

An Empirical Study on Eye Care Hospital Selection Decision of Patients: A Research of Medfort Eye Care Hospitals at Delhi

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Abstract

India is one of the most lucrative healthcare markets in the world and healthcare services being an important sector in emerging economies like India. The research paper is about the Indian healthcare sector and examines the current factors that affect the selection decision of specialty hospitals by the customers (patients), especially in Eye hospital industry. The main objective of the research was to provide solution to Medfort Eye care, which is a leading specialty eye hospital chain in India. Medfort eye care centers at Delhi faced problem of declining footfall of patients and this paper tries to explore how Medfort can recover from this situation and on which attributes it needs to work upon to increase the footfall of patients at its Delhi centers. The research was divided in three phases, In first phase, unstructured interviews over the telephone was conducted with the existing customers of Medfort to know their Satisfaction Level & whether they were ready to recommend Medfort to others in future. In the Second Phase, researcher visited the optical centers in the vicinity of Medfort Eye Care as to know the Brand Awareness of Medfort. In the third phase, online survey was conducted to know the various attributes that youth look at, while going for a Lasik surgery (Cosmetic Surgery for removing eye glasses). The major findings were that “Doctors’ Reputation” was the major driving force and the other important factors were ‘Hygiene’ and ‘Cost of treatment’. The other important finding was that the patients are more price sensitive towards the expenses incurred after Surgery i.e. glasses, medicines charges etc. rather than towards the cost of treatments like surgeries and Lasik. It was also found that “optical centers” are the major source of lead generation for increasing footfall of surgeries and check-ups in a hospital.

Keywords: Specialty hospital selection, Healthcare Services, Lasik Surgery, Doctors Reputation.

Acknowledgements: The infrastructural support provided by FORE School of Management, New Delhi is gratefully appreciated.