

CASE STUDY

Digital marketing campaigns in Apollo Hospitals.

Introduction:

Apollo Hospitals was established in 1983 by Dr. Prathap C Reddy, renowned as the architect of modern healthcare in India. As the nation's first corporate hospital, Apollo Hospitals is acclaimed for pioneering the private healthcare revolution in the country.

Congratulations

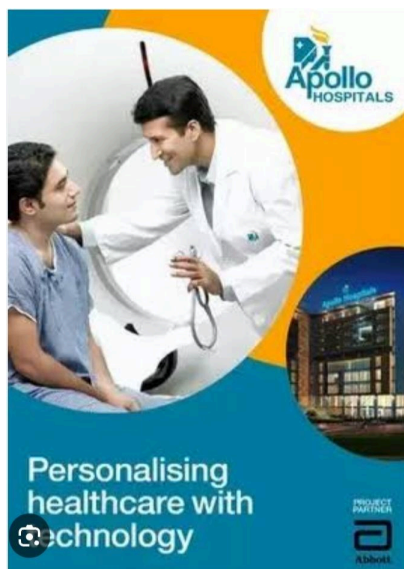


APOLLO HOSPITALS



Apollo Healthcare:

Established by Dr Prathap C Reddy in 1983, Apollo Healthcare has a robust presence across the healthcare ecosystem. From routine wellness & preventive health care to innovative life-saving treatments and diagnostic services, Apollo Hospitals has touched more than 200 million lives from over 120 countries.



Apollo Hospital Marketing Strategy: India's first-ever corporate hospital was established in 1983. It has been a pioneer in India's Healthcare revolution. Dr. Prathap Reddy founded the family-owned business in 1983. Since then, the group has flourished and the new generation has assumed the key role to take it to new heights.

Its patient-centric culture has enabled it to serve more than 50,000,000 patients in 140+ countries around the world.

Apollo Hospital at a Glance marketing:

- [wp-svg-icons icon="office" wrap="I"] Company: Apollo Hospitals Enterprise Limited
- [wp-svg-icons icon="user" wrap="I"] CEO: Dr. Prathap C Reddy
- [wp-svg-icons icon="user" wrap="I"] Founder: Dr. Prathap C Reddy
- [wp-svg-icons icon="calendar" wrap="I"] Year founded: 1983
- [wp-svg-icons icon="location-2" wrap="I"] Headquarters: Chennai
- [wp-svg-icons icon="stats" wrap="I"] Annual Revenue: US\$1.5 billion
- [wp-svg-icons icon="bars" wrap="I"] Profit | Net income: US\$112 million
- [wp-svg-icons icon="users" wrap="I"] Number of employees : 62,939
- [wp-svg-icons icon="pie" wrap="I"] Products & Services: Hospitals | Pharmacy | Diagnostic centres | Home care
- [wp-svg-icons icon="globe" wrap="I"] Website: www.apollohospitals.com

Best Apollo Multi-speciality Hospital Nellore:

Apollo HOSPITALS

INDIA'S NO. 1 MULTI-SPECIALITY HOSPITAL*

THANK YOU FOR YOUR CONTINUED TRUST OVER THE PAST 34 YEARS

There are few things more important to us than the trust and confidence you place in us. And there is no greater reward than upholding your expectations.

Apollo is the best in Multi-Speciality Hospital in India. The finest health care specialists in the world have opened their doors at the Apollo Hospitals.

At Apollo, we have always followed the motto: "Patient First". We will do whatever it takes to provide the best quality of care, and we will always be there for you. We are committed to providing the best quality of care, and we will always be there for you. We are committed to providing the best quality of care, and we will always be there for you.

We thank you for the trust and confidence you place in us, and we look forward to serving you with the same dedication and commitment in the future.

NATIONAL RANKING	
Best Multi-Speciality Hospital	1
Best Hospital for Heart	1
Best Hospital for Cancer	1

CITY RANKING	
Chennai	1
Hyderabad	1
Bangalore	1
Delhi	1
Mumbai	1
Kolkata	1
Pune	1
Jaipur	1
Lucknow	1
Patna	1
Dispur	1

*Times Health Survey 2017

The Apollo Hospital, Nellore, is a member of the Apollo Hospitals Group and provides high-end tertiary care in a variety of medical specialties. Ramji Nagar, Nellore, is home to one of the many Apollo Hospitals in Andhra Pradesh. They place particular emphasis on trauma, orthopaedics, cardiology, and dermatology.

Apollo Nellore hospital utilizes cutting-edge modern technology and devices that allow doctors to treat patients with ease and comfort. This hospital offers treatments such as:

- Paediatric anaesthesia
- Radiofrequency procedures
- Head and neck tumour
- Cancer surgery
- Open-heart surgery

Both the medical and non-medical professionals at the Nellore hospital by Apollo collaborate to offer their patients the best quality service. Its services are at par with worldwide healthcare standards. The 200-bed Apollo hospital, Nellore, offers a balance of outstanding infrastructure, cutting-edge technology, and staff dedicated to ensuring patients' comfort and quick recovery.

Apollo Hospital Competitors:

[wp-svg-icons icon="pacman" wrap="I"] **Competitors:** ANG Lifesciences India Ltd | Aster DM Healthcare Ltd | Chennai Meenakshi Multispeciality Hospital Ltd | Dhanvantri Jeevan Rekha Ltd | Dolphin Medical Services Ltd | Dr. Agarwal's Eye Hospital Ltd | Dr. Lalchandani Labs Ltd

***Apollo Hospital Fun Facts:** Dr. Prathap C Reddy, Founder Chairman of the Apollo Hospitals Group has been conferred with the prestigious Padma Vibhushan, India's second highest civilian awards.*

Marketing strategy of Apollo Hospital:

Apollo Hospital's Marketing Strategy covers various aspects of the business right from segmentation and targeting to the overall mission and vision of the company and the various parameters which the company executes to become the top brand that it has in the market. So what is the **Marketing Strategy of Apollo Hospital**? Let us discuss.

Segmentation, Targetting, Positioning of Apollo Hospital:

Segmentation allows for the identification of characteristics among different populations with similar attributes. Apollo Hospital uses demographic, psychographic Segmentation Strategies with variables like age, gender, marital status, and income.

- Because Apollo Hospital Group has a wide range of offerings in the Healthcare market it employs a differentiated targeting strategy.
- Positioning makes it easy for prospective customers to see a comparison. It uses a benefit and product class positioning strategy.

Mission: "To make healthcare that meets International Health Standards accessible to all".

Apollo Hospital Mission Statement:

“To bring healthcare of International Health Standards within the reach of every individual”.

Apollo Hospital Vision Statement:

“Touch a Billion Lives”.

Apollo Hospital Tagline:

“Touching lives”.

Competitive Advantage of Apollo Hospital:

- **Wide reach throughout the country:** It has been able to penetrate different segments of the market with its presence in tier 1 and tier 2 cities, primary care, specialty hospital care, rural areas, and “Apollo REACH”, hospitals that are aimed at secondary care facilities with 100 to 200 beds.
- **Integrated Value Chain delivery model:** To provide high-quality healthcare services, it ensured that patients received complete packages of wellness, medical and surgical services, such as consultation, Dialysis, Sample Collection, Liver and Bone Marrow Transplants, Spine and Brain Surgery .vitro Fertilisation (IVF), joint replacement surgery, heart and cancer treatments, and kidney treatments.
- **The company that is financially strong:** The company has a market capitalization of Rs. In FY17, 1,62,1102 million were generated by Asia’s most trusted healthcare organization. With a CAGR of 26%, 72,549 Million was generated in FY17.

BCG Matrix -Apollo Hospital:

Its Healthcare portfolio comprises two operating segments: Primary Care and specialty care.

Apollo Clinic, Apollo Diagnostic, and Apollo Dialysis are all part of Primary Care, while Speciality Care is available in Apollo Spectra Hospitals, Apollo Cradle, and Apollo White Dental.

Apollo Dialysis and Apollo Diagnostics are the question marks in the BCG matrix, while all other businesses are Stars within the BCG matrix as Apollo Hospitals has been a market leader elsewhere (based on the revenue and network of each company).

Distribution Strategy & Marketing Strategy of Apollo Hospital:

Apollo hospitals are the dominant player in the Health Care Industry with a strong presence in Pan India. It boasts more than 70 hospitals and 75 Clinics, 7500+ clinicians, 12 Surgery centers, 44 Laboratories, 163 Collection Centers, 38 Diabetic Care centers, and 73 dental care centers. There are also 5 Dialysis Centres, 12 Birthing Centres, and 73 Diabetic Care centers.

- Brand equity within the Marketing strategy Apollo Hospital- Since its inception, Apollo Hospital has been synonymous with best-in-class healthcare services throughout the country. Apollo’s brand architecture has made it a prominent player in the market.
- Over the years, the brand has received numerous awards and accolades such as the 13th Best Hospital Award in the Asia Pacific Region and the 2016 Business Superbrand.

Competitive Analysis:

The Healthcare industry is competitive based on state-of-the-art medical facilities, hygiene standards, forward and backward integration in the supply chains, advanced technology, etc.

Apollo is a competitor to hospital chains like Fortis Hospitals and Dr. Lal Path Labs. With more than 10100 beds and 2500 pharmacies, it is the most comprehensive healthcare provider in the country. There are also 200 clinics all over the country.

Market Analysis:

The Healthcare industry is experiencing a structural shift. There are many factors that have influenced the industry's demand. These include the rise in medical tourism and health care services, the increase in medical tourists in India due to the low-cost Indian healthcare services (approximately one-fifth the cost in other countries), and the improvement in visa facilities for patients by the government.

Urbanization and infrastructure construction have led to a 22-25% increase in medical tourism and healthcare services. The industry will double to \$6 Billion by 2018, from \$3 billion currently (Indian brand equity foundation: April 2007).

Customer Analysis:

Apollo Hospitals has a wide range of services and has focused on the customer by offering customer-centric differentiation.

More than 400 touch points have been created across the country to make health care services easily accessible. Apollo Hospital provides services for a wide range of customers, whether it's hospitals, diagnostic centers, labs, or dental clinics.

Improved geographic access in Apollo Hospital:

Improving access to care is one of the official goals of Apollo. Since it opened its doors in Chennai in 1983, Apollo's mission statement has been "to bring healthcare of international standards within the reach of every individual". Facilitating access to care means helping people to command appropriate health care resources in order to preserve or improve their health.

There are five main ways in which Apollo has aimed to increase geographic access to health care for Indian citizens:

- First, Apollo clearly contributed to increasing the overall availability of care. At the time Apollo was established, the supply of health care services was far below (potential) demand (in 1980, the number of available hospital beds in India was only 0.77 bed per 1000 people), so that any additional supply was truly 'additional' as opposed to 'crowding out' existing supply.
- Second, starting from its inception in 1983, Apollo has been bringing certain world-class medical treatments to India for which people previously had to go abroad. Many specialized health care treatments based on high international standards were simply not available prior to Apollo's entry into the market. Upper-class Indians who could afford it, therefore traveled abroad for such services. Those who could not, were not able to access such services at all. By bringing world-class technology and expertise to India, Apollo dramatically improved access and availability of such services.
- Third, from the 1990s, Apollo gradually expanded from Tier 1 cities into Tier 2 and even Tier 3 cities, to cater to the increasing demand of a growing population with a desire to be treated locally. The 'hub-and-spoke model' which Apollo introduced, offered certain specialized services like oncology in the 'hub hospital' which could be accessed by the remote

‘spokes’. Through a combination of owned hospitals, managed hospitals and network healthcare centres, Apollo has been driving increased coverage and penetration across the key districts in India.

Enhanced Clinical Outcomes:

improved health outcomes is via major improvements in its quality of care. Apollo has by far the best specialists, technologies and medical equipment in India and is thereby able to offer highly specialized world-class diagnostics and treatments.

- The monitoring and evaluation of quality care indicators are founded on three key sources: (1) data collected by the department; (2) patient feedback; and (3) feedback from internal customers, teams of doctors and nurses. Data collection is accomplished daily through medical records (e.g., on infection control) and incident reports.
- Although it is not mandatory for Apollo’s hospitals to obtain JCI accreditation, 8 Apollo hospitals have thus far obtained it. Another 30 Apollo hospitals have NABH certification, which is the national standard, very similar to the JCI but requiring fewer indicators to be met.