

LIFETRON HOSPITAL: IN SEARCH OF THE RIGHT SERVICE MARKETING STRATEGY

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It was the why that got Nidhi thinking. Why did the hospital not get patients from its prime target segment while competitors were comparatively better off? Why were only critical patients referred to Lifetron? Perturbed both pondered on what to do. After several hours Nidhi decided that the best way to get answers would be to conduct a survey to understand the problem at a grassroots level. The results of the survey when it came was insightful and yet stunning. The survey revealed two clear alternative strategies and here in lay the Aft