CUSTOMER RELATIONSHIP MANAGEMENT IN HEALTH CARE INDUSTRY
A CASE STUDY OF SELECTED HEART CARE DIAGNOSTICS HOSPITALS IN NAGPUR CITY

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ABSTRACT
The CRM system in Health Care Industry leads to get important customers’ information and utilize this information to improve the Health Care Business. Health Care Industry is now trying to use an appropriate Customer Relationship Management framework to create a trust between hospital and customers. The competitive situation enforces private hospitals to compete with each other to achieve as much market share as possible. Increase in the level of Customer Satisfaction and Customer Loyalty in Health Care Services can increase the chance of winning in market share among the other Health Care Organizations. In this paper, a framework identifies to determine the main factors that cause to improve the Management of Customer Relationship in the Health Care Industry using a multivariate measurement system.

The present research study deals with the various aspects of Customer Relationship Management in Health Care Industry (top six Heart Care Diagnostic centres) in Nagpur city of Maharashtra State & 300 patient respondents who seeks medical aid and relevant information from hospitals. The Major focus of the study is to understand CRM for the improvement of Patient utmost satisfaction and improving their loyalty. For the study research purpose Simple Random Sampling Method (SRSM) is used. Primary data collected through structured questionnaires from 300 different patients residing in the Nagpur city. Secondary Data is collected through Annual Report of hospitals, Books, Journals, Magazines and other related literature issued by hospitals and websites.

KEYWORDS: CRM, customer, health care, loyalty, relationships, satisfaction, trust.