

Assessing Integrated Marketing Communication (Imc) Tools In Trinity Super Specialty Eye Hospital, Manali Jn, Palakkad

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Abstract- This research investigates the integrated marketing communication (IMC) strategies implemented by Trinity Eye Hospital in Palakkad, Kerala, and their consequential effects on patient engagement and awareness. Through a meticulously designed questionnaire-based survey administered to 121 respondents, the study analyzes diverse facets including patient demographics, preferred awareness channels, and the efficacy of various promotional initiatives. Findings underscore demographic patterns, influence of word-of-mouth referrals, and the effectiveness of IMC tools deployed by the hospital. The research emphasizes the pivotal role of strategic marketing communication in healthcare, furnishing actionable insights tailored to fortify patient engagement endeavors. The methodology encompasses judgmental sampling for participant selection and combines quantitative data analysis with qualitative insights. Through a holistic approach, this research aims to inform Trinity Eye Hospital's optimization of marketing communication strategies to bolster patient engagement and foster enduring growth within the healthcare landscape.

Keywords- Integrated Marketing Communication (IMC), Healthcare marketing, Demographic patterns, Strategic marketing communication

I. INTRODUCTION

In today's rapidly evolving healthcare landscape, the strategic application of Integrated Marketing Communication (IMC) tools is indispensable for healthcare providers navigating patient engagement and education. IMC integrates various communication channels, from traditional print media and TV advertising to modern platforms like social media, email marketing, and telemedicine portals. This approach allows healthcare organizations to tailor messages to diverse patient needs, fostering connections and building trust. Beyond traditional marketing, IMC includes patient education, community outreach, and stakeholder engagement, promoting patient-centric care and empowering proactive health management. Educational campaigns, interactive workshops, and online resources help disseminate accurate health

information, raise awareness about preventive measures, and promote healthy lifestyle choices. The eye care industry in India has grown remarkably due to urbanization, increased disposable income, and evolving consumer preferences. With a market size of approximately billion USD, it is a pivotal healthcare sector. Changing attitudes towards preventive measures and personalized treatment options have increased eye health awareness. Technological advancements, such as telemedicine, laser-assisted surgeries, and advanced diagnostics, have improved care standards and accessibility. Global collaborations and international best practices have further enhanced the sector. The industry is set for continued expansion, driven by digital health solutions, value-based care models, public-private collaborations, and policy reforms aimed at improving access and affordability. Trinity Eye Hospital in Palakkad, Kerala, has provided exceptional eye care since 2000. Founded by Dr. A.K. Sreedharan, Dr. Sunil Sreedhar, and Dr. Mridula Sunil, the hospital pioneered techniques like Phacoemulsification surgery for cataract removal. The Trinity Charitable Trust underscores the hospital's commitment to providing quality eye care to the underprivileged. ISO 9001-2011 certified in 2010, Trinity Eye Hospital sets quality benchmarks in Palakkad. The Trinity School of Ophthalmic Studies nurtures skilled technicians, advancing eye care services. With centers in Mannarkkad and Alathur and a modern facility at Manali Junction, the hospital extends its reach to diverse communities. As a leader in specialty eye care, Trinity Eye Hospital continues its legacy of innovation, quality, and community service, preserving and restoring vision for countless individuals, cementing its role in the healthcare landscape.

II. REVIEW OF LITERATURE

Annisa Soraya, Sri WahyuniNasution, ErmiGirsang, ChrismisNovalindaGinting (2022): This qualitative study analyzes an Integrated Marketing Communication (IMC) strategy to boost outpatient visits at Royal Prima Hospital. Findings reveal effective advertising and public relations efforts, but opportunities exist to optimize personal selling, direct marketing, and word-of-mouth strategies.

Recommendations include staff training to enhance the IMC strategy and increase outpatient visits.

James K. Elrod¹ and John L. Fortenberry Jr (2020): Healthcare establishments employ various communicative mechanisms to engage with their patient populations. While traditional avenues like advertising, personal selling, sales promotion, public relations, and direct marketing are commonly recognized, other significant communicators include the institution's personnel, service delivery locations, and brand representation. This diversity offers numerous options but requires careful consideration in developing associated marketing communications to ensure effectiveness and consistency.

LenggoGeni Sari (2020): Patient satisfaction is paramount for hospitals, leading to positive reputation, customer loyalty, and increased profits. Hospital marketing strategies play a crucial role in enhancing patient satisfaction. A systematic review employing the PRISMA method analyzed journals from 2011-2018, yielding eight relevant articles. Challenges in implementing hospital marketing programs include interpersonal dynamics among patients, medical personnel, and external factors. Contextual factors greatly influence program success. Strategies such as internal marketing, marketing mix, learning organization, and e-health tools facilitate implementation. Hospital marketing is a collective responsibility, requiring strategic planning and resources.

TejaswiniPunse, PrithimaBhaskaran, Pooja Darda (2019): The research investigates the impact of integrated marketing communication (IMC) tools, specifically advertising, on consumer behavior in the healthcare industry. It combines secondary research with primary data collection via a questionnaire distributed through Google Forms. Findings reveal that advertising significantly influences people to try healthcare services, with a notable reliance on online platforms for healthcare information. Further exploration into specific IMC tools and demographic factors could enhance understanding. Overall, the study sheds light on the effectiveness of IMC in healthcare marketing.

AhdiaAmini,, Iqbal Afif (2018): This study examines how service quality, customer trust, customer value, and customer loyalty are impacted in hospitals adhering to JCI standards, with a focus on green hospital concepts. Using a descriptive research design with 209 respondents and employing SPSS and SEM, the findings reveal that service quality positively influences customer trust, which in turn affects customer value and loyalty. Additionally, customer trust negatively impacts customer loyalty. The study also identifies a significant mediating effect of customer value on trust and loyalty. These

insights underscore the importance of understanding these dynamics for enhancing patient satisfaction and loyalty in healthcare settings.

III. OBJECTIVES OF THE STUDY

Primary Objective: To assess the effectiveness of integrated marketing communication (IMC) tools utilized by Trinity Eye Hospital in influencing patient engagement and behavior.

Secondary Objectives:

- To evaluate the awareness and utilization of various IMC tools among patients visiting Trinity Eye Hospital.
- To identify the most influential IMC tools in patients' decision-making processes regarding selecting Trinity Eye Hospital for eye care services.
- To understand patient satisfaction levels and preferences regarding different IMC tools employed by Trinity Eye Hospital for communication and engagement.

IV. RESEARCH METHODOLOGY

This study examines the effectiveness of Trinity Eye Hospital's integrated marketing communication (IMC) strategies in engaging and informing patients. Using a descriptive research design, the study surveys 121 respondents who have used the hospital's services, focusing on their demographics, awareness channels, and perceptions of promotional activities. Primary data is collected through structured questionnaires distributed via Google Forms, capturing quantitative insights into the hospital's IMC strategies. Secondary data from published literature, industry reports, and academic journals provides context on eye care marketing trends. Judgmental sampling ensures participants are relevant to the research objectives.

V. DATA ANALYSIS

HYPOTHESIS TESTING FOR ASSOCIATION BETWEEN GENDER AND SOURCES OF INFORMATION

- Null Hypothesis (H₀): There is no association between gender and sources of information.
- Alternative Hypothesis (H_a): There is an association between gender and sources of information.

O- OBSERVED frequency

E- Expected frequency ((Row total x column total) /Grand total)

Chi square value – (Observed frequency – Expected frequency)² / Expected frequency

O	E	$(O - E)^2 / E$
21	18.350	0.383
39	40.592	0.062
14	15.013	0.068
12	11.677	0.009
31	33.919	0.251
7	4.448	1.464
12	14.650	0.479
34	32.408	0.068
13	11.987	0.086
9	9.323	0.011
30	27.081	0.315
1	3.552	1.833

$\Sigma = 5.029$

Critical chi-square value at the 0.10 significance level with appropriate degrees of freedom. Since we have 2 rows and 6 columns, the degrees of freedom will be (2-1) * (6-1) = 5

Critical chi-square value ≈ 9.236

Since the calculated chi-square statistic (5.039) is less than the critical chi-square value (9.236), we fail to reject the null hypothesis. Therefore, at a significance level of 0.10, we do not have enough evidence to conclude that there is a significant association between gender and sources of information.

HYPOTHESIS TESTING FOR THE MEAN USAGE COUNTS AMONG DIFFERENT INFORMATION SOURCES

Null Hypothesis (H0): The mean usage counts among different information sources are not significantly different.

Alternative Hypothesis (Ha): The mean usage counts among different information sources are significantly different.

Age/Sources	Social media	Newspaper	Radio	Hospital website	Word of mouth	Other	Mean
Below 18	1	1	0	0	3	1	1.00
18-24	9	14	0	7	12	2	7.33
25-34	10	11	5	5	11	3	7.5
35-44	4	13	6	3	16	1	7.16
45-54	6	18	6	3	11	1	7.5
55 or above	3	16	10	3	8	0	6.66
Mean	5.5	12.16	4.5	3.5	10.16	1.33	

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F _{crit}
Between Groups	514.1389	5	102.8278	6.9556	0.00203	2.049246
Within Groups	443.5	30	14.78333			
Total	957.6389	35				

Rejecting the null hypothesis (p-value = 0.000203 < 0.10) indicates that there are significant differences in the mean usage counts among different information sources. The analysis of the information sources reveals that there are statistically significant differences in the mean usage counts among different information sources. This indicates that the choice of information source significantly influences how frequently individuals access information. The findings underscore the importance of understanding the diverse preferences and behaviors associated with different sources of information.

AGE GROUPS AND IMC TOOLS AWARENESS

		IMC TOOLS USED						TOTAL
		PUBLIC TRANSPORT ADS	HOARDINGS	YOUTUBE ADS	THEATRE ADS	HOSPITAL AMBULANCES AND VANS	TEXT MESSAGES	
AGE GROUPS	BELOW 18	3	1	0	1	3	0	8
	18 - 24	8	3	4	2	6	4	27
	25 - 34	5	6	1	4	7	3	26
	35 - 44	14	12	7	5	8	3	49
	45 - 54	13	9	5	4	11	4	46
	ABOVE 55	12	9	4	5	11	5	46
	TOTAL	55	40	21	21	46	19	202

From the table it is understood that public transport ads are seen mostly by the 35-44 age group, that is 14 out of 39 people in that age group. The same age group 35-44 has seen hoardings, YouTube ads and theatre ads the most. Theatre ads are equally noticed by above 55 age group, 25-34 and 45-54 age groups are just behind. The hospital's ambulances and vans were seen frequently by 45-54 and above 55 age group the most. Text messages are seen frequently by the age group of above 55. It is also observed that public transport ads are most frequently seen that is 55, followed by hospital ambulances and vans that is 46 in total. Text messages are the least seen IMC tool by the respondents. Ads reach the age group of 35-44 the most followed by 45-54 and above 55 age group as well.

WEIGHTED AVERAGE OF VARIOUS IMC TOOLS

ADS/VISIBILITY	SEEN FREQUENTLY	SEEN SOME TIMES	OCCASIONALLY SEEN	SEEN RARELY	NEVER SEEN
Public transport ads	15	40	30	25	11
Hoardings	13	27	26	44	11
YouTube ads	8	13	22	37	41
Theatre ads	5	16	22	34	44
Hospital ambulances and vans	12	34	36	23	16
Text messages	9	10	27	41	34

RANK	1	2	3	4	5	6
WEIGHT (W)	6	5	4	3	2	1

X ₁	W ₁	X ₂	W ₂	X ₃	W ₃	X ₄	W ₄	X ₅	W ₅	X ₆	W ₆
1	9	1	7	8	4	5	3	1	7	9	5
5	0	3	8	8	8	0	2	2	2	9	4
4	2	2	1	1	6	1	8	3	1	1	5
0	0	7	3	3	5	6	0	4	7	0	0
0	0	5	5	5	6	0	4	7	0	0	0
3	1	2	1	2	8	2	8	3	1	2	1
0	2	6	0	2	8	2	8	6	4	7	0
0	0	4	4	2	8	2	8	6	4	4	8
2	7	4	1	3	1	3	1	2	6	4	1
6	8	4	3	7	1	4	0	3	9	1	2
			2	2	1	2	2				3
1	2	1	2	4	8	4	8	1	3	3	6
1	2	1	2	1	2	4	8	6	2	4	8
	Σ		Σ		Σ		Σ		Σ		Σ
	5		4		3		3		4		4
	1		7		9		8		8		0
	0		1		4		8		7		3

W = (6+5+4+3+2+1) = 21

WEIGHTED AVERAGE = (Wxi)/W

(Where i = 1, 2, 3, 4, 5, 6)

W1 = 410/21 = 24.29

W2 = 471/21 = 22.43

W3 = 394/21 = 18.76

W4 = 388/21 = 18.48

W5 = 487/21 = 23.19

W6 = 403/21 = 19.19

ADS	WEIGHTED AVERAGE	RANK
Public transport ads	24.29	1
Hoardings	22.43	3
YouTube ads	18.76	5
Theatre ads	18.48	6
Hospital ambulances and vans	23.19	2
Text messages	19.19	4

The weighted average analysis of various advertisement channels reveals insightful trends regarding their effectiveness in engaging the target audience. Public transport ads emerge as the most impactful channel, securing the top rank with a weighted average of 24.29. This suggests that advertisements on public transport vehicles resonate strongly with the audience, possibly due to their visibility and frequency of exposure during daily commutes. Hospital

ambulances and vans also demonstrate significant effectiveness, securing the second rank with a weighted average of 23.19. This indicates that mobile advertisements on hospital vehicles effectively capture attention and convey messages to potential patients. Conversely, YouTube ads, theatre ads, and text messages rank lower in effectiveness, suggesting that they may require refinements or alternative strategies to enhance their impact on the target audience. Overall, the analysis underscores the importance of selecting advertisement channels strategically to maximize reach and engagement, thereby optimizing marketing efforts in healthcare promotion

V. CONCLUSION

The thorough examination of patient demographics and preferences reveals key insights into Trinity Eye Hospital's integrated marketing communication (IMC) strategies. With the majority of individuals falling within the 25-44 age group and a diverse patient population across various income brackets and occupations, targeted messaging is crucial. While traditional word-of-mouth referrals remain influential, leveraging social media platforms for enhanced online engagement presents a promising avenue. Diversifying advertising channels, including digital platforms and influencer partnerships, can broaden visibility, while optimizing event effectiveness can strengthen patient engagement and loyalty. By incorporating these insights, Trinity Eye Hospital can refine its IMC strategies, deepen patient connections, and drive positive health outcomes, solidifying its position as a trusted healthcare provider committed to improving patient well-being.

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