

Report On

**CLIENTS ACQUISITION AND BUSINESS RELATIONSHIP DEVELOPMENT OF
MEDICAL SERVICES EVIDENCE FROM: MOUNT ELIZABETH HOSPITALS
SINGAPORE, DHAKA OFFICE**

Parkway Hospitals

By

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18204048

An internship report is submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School (BBS)
BRAC University
May 2023

Declaration

It is hereby declared that,

1. The internship report submitted is my original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate reference.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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Letter of Transmittal

-- May 2023

To,

Hasan Maksud Choudhury

Assistant Professor, BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on client's acquisition and business relationship development of medical services evidence from: Mount Elizabeth hospitals Singapore, Dhaka office.

Dear Sir,

A report captioned client's acquisition and business relationship development of medical services evidence from: Mount Elizabeth Hospitals has been made by me under the delightful and insightful supervision of you. It is a great privilege for me that I have been done the BUS400 course successfully and now going to submit my thorough report which includes all my learning and practices that I have obtained from the organization I worked for. In this regard I am also thankful to the management trainee officer who always guided me and instructed me to accomplish every task properly and thanks to other employees of that organization as they always kept a co-operative mindset towards me.

I always be indebted to you sir as you have always guided me in a way so that I can become an industrious and knowledgeable person and I believe that doing such an important course as BUS400 under your supervision will always inspire me to go further.

Sincerely yours

Tanvir Ahmed

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BBA Program

BRAC Business School

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Non-Disclosure Agreement

This agreement is made and entered into by and between Mount Elizabeth Hospital Singapore, Dhaka Office, and the undersigned student, Tanvir Ahmed, of BRAC University.

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Acknowledgement:

I would first like to give my sincere gratitude to Almighty Allah for giving me such a life and to my parents for their continuous support, which has enabled me to get this far. I also want to express my gratitude to my esteemed adviser, Mr. Hasan Maksud Chowdhury, for enabling me to finish my internship report using his guidance and instruction. Second, I would like to thank Ms. Nusrat Jahan Toma and Ms. Ruhani Tanjim my supervisor at Mount Elizabeth Hospital-Bangladesh Office. After assigning a task upon me they always observed me whether I can do that task properly or not. Without their guidance it would be exceedingly difficult for me to accomplish those tasks.

Without the support and assistance of these folks, whom I interacted with during my internship, this report would not have been possible.

Executive Summary:

This paper contains my internship experience at Mount Elizabeth Hospitals Singapore, Dhaka office. Here, I have mentioned all the learnings that I have gathered throughout my internship period. Here, I have served as a service marketing intern. We know that Mount Elizabeth Hospitals is a very renowned and well-regarded hospital for its high-quality medical services. I was appointed in its Dhaka office and here we assist to those patients who go long way to Singapore for the treatment in Mount Elizabeth Hospitals. My main activity was to make a good bond with travel agencies, airlines, GSA offices and through this not only we can reach more clients but also provide the actual services which will make their entire process easier. This whole task, from making appointments with those parties to conducting the meeting all by myself increased my people skills which boosted my confidence level for corporate culture. Moreover, during my internship period our regional office organized two grand public health seminars and I had to do many things from inviting our guests to arrange CMH (Combined Military Hospitals), Lakeshore Hotel, United Hospitals etc. These things made me able to accomplish multiple tasks efficiently and effectively.

Keywords: Medical service, people skills, multitasking, public health seminar.

Table of Contents

Declaration.....	2
Letter of Transmittal.....	3
Non-Disclosure Agreement.....	4
Acknowledgement.....	5
Executive Summary.....	6
Table of Contents.....	7
List of Figures.....	9
List of Acronyms.....	10
Chapter 1.....	11
1.1 Overview of the Internship.....	11
1.2 Internship Information.....	11
1.2.1 Internship Details.....	11
1.2.2 Company Supervisor Information.....	11
1.2.3 Job Scope.....	12
1.3 Internship Outcomes.....	15
1.3.1 Contribution to the company.....	15
1.3.2 Benefits of this Internship.....	15
1.3.3 Problem faced.....	16
1.3.4 Recommendation.....	17
Chapter 2.....	18
Organization Part.....	18
2.1 Introduction of the Organization Business Sector.....	18
2.2 Overview of the organization.....	18
2.3 Business Size.....	18
2.3.1 Products/Service Lines.....	19
2.4 Competitors.....	21

2.5	Departments of The Parkway Hospital.....	22
2.6	Internship program Plan.....	23
2.7	Industry & Competitive Analysis.....	23
2.7.1	SWOT analysis of the Organization.....	23
2.7.2	Porter`s Analysis for Mount Elizabeth Hospitals Singapore.....	25
2.8	Recommendation.....	27
	Chapter 3.....	28
	Project.....	28
3.1	Introduction.....	28
3.1.2	Literature Review.....	29
3.1.3	Objective.....	30
3.2	Significance of the Study.....	30
3.2.1	Methodology.....	30
3.3	Findings & Analysis.....	31
3.4	Results of the survey.....	31
3.4.1	Findings from the survey and personal observation.....	37
3.5	Summary and Conclusion.....	38
3.6	Recommendations.....	39
	References.....	40
	Appendix.....	41

List of Figures

Figure (1):	Conference`s topic and guests at CMH.....	13
Figure (2):	Managing the guests in the conference hall at CMH.....	14
Figure (3):	Mount Elizabeth Gleneagles.....	19
Figure (4):	Mount Elizabeth Orchard.....	20
Figure (5):	Mount Elizabeth Novena.....	21
Figure (6):	Parkway East Hospitals.....	21
Figure (7):	SWOT Analysis.....	23
Figure (8):	Porter`s Five Forces for Mount Elizabeth Hospitals.....	25

List of Acronyms

Ltd	Limited
CMH	Combined Military Hospital
BGMEA	Bangladesh Garment Manufacturers and Exporters Association
GSA	General Sales Agent
FBCCI	The Federation of Bangladesh Chambers of Commerce and Industry
ACCB	American Chamber of Commerce in Bangladesh
ATAB	Association of Travel Agents of Bangladesh

Chapter 1

1.1 Overview of the Internship

Student Information

Name: Tanvir Ahmed

ID: 18204048

Program: Bachelor of Business Administration

Major: Operation & Supply Chain Management

Minor: Marketing

1.2 Internship Information

1.2.1 Internship Details

Period: From February 1, 2023 to May 31, 2023

Company Name: Parkway Hospitals Singapore Ltd., Dhaka Office (Mount Elizabeth Hospitals)

Address: Suite B-3, Level 4, House 10, Road 53, Gulshan2, Dhaka 1212, Bangladesh

1.2.2 Company Supervisor Information

Supervisor Name: Nusrat Jahan Toma

Position: Management Trainee Officer

Email: nusrat@parkwayhealth.net

Phone Number: +8801730090093

1.2.3 Job Scope

I am enrolled in an internship program run by Mount Elizabeth Hospital's marketing division. Here, we are given the chance to receive instruction and hands-on experience in maintaining one-on-one communication with our organization's clients, locating potential clients, meeting with senior executives of various related businesses, learning how to conduct negotiations, and more. The first day of February marked the beginning of my internship program, which will end on April 30. However, the authorities informed me that they might extend the time for some days in relation to a May event.

Duties and Responsibilities:

My supervisor first gave me instructions about our office and activities when I first started the internship, but I have been working every day since then. They gave me a detailed explanation of the work and then let me do it. In the first ten days, I participated in the routine office tasks. I used to record the questions, document checks, and specific issues that clients brought up in the office. I also assisted the client with obtaining a visa so they could attend doctor appointments, spoke with Singaporean doctors on the phone to confirm the client's appointment time and date, etc. The opportunity to work on field work and marketing, by far the most crucial aspects of my internship program, came after the first 10 days of participating in routine office duties. Additionally, as part of our regular work duties, we collaborate with the marketing team to stay connected with clients, explain our services in detail, and handle various hospital promotional offerings, information, advertising, etc. on social media through our organization's Facebook page. You will be pleased to know that the Facebook page for our hospital in Bangladesh has over 90,000 followers.

1.3 Internship Outcomes

1.3.1 Contribution to the company:

Each year, an event is held at Grand Way by the Mount Elizabeth Hospital office in Bangladesh, to which all our clients and significant figures from Bangladesh are invited, together with our doctors from Singapore. This event was held in a profoundly serious and thorough manner because no event had been planned for the previous two years owing to the COVID-19 pandemic. The events are covered in depth below, and I managed the event as well as participated directly in every activity, which I feel was crucial to my ability to obtain both academic and practical experience.

Two doctors from Mount Elizabeth Hospital, who had travelled from Singapore, took part in some of our chosen patients and public seminars held at the Lakeshore Hotel in the capital and the CMH Hospital in Dhaka. They were directly involved in the event's significant activities. The event is open to all our former patients as well as a number of prominent Dhaka businesspeople. Senior officers from numerous clubs and businesses are also invited, including those from FBCCI, Gulshan Club, Banani Club, Baridhara Society, All Community Club, Kurmitola Golf Club, etc.

Together with my boss, I was responsible for coordinating the event's marketing and advertising campaign, creating the invitation cards for the guests, calling them to confirm their attendance, as well as personally meeting and informing key figures about the event. We participate in the conference on the first day of the event alongside top officers and medical personnel from the Bangladesh Army at CMH hospital in the nation's capital, managing all aspects of the conference, from welcoming guests to providing them with excellent treatment.



Figure (1): Conference`s topic and guests at CMH

Around 1 pm, when our conference at CMH ended, the doctors left to conduct an interview with a private TV station, and we headed over to the Lakeshore Hotel, where the rest of the event would take place. The doctors see some patients in the next phase, and I, along with a

doctor, gather the information about the incoming patients, notify the doctor, and note the counsel the doctor provided to the patient. We strive to give customers the best possible service.



Figure (2): Managing the guests in the conference hall at CMH.

The public seminar, which is the final stage of the event, is attended by our prior clientele. Describe our hospital's services in greater detail to clients invited to seminars and run various promotional marketing activities.

After the event was a success, I returned to the organization's normal marketing and promotional activity. I had the opportunity to gain a ton of practical knowledge, and this position is incredibly related to my major course in my internship plan. Participate effectively in the organization's many marketing initiatives and plans. After the incident, I started doing field work to familiarize the organization with myself and my customers.

We first meet with the managing directors and senior executives of many renowned travel companies in Gulshan, Banani, and Baridhara in the capital to establish commercial partnerships because our hospitals are quite big. because a lot of patients travel through travel companies to Singapore for treatment. We meet with travel agents to provide them with comprehensive information about our offerings and the hospital. I persuade them to tell their clientele about our hospital and take part in its marketing initiatives on our behalf. We spoke with at least 60 managing directors and senior executives of travel agencies in the previous month, which greatly aided me in honing my marketing abilities. Speaking with them has

taught me a lot about practical application, which I think will be very helpful to me in my upcoming job.

1.3.2 Benefits of this Internship

Learning Experience:

I believe that the internship program has been helpful in assisting me fully comprehend how to utilize the knowledge I have learned in the academy and how to utilize that expertise in real-life situations. I gained a realistic grasp of corporate interaction, client management, bargaining, marketing, promotion, B2B business growth, etc. through my internship. The internship experience has been broken down into numerous sections and is covered in further extent below:

- **Knowledge Acquired:**

The company where I am interning is primarily in the service sector, and because healthcare services are such a delicate area, every move the service provider makes must be done with extreme caution and awareness. Through my internship, I gained a thorough understanding of the service sector, in-depth knowledge of how a service organization functions, how to interact with clients, and how to guarantee client happiness. The service sector is an intangible industry that is entirely distinct from the industry that deals with products. The global service sector has a sizable market, but our hospital's organization is more crucial to our services. The expertise I picked up throughout the internship relates to MKT431: Service Marketing, one of my academic courses. We have learned everything there is to know about the service sector in the course on service marketing. My esteemed instructor in MKT431 provided us with a thorough understanding of the service sector, how it operates, how to guarantee customer happiness, how to swiftly recover from service failure, how to follow up with clients, etc. Every area of our company, which I have observed, is dedicated to giving the client first-rate service to assure the client's overall set inspection.

- **Skilled Learned:**

Since I completed my internship with a company that allowed for one-on-one client communication, I believe I had the chance to develop a variety of talents during that

time. I now have a more practical grasp of how customers behave and think, which I believe will be useful in my future profession as a customer service representative. Because it is crucial for any firm to grasp the philosophy of its customers. Additionally, I was a part of a productive and energetic marketing team, and my superiors provided me with training and pointers on how to collaborate effectively, which will be useful to me in my future job as I work with teams to accomplish the organization's purpose, vision, and goals.

- **Observed Attitude and gained values:**

The organization's staff members are all diligent and committed to their work, which is what I appreciate the most. Every employee respects one another at work, which is crucial for an organization's success. Everyone in the company seemed trustworthy and honest to me, and I learnt a lot from their duties, which I believe will help me be more effective and efficient in my future profession.

1.3.3 Problem faced

- **The most challenging task performed:**

During my internship I found the meeting with managing directors and senior officials of travel agencies to be the most challenging, as many of the services we provide to our clients are also done by travel agencies. Also, since I had a meeting with them regarding B2B business development, some financial negotiations also came up, which I found a bit challenging to deal with. But I have followed my MTO's instruction properly and made those deals in favor of us. Because I mentioned to them that they will get extra monetary benefits when they provide the medical clients for us. Besides this they can also acquire some more clients from us because we cannot offer medical visas to all our clients; rather, we can only provide medical visas to the patient and their blood-related family members. So, when a patient comes to us and claims to take his or her caregiver or assistant or person like that as an attendance of the patient, our company will refer this attendance to those travel agencies to take care of these cases. Most of the travel agencies found it a nice deal to work with and treated us with great sincerity. From this type of task, I have come to learn that, if you are well prepared with your context and confident with your proposal, you can get a success and make good relationships with parties in front of you.

1.3.4 Recommendation

- A proper training session is needed for the intern.
- The intern who performed well should be entertained with small gifts or tokens.
- The training session which will be taken over online should be recorded.
- The remuneration of the intern should be paid on time to encourage them to achieve better results.
- Provide sufficient materials in the office for the interns so they can work properly.

Chapter 2: Organization Part

2.1 Introduction of the Organization Business Sector:

After fundamental human and animal requirements, the healthcare industry is regarded to be the most significant aspect. The goal of the Health Care sector is to preserve the highest possible level of life for all living creatures. The essential components of the Health Care sector include proper Healthcare centers and specialty Health Care Centers around the nation, as well as other types of healthcare elements such as developing medical equipment and enhancing drugs, and other similar aspects. The industry's present condition is 13%, and it is improving and increasing over the world. We will analyze the worldwide Health Care industry market size such that the market value in 2022 is 180 billion US dollars. The revenue predicted for the year 2030 is 480 billion US dollars. From 2022 onwards, the Healthcare industry is expected to increase at a pace of 13% until 2030. Indeed, the Healthcare Industry is a component of the global economy. It may be chosen as a rising industry in the globe to be chosen for career advancement.

2.2 Overview of the organization:

One of Asia's private healthcare organizations is Parkway Hospitals Singapore Pte Ltd, a fully owned subsidiary of Parkway Pantai Limited. Its reputation is the result of excellent clinical results and comprehensive care, which were made possible by a sizable hospital network, integrated healthcare facilities, and more than 40 years of experience in hospital construction.

The goal of Parkway Hospitals Singapore Pte Limited is to be the top global provider of integrated, value-based healthcare. Parkway Hospitals Singapore uses its commitment to provide the best patient care possible, extensive clinical programmes, and facilities to meet patients' requirements through high-quality healthcare.

2.3 Business Size:

Parkway Hospitals Singapore Pte Ltd operates four hospitals and several medical centers in Singapore, including Several hospitals, including Gleneagles Hospital, Mount Elizabeth Hospital, Mount Elizabeth Novena Hospital, and Parkway East Hospital, efficiently administer interdisciplinary expert treatment in a single place. More than 1,000 beds and 1,400 qualified medical professionals are housed in its medical services and facilities. In order to serve a global patient base, Parkway Hospitals Singapore now operates more than 35 patient help centers overseas.

For a long time, Parkway Hospitals Dhaka has been successful in changing lives of individuals by providing outstanding healthcare.

2.3.1 Products/Service Lines:

Parkway Hospitals Singapore Pte Ltd operates four hospitals and several medical centers in Singapore, which is,

- **Gleneagles Hospital:** Gleneagles Hospital is in one of Singapore's private residential areas and close to the heart of the local shopping district. The tertiary acute care hospital provides a wide range of medical and surgical services for the total management of patients and is highly regarded for clinical expertise in a variety of disciplines. State-of-the-art facilities and medical equipment, as well as the latest communication and information technology, also back the hospital facility that specializes in Cardiology. Gastroenterology. Liver Transplant Obstetrics and Gynecology. Oncology and Orthopedics.



Figure (3): Mount Elizabeth Gleneagles

- **Mount Elizabeth Hospital:** The Mount Elizabeth Hospital is situated on Orchard Road, one of Singapore's busiest shopping areas. One of the biggest private hospitals in the area, it offers a wide range of medical and surgical services and is home to the greatest number of cardiologists, cardiac surgeons, neurologists, and neurosurgeons from all over the area. The hospital is famous for the breadth of its medical knowledge because

it houses more than 450 qualified and experienced professionals. It was the first private hospital in Singapore to offer cardiac catheterization, open-heart surgery, neurosurgery, and other innovative procedures. It is still a top private hospital in Singapore when it comes to robotic surgery, ethical living organ transplants, precise orthopedic surgery, and the treatment of advanced cancers.



Figure (4) : Mount Elizabeth Orchard

- ***Mount Elizabeth Novena Hospital:*** The Mount Elizabeth Novena Hospital is located in Novena, Singapore's most important medical district. The state-of-the-art facility, which has more than 250 specialist medical professional accommodations, offers comfortable single-bed accommodations with advanced medical services, establishing new standards for high-quality healthcare and enhancing Singapore's reputation for providing top-notch healthcare to both domestic and international patients. With its attractively designed interiors, Mount Elizabeth Novena Hospital enhances the healthcare experience for clients and guests by adopting international methods

guidelines to ensure high-quality patient care as well as clinical outcomes.



Figure (5): Mount Elizabeth Novena

- ***Parkway East Hospital:*** The Parkway East Hospital is situated on Singapore's eastern shore. Obstetrics & Gynecology is one of many clinical disciplines and sub-specialties offered at this private, upscale basic emergency facility. Ear, Nose & Throat (ENT), Medical Surgical Sciences, Orthopedics Surgery, and Optics. There are also a number of additional amenities provided, including imaging and physical therapy.



Figure (6): Parkway East Hospitals

2.4 Competitors:

There are several other hospitals in Singapore that have been providing quality services for a long time, every year numerous clients avail services from all those hospitals. Some of Parkway Hospital's competitors are discussed in detail below,

- ***National University Hospital:*** National University Hospital is Singapore's first university hospital and offers an extensive pediatric kidney and liver transplant program. According to Newsweek, it is the world's 98th greatest hospital. It was also ranked 70th in pulmonology, 73rd in endocrinology, 85th in gastroenterology, 107th in pediatrics, and the 178th best Smart Hospital, having specific competence in robotic medicine. In the 2022 Healthcare Management Asia Awards, it got the Infection Control Excellence award.
- ***Tan Tock Seng Hospital:*** Tan Tock Seng Hospital is in Novena, Singapore's central district. The National Healthcare Group's flagship hospital and a component of Singapore's Public Healthcare System. Newsweek named it the 31st best Smart Hospital in the world for its utilization of innovative technologies and the 141st best hospital in the world for endocrinology, which includes diabetes.

2.5 Departments of The Parkway Hospital:

- Orthopedics (Bones)
- Neurology (Brain and Nerves)
- Oncology (Cancer)
- Otorhinolaryngology (Ear, Nose and Throat)
- Ophthalmology (Eyes)
- General Surgery
- Cardiovascular (Heart and Vascular)
- Endocrinology (Hormone Disorder)
- Renal Medicine (Kidneys)
- Respiratory Medicine (Lungs)
- Pediatrics
- Gastroenterology (Stomach and Digestive System)
- Transplant and Cellular Therapy
- Urology
- Obstetrics and Gynecology

2.6 Internship program Plan:

The Mount Elizabeth Hospital office in Bangladesh is a patient care center; these facilities can be found across the world, including Bangladesh. Most hospital services fall under the category of service marketing. Our Bangladesh office is divided into various divisions, including the Patient Care Department (which deals with everything from patient applications to appointments and visa processing), and the Marketing Team (whose main duties include building relationships and communicating with clients and the surrounding business community). They placed me in the marketing team for my internship because I am a marketing major. My responsibility is to interact with customers, listen to their issues, questions, and complaints, etc., and offer appropriate answers. I also manage numerous marketing programmes to effectively sell our business.

The first day of February marked the beginning of my internship program, which will end on April 30. However, the authorities informed me that they might extend the time for a few days in relation to a May event.

Training Program:

2.7 Industry & Competitive Analysis

2.7.1 SWOT analysis of the Organization:



Figure (7): SWOT Analysis

Strength:

All 4 hospitals under Parkway Hospital Singapore are world-renowned for their world-class service and advanced diagnosis and medical care. Hospitals staffed by experienced and world-renowned doctors have been providing patient care for ages. Parkway Hospital Group's biggest strength is its huge loyal customers and brand value. They are recognized worldwide due to advanced technology, experienced doctors, and vast hospital facilities. Moreover, they have more than 35 patient care offices across the world through which they have reached numerous clients from different countries and make things easier for those foreign patients to get their services. In addition, they have good post medical services for foreign patients. When a patient come back to his or her country after the treatment can get a free video consultation service direct with our doctors. That patient just must come to our regional patient care center, and we make the arrangement for him or her. Through this the patient can get the update of his or her conditions and can take initiatives based on the consultation.

Weakness:

They have issues with business expansion, and their costing is one of their shortcomings. Parkway Hospital Limited is one of the costliest hospitals in the world, however it is unique in that some potential patients cannot access services even though they would like to due to the higher cost. In addition, because their hospital services are solely focused on Singapore, patients from other nations have a variety of difficulties when seeking treatment there.

Opportunity:

They have many opportunities to broaden the range of their offerings, and if they chose some other nation to locate their hospital, they could boost the number of clients they would attract. As one of the first hospitals in the world, they will have a sizable clientele on a global scale if they grow their business. People of that country also do not need to bear extra expenses for going long way to Singapore and can save a handsome amount of money. Thus, Mount Elizabeth Hospital can acquire more clients and provide their services.

Threats:

Despite being one of the top medical facilities in the planet, competition is progressively growing as many hospitals as possible in Singapore start to provide patients with better services. For instance, National University institutions and Tan Tock Seng Hospital offer high-quality healthcare at lower costs than Mount Elizabeth Hospitals, and as a result, patients are steadily migrating to those institutions to access healthcare at a lower cost. Additionally,

Parkway Hospital Group's medical services are becoming better at hospitals abroad, and because of those hospitals' generally lower costs, patients are choosing them.

2.7.2 Porter's Analysis for Mount Elizabeth Hospitals Singapore:



Figure (8): Porter's Five Forces for Mount Elizabeth Hospitals

New Entrants: The chance for new entrants is comparatively low as it is difficult for a new party to enter in medical industry and stand against such a group like Parkway who run hospitals like Mount Elizabeth Novena, Gleneagles and so on where quality treatments, luxurious services for patients, advanced technologies are provided. Most importantly the brand value which is not formed overnight it takes a lot of time. So, the risk of new entrants is not a headache for Mount Elizabeth Hospitals right now.

Bargaining Power of Buyers-

Here, the buyers are the patients who avail the services from us. Our primary duty is to provide good services to our patients. However, as it is a medical service industry where critical and life-saving treatments are offered by us. In this case, buyers do not hold the bargaining power and keep an assertive point of view about all the costs of the treatment.

It is crucial to keep in mind that the precise dynamics of buyer bargaining power for Mount Elizabeth Hospitals may change based on the regional healthcare market, competition, and other factors particular to the hospital and the area it serves.

Bargaining Power of Suppliers-

Mount Elizabeth Hospitals need a lot of things daily and all the equipment is particularly good in terms of its quality. Due to the considerable negotiating edge of providers and the expensive cost of changing vendors, we have to keep our relationship with them.

Rivalry among Existing Competitors-

The rivalry between Mount Elizabeth Hospitals' current rivals is a crucial factor in determining the competitive landscape and may have a considerable influence on the business's success and standing in the industry. Currently we are concerned about the two existing hospitals which are National University Hospital and Tan Hock Seng Hospitals which also located in Singapore. They also provide good medical services with comparatively less costs. However, the worldwide brand value of Mount Elizabeth Hospitals keeps its reputation ahead of those hospitals.

Threats of substitutes-

The threat of substitutes refers to the existence of alternatives that could meet comparable demands or offer comparable advantages to those provided by Mount Elizabeth Hospitals. Consider these potential challenges from potential replacements for Mount Elizabeth Hospitals:

Telemedicine and virtual healthcare are becoming increasingly well-liked because of technological advancements. Through video chats or internet-based services, patients may communicate with medical specialists remotely, potentially minimizing the need for in-person hospital visits.

Alternative therapies and treatments; Some people looking for other medical methods may regard some alternative therapies as alternatives, such as naturopathy, acupuncture, or holistic healthcare. Although they might not entirely substitute hospital services, these substitutes may compete in some instances.

Patients in some areas could decide to travel abroad for medical care owing to reasons including lower costs, specialized knowledge, or procedures that are not offered locally. This can take the place of some of the services offered by Mount Elizabeth Hospitals.

2.8 Recommendation

The medical services that are provided by Mount Elizabeth Hospitals are undoubtedly a matter of praiseworthy. I do not have that many recommendations about the main hospitals, rather I have some recommendations for our regional offices of Mount Elizabeth Hospitals which are in Dhaka, Chittagong, and Sylhet.

- Empower employees: I have seen that the subordinates of this organization do not have the authority to complete a task in his or her own way. Sometimes I have seen that a task can be done more effectively and cost efficiently, but I had to do that task the way I have instructed. So, the authority of doing a work should be decentralized to perform a work more fruitfully of the organization.
- Our Dhaka office of Mount Elizabeth Hospital do not have connection with good hospitals of Bangladesh. Having a good relationship with them can help us acquire more clients. We know that a suitable number of patients usually go to their local hospitals for checkups or treatment before going abroad. So, if we create a good relationship with the local hospitals then whenever a patient needs to go to abroad for further treatment, this local doctor will refer Mount Elizabeth Hospital Singapore for the treatment.
- Mount Elizabeth hospital, Dhaka patient care office should foster it's online services. Their website is not up to date. But if they work on it and be active on social media then it will be a great source of acquiring potential clients.

Chapter 3

Project:

CLIENTS ACQUISITION AND BUSINESS RELATIONSHIP DEVELOPMENT OF MEDICAL SERVICES

3.1 Introduction

I worked as a service marketing intern in Mount Elizabeth Hospital throughout my whole internship period. The first one month we were busy to manage a public health seminar where two of our doctors came from Singapore and they took free checkup of the patient, presented lectures on their field of practices, one is in Oncology and another one is in gastroenterology. The whole session took place in various places like CMH Hospitals, Lakeshore Hotel etc. During the session I was assigned to manage the guests who are our old patients and potential clients. In that seminar we were assigned to invite many renowned corporate personals of Dhaka such as executive panel of HSBC Bank, Grameen Phone, Channel I, BGMEA, FBCCI, ACCB, ATAB and so on. It was a wonderful experience to meet with them and manage them throughout the session. However, my main activity was started after completing the event that means the second month of my internship. First, I had to find out all the reputed travel agencies that located in Gulshan, Banani and Baridhara which also had to be authorized by ATAB. I found 130 travel agencies in those areas and made a list of them in excel along with some other offices like GSA, Embassies, Airlines etc. The interesting part of my internship started from there. Because then, I was assigned to make appointments with at least three travel agencies and give them the sales pitch through meeting. Moreover, I was told not to introduce myself as an intern there but rather as a sales executive. I performed that with a lot of interest. It enhances my communication skills and negotiation power as well. Because the meetings that I had, mostly it was directly with the managing director of those travel agencies. In those meetings I conveyed those points through which both parties can benefit. The summary of the meeting was like this, we will give them extra monetary benefits and make all the things done withing 4 to 5 days including visa processing, doctors' appointment, list of costs of the treatment of those clients who want to go to Singapore for treatment and for this they just refer those clients to us. We know that there are lot of people in Bangladesh who do not acknowledge about us, they do not know that Mount Elizabeth has direct office in Bangladesh. That is why they go to the travel agencies for medical visas and travel agencies charge them extra money.

3.1.2 Literature Review

One of Singapore's top medical centers, Mount Elizabeth Hospital has been providing care to the Asia-Pacific area for more than 40 years. With its clever blending of excellent medical ability with innovative technology, it has gained respect among patients from throughout the region (2019). Bangladesh is home to a branch of Mount Elizabeth Hospitals Singapore that offers a one-stop place for patients looking for specialized care there (Anon N.D., 2022). Patient care centers are created to offer patients a single point of contact for the knowledge of medical specialists, individualized patient care, and contemporary technology in hospitals. They offer a variety of services, including managing medical data, organizing appointments, and educating patients. The patient care center oversees making sure that patients get the finest care possible and that their requirements are satisfied throughout their hospital stay. According to a family nurse practitioner, regional patient care centre of that hospital can assist medical travelers by giving them details regarding the top hospitals and physicians in the chosen nation, making travel and lodging arrangements for them, and guiding them through the native way of life (Whitlock, J., 2022). A hospital's patient care service center oversees giving patients the greatest treatment and hospital experience possible throughout their stay. The facility oversees patient care services like patient registration, appointment setting, and disseminating details regarding diagnostic and therapeutic procedures (Patient-centered care explained n.d.). Additionally, the service helps individuals comprehend their medical expenses and assists them in navigating the hospital system. The center's responsibility is to guarantee that patients obtain top-notch treatment and that their demands are addressed during their time in the hospital (2022)

3.1.3 Objective

Broad Objective

- Making notified the Bangladeshi patients of Mount Elizabeth Hospital about our patient care center through different channels.

Specific Objective

- B2B relationship development with the travel agencies, airlines offices etc.
- Doing more public health seminars and inviting people from different organizations.
- Active client engagement on social media to reach people with a broader aspect.

3.2 Significance of the Study

In my opinion the activities that I have performed during my internship period are all about to reach people. From arranging events to holding meetings with travel agencies, airlines offices etc., all the initiatives have been taken for promoting and advertising ourselves. It is important to keep a good relationship with the related business in the market. This is a service provider company which main job is to fix doctors appointment and process the client's visa. However, the whole medical journey of a local patient from Bangladesh to Singapore depends on many other factors. This is not only about taking the doctors' appointments or processing the medical visa. Air tickets, hotel reservations, transportation and so on. Therefore, our main target is to form good relationships with these service providers so that we can get quality services through them also.

3.2.1 Methodology

The research for the internship paper came from both primary and secondary sources. An online survey as well as my comments and observations from my internship at Mount Elizabeth Hospitals Singapore, Dhaka office serves as the main sources of information. To further understand the scenario, I've studied secondary data.

Since I did not have access to yearly reports or financial data through my employer, my supervisor, or the web, I did not include any information that is not readily available to others.

Primary sources of data:

- Survey
- Personal knowledge

Secondary sources of data:

- Organization's website
- Internal data which is gathered from my supervisors.
- External data, which is gathered from online articles, research papers, websites etc.

3.3 Findings & Analysis

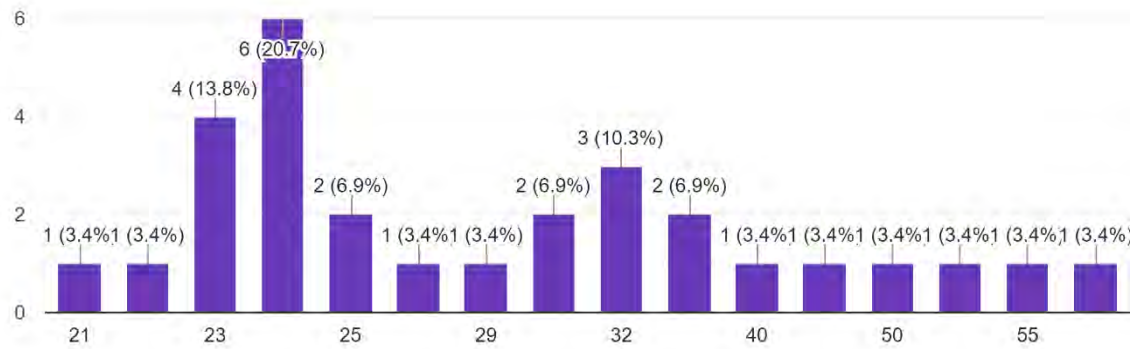
My report's main subject is customer acquisition and business relationship development. The main information was gathered from questionnaires and my personal experiences during the period of internship. Result and secondary data from external and internal sources which shaped my overall findings and analysis.

3.4 Results of the survey

During my internship period I covered a survey of 30 patients which was a mix of old and new patients. Everyday many old and new patients come to the office, and I filled up this form by them manually about client's opinion on Mount Elizabeth Hospital's overall service quality. Among those 30 respondents, 23 respondents were in the 20-40 age group and the rest of them are from 40-60.

Age:

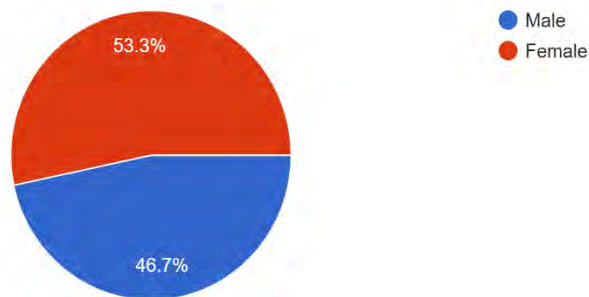
29 responses



Between these 30 respondents, 16 patients are female and the 14 are the male. From this we can assume that in male: female ratio female is usually going to Mount Elizabeth Hospitals for treatment.

Gender:

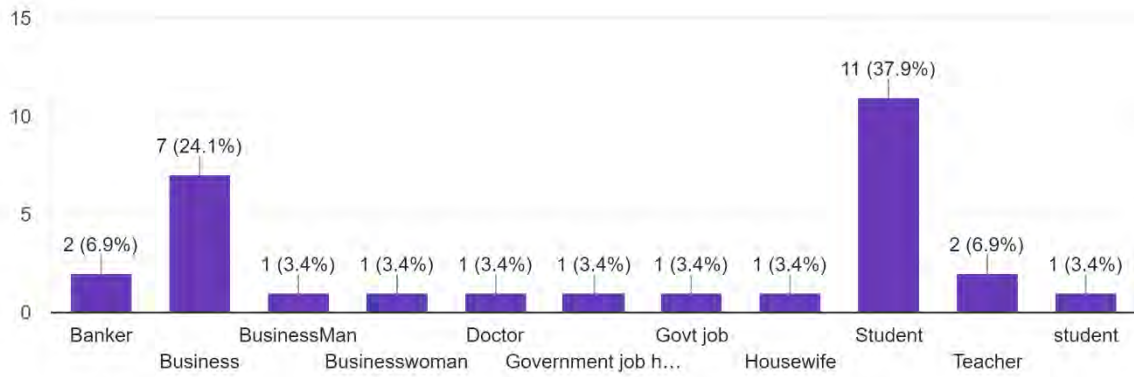
30 responses



From these 30 respondents 12 people are students, 9 persons are businessmen, 2 teachers, 2 bankers, 3 persons hold government jobs and 1 is housewife.

Occupation:

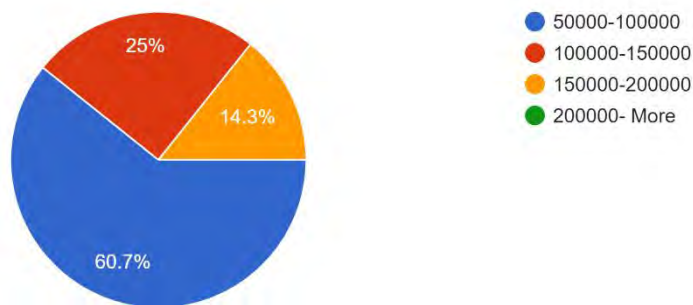
29 responses



As Mount Elizabeth Hospitals is an expensive hospital, generally high-level income group people afford its medical services. However, those so are students, they said that their family bear their medical expenses. Among 30 respondents 17 people whose income is 50000-100000 and 100000-150000 income of other 7 people and rest of the people make 150000-200000 in a month.

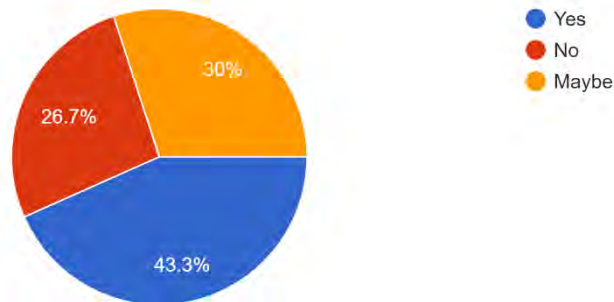
Income Range (Tk)

28 responses



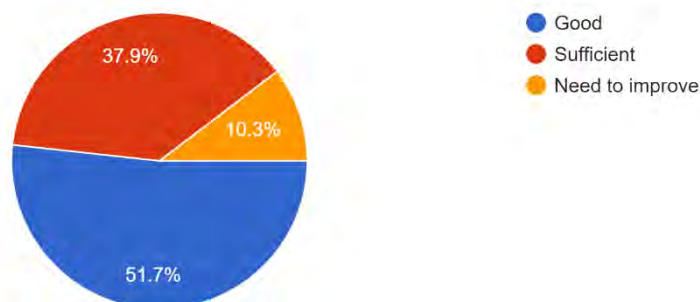
After that we ask one of the rising questions which is Mount Elizabeth cost more than the other same standard hospitals or not. I have found the answer that yes it costs more than the other hospitals from 13 respondents. However, 8 of them said that the costing of the treatment is okay for them, and the rest of the respondents have a neutral opinion on this.

Do you think Mount Elizabeth Hospital costs more than the other contemporary hospitals like it?
30 responses



The next question I asked in the form is how the patient think about the investigative diagnosis process offered by Mount Elizabeth Hospitals and among the 30 respondents 15 of them said that it is good, 11 of them think that it is sufficient and the rest of them think that it needs to be improved.

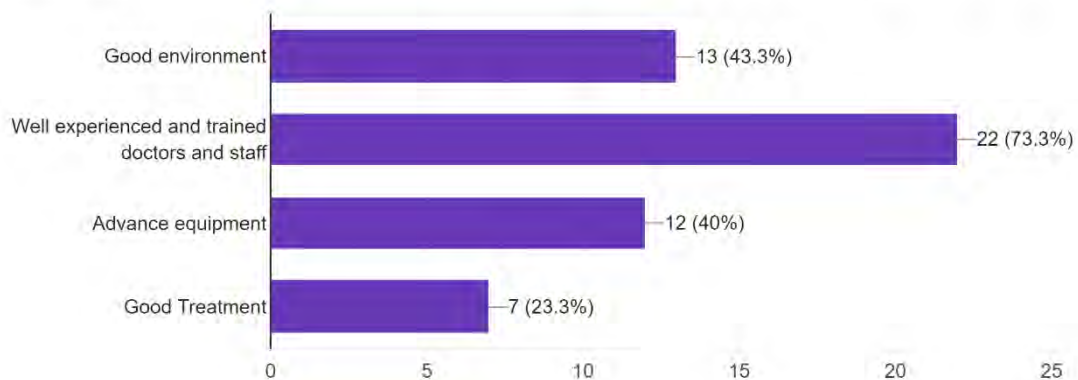
How would you rate the investigative diagnosis process offered by the hospital?
29 responses



Among 30 respondents 13 of them said Mount Elizabeth hospitals have good environment, 22 respondents feel that they have well experienced and trained doctors and staffs, 7 respondents claim that they have advance equipment and 7 of them think they provide good treatment. All these things Mount Elizabeth Hospitals provides to its patients than the other hospitals according to the patients who go to Mount Elizabeth Hospitals for treatment.

What is the difference in care provided by the hospital in comparison to other hospitals?

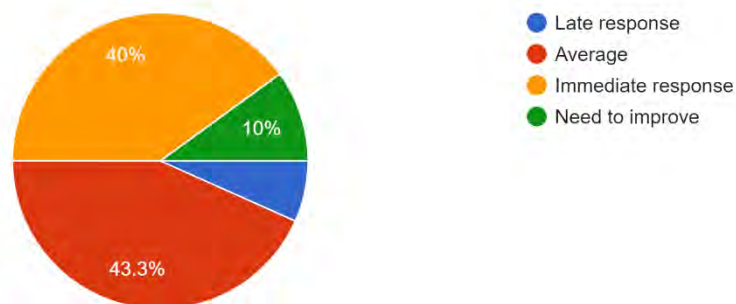
30 responses



12 respondents think that the ambulatory staff response immediately to patient's medical care request, 13 respondents' opinion is it is average, need to improve which is think by 3 respondents and 2 respondents claim that ambulatory staff which are provided by the hospitals are late.

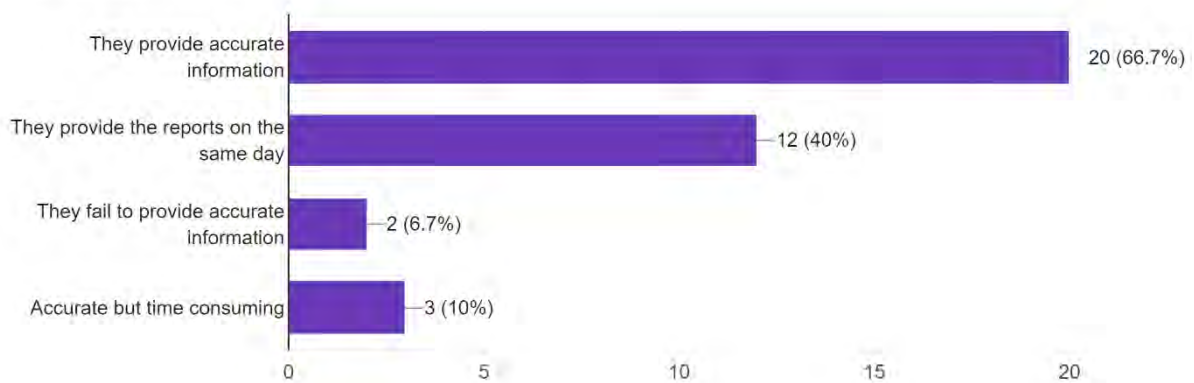
Are the ambulatory staff quick to respond to your medical care request?

30 responses



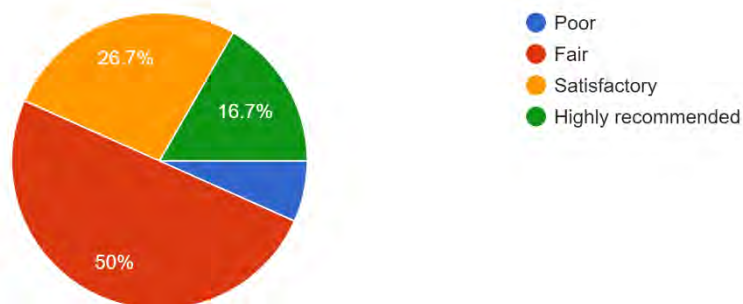
20 respondents said that Mount Elizabeth provide accurate information regarding lab report than other hospitals, 2 of them said they provide lab report accurately however it takes time to release lab report, and 3 of the respondents claimed that the failed to provide accurate lab report.

How the lab reports given by Mount Elizabeth hospital is better than other local hospitals?
30 responses



5 of the respondents rate us as highly recommended regarding booking an appointment with their doctor. 8 of the respondents said it is satisfactory, 15 of the respondents have neutral opinion on that and 2 of them claimed poor on that.

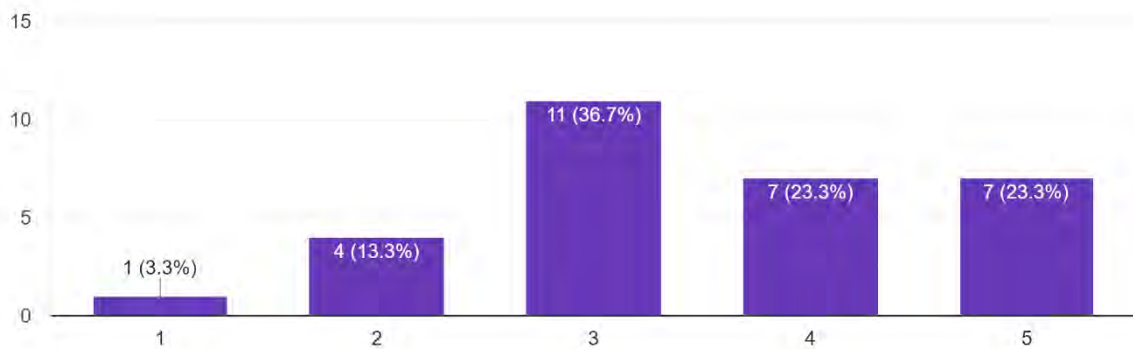
State your level of satisfaction with the process of booking appointment with your doctor?
30 responses



7 respondents said they are excellent at keeping privacy and transparency. 4 of them are satisfied with it, 11 of them responded it and rate it good, 2 respondents have neutral review and 1 respondent claimed it as poor.

How would you rate us based on our concern for your privacy and transparency?

30 responses



3.4.1 Findings from the survey and personal observation

- From the survey it has been clearly seen that most of the respondents have given a good review of Mount Elizabeth Hospitals. However, in some cases like delivering lab reports, costs of the treatments, ambulatory staff etc. should be improved more.
- By conducting this survey, I am clear about one thing which is, if the hospital takes review and opinion from the patients on a regular basis it will help them to upgrade their activities.
- Their post medical services are good but if they want to gain more clients' satisfaction, they need to improve it by providing free check-ups and treatments.

3.5 Summary and Conclusion

My time spent working with the Mount Elizabeth Hospitals branch has been wonderful. I experienced many situations during my internship time and was required to carry out a variety of tasks. Although I was hired there as a marketing intern, I have worked in a variety of departments. For instance, I occasionally had to collaborate with the patient care team or act as an auditor and manage numerous financial papers. Even I worked with processing the visa application of the new patient including making money receipt, prepare authorization & declaration forms etc. Early days of my internship I thought that why I had to perform all these things but now I can understand that by doing all these things I have enhanced my working capabilities. Moreover, all those works introduced me to real-life work. Most importantly, the main activities, which were conducting meetings with travel agencies and airlines offices and managing two big public health seminars, expanded my skills of communicating with the corporate personnel and sharpened my management skills. I hope all the learning that I have gathered from this organization will help me to shape my future career a lot as it will remain the foundation of the journey of my career.

3.6 Recommendations

I have some recommendations for the Bangladesh office of Mount Elizabeth Hospitals Singapore based on my experiences throughout the internship period of mine. Those are:

- No matter how good a service you provide or how well known your organization is towards general people, the continuous performance of marketing your organization is the true key for acquiring more clients.
- As this is an era of internet and social media, you must spread your offerings and facilities on those platforms because majority of the population want every information by sitting at their home and things like making doctors appointments and acknowledge about the treatment costs and related things done through online.
For this, Mount Elizabeth Hospitals and its regional patient care centers should develop well-structured websites, Facebook pages and so on for more clients' acquisition and develop customer relationship.
- Mount Elizabeth Hospital's patient care center of Bangladesh should create good relationship and agreement with the local hospitals to acquire more potential clients as before going abroad for treatment the local patient of Bangladesh usually go to these local hospitals. Through this people will get a good idea and reference to go for treatment at Mount Elizabeth Hospital.
- Arranging more seminars and events where different sorts of people should be invited and aware them about the advance treatment facilities and quality service which is provided by Mount Elizabeth Hospitals.

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