

Popular Hospital Chain @Kolkata Case Studies



Problem Solving

Problem Solving always required No.1 Fixer



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Observations

- This Hospital was used to be the most demanded and crowded Hospital in West Bengal, having Multiple Branches in Kolkata City
- The Hospital offering Multispecialty healthcare Services, best infrastructure in the City and it has many well and qualified doctors and staffs
- Fire incident in 2011 unfortunately, taken many lives it due to Security laps and lack of Patient Safety measures



Location Study –Kolkata Healthcare Services Providers Market

- Heart of Kolkata, very precious Location they got
- Many new Hospitals are coming up and they are in surrounding areas and giving tough competition and many of are also able to bag more crowd i.e. Patient and relatives(they are also patient) than this Hospital used to in before
- Many Specialized Hospital has set up in the prime Hospital Zone and they have Targeted in Anatomy or Disease which is very risky for life and it's the most Concerns i.e. Heart , so Heart Specialized Hospitals are running successfully and then they have also introduced Addon Services to their Hospital i.e. Multispecialty Services and Surgery i.e. O.T. also, since when people were treated well on their Most Concerned areas i.e. Heart they come back home after successfully surgery or treatment which is the factor for their Confidence gaining results bringing more patience, they are coming with their relatives not only various part from West Bengal but they are also pulling the Patient and relatives from Bangladesh



People and Behavior

- From Poor to upper Class people usually roaming in the areas where the Hospital Zone is located
- Road Connectivity enabled good patient flow towards hospitals without any hassles
- Local Tourism industrial Authority also very supporting for bringing more patience and relatives from various part of West Bengal and it's districts and outside of the Country (Bangladesh), there is enough Public and Govt. Transport supporting to enhanced Healthcare Infrastructure of West Bengal(Kolkata), so that's why this initiatives not only helping Hospital and other healthcare Services sectors but also helping Hotel & Accommodation , Restaurant, Taxi & Transport, Air Ports, Shopping Malls, Pharmaceutical Industry, Local & State Tourism etc.
- Govt. is also very supportive to available lots of free healthcare scheme and incentives which is really helping People to go and visits the Big Hospitals
- People usually comfortable in Bengali or Hindi
- Many rural people still comfortable to dealing in cash, no matter they had to mortgage the gold or sell their property, but when there is life or death situation they were very fast in such decision makings
- In spite of Many Hospitals but still there is lack of availability of bed for emergency patient as they had to call many hospital before coming to Kolkata, where most of hospital couldn't confirmed the Emergency Bed, so they had to adjust with lower grade clinics or hospital not having such specialty for the right patient, either they had do die, or after a day they had to bring the patient in Ambulance to check one by one Hospital for bed availability in spite they had enough money to support the healthcare cost



Why this Hospital still lack behind than others Hospitals in spite of the best Infrastructure in the City

The ideal and smart Question is; all the Branches , Doctors, Staff, Marketing Promotion etc. are really good , location in prime location at a Hospital Zone, Buildings are easily Visible to people, even it has all facilities that it can accommodate the patient and relatives without overcrowding the Desk, Reception or any other areas but still the patient is not full opponency, Hospital is very clean, Good hygiene practices, Patient Safety measure has taken care off most of the Priority after the fire incidents, Management is Good , Staffs are very friendly not rude, they are attentive to customer & offering VIP services to them, Doctors are caring, Staffs are disciplined, Fire Exit , Assembly points are clearly Visible etc.

But the Question is why they are still unable to get enough Crowd as per their Hospital capacity??



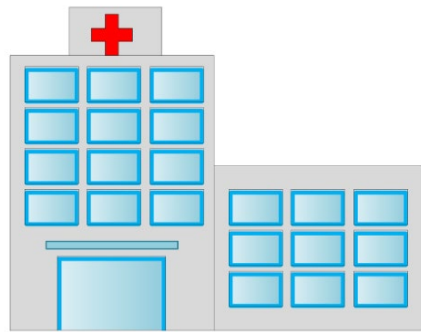
Let's apply the Metaphor i.e. The Theory of Visualization here to find the No.1 Source



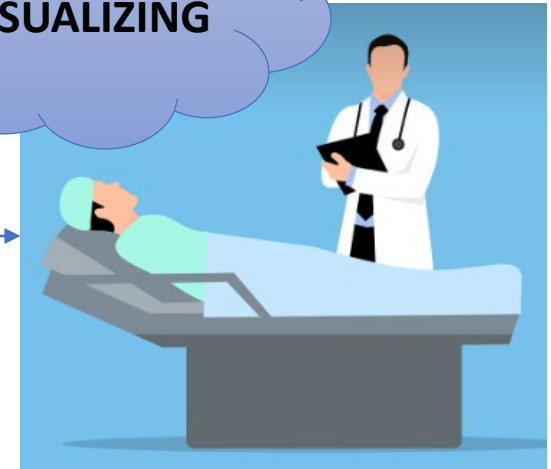
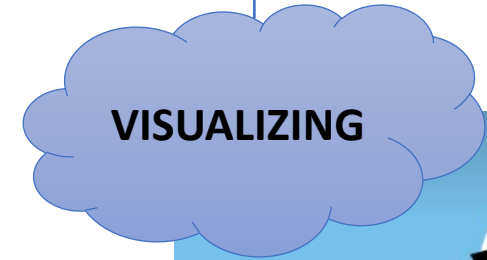
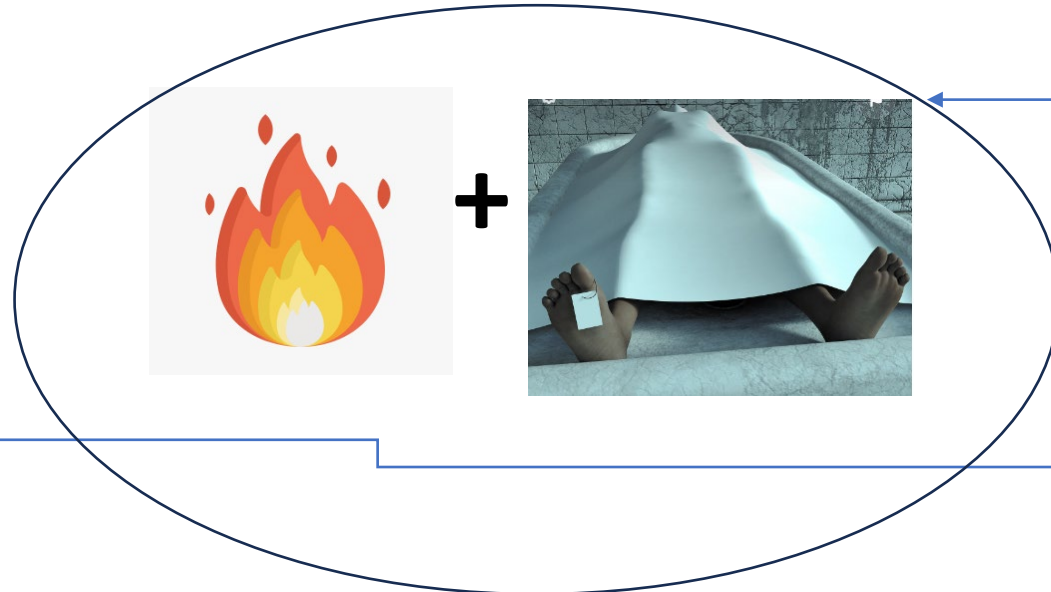
This is the Patient Mind i.e. Visualization i.e. Metaphor is Hospital Name, which is in their Sub Conscious Mind



Let's apply the Metaphor i.e. The Theory of Visualization here to find the No.1 Source



HOSPITAL NAME



When Patient Heard the Hospital name they can Visualize this and relate it with them

No.1 Source is HOSPITAL NAME”, AS SOON AS THEY HEARD THE NAME OF YOUR HOSPITAL, FEAR APPEARS TO THEIR SUBCONCIOUS MIND, WHICH KEEP THEM AWAY FROM THE HOSPITAL, it's even contagious in word of mouth, taking references, rumors, conversation, decision making to chose Hospital, News, Ads, Media etc. which effect the Reputation of the Hospital no matter the hospital is trying to come up with Best facilities, best infrastructure than other Hospital in Kolkata



Conclusion and Strategic Advisory

Problem : Lack of filling the Patient & Relatives in Hospital in spite of the best facilities and best infrastructure in the City

No.1 Source: Patient is the Fundamental for Hospital and Entire healthcare Industry and often tragedy, deaths , incidents etc. makes them Panicked as it's also panicked their relatives since they will also recommend themselves to visits the same hospital after successful treatment and visual experience of the Hospitals, so ultimately its overall effects the Reputation of the Hospital, where many Hospital lost the Focus on "PATIENT SAFETY" , since everything is for only PATIENT and when Patient is afraid of loss of their life even they are in good health, they would definitely like to avoid the Risk, so that's why when there is any Reputation of Patient Safety, it's not only affect that Hospital it's also effect the entire Hospital Zone, Tourism Industry, Healthcare Industry, Govt., Patient , Relatives and Investor etc.

Note: Only acquiring the Hospital certification or Accreditation is not enough unless adequate Patient Safety protocol being communicated to employees, doctors, staffs, visitors and make sure the Hospital Continuing the implementation after their certification, where if there is any incident nobody to blame the Accreditation/certification Body but alone Hospital suffers



Conclusion and Strategic Advisory

No.1 Fixer : Change the Name of Hospital would be relieving for the Hospital and Management while Patient Safety is the No.1 measure

For any Hospital and it should not be a thumb rules that if your Hospital ignorant on patient safety and many innocent people had to loss their life then you change your name just to avoid the loss of business which will not work as through out the Time the Hospital had to constantly prove that why the people should trust them and why they are ready to tackle any problem and disaster than any other Hospital in the city and in the Country, and Govt. also proactively monitoring the Hospital for it's ethical practices

Note: The best way to offer any condolence to people who lost their life is the involve your Hospital is free charity through out the year(special budget may be sanctioned) for critical Operation and treatment for poor and privileged people around the State and Country and outside of country, let them prove that you are best in very specialized care which nobody can offer



Conclusion and Strategic Advisory

No.1 Breaking Point : Once reputation is destroyed then it's almost impossible to restore your Business no matter how hard you try and reinvest or remodeling your Hospitals, where many people now has a team assigned to manage their Reputation via online and social media, which is wrong instead they should focus on their own facilities, Gap Analysis and Problem, many management and board when they reluctant to accept the changes , the often had to pay the heavy price and it's repetitive wrong decision, wrong investment, waste of money, lots of debt and liabilities which also effects Stock Exchange, since it's due to only one reason that a Business is like our Child and no matter what happened as a human tendency we never wanted to leave that , we may struggle but any changes we feel really difficult for them since of their love is blind, instead be wise and open for what's needs to be done ethically to bounce back to the mainstream and how you can learn from the mistakes



Thank You !

-The End-