or subtract value delivered by a product or service. In this view, BE consists of five elements, including brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets. K.L. Keller analyzed BE from a consumer perspective as consumed-based brand equity indicating the differential impact of brand knowledge on consumer response to the marketing of that brand. In this view, brand knowledge encompasses brand awareness and brand image. Brand image is created by brand associations, particularly their uniqueness, type, strength, and favorability. He proposed a model consisting of four complex elements brand identity including brand salience and brand awareness, brand meaning, with brand performance and brand imagery, related to brand associations, brand responses with consumer feeling and judgments, and brand resonance, including brand loyalty.

Regarding hospitals, brand equity is defined in a manner analogous to that of D.A. Aaker or K.L. Keller, indicating a consumer or patient perspective. What differs is the identification of the factors that determine it and the definition of its importance. However, as indicated earlier, brand equity can be important in health service contexts, especially in hospitals, where it can be used to improve service quality, better recognize patient needs, and ensure patient satisfaction. For the consumer, BE provides intangible value by enhancing the interpretation and processing of service information. For an institution, having high brand equity means more cost-effective activities and achieving a competitive advantage, which positively affects financial performance.

According to Luan (2010:444), certain critics of healthcare marketing state that hospital marketing drives up the cost of healthcare and those medical centres should spend the money on patient care instead. With the plethora of medical choices that advances in technology provide, however, proponents of healthcare marketing refute this notion and insist hospital marketing empowers patients, is necessary in the face of increasing competition, and is geared towards educating patients and physicians about hospitals’ quality and services (Sheth, 2008:1). Before the advent of the Internet, many medical provider decisions were based on geographical considerations and referrals.

According to Landro (2006:D8), one important problem many healthcare organizations face is fragmentation and a lack of inter-operability among its functional information systems. For example, the heart of the internal records system for any healthcare service organization resides in the clinical and financial functions, which are often not integrated. For most health service marketing managers, however, finding, reconciling and ensuring the accuracy of the clinical and financial data is often a challenge. The Nigerian healthcare environment is characterized by internal and external environmental factors. The marketing strategies of the Nigerian healthcare industry are expected to be used to adapt to these environmental factors in order to achieve set performance measures. Healthcare is still an astonishingly fragmented industry. It has been discovered that hospitals' strategic emphasis has changed significantly between 1996-1997 and 2000-2001. In the mid-1990s, hospitals primarily competed on price through wholesale strategies (that is, providing services attractive to managed care plans). By 2000-2001, non-price competition was becoming increasingly important, and hospitals were reviving retail strategies (that is, providing attractive services to individual physicians and the patients they serve).

Three major factors explain this strategic shift: less than anticipated selective contracting and captivated payment arrangements, the freeing up of hospital resources previously devoted to horizontal and vertical integration strategies, and the emergence and growth of hospital competitors (inpatient and outpatient). The current emphasis on non-price competition, retail strategies and service mimicking are suggestive of the fact that there is an emergence of this strategic shift. However, there are some important differences between the medical arms race today and the one that occurred in the 1970s and early 1980s. In particular, the current hospital market is more concentrated and price competition remains relatively important.

In recent years, hospitals have begun advertising specialties, partnerships and advancements through social media, online portals as well as mobile devices. Hospitals have essentially evolved into unique brands that are accessible worldwide with their own marketing needs and consumer acquisition goals. According to Ned Russell, managing director for Saatchi and Saatchi Wellness, hospitals need to attract talent and get funding by increasing their patient base and advertising to lure The Healthcare marketing has evolved from traditional physician referrals to integrated digital strategies.

- **Referral networks** strongly influence patient choice (Jaleel, 2017).
- **Hospital reputation** is dynamic and shaped by external forces (Kumar, 2014).
- **Affordable pricing and quality services** are key to building hospital image (Nitin R.V., 2016).
- **Digital marketing tools** such as social media and mobile apps enable targeted advertising (Prasetyo, 2019).
- **Brand equity models** (Aaker, 1991; Keller, 1993) highlight loyalty, awareness, and perceived quality as drivers of hospital brand equity.

The table below encapsulates the theme mentioned above.

Table 1: Summary of Selected Literature on Healthcare Marketing Strategies

Author & Year	Focus of Study	Key Findings	Implications for Current Research
Jaleel (2017)	Marketing strategies & patient decision-making	Referral networks strongly influence patient choice	Highlights importance of physician recommendations in rural contexts
Kumar (2014)	Impact of healthcare marketing & branding	Hospital reputation is dynamic, shaped by external forces	Reputation management must be continuous and adaptive
Nitin R.V. (2016)	Marketing mix strategies in tertiary care hospitals	Affordable pricing & quality services build hospital image	Reinforces role of 7Ps in balancing affordability with service quality
Prasetyo (2019)	Digital marketing in hospitals	Social media & mobile apps enable targeted advertising	Digital outreach is critical for modern patient acquisition
Aaker (1991)	Brand equity model	Brand loyalty, awareness, perceived quality drive brand equity	Framework applicable to hospital branding strategies
Keller (1993)	Customer-based brand equity	Brand knowledge (awareness + image) shapes consumer response	Patient perceptions directly influence hospital sustainability

**Note.** Adapted from Jaleel (2017), Kumar (2014), Nitin R.V. (2016), Prasetyo (2019), Aaker (1991), and Keller (1993).

This review highlights gaps in rural and semi-urban contexts, where digital penetration is uneven and affordability remains a critical determinant.

The Objectives for this paper are:

- Identify marketing strategies adopted by private hospitals.
- Study the buying pattern of health cards.
- Measure customer satisfaction indices over 12 months.
- Analyze the relationship between marketing mix strategies and healthcare service outcomes.
- Recommend sustainable marketing practices for private hospitals.

#### 4. Methodology

**Study Site:** Acharya Vinoba Bhave Rural Hospital (AVBRH), Wardha.

**Sample:** Six hospitals (AVBRH, Kasturba, Cortex, Jajoo, Avantika, Talwekar).

**Data Collection:** Interviews, surveys, hospital records.

**Approach:** Analytical

### Scope

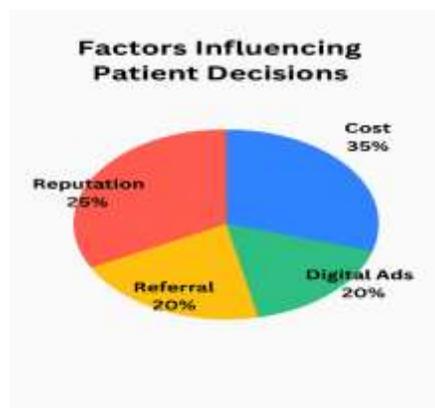
1. The primary focus of a marketing strategy is to effectively allocate and coordinate marketing resources and activities to accomplish an organization’s objectives within a specific product market.
2. Indian Healthcare industry is growing at a study rate and offering various career opportunities for professionals. In the up-coming decade, growing consumer attention, strengthening of the medical insurance sector and a need for better services and products will change this country’s second biggest service sector employer.
3. The Hospital marketing offers more than quality health information and treatment. It also builds a community that patients can belong to. Communities such as these, with members spread across the world, are ideal.
4. Considering the fact that Indian healthcare industry is expanding at a fast pace, with the help of professional marketing healthcare administrators are becoming a crucial need for medical institutions so as to bring about better administrative functioning, that focuses on providing efficient and better quality healthcare services.

### Limitations

- A. The study setting was restricted to AVBRH medical college and hospital, Wardha region and the respondents were limited.

### 5. Results and Discussion

Graph 1: Pie chart of patient decision factors exhibits positive correlation between marketing investment and patient inflow.



**Observations:**

- ✓ The more patient's inflow which proportionally affects the overall income of the BMCH hospital. This can be achieved effectively by formulating a marketing mix strategy and better the services offered at AVBRH hospital.
- ✓ BMCH Hospital should not only concentrate on giving medical help, but also should look into other aspects of marketing mix strategies which pertain to the attributes of 7 P's such as ambience, affordability, cleanliness, soft – skills of the staff etc.
- ✓ To understand the patients' perceptions of the quality and results of their experience within the medical organization, offering memorable experiences to patients and, of course, building a strong, effective, dominant brand on the health services market.
- ✓ To understand the impact of marketing strategies on the quality of healthcare services
- ✓ Will Increase the Patient Base of the Practice
- ✓ Enhance The Patient Experience at the Practice

**6. Conclusion**

Branding and digital outreach significantly enhance patient loyalty. Affordability and service quality remain critical determinants of hospital choice. Marketing strategies, particularly branding and digital outreach, significantly influence hospital performance in Wardha district. Hospitals must balance affordability with quality, while leveraging digital tools to build trust and loyalty.

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