

Marketing Case Study



Case Study:- National Medicare Hospital

Vision

The vision of National Medicare Hospital is to become a superior hospital with 300 beds by the end of 2010 A.D.

Nepal's Health System

Nepal's health care system in the governmental sector in 2010 consisted of 102 hospitals, 5 health centers, 676 sub-health posts, 207 primary health centers and 291 Ayurveda service centers. The hospitals beds totaled 1424.

In private sector, Kathmandu Valley alone has about 4 dozen private hospitals and nursing homes. Their beds total about 1000.

According to family health survey of 1996, Nepal's health indicators were:-

Population per Hospital	257,317
Population per Hospital Bed	5,855
Population per Doctor	24,197

The private sector initiative in health care delivery has been a welcome step for those who have capacity to pay and desire quality service. The government policy also encourages private initiative in the delivery of health care service.

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Marketing Case Study

National Medicare Hospital

National Medicare Hospital has been operating at Ramshah Path in Kathmandu for the last 13 years. In 1996, it was registered as a public limited company, since then, OPD (Outdoor Patient) services are provided at Ramshah Path branch whereas IPD (Indoor Patient) services are provided at Naxal Headquarters. The OPD patients number 200 per day and IPD patients number 50 per day. The growth in patients is 5 percent per year. The hospital has 50 beds and the occupancy rate average 75 percent.

The hospital is renowned for heart treatment, dialysis of kidney and urological treatment. Its family health care scheme is getting popular whereby members pay monthly lump-sum to avail of health services for the family.

The product mix of National Medicare Hospital consists of:

- a. Cardiology (Heart)
- b. Nephrology (Kidney)
- c. Pulmonology (Blood)
- d. Pediatrics (Child)
- e. Dermatology (Skin)
- f. Orthopedics (Bone)
- g. Urology (Urine)
- h. General Surgery
- i. Ear, Nose, Throat (ENT)
- j. Ophthalmology (Eye)
- k. Gynecology (Women)
- l. Pathology
- m. Diagnostic Facilities (ECG, Echo, Treadmill Test, Ultra Sonogram, Endoscopy, X-Ray, Audiogram etc.)

The hospital lacks CT scanning facilities. It also lacks dental services. The price charged is similar to those charged by its competitors.

The satisfied customers through their word or mouth have served as the key tool for promotion. The hospital also organizes free medical camps which serve as publicity tool. Brochures are distributed to persons visiting the hospitals.

Questions:-

1. Identify the marketing environment of National Medicare Hospital.

Marketing Case Study

2. Discuss the competition faced by National Medicare Hospital.
3. Identify the marketing problems of National Medicare Hospital.
4. Give suggestions for solving the problems.

If you want to submit your solved question with us and want suggestion back please fill free to send us your case's answer via Facebook message or via email. Your answers for this case are always welcome. (You can send messages on above mentioned address.)

Thanks to

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