

THE EXPERT SESSION REPORT

(PGDHM 2023 – 2024)

HOSPITAL MARKETING BY DR. CHIRAG RATHOD

GRADUATE SCHOOL OF MANAGEMENT STUDIES

GUJARAT TECHNOLOGICAL UNIVERSITY



DATE: 24th February 2024, SATURDAY



On February 24, 2024, GSMS GTU hosted an expert session led by Dr. Chirag Rathod, focusing on the intricate domain of Hospital Marketing, tailored specifically for students enrolled in the Post Graduate Diploma in Hospital Management (PGDHM) program. Dr. Rathod, renowned for his expertise in healthcare management, commenced the session by underlining the paramount importance of effective marketing strategies in the contemporary healthcare landscape. He elucidated the multifaceted nature of hospital marketing, emphasizing its unique challenges and opportunities.

Throughout the session, Dr. Rathod provided an in-depth analysis of various key topics. He meticulously explored the process of market analysis, emphasizing the significance of understanding demographic trends, consumer behaviors, and competitive dynamics within the healthcare sector. Drawing upon his extensive experience, Dr. Rathod illustrated these concepts with compelling case studies, offering tangible examples of successful marketing initiatives implemented by leading healthcare institutions.

Moreover, the session delved into the intricacies of brand management in healthcare. Dr. Rathod elucidated strategies for establishing a distinctive brand identity, fostering patient trust, and maintaining a competitive edge in the market. He emphasized the pivotal role of branding in shaping consumer perceptions and influencing patient preferences.

A highlight of the session was the in-depth discussion on patient experience and satisfaction. Dr. Rathod underscored the significance of delivering personalized care, effective communication, and compassionate service to enhance patient satisfaction levels. Through interactive exercises and group discussions, students had the opportunity to explore innovative approaches to improving patient experiences within hospital settings.

Central to the session was the incorporation of a detailed case study, which provided students with a practical framework for applying theoretical concepts to real-world scenarios. Analyzing the case study enabled students to critically assess marketing strategies, identify challenges, and formulate actionable recommendations, thereby deepening their understanding of hospital marketing principles.

In conclusion, the expert session led by Dr. Chirag Rathod proved to be an invaluable learning experience for PGDHM students. By providing comprehensive insights, practical examples, and engaging discussions, Dr. Rathod equipped students with the knowledge and skills necessary to navigate the complexities of hospital marketing effectively. The session not only broadened students' understanding of marketing principles but also empowered them to make informed decisions and drive positive change within healthcare organizations.

This session was truly inspiring for students of PGDHM and GSMS, GTU will plan to arrange such more expert sessions for the students.