

Case - ‘Promotion of Doctor’s Doctor (Pathology Lab) in Nagpur City’

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Abstract- [“Pathologists are the hidden heroes on the frontline of healthcare”. Though most of the pathological test are being performed in labs, but more than 70% of medical decisions are relying on those tests, we can easily say, a hospital couldn’t function without pathology department]. (knowpathology, 2015)

[But for the Nagpur city, which is considered as medical hub, a survey revealed that out of more than 600 pathology labs, 350 of them are unauthorized ones. Surprisingly health department of NMC’s list has names of just 200 registered path labs in the city. It further revealed that there are four categories in pathology labs. First, unorganized labs, second the labs run by technicians only, third where pathologists are not present and only the fourth once run by qualified pathologists having PG degree and MCI registration. Unfortunately, the problem is patients are not aware of this scenario]. (Times of Inida, 2019)

Out of these registered labs, many of them are corporate brands or their franchise having pan India presence, very few of them are private brands running their own pathology centres. The case highlights the different problems being faced and also the solution in form of different promotional techniques to be implemented to right target market & also development of trusts towards Doctors by these private brands to be successful in this competitive era.

Index terms- Pathologist, Promotional techniques, Right Target Market

THE SUBJECT

Pathology is a medical specialty that determines the cause and nature of diseases by examining and testing body tissues (from biopsies and pap smears, for example) and bodily fluids (from samples including blood and urine). The results from these pathology tests help doctors diagnose and treat patients correctly”. (What is pathology?)

“A pathologist is a physician whose research and clinical interests focus on human disease.”

LAB WORK

“The pathologists' primary realm is the laboratory, where they preside over a range of medical tests to determine the conditions of patients. These tests target tissue samples and samples of blood and other bodily fluids. Pathologists not only oversee the tests, but they also play the critical role of interpreting the results of the tests. For instance, a pathologist specializing in microbiology might identify the microorganism that causes an infection”.

TREATMENT

“Through their lab expertise, pathologists play a critical role in the treatment of patients. Pathologists are involved in determining the proper tests for a patient, then interpreting the results, and they also collaborate with other doctors working on a case to explore the best course of treatment. Based on their deep understanding of disease and the strength of their expertise in evaluating test results, pathologists provide an important perspective when a team of doctors is considering a patient's case and the proper care that should result”. (roles-pathologist)

PROBLEM OR CHALLENGE

Nagpur being a medical hub for surrounding areas & having good potential for pathology business, many authorized and unauthorized pathology labs have mushroomed in the city in the last few years. This has created cut-throat (price war) & un-healthy competition among existing players & many new entrants. It has really become difficult to get business from doctors.

The problems and complications for local brands to do effective business is as follows-

- [1] Difference in Customer/Consumer – Though the tests to be applied and payments have to be made by consumers, the actual influencers are Doctors, who has the potential to make or break business of any pathology lab.
 - [2] Doctors have started their own/in partnerships the pathology labs and collection centres, restricting large chunk of the business there & there only.
 - [3] Many technicians (DMLT) have started their own unauthorized labs, which have further created huge competitions & price-war among different players.
 - [4] Many national brands have started adverting and reaching customers directly with many promotional schemes at lower prices, which have further created problems for local brands to operate.
 - [5] High investment in machinery & operation cost, with limited scale of operation is further complicating the business of these labs.
 - [6] Expectation of Fast Service-Delivery from Doctors & Patients, further accelerates the cost.
 - [7] Creating Trust and maintaining relations with Doctors is mandatory.
 - [8] Meeting the Right Target Market – Meeting the potential doctors and targeting them with the right product.
 - [9] Designing and implementing different Promotional techniques and creating Brand awareness is must for generating regular business from them.
- c. Competitive Cost with service - Affordable Cost with service delivery & reporting on time.
 - d. Conducting CME's with association of doctors (Fogsi/API etc.) to make them aware about the quality process of our lab.
 - e. SMS/Calls to Doctor – Reporting them especially in serious cases, shows concerned towards patients & helps in developing relations.

Connecting with Patients – Directly connecting with patients for Disease and lab awareness in the form of

- a. Patient Awareness Camps – Arranging different Patient Awareness Camps for different specialities and occasions at high subsidized rates like Osteoporosis Day, Breast Cancer Detection Camps in Hospitals, Clinic, Parks, Offices, and Societies etc.
- b. Social Media Campaign – through FB Page, You-Tube Channels etc.
- c. Seminar- Arranging awareness seminars/talks in different Offices/Organization/School/Colleges etc.

Tie-Ups and Associations - for increase in over-all business.

- a. Tie-ups with Smaller labs – Tie ups and association with smaller labs for high end & costly tests.
- b. Tie-ups with labs of smaller towns and cities like Bhandara, Tumsar, Katol, Hingna for increase business.

Smart & Effective Team - for increased performance & business.

- a. Recruiting Good team of Technicians, Delivery boys & Marketing.
- b. Regular Training and development of team for maintaining their motivation level & effective working.

Right Target Market – Meeting the most potential doctors with right type of test used by him/her.

Promotional Campaigns - Celebrating & arranging different campaigns like Women's Day, Teacher's Day, Youth Day, Thyroid Day, Pre-Marriage Counselling and tests etc. & publicizing for brand awareness and differentiation.

SOLUTION

Connecting with Doctors - As Doctors are influencers of pathology business, it becomes logical to target doctors to recommend our brand. For influencing them to recommend our brand following activities can be done –

- a. Developing Relations - Campaigns or activities to be performed on special occasions like – Mother's Day, Women's Day, International Yoga Day, Doctor's Day, Diabetes Day, World Hypertension Day, World Osteoporosis Day, Breast Cancer Awareness etc.
- b. Building Trust - Their own body check or few recommended tests & Availability of full time M.D.(Path.) doctors in lab.

CONCLUSION

Thus by implementing

- Effective promotional techniques to the right target market &
- Developing, maintaining trust of the Doctors and patients with availability of full time Doctor, proper service delivery with quality, Any local brands can flourish & grow even in this competitive era of unorganized or corporate labs.