



Research Article

AN ANALYSIS OF CORPORATE RELATIONS STRATEGIES APPLIED BY HEALTHCARE INDUSTRY WITH RESPECT TO NAGPUR CITY

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ARTICLE INFO

Article History:

Received 6th June, 2018

Received in revised form 15th

July, 2018 Accepted 12th August, 2018

Published online 28th September, 2018

Key words:

Corporate Relations, Healthcare industry, Promotion and Nagpur city.

ABSTRACT

Healthcare organizations nowadays are fronting a series of problems due to two main factors: increasing difficulty in satisfying a progressively more ‘aware’ and demanding user, and the requirement to modify their internal organization to keep pace with the very fast deviations taking place in technology and method. A nonstop growth of complexity and the size of physicians will not safeguard the essential conditions of any business: to actually bring what its customers essential. Therefore, it is time for an innovative strategy intensive on: (i) maximizing value for patients by finding the best consequences at lowermost cost and (ii) shifting from a physician-centred institute to an ‘institute-driven’ care process. This study was undertaken in Nagpur city and for the purpose of this study the sample size was selected to be 135. The sampling method used was Purposive Random Sampling Method.

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INTRODUCTION

Corporate Relations are a set of undertakings complex in dealing and composing all inside and outside communications intended at generating positive point of outlook among patrons on which the company depends to a greater extent. Corporate Relations aids in directing messages delivered by a corporate institute, body, or organization to its listeners or targeted customers, such as workforces, media, channel partners and the overall public. Organizations intends to connect the same message to all its stakeholders, to convey consistency, trust worthiness and moral values. Corporate Relations aids organizations clarify their mission, in association with its many visions and principles into a consistent message to patrons. The concept of Corporate Relations could be seen as an integrative communication construction connecting stakeholders to the organisation.

Though, compound systems are classically conservative and rather tough to change, and the healthcare system is no exemption to this rule. The contest is that doctors have to be vital players in the healthcare revolution and any strategy that they do not hold will fail. Definitely, a disconnected method will not work. Pleasing doctors in converting the system requires concentrating on shared goals, by using motivational tools: shared purpose, peer pressure, measuring performance, and enhancing a patient-centred approach.

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Healthcare Industry Sectors

The healthcare industry delivers a diversity of services to care the healthcare requirements of a society or individuals. The healthcare industry categorizes the dissimilar merchandises it bids by sector. Hospitals and healthcare systems are repeatedly altering their service aids, and replying to numerous inside and outside services comprising repayment issues, improvements in technology, and variations in the populations they attend. A commonly agreed-upon grouping of sectors does not occur, so a non-exhaustive but comprehensive and streamlined grouping of broad sectors will be used in this survey. The main areas of healthcare industry can be largely categorized into succeeding four sub-segments:

- Health care services and facilities
- Medical devices, equipment, and hospital supplies manufacturers
- Medical insurance, medical services and managed care
- Pharmaceuticals & Related Segments

Health care services and amenities subsector contained of many subsectors. The broad classification includes:

Hospitals: Hospitals provide medical, diagnostic, and treatment facilities to inpatients and some outpatient services. This category comprises of General medical and surgical hospitals, Psychiatric and substance abuse hospitals, Specialty hospitals (it does not include psychiatric and substance abuse facilities), Family Planning & Abortion Clinics, Hospices & Palliative Care Centers, Emergency & Other Outpatient Care

Centers, Sleep Disorder Clinics, Dental Laboratories and Blood & Organ Banks.

Nursing and residential care facilities: They offer residential care joined with whichever nursing, supervisory, or other types of care as needed. This set comprises Home health care services, Nursing Care Facilities, Urgent Care Centers, Mental health and residential developing handicap facilities, In-Home Senior Care, Community care services for the old and other residential care facilities.

Ambulatory health care services: Players offer direct and indirect health care facilities to ambulatory patients. This set comprises Outpatient care centers, Medical and diagnostic laboratories, Ambulance Services and other ambulatory health care services.

Medical Practitioners & Healthcare Professionals: This set comprises Medical Practitioners, Chiropractors, Homeopaths, Psychologists, Social Workers & Marriage Counselors, Dermatologists, Nutritionists & Dietitians, Optometrists, Physical Therapists and other alternate Healthcare Providers.

(Source: <http://www.technofunc.com/index.php/domain-knowledge/healthcare-industry/item/sectors-of-healthcare-industry>)

This study is limited to the private hospitals of Nagpur City.

Objectives of the Study

- To study the strategies adapted by hospitality sector in Nagpur.
- To know the customer satisfaction level about the several hospitals.

Source of Data Collection

Primary Data: from senior management staff of the service organizations

1. Structured questionnaire method
2. Interview method

Secondary Data

1. Journals and books
2. Research Magazines
3. Official websites of the hospitals (if any)
4. Internet articles
5. Relevant publications

Sampling Framework

Method of sampling: Purposive Random Sampling Method

Population

1. Patients of the Hospital
2. Hospital Staff.

Sample Size:-150

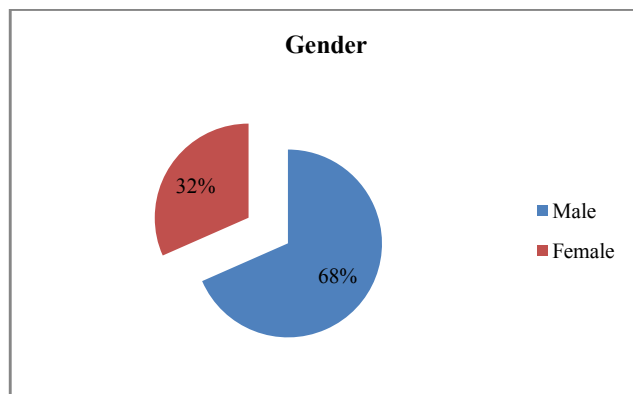
The questionnaire was distributed to more than 100 respondents but the actual data could be generated from 135 respondents since some of the questionnaires were rejected as they were partially filled up.

Several Hospitals

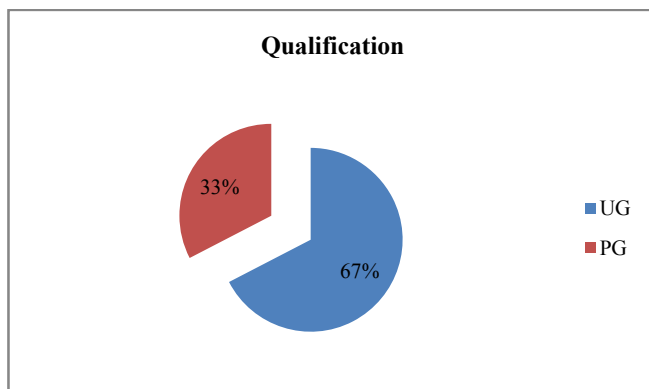
- Patients of the Hospital – 100
- Hospital Staff- 50

Data analysis & interpretation

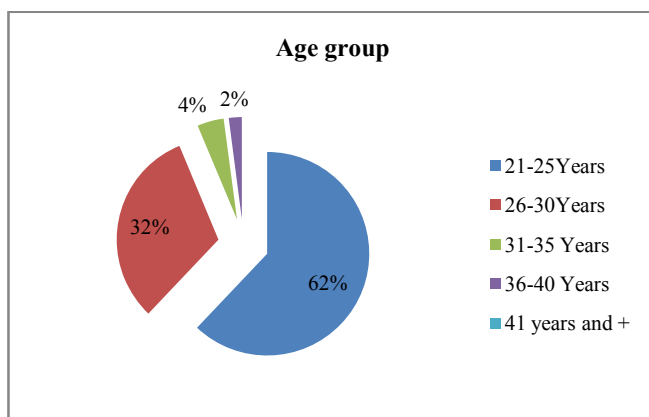
Firstly, we shall take into consideration the sample of Corporate Relations Managers in the healthcare sector.



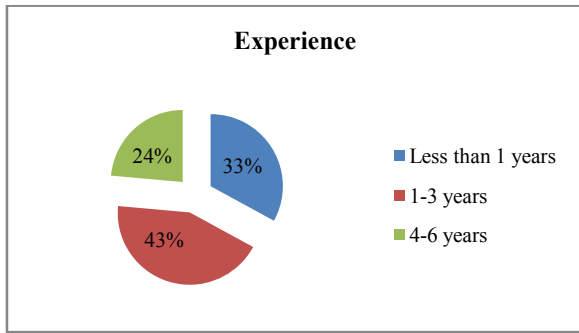
The above image shows the distribution of the respondents as per their gender. We observe that there is a greater number of male corporate relations managers. The percentage of male corporate relations managers 68% and that of females is 32% out of the total observations.



The above image shows the distribution of the sample according to qualification. It is observed here that the greater number of managers is Post-Graduate degree holders.

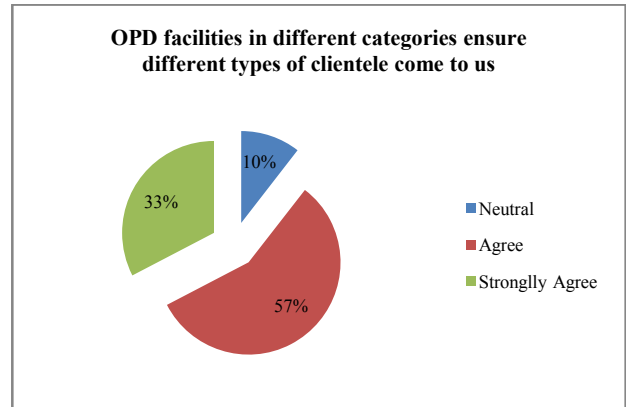


The above image shows the distribution of the sample according to the Age-Groups. The maximum number of candidates belongs to the age group; of 21-25 years which is 62% followed by 26-30 years which is 32% out of the total observations.

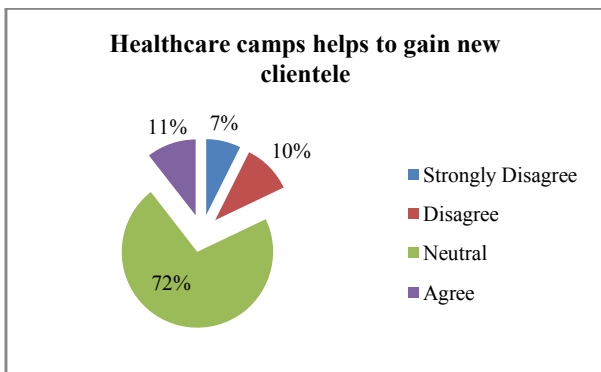


The above image shows the distribution of the sample according to the experience being held by the sample. We see that there is a mix of experienced candidates belonging to all types of experience groups. But still on an average the people are having experience of minimum 1-3 year which is 43% out of the total observations.

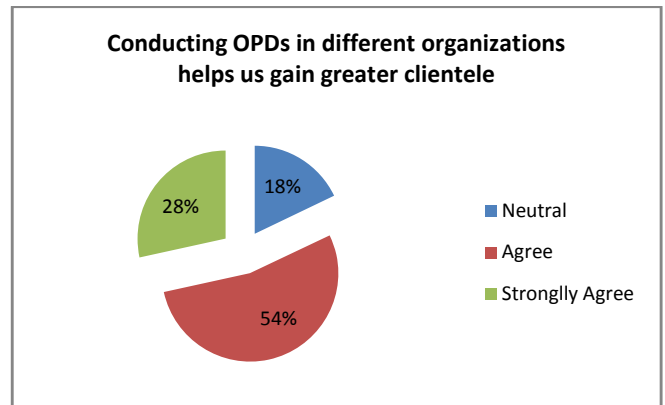
Almost 39% of the managers are in agreement and 39% were fully convinced that CMEs help their doctors serve the clientele better and 22% remain neutral. However, none are contradicting the statement.



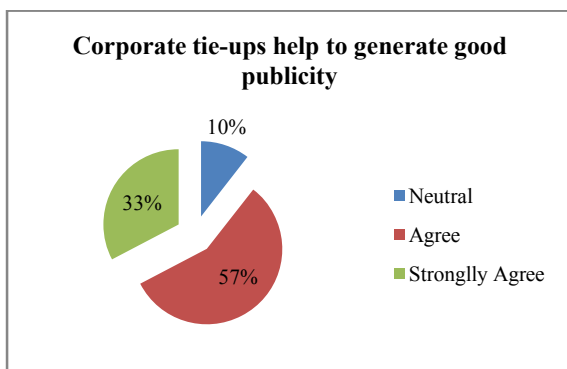
A large portion of the sample agrees that the OPD facilities in different categories bring in different types of clientele however, a major portion is in strong agreement, and some in agreement and rest remain neutral to the idea.



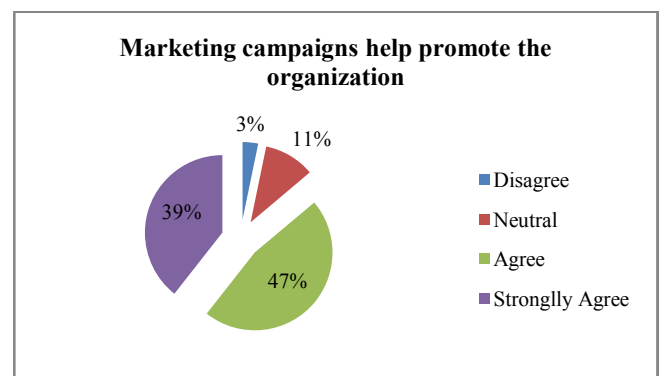
The majority of the managers were neutral about that the health camps help bring in new clientele to the organization. Almost 11% in total agree with the statement.



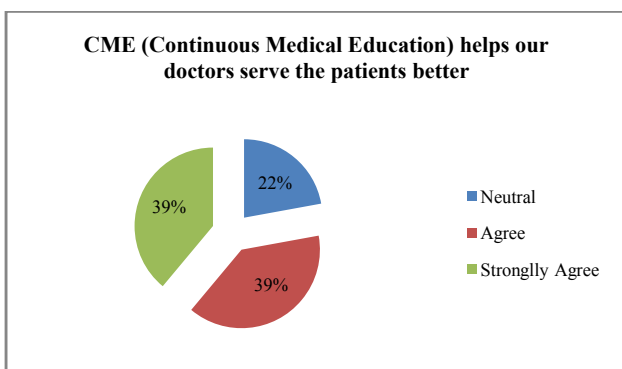
Conducting OPDs in different organizations help the organization gain greater clientele however, a large portion agree with the statement.

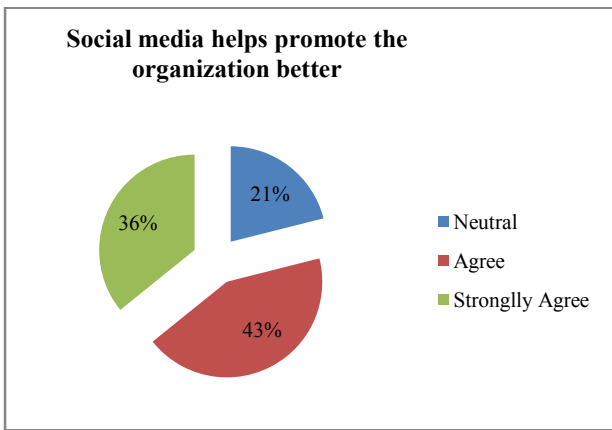


More than 50% of the managers agree that the corporate tie-ups are beneficial however, there is a rest portion of the sample are strongly of the opinion that corporate tie-ups are beneficial.

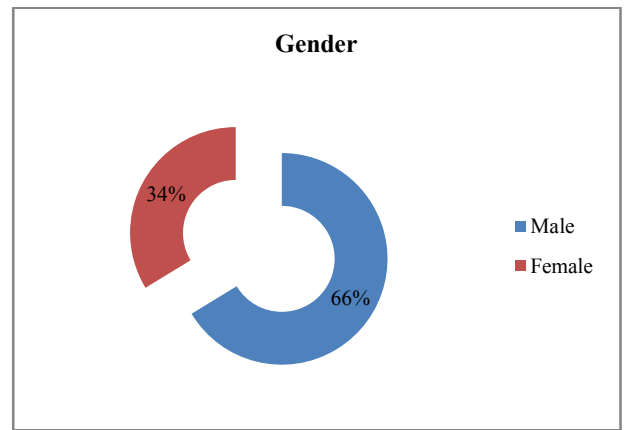


There is a concern that marketing campaigns may be helpful in promotion of the organization and the majority does agree with the idea there is a minor portion that strongly disagrees and a major chunk remains neutral.

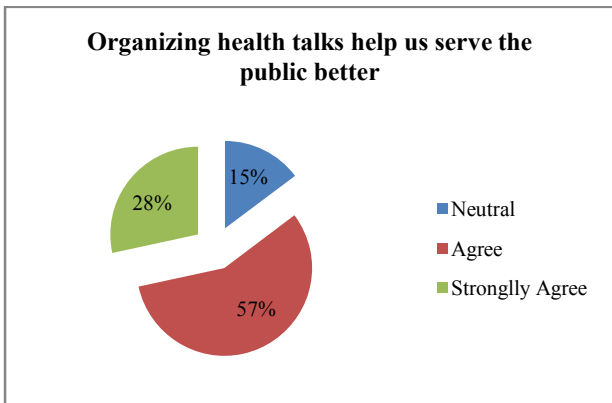




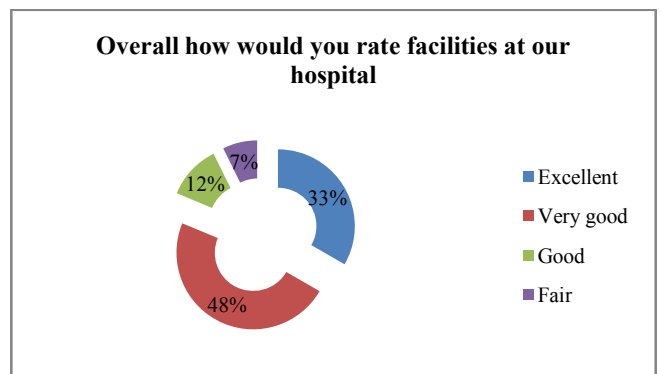
The social media is an effective tool for promoting the organization. Many agree with the idea however and a sizable chunk also remains neutral for the notion.



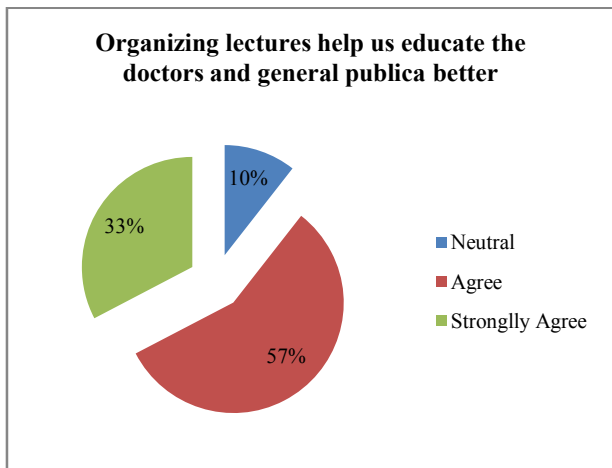
Data was collected from 50 patients. The graph displays the bifurcation of males and females in the sample. There are 66% males and 34% females in the entire sample.



Organizing health talks help the organization serve the general public better. A large number of managers agree with the idea however there is a sizable chunk that strongly disagrees and a component that remains neutral to the notion.

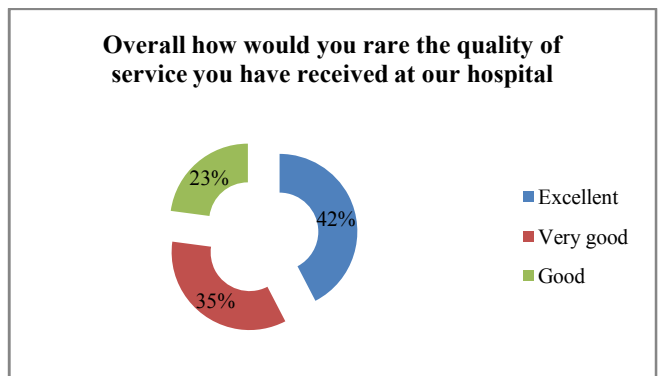


There is a high degree of satisfaction among the patients with respect to the facilities at the hospital.

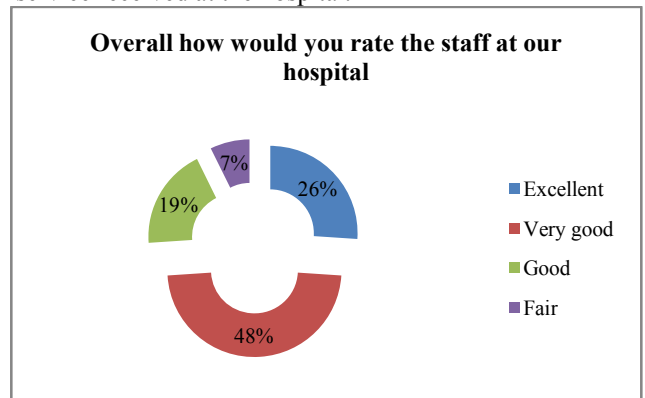


Majority of the sample are in agreement that the lectures organized by the organization help educate the doctors and general public for the better.

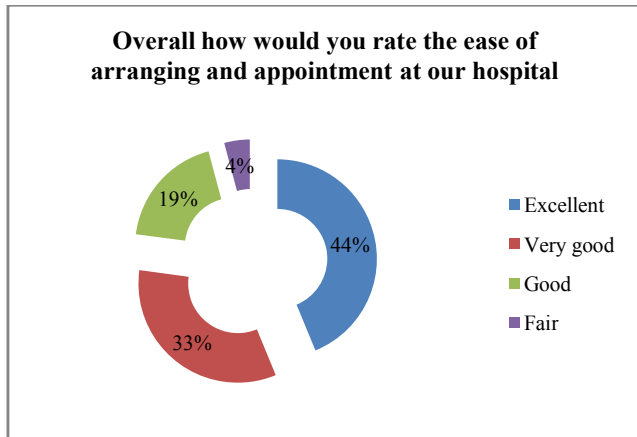
The second portion of the study takes patient satisfaction into consideration and therefore, a separate questionnaire was used to draw inferences for them. The responses are as follows:



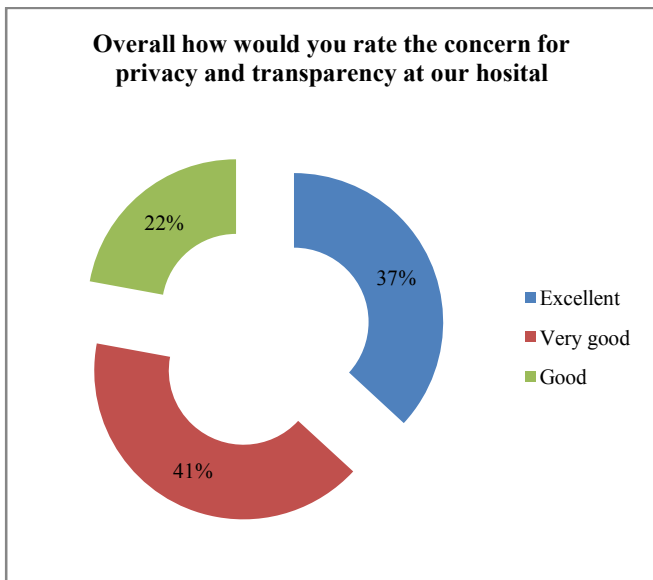
There is a high level of satisfaction with respect to the quality of service received at the hospital.



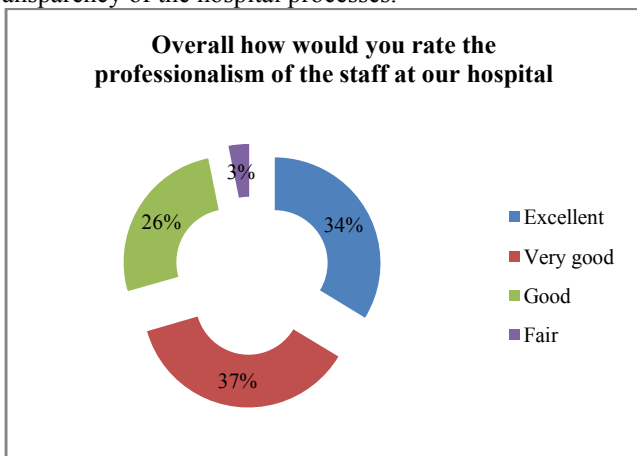
It is evident from the above graph that the patients are highly satisfied with the staff at the hospital.



The maximum number of the patients from the sample found it easy to arrange for an appointment with the hospital.



A large number of the sample is satisfied with the privacy and transparency of the hospital processes.



The majority of the patients were pleased with the professionalism of the staff at the hospital.

Testing of hypothesis

H01: There is no relationship between corporate tie-ups and Continuous Medical Education.

Anova: Single Factor

Summary				
Groups	Count	Sum	Average	Variance
Corporate tie-ups help to generate good publicity	95	401	4.221053	0.386786
Continuous Medical Education	95	396	4.168421	0.588354

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.131578947	1	0.131579	0.269867	0.604032	3.891398
Within Groups	91.66315789	188	0.48757			
Total	91.79473684	189				

Interpretation: If $F > F_{crit}$, we reject the null hypothesis. In this case, $0.27 < 3.89$. Hence, we accept the null hypothesis. That means there is relationship between corporate tie-ups and Continuous Medical Education.

H02: The corporate tie-ups will increase the quality of services

Anova: Single Factor

SUMMARY				
Groups	Count	Sum	Average	Variance
Corporate tie-ups help to generate good publicity	95	401	4.221053	0.386786
Quality of services	95	175	1.842105	0.645017

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	268.8210526	1	268.8211	521.0705	4.33E-56	3.891398
Within Groups	96.98947368	188	0.515901			
Total	365.8105263	189				

Interpretation: If $F > F_{crit}$, we reject the null hypothesis. In this case, $521.0705 > 3.89$. Hence, we reject the null hypothesis. That means the corporate tie-ups will increase the quality of services.

CONCLUSIONS

- Although a majority of the managers are in agreement with the processes used for corporate relations build-up there are a major proportion who are not yet convinced by them.
- A great number of the managers agree that marketing campaigns help promote the hospital but some are in strong disagreement with the policy.
- Social media as a tool for promotion is considered to be a useful tool for promotion of the hospital.
- There is greater faith in the person-to-person interaction to ensure that the hospital is promoted in the right way.
- There is a need to address an issue that there is a set of people within the managerial cadre who are not completely convinced by the corporate relations activities conducted by the hospital.
- The patients on the other hand are quite satisfied on an overall level with the organization.
- The levels of professionalism by the staff of the hospital are quite satisfactory according to the patients.

- The privacy and transparency of the policies and processes at the hospital is highly appreciated by the patients.

Suggestions & recommendations

- There is a need to address the issues faced by the managers with respect to the various campaigns or strategies being implemented for maintaining corporate relations.
- There is a need to gain an understanding of why managers are not convinced with the various steps and decisions taken for the maintenance of corporate relations.
- There is a need to re-assess the value being derived out of certain corporate relations strategies and perhaps make suitable changes to the manner in which they are being implemented.
- An assessment of the overall contribution of the corporate relations strategies to the hospital in terms of revenue generated should be done in order to understand whether they are truly effective or not.
- There is a need to understand why certain number of managers feels that the marketing campaigns do not help in the promotion of the hospital. Perhaps the information they provide will help gain deeper insight into the issues being faced.

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How to cite this article:

RuhiBakhare and Shivani Sharma (2018) 'An Analysis of Corporate Relations Strategies Applied By Healthcare Industry with Respect to Nagpur City', *International Journal of Current Advanced Research*, 07(9), pp. 15260-15265.

DOI: <http://dx.doi.org/10.24327/ijcar.2018.15265.2784>
