

Apollo Hospitals, Hyderabad

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INTRODUCTION

INTRODUCTION TO MARKETING AND MARKETING CONCEPTS

Years ago, Peter Drucker stated that there is only one valid definition of business purpose: to create a customer. It sounds so simple. Yet, over the years doing so has become ever more demanding and complex. Three powerful forces- the Internet, globalization, and information technology, have revolutionized the ways we create, market, and deliver company's products and services.

It's an ever-changing world for marketing executives as they strive to develop more effective ways to find, satisfy, and retain the most desirable customers.

In today's world many countries suffer from chronic high unemployment, a persistent deficit, and deteriorating purchasing power. National economies are undergoing rapid and often wrenching transformation. Two forces underlie the dramatic changes. One is globalization, the explosive growth of global trade and international competition.

No country today can remain isolated from the world economy. If the country closes its markets to foreign competition, its citizens will pay much more in lower quality goods. But if it opens its

markets, it will face severe competition and many of its local businesses will suffer. The other force is technological change. This decade has

witnessed remarkable advances in the availability of information and the speed of communication. The paradox is that globalization and technological advances open up many new opportunities even as they threaten the status quo.

Today's markets are changing at an incredible pace. Old businesses die and the new ones appear. These changes are throwing companies into a state of confusion regarding strategy. It is very clear that marketplace success will go to those who can deliver what people are ready to buy. So the companies must discover how they can produce marketable value i.e., goods and services that others are willing to purchase.

Marketing is indeed an ancient art. It was been practiced in one form or other form in the olden days. Marketing is evolved as a function through several stages. They are the stage of barter, the stage of money economy, the stage of industrial revolution, the stage of competition and emergence of marketing. Now, it is considered as the most important management function in business. Marketing is the set of human activity directed at satisfying needs and wants through exchange process. It is a social and managerial process by which individuals and groups obtain what they need and want through creating offering, and exchanging products of value with others.

Marketing includes all resources and set of activities necessary to direct and facilitate the flow of goods and services from producers to consumers in the distribution.

Marketing is not like Euclidean geometry a fixed system of concepts and axioms. Rather marketing is one of the most dynamic fields within the management arena. One market place continuously throws out fresh challenges and company must respond.

Many managers think that marketing as a department consisting several types of career people marketing planners, marketing researchers, advertising and sales promotional specialist, customer service personnel, new segment managers, and course sales people. Their collective job is to analyze the market, discern opportunities, formulate marketing strategies, develop specific tactics and actions, propose a budget and establish a set of controls. Marketing is also responsible for driving the rest of the company to be customer oriented and market driven.

Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to target customers. Companies must also communicate with their present and potential customers, retailers, suppliers, other stakeholders and the general public. The major modes of communication are Advertising, sales promotion, public relation, publicity, personnel selling and direct marketing etc. The marketer has to make use of these modes of communication according to the market situation. In short, the new marketing ideas keep surfacing to meet the new market place challenges.

THE MARKET:

A market consists of all the potential customers sharing a particular need or wants who might be willing and able to engage in exchange to satisfy that need or want. It is an area where forces of supply (seller) and forces of demand (consumers) operate. It is a place where goods are bought and sold. Philip Kotler defines a market as “an area for potential exchanges”. Thus a market is a group buyers and sellers interested in negotiating the terms of purchase/sale of good/service. The negotiation work may be conducted face to face at a certain place e.g. a village mandi or it may be done through other means of communication such as correspondence, phone or cable or it may be done through business middlemen e.g. brokers and commission agents.

TYPES OF MARKETS:

- On the basis of selling area, we have local, national and international markets.
- On the basis of article of trade, we have product markets, e.g. cotton market, bullion market.
- On the basis of nature of exchange of dealings we have spot or cash market and future market.
- On the basis of goods sold, we have consumer goods markets.
- On the basis of period, we have short-term and long-term markets.
- On the basis of nature and magnitude of selling we have wholesale and retail markets.
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MARKETING MANAGEMENT:

Marketing management is the analysis, planning and implementation, and control of programs designed to create, build and maintain beneficial exchanges with target buyers to the purpose of achieving organization objectives. Marketing management seeks to influence the level, timing and character of demand in a way that will help the organization to achieve its objectives. It includes the formulation of marketing objective policies, programs and strategies. Thus, marketing management is concerned with that area of company management dealing with-the broad problem of sales.

Marketing management has to perform the following chief functions of marketing.

- ✓ Knowledge of demand.
 - ✓ Obtaining demand i.e., getting orders.
 - ✓ Fulfilling demand.
 - ✓ Ensuring customer satisfaction.
-

MARKETING STRATEGIES:

Marketing strategies is a plan or a course of action for obtaining the marketing objectives. It is the basic approach that the business unit will use to achieve its objectives and it consists of broad decisions on target market, marketing positioning, and mix and marketing expenditure levels. The important aims of marketing strategy are expanding the total market, defend the existing market or expand the existing market share.

MARKET SEGMENTATION:

Market segmentation is the process of identifying and evaluating various strata or layers of a market. The markets can be divided on the basis of consumer wants, resources, geographical location, buying attitude etc.

MARKETING RESEARCH:

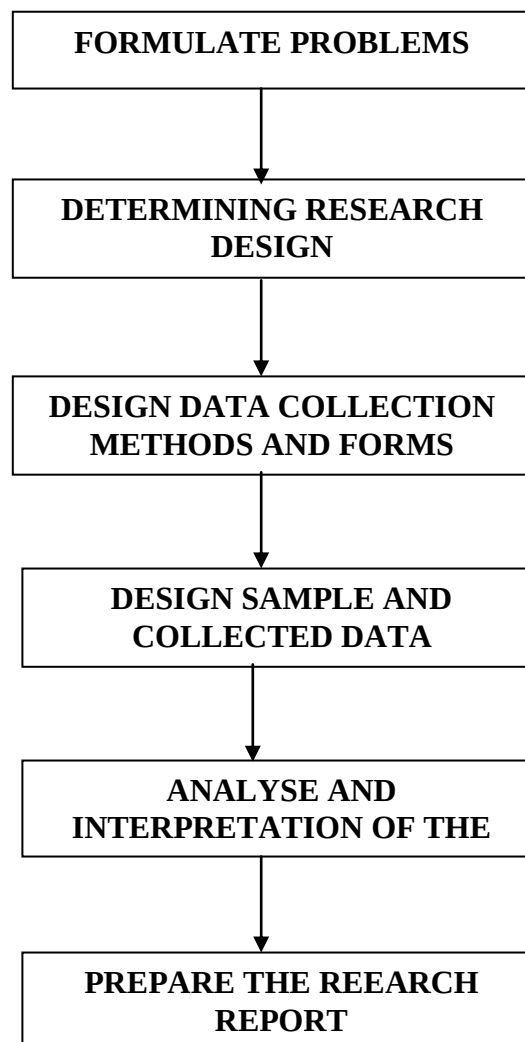
It is a process of systematic gathering, recording, analyzing and interpreting the data about the problems related to the marketing of goods and services marketing research involves an intensive study and adopts scientific and decision approach.

SEVEN STEPS IN DESIGNING A RESEARCH PROJECT:

In planning and designing a specific research project, it is necessary to anticipate all the steps that must be undertaken if the project is to be successful in collecting valid and reliable information.

1. Specifying research objectives
2. Preparing a list of the needed information
3. Designing the data collection project.
4. Selecting a sample type
5. Determining sample size
6. Organizing and carryout the field works.
7. Analyzing the collected data and reporting the findings.

MARKETING RESEARCH PROCESS:



Marketing research is becoming an integral part of information for planning and controlling marketing functions. There are three

sources of information for marketing management; there is special marketing information as analysis centers having three major components.

1. Information gathering
2. Information processing
3. Information utilization

Information system offers information for planning, decision-making and control in the areas of management system.

MARKETING MIX:

It is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. A seven-factor classification of this tool is called as marketing mix.

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Physical evidence
7. Process

1. PRODUCT:

The firms tangible offer to the market, which includes the product quality, design, features, branding and packaging. The management may offer one or more products.

2. PRICE:

Price is the amount of money that customers pay for the product. The price should be commensurate with the offer's perceived value. It is another powerful element in the marketing mix and vitally affects the volume of sales.

3. PLACE:

The various activities the company undertakes to make the product accessible and available to target customers. The management should select the channel through which the product should reach the target market at the right time.

4. PROMOTION:

It is the activities the company undertakes to communicate and promote its product to the target market. It has to setup communication and promotion programs consisting of advertising, sales promotion, public relations and direct and online marketing. All these activities increase the volume of sales by expanding as well as

retaining the market share for the product. The promotion mix consists of four elements namely.

A. ADVERTISEMENT:

Advertisement consists of all activities involved in presenting to a group, a non-personal, oral or visual, openly sponsored message regarding a product, service or idea. This message, called an advertisement' is disseminated through one or more media and is paid for by the identified sponsor.

B. PERSONAL SELLING:

It means door-to-door selling of the product with the help of sales force. In personal selling there is a physical demonstration and presentation of the product that would be effective in bringing about the sale of the product. The distinguishing feature of personal selling is two-way, seller-buyer communication with immediate feedback in the form of verbal exchange, expression and gestures.

C. PUBLICITY:

It is a non-personal stimulation of demand for a product, service or a business unit by placing commercial significant news about it in a publication or obtaining favorable presentation of it upon radio, television or stage that is not paid for by the sponsor.

D. SALES PROMOTION:

It covers the marketing activities other than advertisements; personal selling and publicity that simulate consumer purchasing and dealer effectiveness such activities are display shows, exhibition, demonstration and many other non-routing selling efforts at the point of purchase

5. PEOPLE:

All human actors who play a part in product/service delivery and thus influence buyer's perceptions namely, the firm's personnel, the customer, and other customers in the service environment form the People.

6. PHYSICAL EVIDENCE:

The environment in which the product/service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of the product/service is known as Physical Evidence. The physical evidence includes the tangible representations such as brochures, letterhead, business cards, report formats, signage and equipment.

7. PROCESS:

Process is the actual procedure mechanisms, and flow of activities by which the product/service is delivered.

The last three new marketing mix elements i.e., people, physical evidence and process are within the control of the firm and any or all of them may influence the customer's initial decision to

purchase a product/service, as well as the customer's level of satisfaction and purchase decisions.

ROLE OF MARKETING IN BUSINESS MANAGEMENT

Marketing has assumed much importance in the present day business world. The success or failure of any organization depends on marketing. Marketing is the distinguishing and unique function of the business. Marketing is an organized human activity, which encompasses all functions of management and triggers of a series of management activities in other fields of business also. Marketing plays the role of a window of business undertakings to the society. What marketing creates is a permanent existence of the entity of customers. Hence, marketing is the prime mover of all functions of management like planning, setting of goals, organizing, directing and controlling.

INTRODUCTION TO LASIK/PRK AND EYE CARE

LASIK (Laser in Situ Keratomileusis) is a laser procedure; where in the shape of the cornea is altered using the excimer laser to painlessly correct refractive errors. A SPECIALISED INSTRUMENT CALLED THE MICROKERATOME is applied on the cornea to lift up a thin flap prior to enable laser treatment. The procedure takes only 10 minutes and good visual treatment is noted the very next day.

CUSTOMISED LASIK

Besides the normal refractive errors measured routinely, the total optical imperfections of the eye can now be measured using a special instrument called the ABERROMETER. When this data is used to correct the optical imperfections using laser treatment, it is called Customized LASIK. Different laser manufacturers have given different names to this Customized LASIK treatment with their machines such as Zyoptix, Custom vue; CUSTOM CORNEA etc. customized LASIK is useful in patients with significant amount of higher order Aberrations.

LASIK procedure is quite safe, if performed by well-trained corneal surgeons. Under corrections and over corrections are usually

minimal, and if present can always be corrected by laser treatments. There is usually a transient phase of dryness in the eyes, with mild glare while looking at bright lights. Infections are extremely rare if the procedure is performed in an operation theatre like environment, under sterile conditions.

The results of LASIK are quite satisfactory. In experienced hands, with modern laser machines, there is a significant improvement in unaided visual acuity, and patients are able to carry out their normal daily activities.

TIGER WOODS, the golf champion underwent LASIK in both eyes in 1999 and has been playing active golf since then and winning several championships.

ELIGIBILITY for LASIK

Well not everyone who wears glasses or contact lenses is eligible for LASIK. It is usually performed in individuals above the age of 18 years, with stable refractive error. There should not be any other associated eye disease. Preoperative evaluation of the corneal hape and measurement of corneal thickness is essential to the rule out corneal abnormalities.

Excimer laser treatment for correction of refractive errors has been present for over 15 years now, and millions of people have

undergone this procedure with good results. The procedure has been proven to be safe, if performed by an experienced surgeon.

If LASIK cannot be performed then other options are as follows:

There are special intra ocular implants called “Phakic IOL’s which can be placed inside the eye to correct higher refractive errors. In some patients, the natural lens can be replaced with an implant to correct higher refractive errors.

Refractive Errors:

The human eye is like a camera. In a camera, light passes through a lens system back onto the film. The cornea and lens are at the front of the eye and are similar to a camera's lens system. The retina is located at the back of the eye and is similar to the camera's film. In the normal eye, light rays of an image pass through the cornea and the lens and are focused directly on the retina to produce a clear image. When such a focus on the retina is not achieved refractive error results & the vision is not clear.

In Myopia (short -sightedness), the light rays come to a focus in front of the retina.

In Hyperopia (long -sightedness) the light rays come to focus behind the retina.

In Astigmatism (cylindrical error) the light rays are unable to reach a common point of focus within the eye.

Correction for Refractive Errors:

These systems have the potential to produce the smoothest ablations and use radar technology to track the eye’s movement

during treatment. They also have the potential to treat irregular astigmatism and link to topography.

The Eye Clinic at Apollo Hospital is now equipped with the ALLEGRETTO Wave Eye-Q laser system. This advanced new generation laser system has a scanning laser spot of 0.95mm diameter along with active eye tracking system (tracks the eye movements 400 times per second). This small laser spot size along with 400Hz repetition rate is essential to create fine corneal curvature following laser ablation. The laser is capable of performing both the wave front guided and topography guided ablation for customized treatment.

Photo Refractive Keratectomy (PRK):

In this procedure the laser treatment is directly performed on the surface of the cornea to reshape it for correction of refractive errors. This is usually performed for people with smaller refractive errors. The surface layer usually takes 3-4 days to heal and the vision gradually improves thereafter.

Laser in Situ Keratomileusis (LASIK)

This procedure involves first creating a thin flap of cornea with an instrument called the microkeratome. Followed by lifting of the flap and laser treatment to reshape the cornea. The flap is then repositioned in its original place. Improvement in vision is noted right from the next day.

Both PRK and LASIK procedures are absolutely painless and are performed as outpatient procedure using topical anesthetic eye drops. The entire procedure lasts for only 10 –15 minutes and you will be awake during the entire procedure. During the treatment you are required to look at a fixation light while the laser is performed and you will also hear the noise of the laser machine during the treatment. The actual laser treatment only lasts for 15 to 45 seconds. Following the treatment you can return home immediately. However you should make arrangements for a friend or relative to take you home after the procedure.

HEALTH CARE MARKETING:

It only seems natural at the onset to dismiss the concept of health care marketing as the invasion of crass commercialism into some of the most sensitive areas that are relevant in people's lives.

However, this approach is too simplistic, because health care marketing is one of the ways that advancements in medicine and in health-protecting services like insurance are made widely known.

Of course, there is no denying that using health information in order for healthcare marketing does run the risk of invading privacy. The inappropriate health care marketing can very well communicate to people that their sensitive information has been handled indiscreetly. In fact, sometimes health care marketing might cause mortifying offenses to a person's sense of autonomy and dignity.

However, to impose a blanket prohibition on marketing that uses health care information would be unsatisfactory, even harmful in many instances, however. There are still many types of health information that are not considered by most people as particularly private.

Therefore, there is a tremendous potential value of allowing health-marketing communications to communicate the existence of new medicines, procedures, and programs to the public.

In **India**, especially health care marketing is a central part of delivering health care to Indian as well as International patients. Therefore it becomes all the more important to implement protection for privacy in the context of health care marketing. In fact it should be highly tailored to the context of the medical condition at issue, the nature of the communication, the circumstances of the patient, and so on.

RESEARCH DESIGN

Research design

What is research design?

A research design is the arrangement of conditions for collection and analysis of data in manner, which aims to combine relevance to the research proposal with economy in procedure. In other words, a research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance in marketing process. The value and importance of exploratory research generally gives a clear idea as what problems will be faced in the course of the study.

Here, it is necessary like any other exploratory research that research design has to be made flexible enough to accommodate various avenues that emerge especially during the interview. This is

the key reason as to why the required questionnaire has been framed with both close ended and open-ended questions repeating the objects of one enquiry more than once.

Title of the study:

“A study conducted on Product Awareness and Market Potential for Allegretto Wave Eye-Q Laser System at Apollo Hospital, Hyderabad”.

Statement of the problem:

The research problem selected for the purpose of the study is entitled “A Study conducted on product awareness and market potential for Allegretto Wave Eye-Q Laser System at Apollo Hospital”. Here the focus is on the population of Hyderabad who wears Spectacles/Contact lenses. The study aims at determining awareness of their new product mentioned above. The study thus seeks to collect for the information from respondents on their preferences for promotional activities at Apollo Hospital.

Objectives:

The primary objective of the study is to find out the Awareness level among the respondents regarding Allegretto Wave Eye-Q Laser System at Apollo Hospitals, Hyderabad.

The second objective is to find out the Market Potential for Allegretto Wave Eye-Q Laser System in the near future.

To suggest alternate marketing strategy for positioning the product based on analysis.

Scope of the study:

The study is undertaken to gather information about the performances of population of Hyderabad for the awareness and promotional activities with a view to get an insight reasons and motivational factors behind their consumer behavior. The study is concerned only with the population of Hyderabad.

Study Area:

The study was conducted in Hyderabad city's IT firms, Degree & P.G. colleges and in the premises of Apollo Hospital. The target population is the respondents who wear spectacles/contact lenses and the age group of the respondents has to be between 18-60 years.

Research Methodology:

A research design is the overall operational pattern of framework of the project that stipulates what information is to be collected by objective and economical procedures.

Survey method was adopted for this study. Fieldwork was carried out to collect the necessary data. Respondents were asked questions according to a prepared schedule of questionnaire. The information thus gathered constituted primary data. Secondary data was collected from the industry, magazines and library books.

A. Collection of data:

Primary data:

The study is based mainly on primary data. Survey method using the questionnaire was adopted to attain the objective of information collection. Primary information was collected from the respondents by one-to-one face interview and through mails, i.e. questionnaires were mailed to the respondents and their feedback was collected on hospital's e-mail address.

Secondary data:

By referring to the material available in the hospital, their brochures and other reference books available in library. Some material has been downloaded from the Internet.

B. Sampling Techniques:

Sampling unit:

For the consumer survey, sampling unit is the individual who buys the product/service from the company. Normally it is the head of the family or the housewives or an elderly person who takes decisions to purchase the product or service. The respondents were selected on the basis of geographical distribution. Mostly, IT firms and Colleges were targeted for our study.

Sample size:

The sample size was 100 respondents including both male and female.

Sampling method:

Convenience sampling was used in this study. All efforts were made to make this study as a representative survey of the consumers of Hyderabad City.

C. Method of analysis:

The questionnaire was analyzed by using simple statistical tool i.e. percentages, averages, etc.

They were further depicted in the form of graphs to make interpretation and understanding easier.

Secondary data was analyzed by meeting and discussing with Marketing Manager.

Fieldwork:

Personal interview or field survey method was adopted for this project. This is a direct form of investigation, involving face-to-face communication.

The fieldwork was conducted in the city of Hyderabad with selected colleges and IT firms.

Each questionnaire with respondent took a time of 15-20 minutes on an average to answer the questions.

Limitation of the study:

The limitations faced during the study were as follows:

1. Unwillingness of respondents to provide information.
 2. As the employees of most of the IT firms were busy, getting an appointment and interview them was difficult.
 3. Time constraint
 4. Since the study was conducted in Hyderabad itself, findings cannot be generalized.
 5. The results are based on the assumptions that the information provided by the respondents is correct.
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PROFILES

Industry Profile:

India's healthcare sector has made impressive strides in recent years. It has transformed to a US\$ 17 billion industry and is surging ahead with an annual growth rate of 13% a year.

So, why is there a Revolution in Healthcare in India?

First there are some Economic Factors that make India such an exciting market.

According to forecasts, the GDP growth in the short-term is expected to hover around 6-7%. But, for the short-to-medium term, the projections are at a 10% mark – making India as one amongst the fastest growing economies.

Since healthcare is dependent on the people served, India's huge population of a billion people represents a big opportunity. The middle-income group in this vast base is also a large 250 million. The proportion of households in the low-income group has declined from 58.8% in 1990, to 49% in 1996. At the same time, the middle & higher income-group has increased from 14% to 20%, in the same period.

People are spending more on healthcare. Today, a middle-level manager with a family of four, spends between Rs.8,000 and

Rs.12,000 a year on healthcare – compared to just Rs.2,000 in the late –1980s. Most users of healthcare have been paying from their own pocket and preferring private services to government ones. The rise in literacy rate; the higher levels of income; and an increased awareness

through the deep penetration of media, has constituted to greater attention being paid to health.

There are various gaps in the Indian Healthcare Market, which also present a vast opportunity. Good Healthcare in India is in extreme short supply and it is this gap that corporate are looking to plug.

India has a very low density of doctors. The country has only 43 doctors for every 10,000 people. Compare this with the US at 2,340 doctors per 10,000.

There is a huge shortage of hospital beds. Compared to Brazil at 4,300 beds, India only has 1,600 beds. According to a World Health Organization report, India needs to add 80,000 hospital beds each year for the next five years to meet the demands of its population.

Infant mortality is amongst the highest in India. On an average, 80 out of every 1,000 children die. This figure is just 9 in the US and 30 for every 1,000 in Thailand.

Life Expectancy in India is amongst the lowest at 55.5. Compare this with the United States at 75.5, and 66.5 for Thailand. Hospitals in India are running at 80-90% occupancy. With the demand for healthcare far exceeding supply, India's healthcare industry is expected to grow by around 13% a year for the next 6 years.

Major corporations like the Tatas, **Apollo Group**, Fortis, Max, Wockhardt, Piramal, Duncan, Ispat, Escorts have made significant investments in setting up state-of –the-art private hospitals in cities like Mumbai, New Delhi, Chennai and Hyderabad. The private Healthcare segment has grown into a formidable industry estimated to be Rs.8,00,000 crores. Using the latest technical equipment and the services of highly skilled medical personnel these hospitals are in a

position to provide a variety of general as well as specialists services. These services are available at extremely competitive prices; encouraging patients not only from developing countries but also even from a number of developed ones to come to India for specialized treatment.

In the Union Budget, budgetary outlay on healthcare has been increased by 16%. The budgeted central plan outlay for health and family welfare is estimated at Rs.5,780 crores for 2001-02.

Company Profile:

About Apollo Group:

Mission:

"Our mission is to bring healthcare of international standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity "

History:

The Apollo Hospitals story began with the establishment of our first corporate hospital in Chennai in 1983. It was the vision of our

founder and promoter, Dr. Prathap C. Reddy that set us on a significant and challenging journey in the field of healthcare.

As pioneers, we had an awesome responsibility. In a country where medicine was mainly in the hands of government medical institutions and individual medical practitioners, we set up a full-fledged, multi-specialty hospital with the latest technology and a large team of dedicated specialists and consultants.

Our commitment and results succeeded in winning over the hearts and minds of the community, and before long, our patients were not only from South India, but from all over the country, and abroad as well. This acceptance, and the financial strength we built up over the years, allowed us to expand the Apollo Hospitals Group in India as well as overseas.

In 2004, we are the largest private hospital group in Asia, with a network of hospitals and retail pharmacies across India, Health and Lifestyle Franchisee Clinics, and a global presence with centers in Sri Lanka, Bangladesh, the UAE, Nepal, Ghana, Nigeria, the UK and the Kingdom of Saudi Arabia. Our overall asset value has crossed 50 million US \$.

Along the way to reaching these milestones, we have established our commitment to quality. We have also established our position of leadership in the field of healthcare with measures like our

Family Health Plan, corporate health packages facilitating companies in the public and private sector, Health and Lifestyle Clinics laying emphasis on preventive medicine, and education and research in hospital administration, nursing, emergency medicine and physiotherapy.

The Apollo Hospitals Enterprises Ltd. (AHEL) evolved with the merger of IHCL (Indian Hospitals Corporation Ltd.), DHCL (Deccan Hospitals Corporation Ltd.) and OSHL (Om Sindoor Hotels Ltd.). The enterprise today controls the widespread activities of the Group.

On September 18, 2003, we at Apollo Hospitals Group, India's first and Asia's largest private healthcare provider, completed twenty years of dedicated service to the people of India, and our patients from abroad. What made the occasion even more important was that it coincided with Apollo Hospitals Group emerging as the "world's third largest private healthcare services provider". After our modest beginning in 1983 with a 150-bed hospital at Chennai, we have grown and performed consistently, touching over 10 million lives and presently have a network of over 36 hospitals, own and manage more than 6,200 beds in India and abroad. On our 20th Anniversary, we shared our plans for growth and reaching out to a global audience. We have already taken the first definitive steps in the direction of utilizing India's potential to emerge as the "preferred global healthcare destination."

The 20th Anniversary celebrations were set off by “Apollo”, the first child born at Apollo Hospitals in 1983, followed with a pledge by Apollo Hospitals Group’s 16,000 employees, from 36 hospitals, 46 clinics and from its offices in India and abroad, to reaffirm our commitment to Apollo and to every patient we treat. The entire program was also web-cast on the group’s websites www.apollolife.com, www.apollohospitalsgroup.com and www.medvarsity.com for people from anywhere in the world to be a part of the celebrations to mark a milestone in Indian healthcare.

Apollo’s mission has been made possible by a leadership that sets the highest professional standards, provides an inspiring and supportive work environment, and emphasizes the safe and ethical practice of medicine. This is what has makes the Apollo Hospitals’ team of employees and medical professionals take giant strides in the field of healthcare, even in the face of challenges and competition.

Medical Highlights

- ◆ **Treated over 10 million patients**
 - ◆ Over 400,000 Preventive Health Checks done
 - ◆ Performed over 2,80,000 major and 5,00,000 minor surgeries
 - ◆ Over 45,000 cardiac surgeries with a success rate of 98.5%
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- ◆ Over 6000 renal transplants with a success rate of 95%
 - ◆ 130 bone marrow transplants with a success rate of 98.5%
 - ◆ Pioneers in advanced orthopedic surgery – Knee & hip replacement
 - ◆ Introduced stereotactic radio surgery in India. Over 340 surgeries done
 - ◆ First successful cord blood transplant for treatment of leukemia
 - ◆ First successful liver transplant in the country.
 - ◆ Over 30 liver transplants (live & cadaver) done so far
 - ◆ Pioneers in balloon and laser angioplasty techniques
 - ◆ First organ transplant registry in the country
 - ◆ Introduced the Birmingham Resurfacing Procedure in the country
 - ◆ Only hospital in India to be recognized by American Heart Association as International Training Organization.
 - ◆ Started the first ‘Children’s Heart Hospital’ in India
 - ◆ First heart transplant patient is alive after 7 years of operation
 - ◆ The largest TRAUMA care network “1066”
 - ◆ Since it was set up in 1983 as the first corporate hospital in Chennai, Apollo Hospitals has marked important milestones in healthcare, and pioneered growth in several areas.
 - ◆ Was the first to set up a health insurance administration company in India
 - ◆ Was the first provider to introduce preventive healthcare packages in India.
 - ◆ Was the first to perform liver, multi-organ and cord blood transplants in India.
 - ◆ Was the first Indian hospital to introduce newer techniques in coronary angioplasty, stereotactic radiotherapy and radio-surgery (for CNS tumors)
-

- ◆ It has the largest as well as one of the most sophisticated sleep laboratories in the world.
 - ◆ It has pioneered orthopedic procedures like total knee replacement and the Illizarov procedure in India
 - ◆ It owns and manages the first hospital that obtained ISO 9002 and ISO 14001-quality certification in India
 - ◆ Over 49,000 cardiac surgeries performed with a 98.5% success-rate
 - ◆ Over 130 successful bone marrow transplants
 - ◆ Over 9400 renal transplants
 - ◆ Over 2,00,000 angiograms, 16,200 angioplasties (PTCA) and 3500 mitral balloon valvuloplasties performed
 - ◆ Apollo performs over 35,000 ophthalmic surgical procedures annually (Sankara Nethralaya, Apollo's partner, accounts for over 30,000 surgeries)
 - ◆ Over 4000 specialists and super-specialists and 3000 medical officers spanning 53 clinical departments of in-patient care, work at Apollo
 - ◆ Over 750,000 major surgeries and over 10,00,000 minor surgical procedures have been performed till 2003 at Apollo. These procedures include cardiothoracic, neurology, gastrointestinal, orthopaedic, renal, obstetric, ENT, ophthalmology, dental, plastic, cosmetic and tumour surgeries. Apollo strives to use minimally invasive and micro-vascular techniques with success rates on par with international standards.
 - ◆ Employee strength of over 15,000 highly motivated and dedicated professionals provides the highest quality of patient-focused service at Apollo. This includes over 2500 employees in various
-

administrative positions for the smooth and efficient operation of its hospitals

Quality Policy:

“We at Apollo Hospitals are committed to providing healthcare solutions of international standards by creating the ideal work environment and ensuring the practice of safe and ethical medicine. This forms the basis of our ISO quality management systems”.

Apollo Hospitals, Hyderabad

The Apollo Hospitals, Hyderabad, is a 650-bed multi-specialty tertiary care center that has over 50 medical and surgical disciplines.

The hospital's services are supported by sophisticated technology used by experienced medical professionals to enhance medical care. As part of the Apollo Hospitals Group - recognized as the “Architect of Modern Healthcare” in India - the Apollo Hospital in Hyderabad is committed to

providing outstanding medical facilities and services; the Apollo Heart Institute, for example, is on par with the best in the world.

Services in Apollo Hospital, Hyderabad

- Orthopaedics / Spine Surgery
- Radiology
- Cardiology and Cardiothoracic Surgery
- Vascular / Visceral Surgery
- Gastroenterology
- Nephrology and Urology
- Oncology
- Ear, Nose and Throat Surgery
- Maxillo-facial and Cosmetic Surgery
- General Surgery
- Neurology and Neurosurgery
- Paediatrics
- Respiratory Medicine
- Ophthalmology

Global Presence:

Today Apollo has a presence in Sri Lanka, Bangladesh, the UAE, Nepal, Ghana, Nigeria, the UK and the Kingdom of Saudi Arabia. Apollo's capabilities have received international acclaim resulting in the replication of its Indian models at international locations.

The Apollo group is also in talks with private healthcare groups and government authorities in Nigeria, South Africa, Tanzania, Mauritius, Yemen, Muscat, Bahrain, Vietnam, Malaysia, Thailand and other neighboring countries to establish its presence.

Apollo Hospitals is committed to treating patients with medical expertise and compassion. Our international patient program offers support to the patients and family members who find themselves at great distances from home, facing new people, new environments and complex medical procedures.

The International patient services will take care of you during your visit to our hospital. An office has been specifically set up to cater to your needs and to make your stay comfortable and hassle free.

Our service to the patients starts the moment they contact us. After the doctor decides on the treatment required, we will take care of processing the travel documents, organize the travel, book rooms in hotels for relatives and attendants and arrange doctors' appointments.

To facilitate communication, a translator would be available at your service. We will make arrangements for the travel, site seeing and shopping. You can choose your diet from the cuisine that suits your palate.

Ophthalmology in Apollo Hospital:

A large number of patients from neighboring states and neighboring countries like Bangladesh, Sri Lanka and Maldives are regularly referred to Apollo Hospitals. The Ophthalmology department offers complete eye care to many such patients.

Management of eye ailments, both anterior and posterior segments are provided at the center.

Some special equipments that are available for diagnosis and treatment are:

- Allegretto Wave Eye-Q Laser System
- Carl-Zeiss Operating microscope
- Coherent Argon Laser Topcon Fundus Camera
- A-scan Biometer
- 3mm Auto Refractometer
- Canon Wall mount Welsch Allyn Ophthalmoscope
- Retinoscope Carl
- Zena KPM Perimeter Keratometer
- Shin Nippon Indirect Ophthalmoscope
- Hiene Contact lens service

A special feature of the department is the voluntary service undertaken on a regular basis. Patients from the Tambaram peripheral center are referred here for cataract surgery with IOL. Transport, Stay

and surgery with IOL are done free of cost. Nearly 80 - 100 patients benefit from this scheme annually.

PRODUCT PROFILE:

ALLEGRETTO WAVE EYE-Q LASER SYSTEM

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- Advanced, new generation excimer laser
 - For accurate correction of refractive errors including myopia (Short sight), hyperopia (long sight), and astigmatism (cylindrical power).
 - Operating at 400 Hertz, it is the fastest excimer laser available in the market today.
 - Using a spot size of 0.95mm creates finest curvature of the cornea ideal for customized ablation.
 - Wave front optimized ablation profiles.
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- Allows both wave front guided as well as topography guided treatment, for customized treatment.

DATA ANALYSIS AND INTERPRETATION

CLASSIFICATIONS OF RESPONDENTS BY AGE

AGE GROUP	NO OF RESPONDENTS	PERCENTAGE
< 20	03	03
20 -29	73	73
30-39	19	19
40-49	04	04
50-59	01	01
TOTAL	100	100

Analysis:

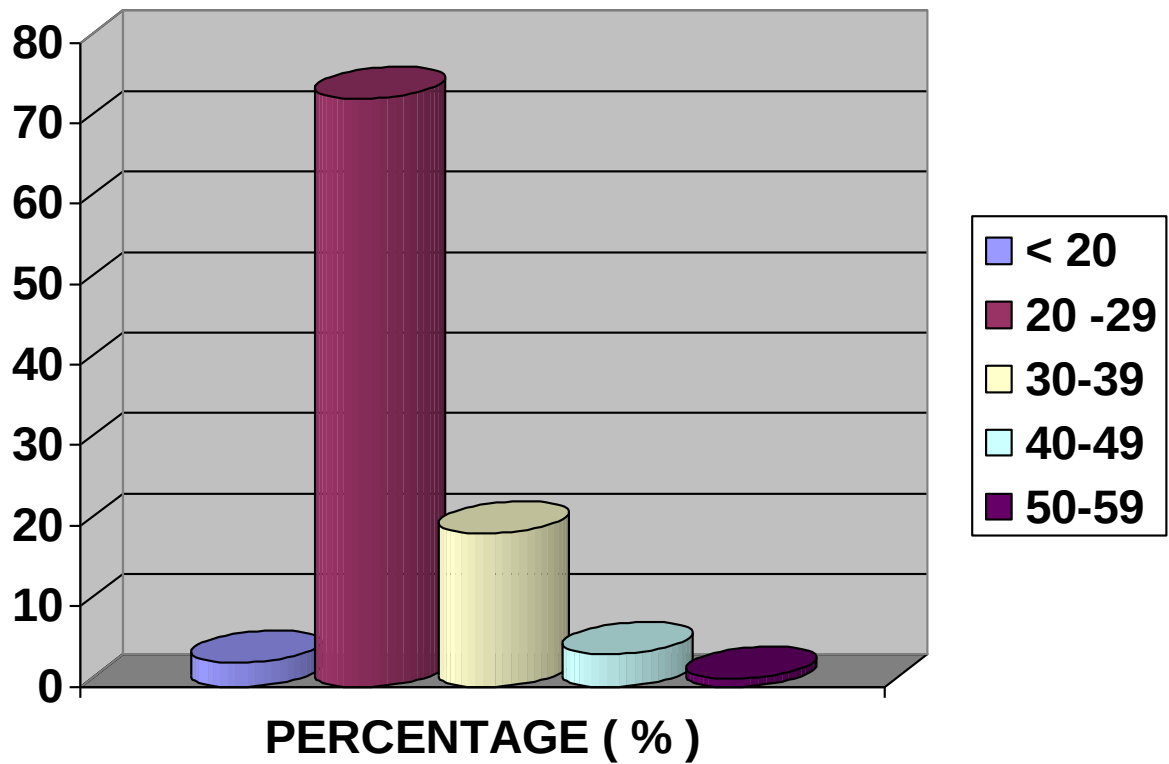
The above table reveals that most of the respondents fall in the age group of 20-29 years, which accounts to 73%, followed by age group of 30-39 years, which accounts to 19%. And there is only one respondent in the age group of 50-59 years, which accounts to 1%.

Inference:

From the above data we can infer that most of the target audience OR prospects fall in the age group of 20-29 years.

CHART NO: 01

Graph showing the Age Group of Respondents



CLASSIFICATIONS OF RESPONDENTS BY SEX

GENDER	NO.OF RESPONDENTS	PERCENTAGE
MALE	73	73
FEMALE	27	27
TOTAL	100	100

Analysis:

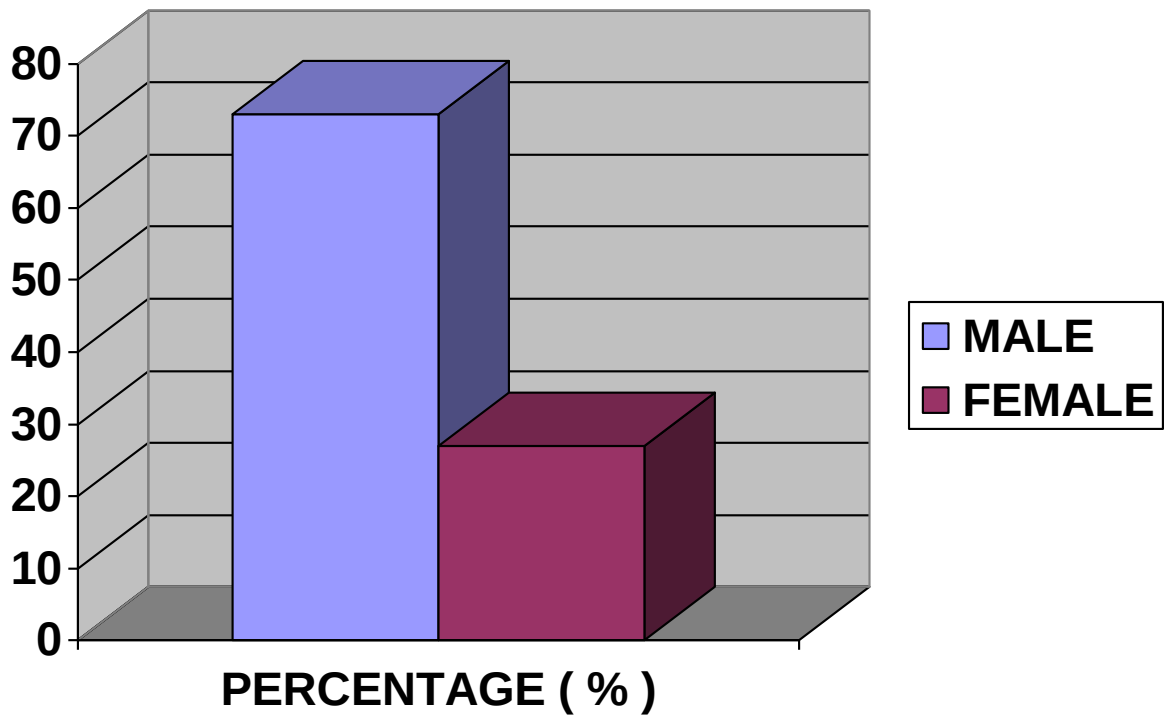
The table above reveals that a majority of respondents, i.e, 73% are Male and 27% are Female.

Inference:

According to the survey the respondents interested in knowing about LASIK are males.

CHART NO : 02

Graph showing Percentage of Respondents By Gender



CLASSIFICATIONS OF RESPONDENTS USING SPECTACLES/CONTACT LENSES

CATEGORY	NO... OF RESPONDENTS	PERCENTAGE
USERS	82	82
NON-USERS	18	18
TOTAL	100	100

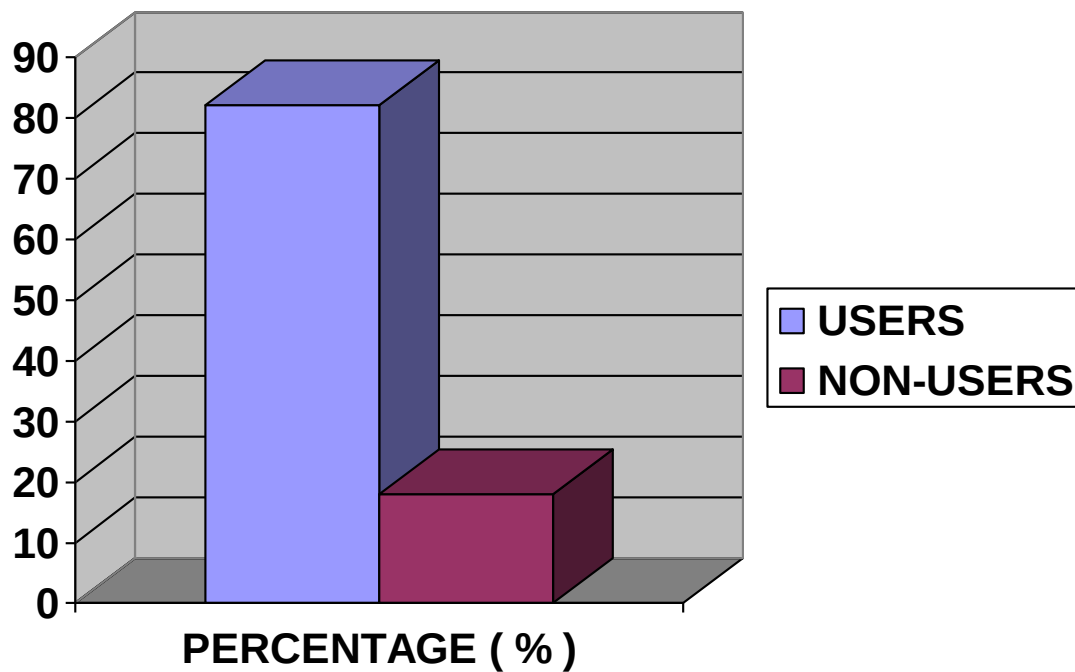
Analysis:

The table above reveals that most of our respondents use Spectacles/Contact lenses, which accounts for 82% and Non-users were just 18%.

Inference:

According to the survey, most of the target audience uses Spectacles/Contact Lenses.

Graph showing Resondents using Spectacles/Contact lenses



CLASSIFICATIONS OF RESPONDENTS BASED ON THE CAUSE FOR USING SPECTACLES/CONTACT LENSES

CAUSE	NO..OF RESPONDENTS	PERCENTAGE
MYOPIA	49	59.75

HYPEROPIA	26	31.75
ASTIGMATISM	00	0.0
OTHERS/DON'T KNOW	07	8.5
TOTAL	82	100

Analysis:

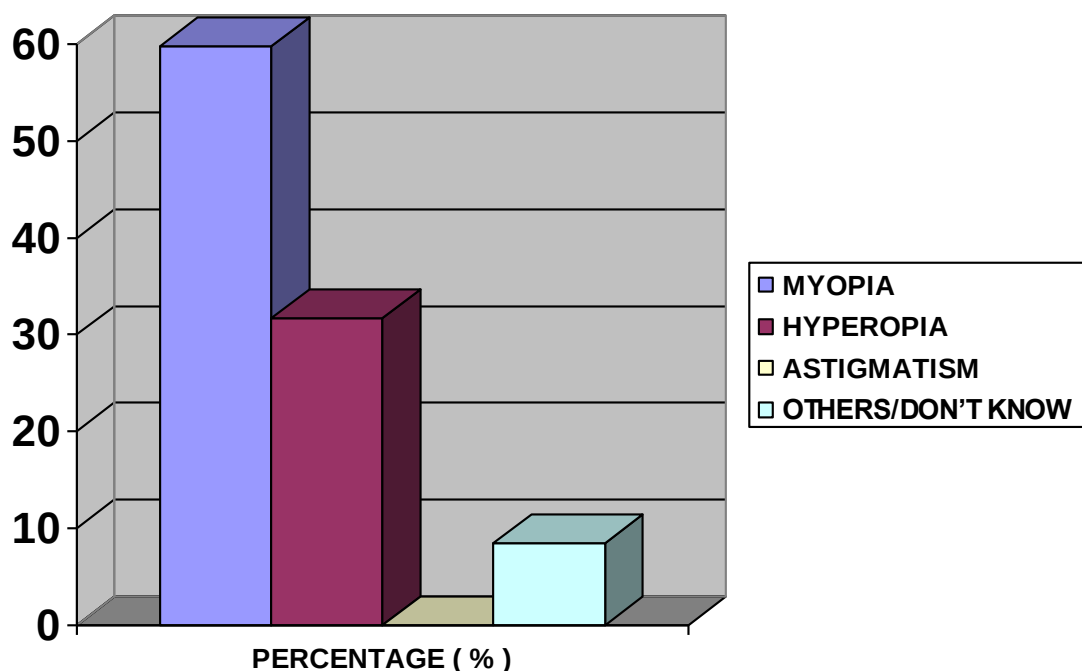
The table above reveals that most of the respondents suffer from Myopia, which accounts to 59.75 %, followed by Hyperopia with 31.75% and the respondents who do not know the cause for wearing spectacles were only 8.5%.

Inference:

According to the data collected, most of the prospects are MYOPIC.

CHART NO : O4

Graph showing Respondents based on the cause for using Spectacles/Contact lenses



CLASSIFICATIONS OF RESPONDENTS BASED ON POWER OF THEIR LENSES/SPECTACLES

POWER	NO... OF RESPONDENTS	PERCENTAGE
-8 TO -5	05	6.0
-4.99 TO -2	19	23.2
-1.99 TO 0	11	13.4
0 TO 1.99	18	22
2 TO 4.99	08	9.7

5 TO 8	01	1.2
DON'T KNOW	20	24.4
TOTAL	82	100

Analysis:

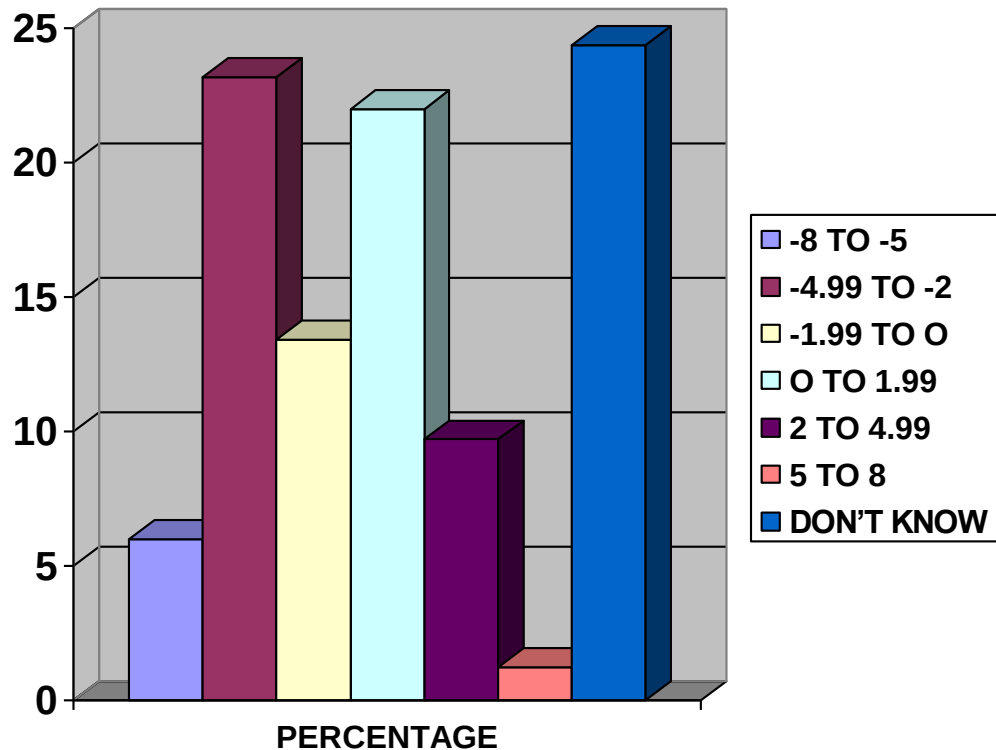
Table above reveals that most of the respondents are not aware of their lens power, which constitutes 24.4%. Respondents who know their lens power fall in the range of -4.99 to -2, which accounts for 23.2%, followed by 0 to 1.99 with 22% and -1.99 to 0 with 13.4%. Only one respondent fall in the range of 5 to 8, this is 1.2%.

Inference:

From the data, we can infer that most of the target group is unaware of their lens power.

CHART NO : O5

Graph showing Respondents based on Power of their Contact lenses/Spectacles



RESPONDENTS AWARENESS LEVEL FOR GETTING RID-OFF SPECTACLES

METHOD	NO... OF RESPONDENTS	PERCENTAGE
LASER	37	37
YOGA	01	01

DON'T KNOW	61	61
OTHERS	01	01
TOTAL	100	100

Analysis:

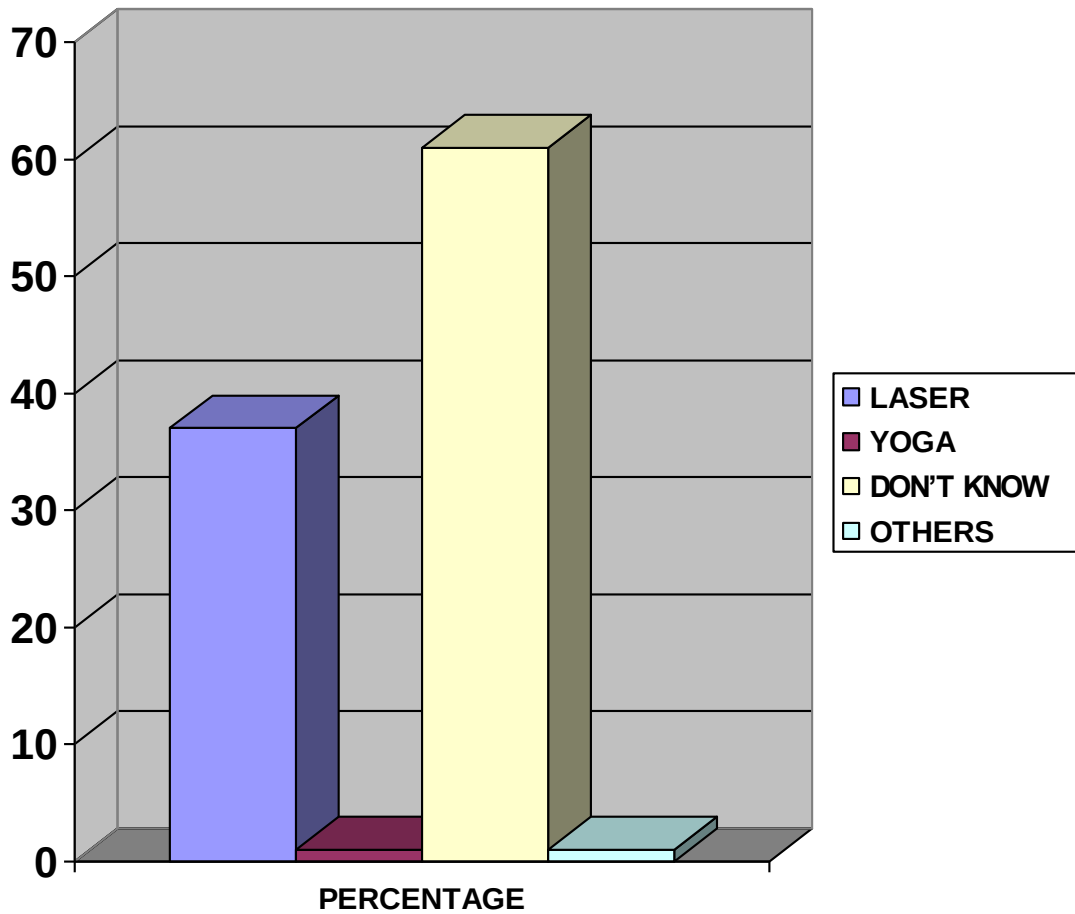
The table above reveals that most of the respondents are not aware of any method to get rid-off spectacles which accounts to 61%, and 37% of the respondents are aware of laser technology.

Inference:

According to the data collected, it is clear that future prospects are not aware of any method to get rid-off the spectacles.

CHART NO: 06

Graph showing Respondents Awareness level for getting Rid-off Spectacles



RESPONDENTS AWARENESS LEVEL OF LASIK/PRK

AWARENESS	NO...OF RESPONDENTS	PERCENTAGE
YES	21	21
NO	79	79
TOTAL	100	100

Analysis:

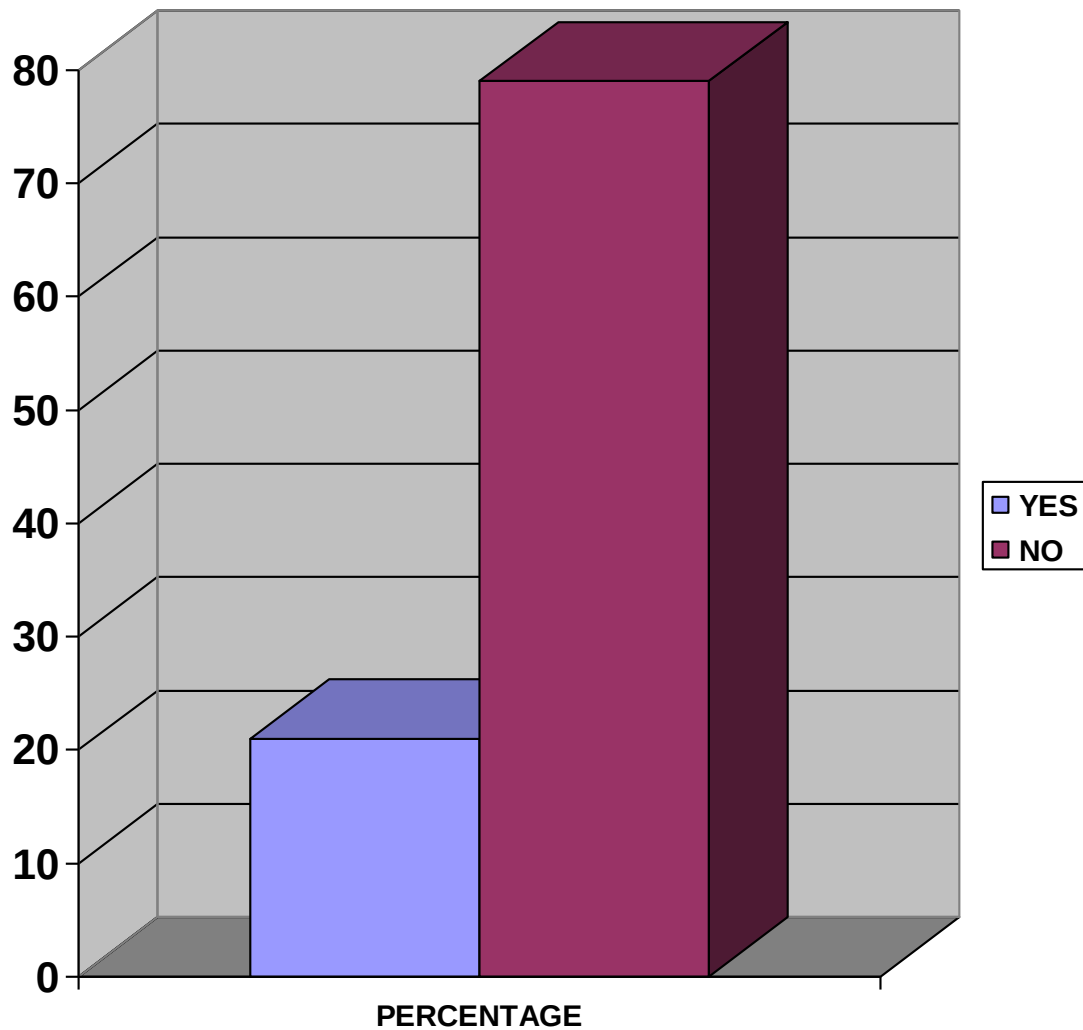
The table above shows that most of the respondents i.e., 79% are not aware of the LASER/PRK and those who know are just 21%.

Inference:

From the survey, it is clear that most of the target audience is unaware of LASIK/PRK.

CHART NO : O7

Graph showing Respondents Awareness level of LASIK/PRK



RESPONDENTS CLASSIFIED ON THE BASIS OF SOURCE INFORMATION OBTAINED

SOURCE	NO., OF RESPONDENTS	PERCENTAGE
TELEVISION	11	30.6
RADIO	02	5.5

NEWSPAPER	10	27.7
FRIENDS/FAMILY	07	19.4
OTHERS	06	16.7
TOTAL	36	100

Analysis:

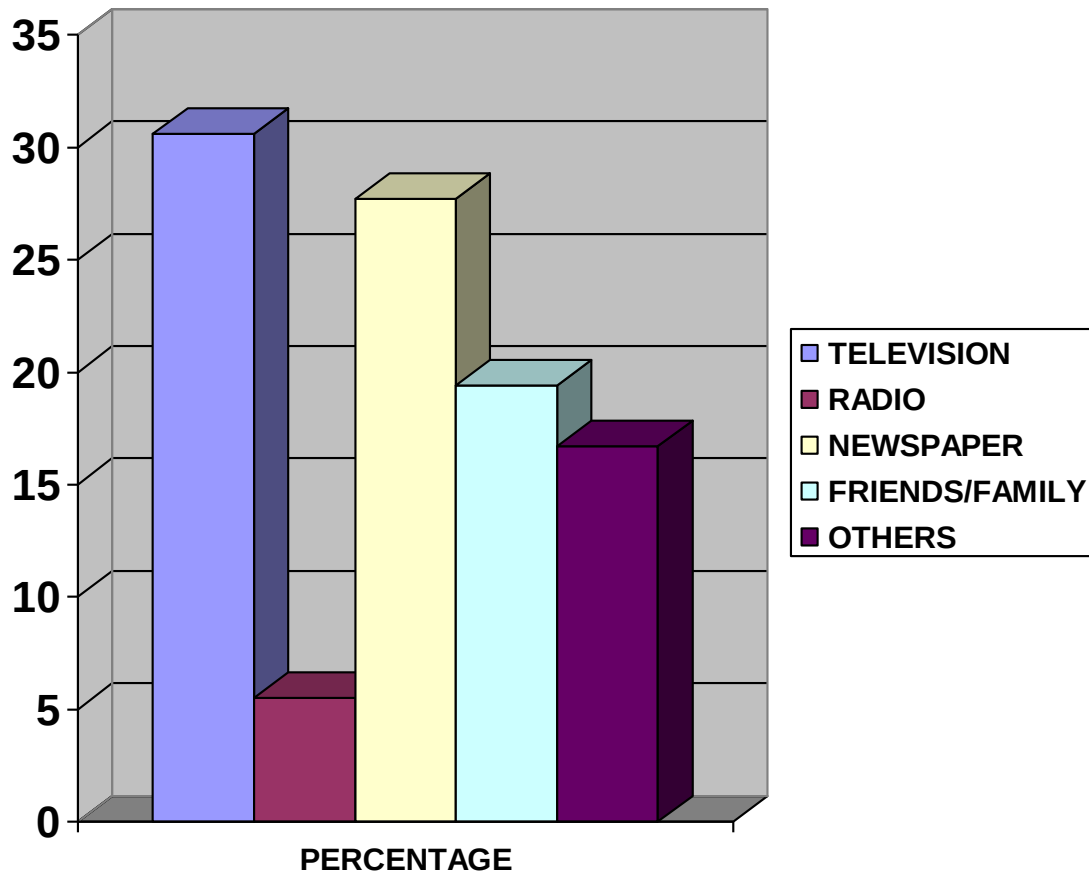
The table above reveals that Television is the major source of information, which constitutes 30.6%, followed by Newspaper with 27.7% and Friends/ Family accounts for 19.4%.

Inference:

According to the data collected, it is clear that Television plays a major role in spreading information, followed by Newspaper.

CHART NO : O8

Graph showing Respondents classified on the basis of Source Information obtained



RESPONDENTS AWARENESS REGARDING HOSPITALS PERFORMING LASIK/PRK

AWARENESS	NO. OF RESPONDENTS	PERCENTAGE
YES	11	11

NO	89	89
TOTAL	100	100

Analysis:

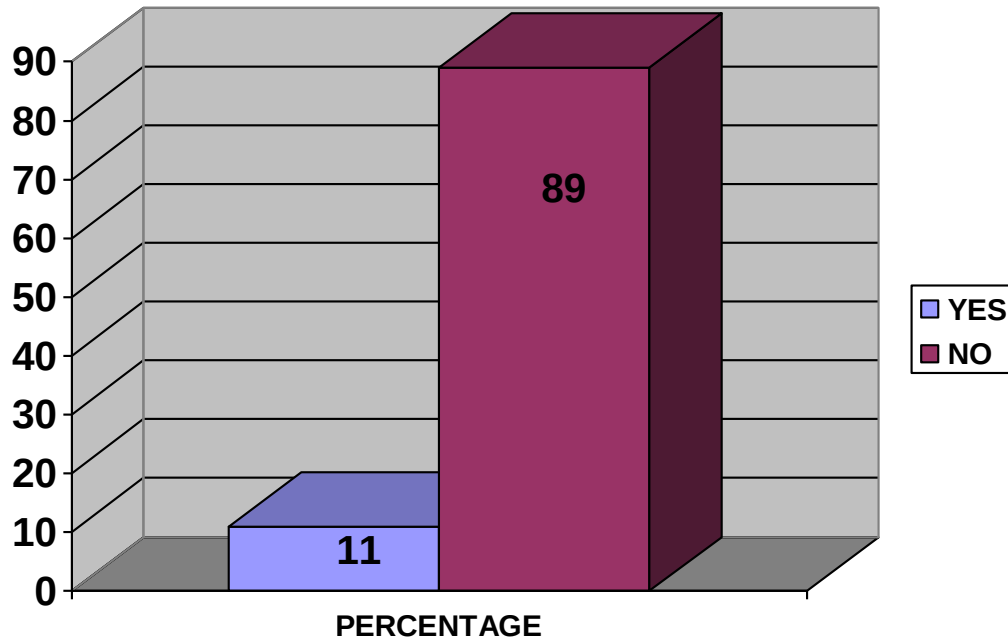
From the above table it is clear that most of the respondent's i.e. 89%. are unaware of any hospitals that perform LASIK. Rest of the respondent's i.e... 11% are aware of only L.V. PRASAD EYA HOSPITAL and APOLLO HOSPITAL

Inference:

From the study, it is clear that most of the target area is unaware of hospital performing LASIK/PRK.

CHART NO : O9

Graph showing Respondents Awareness regarding hospitals performing LASIK/PRK



RESPONDENTS INTERESTED TO KNOW MORE ABOUT LASIK/PRK

CATEGORY	NO OF RESPONDENTS	PERCENTAGE
INTERESTED	77	77
NOT-INTERESTED	23	23

TOTAL	100	100
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Analysis:

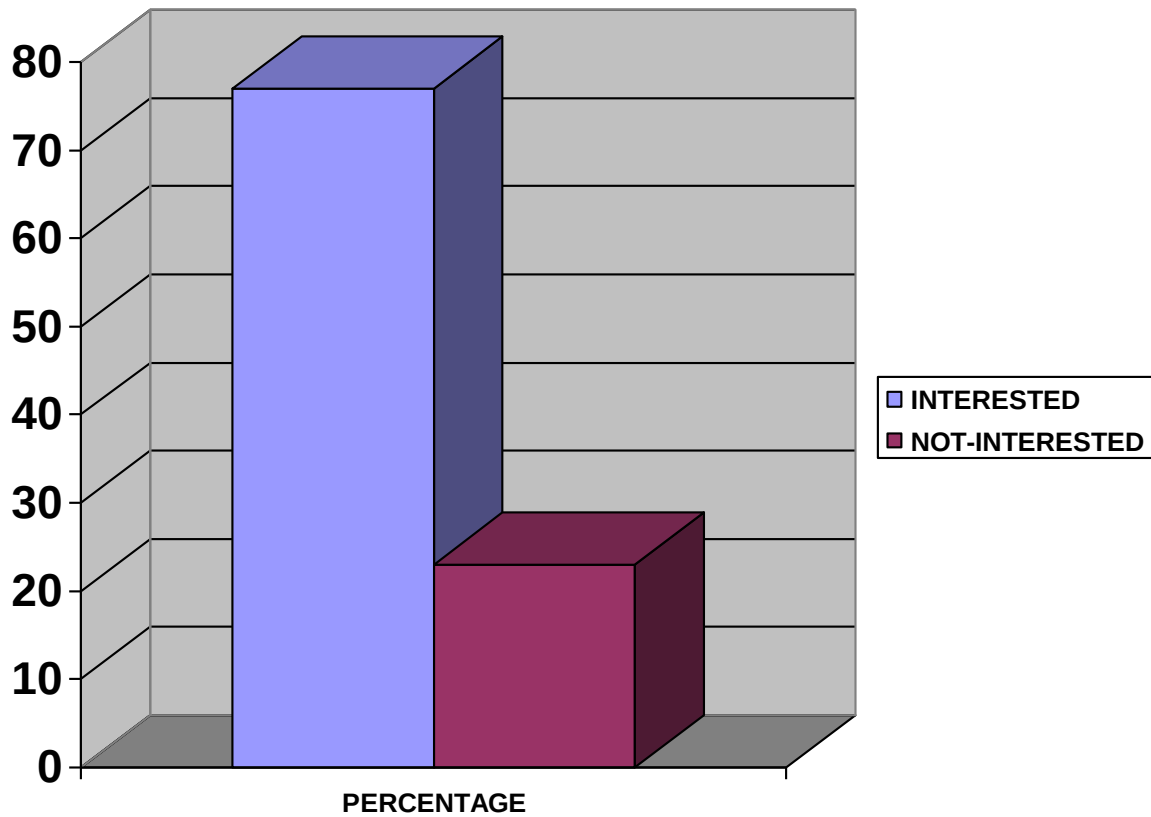
The above table shows that the most of the respondents are interested to know about LASIK/PRK, which constitutes 77%. The remaining respondents (23%) are not interested to know about LASIK/PRK.

Inference:

From the data, it is clear that we have a good number of audiences, which is interested to know more about LASIK/PRK.

CHART NO : 10

Graph showing Respondents interested to know more about LASIK/PRK



FINDINGS

FINDINGS

1. From the above data we can infer that most of the target audience/prospects fall in the age group of 20-29 years.
 2. According to the survey the most of the respondents who were interested in LASIK/PRK Surgery are male.
 3. According to the survey, most of the target audience use Spectacles/Contact Lenses
 4. According to the data collected, most of the prospects are MYOPIC.
 5. From the data, we can infer that most of the target group is unaware of their lens power
 6. According to the data collected, it is clear that future prospects are not aware of any method to get rid-off the spectacles.
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7. From the survey, it is clear that most of the target audience is unaware of LASIK/PRK.
8. According to the data collected, it is clear that Television plays a major role in spreading information, followed by Newspaper.
9. From the study, it is clear that most of the target area is unaware of hospital performing LASIK/PRK.
10. From the data, it is clear that we have a good number of audiences, which is interested to know more about LASIK/PRK.

SUGGESTIONS AND RECOMMENDATIONS

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From our study, it is very clear that most of the Hyderabad is are unaware of the product or process regarding LASIK. They are also unaware of the hospital performing the LASIK operation.

This shows that there is a great potential for Allegretto Wave Eye –Q Laser System. Therefore, the hospital should put more efforts in creating “Product Awareness” and “Brand Building” campaigns.

- APOLLO Chemists and Doctors are the medium through which majority of the consumers can become aware of the product; hence the hospital should increase its sales force who can promote the brand.
 - The hospital should resort to Advertising through Electronic media, Sign Boards, Magazines, Newspapers and Pamphlets. The chemists can be used to issue the Pamphlets to every customer who buys medicines for Eye Diseases.
 - Since we never know where our potential and loyal customers lie, therefore hospital should concentrate on all the sectors, i.e., urban, semi-urban and even rural areas only.
 - Examples, like TIGER WOODS should be highlighted in the Advertisements in the urban areas only and examples of any local personality like MR. ANIL KUMBLE to tap the semi-urban and rural areas.
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- Since the product is new in the market there is a chance that hospital may face strong competition in the near future. Hence the process should be reasonably priced.
- Some more Doctors should be trained well to maintain the same level of accuracy in the absence of Main doctors.
- Allow the Chemist and Doctors to know the hospital and its people get closer to them by sharing information and interact more to update with new information that will build Brand Image.
- Hospital should use TOLL-FREE number to attract more respondents.

CONCLUSION

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The analysis of response to questionnaires administered from 100 respondents who wear spectacles and contact lenses was disclosed pertaining to the findings. Based on the findings and recommendations for Apollo Hospital have been made.

As already mentioned in the limitations of the study, marketing survey is confined only to 100 respondents in Hyderabad city.

Taking up the present circumstances into consideration serious efforts have been made to make the survey as authentic as possible so as to give credibility to the report while the methodology for collection of data and analysis thereof may be of which is used in any marketing survey.

To conclude, Allegretto Wave Eye-Q Laser system has a great Market Potential in the near future, but the hospital has to take care of their competitors specially L.V.PRASAD EYE CARE HOSPITAL.

ANNEXURE AND APPENDICES

QUESTIONNAIRE

1. Do you wear Spectacles/ Contact Lenses? Yes ☐ No ☐

2. If yes, specify the power of your Spectacle/Contact lens
can't say

3. What is the cause for wearing Spectacles/contact lenses?

➤ Myopia (Short sight)

➤ Hyperopia (Long sight)

➤ Astigmatism

➤ Other, please specify _____

4. Have you undergone any eye surgery? Yes ☐ No ☐

5. If yes, what was the cause for eye surgery?

Please
specify _____

6. Are you aware of any method for getting rid off the spectacles/Contact Lenses?

If yes, please specify.....

7. Are you aware of LASIK/PRK? Yes ☐ No ☐

8. If yes, how did you come to know about LASIK/PRK?

➤ Television ☐

➤ Radio ☐

➤ News Paper ☐

➤ Friends/Relatives ☐

Others, Please

specify_____

9. Have you undergone LASIK/PRK?

Yes ☐

No ☐

10. Are you aware of any hospital, which performs LASIK/PRK?

Yes ☐

No ☐

If yes, please
specify_____

11. Did you undergo surgery in the above-mentioned hospital?

Yes ☐

No ☐

12. If yes, are you satisfied with the surgery?

Yes ☐

No ☐

13. Do you want to know more about LASIK / PRK?

Yes ☐

No ☐

PERSONAL DETAILS:

Name: _____ **Age:** _____

Gender: Male ☐ **Female** ☐

Occupation: _____

Organization: _____

Mob No: _____ **Landline:** _____

E-mail: _____

Address: _____

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