1) To accomplish Rapcorn’s objectives, I need to plan some community awareness program. For that I will use billboard and place ads in local newspaper regarding the result of respondents related to the Alan Louis Hospital. Some catchy phrases and bold color billboard will help to recognize the name of hospital. This will increase the perception of hospital among local people but the only important thing that need to consider is to keep in mind that the message will be clear and easy to understand .

2) Here the theme is very important. I would like to title it as “trust “. And it can be use as in terms of statics of research . “The attention you deserve, the name you trust.” Trust is a factor that any one is looking for along with something that tells the trustable environment, staff and care system. Focused strategy is best way to get efficient results” (Wagner, Fleming, Mangold & LaForge, 2004).

3) The specific element of my awareness program will be the medium like billboards, flyers and advertisements. Secondly , I would like to conduct a system that will monitor how our hospital is dealing with patients, their attitude, behavior and systematic care. I will try to figure out what mistakes we did in past and try to overcome these mistakes in better ways.

4) There will be few steps that will be followed including; (MacStravic, 2015).

For inside

1. Periodical meetings and record of everything.
2. Better ways of communication need to establish among staff and patients
3. More advance technology is required for health care

For outside

1. Need to find out the data about local residents and previous patients and contact them
2. Strong marketing strategy need to adopt
3. Clear message related to the policy and achievements of hospital need to spread among local residents
4. Flyer and billboards need to give clear , unbiased message.

5) we can find out demographic data through internet and can use social media to introduce our hospital. Different surveys can be conduct and publish online . “The objective of social marketing is to promote public health, and its goal is improved health for all.”( Birkinshaw & World Health Organization, 1989). A new web page of our hospital and online appointment booking can help people to know about us and case easily take appointments.

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