

Hospital Marketing Strategy Report

MM Super Speciality Hospital, Sadopur – Ambala

1. Current Overview

MM Super Speciality Hospital, located in Sadopur, Ambala is part of Maharishi Markandeshwar College of Medical Sciences & Research. It is a Multi Speciality hospital offering care across Orthopaedics, General Medicine, Paediatrics, Tuberculosis & Respiratory Diseases, Dermatology, and Gynaecology. The hospital is equipped with 24×7 emergency services, pharmacy, ambulance facilities, and advanced infrastructure supported by its medical college affiliation.

2. Digital Presence Analysis

- **Website:** The official hospital website provides contact details but has scope to improve with features like online appointment booking, doctor profiles, patient testimonials, and regularly updated content.
- **Social Media:** Online presence exists via promotional listings (for LASIK, skin treatments, robotic knee replacements) but lacks consistency. A structured content calendar on Facebook, Instagram, and YouTube would enhance visibility and engagement.

3. Community Outreach Opportunities

- **Health Camps:** Organize free or subsidized camps for diabetes, heart health, respiratory diseases, orthopaedic care, and women's health.
- **School & College Sessions:** Awareness drives in educational institutions to promote preventive care.
- **NGO & Govt Partnerships:** Collaborations under Ayushman Bharat and local NGOs to serve underserved populations.
- **Local Events:** Participation in fairs and community gatherings with check up booths.

4. Proposed Marketing Strategies

Digital Marketing

- Implement SEO for keywords like “Super speciality hospital Ambala” and “Best healthcare Sadopur”.
- Launch regular social media campaigns featuring awareness days, doctor interviews, and patient stories.

- Use WhatsApp and email campaigns for appointment reminders and patient engagement.

Offline Marketing

- Conduct monthly mobile health camps in Ambala and nearby towns.
- Distribute flyers and place banners in pharmacies, clinics, and local markets.
- Partner with schools and colleges for health check-up drives.

5. Measurement & Tracking

- Track **digital engagement metrics** (reach, clicks, shares, comments).
- Monitor lead conversions from **campaigns** (registrations vs. visits).
- Evaluate city-wise and specialty-wise **patient response**.
- Maintain a **marketing dashboard** to visualize KPIs for management decisions.

6. Conclusion

MM Super Speciality Hospital has strong infrastructure and multi-speciality services. By strengthening its digital presence, expanding community outreach, and using data-driven tracking systems, the hospital can improve patient acquisition, build stronger community trust, and achieve sustainable growth. These strategies align with the role of a Hospital Marketing Specialist, ensuring measurable results and continuous improvement.