Internship Report
On
"Healthcare Marketing Strategies and Employee Motivation: A Case Study on Kingston Hospital ltd."

Submitted By:
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Bachelor of Business Administration (BBA)
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Submitted to
Department of Business Administration
Sonargaon University (SU)

Submitted for the partial fulfillment of the degree
of BBA in Accounting



Sonargaon University (SU)
147/1 Green Road, Panthopath, Dhaka
Date of Submission**:** August 30, 2025

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147/1 Green Road, Panthopath, Dhaka
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Letter of Transmittal

August 30, 2025

Shafiqul Islam
Lecturer
Department of Business Administration
Sonargaon University (SU)

Subject: Submission of internship report Titled “Healthcare Marketing Strategies and Employee motivation:a case study on Kingston Hospital Ltd”.

Dear Sir,

I am here by submitting my internship report paper entitled “Healthcare Marketing Strategies and Employee motivation: a case study on Kingston Hospital Ltd”.which was assigned to me as a requirement for the completion of the BBA. I have discovered this paper very interesting,beneficial,and insightful. The entire report is base do my practical experience in Kingston hospital Ltd I expect this paper to be informative as well as comprehensive. This internship report will help me a lot in my future career life.

Thank you very much for your guidance and cooperation during the course without which this internship paper cannot be completed.Moreover,if you have any further inquiries concern in any Additional information, I would be very pleased to clarify that.

Yours Sincerely,

Asia-Tus-Sadia

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DeclarationofStudent

This is to notify you that, the internship report on "Healthcare Marketing Strategies and Employee motivation: a case study on Kingston Hospital Ltd".has been prepared as a part of my dissertation formalities. It is an obligatory part of my BBA program to submit a internship report.

Moreover, my supervisor Shafiqul Islam, Lecturer, Department of Business Administration, Sonargaon University (SU), inspired and instructed me.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Asia-Tus-Sadia

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Letter of Authorization

This is to certify that the internship report "Healthcare Marketing Strategies and Employee motivation: a case study on Kingston Hospital Ltd". has been prepared as a part of the completion of the BBA program from the Department of Business Administration, Sonargaon University (SU), carried out by Asia Tus-Sadia, bearing ID: BBA2103024015 under my supervision. The report or the information will not be used for any other purposes.

ShafiqulIslam

Lecturer

DepartmentofBusinessAdministration

Sonargaon University (SU)

Acknowledgment

In the beginning, I would like to convey my sincere appreciation to the Almighty Allah for giving Me the strength and ability to finish the task.

I want to thank my academic supervisor Shafiqul Islam, Lecturer, Department of Business Administration, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report. I want to give the greatest thanks to her for guiding me as an advisor to start and complete this report successfully.

The opportunity I had with Kingston Hospital Ltdis a great chance for deep learning and professional development.Iconsider myself a very lucky individualas I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

I would like to express my deep sense of thankfulness to Md. Dalim Mia A.G.M, HR Kingston Hospital ltd, Head of the department for his enormous help and endless support throughout the dissertation period.
And last but nottheleast thanks to all my office ecolleagues workingA Kingston Hospital Ltd**.** The opportunity I had with Kingston Hospital Ltd is a great chance for deep learning and professional development.I consider myselfa very lucky individual as I was provided with an opportunity to be a partfit.I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this period.

ExecutiveSummary

This study examines the relationship between healthcare marketing strategies and employee motivation at Kingston Hospital Ltd. The research highlights how effective marketing initiatives and motivated employees together influence patient satisfaction, hospital reputation, and organizational growth.

The findings reveal that digital marketing and social media campaigns are crucial for attracting and retaining patients, while patient feedback and quality service strongly impact the hospital's brand image. Employee motivation, driven by salary, incentives, recognition, and training, plays a direct role in improving service quality and patient care. Motivated employees demonstrate greater empathy, efficiency, and professionalism, which enhances both patient satisfaction and hospital performance.

The study concludes that a strong link exists between marketing effectiveness and employee motivation. When combined, these two factors create a sustainable competitive advantage for the hospital. Recommendations include strengthening digital presence, implementing structured feedback systems, investing in employee development, improving communication, and aligning marketing strategies with patient-centered care.

Overall, this case study emphasizes that Kingston Hospital's long-term success depends on integrating innovative healthcare marketing strategies with effective employee motivation practices.

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Chapter-01
Introduction

1.1 Introduction

Healthcare is one of the most critical sectors in any country, as it directly impacts the well-being of society. Hospitals and healthcare institutions face increasing competition, not only from other hospitals but also from alternative healthcare providers. In such an environment, effective healthcare marketing has become essential to attract and retain patients, build a strong brand image, and ensure long-term sustainability.

Kingston Hospital Ltd., like many healthcare institutions, recognizes the importance of combining marketing strategies with high-quality patient care. Marketing in healthcare goes beyond promoting services; it involves creating awareness about health issues, educating patients, and fostering trust within the community. A well-planned marketing strategy helps hospitals communicate their unique services, expertise, and achievements, which can significantly enhance patient confidence.

At the same time, the role of employees cannot be overlooked. Motivated employees are the backbone of any successful hospital. Employee motivation directly affects performance, patient interactions, and overall service quality. Hospitals need to ensure that staff members are satisfied, well-trained, and properly recognized for their contributions. When employees feel valued and motivated, they are more likely to provide empathetic and efficient care, which ultimately contributes to higher patient satisfaction.

This case study focuses on Kingston Hospital Ltd., examining how healthcare marketing strategies and employee motivation together influence hospital performance. It aims to identify key marketing practices that attract and retain patients while also analyzing the factors that motivate employees to perform at their best. The study explores the connection between employee satisfaction and patient satisfaction, highlighting how internal workforce management and external marketing efforts are interconnected.

The research is based on both primary and secondary data, including surveys, interviews, and hospital records. It provides insights into the effectiveness of existing marketing campaigns, training programs, and employee incentive systems. Furthermore, the study assesses how these strategies contribute to patient trust, brand image, and overall operational efficiency.

In a competitive healthcare environment, understanding the dynamics between marketing strategies and employee motivation is essential. Hospitals that successfully integrate these two elements can achieve sustainable growth, improve patient care quality, and maintain a strong market position. Kingston Hospital Ltd.'s example demonstrates that marketing and motivation are not isolated functions but complementary components of organizational success.

This report will also provide recommendations for improving marketing strategies and enhancing employee motivation, aiming to ensure long-term benefits for both patients and staff. By analyzing the hospital's practices, this study offers practical solutions for other healthcare institutions facing similar challenges.

Overall, this introduction highlights the critical role of healthcare marketing and employee motivation in achieving operational excellence, patient satisfaction, and sustainable organizational success.

1.2Scope of the Study:

This study focuses on examining the impact of healthcare marketing strategies and employee motivation at Kingston Hospital Ltd. It explores how marketing initiatives attract and retain patients while enhancing the hospital's brand image. The research also analyzes factors that motivate employees, including incentives, recognition, and training, and their effect on service quality. Additionally, the study highlights the link between employee satisfaction and patient satisfaction, providing insights for improving overall hospital performance.

1.3Objective of the study:

The study has been carried out with the following objectives: To analyze the hospital marketing operation process to Kingston; To evaluate the activities of the Content management. to identify problems related to the marketing operation process.to make recommendation based on problems findings.

Broad Objective:

The primary purpose of this report is to meet the partial requirements for the Bachelor of Business Administration degree.

Specific Objectives:

Studying the promotional and distribution strategy of Kingston hospital ltd. Likely involves a few specific objectives:

Understanding Target Markets: Analyze how Kingston hospital identifies and segments its target markets for different service. This involves demographics, psychographics, and behavioral factors influencing their promotional and distribution choices.

Promotional Mix Analysis: Investigate the specific promotional tools and strategies employed by Kingston hospital such as advertising, sales promotions, public relations, and direct marketing. Determine which methods are most effective in reaching their target audience.

Distribution Channels: Examine the distribution channels used by Kingston hospital to get their service to patient. This involves understanding their relationships with treatment, retailers, and any direct-to-service channels.

Market Penetration Strategies: Explore how Kingston hospital aims to penetrate new markets or increase their market share in existing ones. This could involve studying pricing strategies, promotional campaigns, or geographical expansion plans.

Effectiveness Measurement: Assess the metrics and tools used by Kingston hospital to measure the effectiveness of their promotional and distribution strategies. This could include sales data, customer feedback, or market research findings. By focusing on these objectives, one can gain a comprehensive understanding of how Kingston hospital Ltd. promotes and distributes its services, as well as the rationale behind their strategic choices.

1.4 Methodology of the Study:

To prepare this report, information has been collected from different sources. The sources of the data divided into two parts - One is primary sources and another one is secondary sources. Primary Sources: Primary sources refer that the information gathered specifically for the current market research and deals in, with 'hands-on' and original data collected from actual sources. Such as, customers, dealers, producers etc. Secondary Sources: Secondary sources refer that any piece of information used for market research, which was previously collected and is not specifically meant for the current purpose. It includes: newspaper articles, internet, government reports etc. To set up the report both essential and auxiliary information has been utilized.
Drawing from my educational background, I've acquired various research methodologies. This study provided me with the chance to apply my academic knowledge in a real-world context. Data collection predominantly involved secondary sources.

Research Design:

This is a qualitative type of report. This report is got ready which is basically dependent on primary data and secondary data. The relevant date information was Collect through direct interviewing of Public Human Resource of Kingston hospital by giving an informal questionnaire. The Secondary data has the major implications in the study. Secondary data are gathered from the relevant published books, journal, internet etc.

Sources of Data

- Annual report of Kingston hospital Ltd.
- Books, manuals,
- Journals,
- Official publications,
- Web sites,
- Relevant industry reports,
- Scholarly articles

1.5 Methods of Data Collection:

The combination of both primary and secondary sources of information is a noteworthy aspect of the study. The information comes from the following two places:

Primary Sources:

- Close communication with the relevant officer(s) and staff member(s) of the Branch in question.
- Conversations with consumers that take place face to face.
- Relevant file research as submitted by the relevant personnel.

Secondary Sources: The secondary data come from a variety of various conceptual concerns, and the following sources, among others, were used in the research project:

Internal Sources:
Annual report of Kingston hospital.

Prospectus and other documents of Kingston hospital ltd.

Prior research report Website.

Questionnaire:

I have designed a structured questionnaire in such a manner that it is helpful in obtaining input from a limited but representative sample of possible responders. I have done this by developing the questionnaire in such a way as to: This part of the activity consisted of conducting more casual, free-form interviews with a number of probable responders based on the sample. Here, both quantitative and qualitative information is provided. This report, however, is qualitative in character.

Survey Method: I prepared a thorough questionnaire for my survey. I have gathered information from both secondary and primary sources.

Sample Size: The overall sample size for my study was 100

Sample Technique**:** I employed a non-probability convenience sample for the interview with the health sector.

1.6 Limitation of the Study:

During the course of my study, I encountered certain challenges that can be characterized as limitations or shortcomings of the research. These include:

Limited Timeframe:

A particular period of time has been given to me for preparing the report. But the limitation of the time is too short to collect data about the company but the report must be done.

Insufficient Data Availability:

As Kingston hospital Health based company and they haven't expanded their business in Bangladesh yet. For this there is a limitation of the data to collect for preparing the report.

Inadequate Records:

Due to Poor record keeping of this organization up to decreasing productivity as well as the information of the company. When employees are forced to track down the information, they need to complete tasks. But lack of information of the company it is not possible to complete the task. For Kingston hospital there is this type of inadequate records keeping.

Chapter-02
Literature Review

Literature Review:

Employee motivation has long been recognized as a critical factor influencing job performance across different sectors, including healthcare. According to Armstrong (2014), motivation refers to the internal drive that stimulates individuals to achieve organizational and personal goals. In the hospital context, where service quality directly affects patient care, motivated employees are vital for ensuring efficiency, commitment, and overall performance.

Herzberg's Two-Factor Theory (1959) emphasizes that motivation is shaped by intrinsic factors such as recognition, achievement, and responsibility, alongside extrinsic factors like salary, job security, and working conditions. Research indicates that healthcare employees, including doctors, nurses, and support staff, often prioritize intrinsic motivators such as professional development and recognition (Buchan & Thompson, 2017). At Kingston Hospital Ltd, ensuring both intrinsic and extrinsic motivators could be essential to enhance staff morale and productivity.

Vroom's Expectancy Theory (1964) further explains that employees exert greater effort when they believe it will lead to desired outcomes. In hospitals, this means staff are more likely to perform well if they perceive a clear link between their efforts, quality patient care, and tangible rewards such as promotions or performance-based incentives (Mullins, 2016). Similarly, Deci and Ryan's Self-Determination Theory (2000) highlights the importance of autonomy, competence, and relatedness in driving motivation, which is particularly relevant in healthcare environments where teamwork and decision-making autonomy are critical.

Empirical studies support the strong connection between motivation and job performance in healthcare. For example, Franco et al. (2002) found that motivated healthcare workers demonstrate higher levels of patient satisfaction, reduced absenteeism, and better adherence to quality standards. In contrast, demotivated employees often experience burnout, high turnover, and reduced commitment, which compromise organizational performance.

In the context of Kingston Hospital Ltd, motivation is not only an individual matter but also an organizational strategy. Ensuring adequate compensation, opportunities for professional growth, supportive leadership, and recognition systems can improve employee satisfaction and ultimately enhance patient care outcomes. Therefore, motivation serves as a key driver of employee job performance, particularly in healthcare.

Chapter: 03
Organization Profile

3.1 Overview of Kingston Hospital:

Kingston Hospital Ltd. (Bangladesh)
Location: Mirpur-12, Dhaka (House 51–54, Road 1 & 2, Block D). Serves areas like Mirpur, Banani, Gulshan, Baridhara, Kuril, Uttara, and South Manikdi.

Type & Capacity: A private general hospital with around 100 beds specializing in maternal and child health.

Facilities & Size: An eight-storey building (≈40,500 ft²), with plans to build another ten-storey facility (~25,500 ft²).

Specialties**:** Internal Medicine, Gastroenterology, Nephrology, Endocrinology, ENT, Respiratory Medicine, Neurology, Neuroscience, Urology, OB-GYN, Pediatrics & Neonatology, Dentistry, Dermatology & VD, Psychiatry, General Surgery.

Diagnostics: Offers modern radiology/imaging and laboratory services.

Support Infrastructure: On-site 750 kVA substation, lifts, water treatment plant, cafeteria, laundry, car parking.

Patient Experience: Customer care executives help manage patient flow during waiting and billing.

Established**:** Around 2015, employing between 201–500 staff.

Reputation: Mixed online reviews—some praise for cleanliness and maternal care, while others note staffing issues and occasional complaints regarding test accuracy.

Kingston Hospital Ltd. is a private hospital in Dhaka focusing on maternal and child health, expanding its capacity and services since about 2015. It provides general medical care with modern diagnostics but draws mixed feedback on service consistency.

3.2 Mission:

To provide each patient with the first-class care, exceptional services and compassion we would want for our loved ones."

3.3 Vision:

"Lead the evolution of healthcare to facilitate every member of the communities we serve to enjoy a better and healthier life."

3.4 Goal:

Patient-first, compassionate care guided by integrity and trustworthiness.Use of advanced facilities; pursuit of diagnostic and treatment innovation.Accessible services for diverse populations in Dhaka.Building new infrastructure to increase capacity and service offerings.

3.5 Company Values:

>Compassion & Respect.

>Integrity and Honesty.

>Clinical excellence and innovation.

>Individualized patient focus.

>Spiritual Values based leadership.

Chapter-04

Data Collection & Analysis

4.1 Marketing Strategy of Kingston Hospital:

1. Branding Through Trust & Quality Messaging

Emphasizes integrity, trustworthiness, and high-quality clinical care in its communications, particularly in the **"**Message from the Chairman**"**, stressing a faith-guided, ethical service culture

Utilizes its image as a technologically advanced hospital offering compassionate care to build a trustworthy brand identity in a competitive market.

2. Leveraging Word-of-Mouth and Reputation

Prioritizes patient satisfaction and referrals, recognizing that word-of-mouth—especially online—remains the most effective marketing method in the healthcare sector

Invests in positive patient experiences (cleanliness, hospitality, empathetic staff), which encourages organic promotion by current and former patients.

3. Digital Presence & Local SEO

Employs a responsive, modern websiteoptimized for mobile and local search—the foundation for engaging digital traffic and enabling appointment bookings.

Uses local SEO tactics to appear prominently in Google searches by Dhaka residents seeking services like maternity care, diagnostics, etc.

4. Content Marketing and Educational Outreach

Creates health-related content—blogs, articles, infographics—that address relevant medical topics and establish Kingston Hospital as an educational authority.

Shares practical health tips, wellness advice, and credible medical information to build trust and attract engagement.

5. Social Media & Online Reputation Management

Maintains active presence on social media platforms (Facebook, Instagram, LinkedIn) to engage local communities, share health content, announcements, and patient experiences.

Manages online reviews and feedback carefully to maintain positive online reputation and address concerns proactively.

6. Targeted Paid Advertising (Digital)

Likely runs Google Ads and social media ads targeting local demographics (pregnant women, families, residents within Mirpur/Uttara etc.), aligning with defined marketing goals—brand awareness, traffic to site, or appointment bookings

Segments ad audiences by age, location, interests, etc. and continuously optimize campaigns for better ROI.

7. Email Marketing & Patient Engagement

Leveraging email campaigns (e.g. newsletters, appointment reminders, health tips) to maintain contact with existing patients and nurture repeat visits.

Helps build loyalty, reduce no-shows, and keep the hospital top-of-mind.

8. Hospital Ambassadors & Staff Advocacy

Encourages every team member—from doctors to clerical staff—to embody and communicate the hospital's brand values in their interactions. This internal branding fosters consistent messaging and a culture of quality service

4.2 Market Segmentation.

Market Segmentation of Kingston Hospital Ltd.

1. Demographic Segmentation

Factor:	Target Group
Age:	Newborns, children, women of reproductive age, middle-aged patients, seniors
Gender:	Primarily women (due to OB-GYN & maternity focus), but includes all genders
Income:	Lower-middle to upper-middle-income families in Mirpur, Uttara, Baridhara areas
Occupation	Service holders, small business owners, homemakers, working professionals
Family Size	Families with children or elderly dependents

Key Insight: Heavy emphasis on maternal, neonatal, and pediatric services makes women and young families their primary demographic.

4.3 Marketing Targeting:

1. Target Market Segments

Kingston Hospital appears to focus on the following key market segments within the Dhaka healthcare landscape:

A. Women of Reproductive Age (18–45)

Why targeted**:** Their core specialization includes maternity, gynecology, and neonatal care**,** which caters directly to pregnant women, new mothers, and women planning families.

Services tailored to them**:**

OB-GYN services

Safe delivery programs

Female gynecologists

Neonatal ICU and pediatric follow-up

Marketing angle: Compassionate care "like for our loved ones," female doctors, privacy, and cleanliness.

B. Young Families with Children

Why targeted**:** Families in Dhaka often choose private hospitals for childbirth, pediatric care**,** and vaccinations. Kingston Hospital offers a child-friendly environment and full pediatric coverage.

Services offered**:**

Pediatricians & neonatologists

Vaccination services

Child emergency care

Marketing angle: "Trusted hospital for your family," promoting safety, hygiene, and 24/7 care.

C. Middle-Income Urban Residents

Why targeted**:** These patients often seek better care than public hospitals but need affordable private options**.** Kingston targets the growing lower-middle to upper-middle-income urban population in Dhaka.

Geographic focus**:** Mirpur-12, Pallabi, Kafrul, Uttara, Banani, Kazipara, Agargaon

Service offerings**:**

General medicine, diagnostics, surgery

Outdoor consultation (affordable)

Health packages

Marketing angle**:** "Modern care at affordable cost," local accessibility, no long waits, clean environment.

D. Patients Seeking Diagnostics & Specialized Consultations

Why targeted: High demand for diagnostic services (lab tests, imaging, ECG, etc.**)** due to limited public capacity in Dhaka.

Services offered**:**

24/7 pathology, X-ray, ECG, USG, CT, MRI

Marketing angle: "Accurate results, fast service, modern equipment" — positioned as a convenient local diagnostics hub.

Targeting Strategy Type: Concentrated (Niche) Targeting

Kingston Hospital uses a concentrated targeting strategy**,** meaning it focuses its efforts on specific high-need segments rather than the full mass market. It strategically positions itself as:

A family and women's health hospital

With affordable, ethical private care

Targeting urban lower- and middle-class neighborhoods underserved by premium hospitals

Targeting Summary Table

Target Segment	Needs	Kingston's Offerings	Marketing Focus
Women (18–45)	Maternity, OB-GYN, female doctors	Female-led maternity care, privacy	Trusted delivery hospital for mothers
Families with children	Pediatrics, child safety, hygiene	Child-friendly services, vaccination	Safe place for your child's care
Middle-income urban class	Quality care, affordability, proximity	Diagnostics, outpatient, low-cost options	Modern care, nearby and affordable
Chronic & outpatient users	Repeat care, check-ups, convenience	Nephrology, endocrinology, medicine, etc.	Regular care without hassle

Key Targeting Channels (Observed/Implied)

Facebook & local social media ads targeting Mirpur households and parents

Local SEO and Google Maps presence for quick access in emergencies

Flyers, posters, and word-of-mouth in housing areas and clinics nearby

Referral networks with local pharmacies and diagnostic centers

MARKET TARGETING



Figure: Market Targeting

4.4 Positioning of Kingston Hospital Ltd:

"A trusted and accessible family hospital offering affordable, compassionate, and specialized care—particularly for women, children, and middle-income households in the Mirpur area."

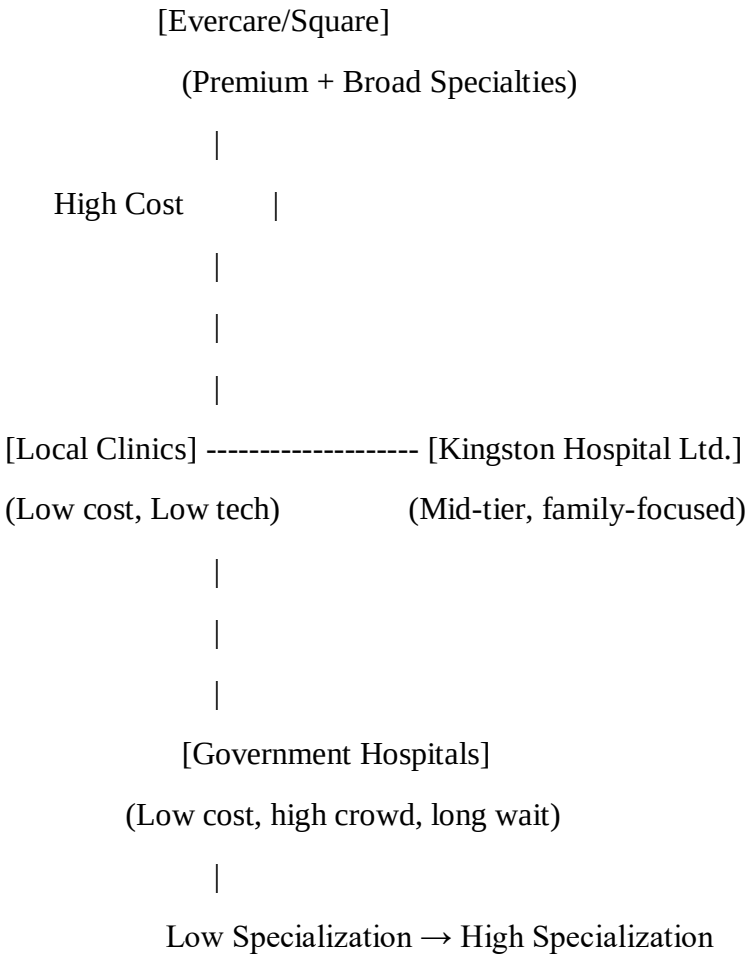
Core Elements of Kingston's Market Positioning

Positioning Pillar	Details
Affordability with Quality	Positioned as a mid-tier private hospital, more affordable than United, Evercare, and Square but more reliable and organized than small local clinics.
Family-Centered Care	Focuses on women's health, maternity, pediatrics—making it a **go-to** hospital for families**.**
Community-Based Access	Serves local communities in Mirpur, Kafrul, Kazipara, Uttara—promoting itself as a neighborhood hospital with full services**.**
Compassionate & Ethical Service	Repeatedly highlights trust, dignity, and spiritual responsibility, aligning with faith-based values.
Technological Advancement	Promotes modern diagnostic and surgical equipment to signal capability, not just convenience.

Positioning Framework (Simplified)

Target Audience	Middle-income urban families, women of reproductive age, local residents in Mirpur–Uttara belt
Category	Private general and specialty hospital
Differentiation	Affordable, family-focused care with modern facilities and ethical leadership
Value Promise	"We care like family—with compassion, cleanliness, and modern care you can trust."
Positioning Compared to Competitors	Less expensive than elite hospitals; more comprehensive and trustworthy than local clinics

Visual Positioning Map (Conceptual)



Positioning Tagline Ideas (Reflecting Strategy)

"Your Family Hospital in the Heart of Mirpur"

"Affordable Care, Compassionate Service"

"For Every Mother, Every Child, Every Family"

"Trust, Technology & Tender Care"

4.5Importance of Employee Motivation in Healthcare

- Improves Patient Care**:** Motivated staff are more attentive, compassionate, and proactive in serving patients.
- Enhances Productivity: Increases efficiency in hospital operations and reduces errors.

- Reduces Turnover**:** Motivated employees are less likely to leave, saving recruitment and training costs.
- Supports Organizational Goals**:** Aligns staff behavior with hospital mission and vision.

4.6Maslow's Hierarchy of Needs (1943)

Employees are motivated by a hierarchy of needs:

1. Physiological Needs**:** Salary, working hours, breaks.
2. Safety Needs**:** Job security, safe working environment.
3. Social Needs**:** Teamwork, positive relationships with colleagues.
4. Esteem Needs: Recognition, respect, promotions.
5. Self-Actualization**:** Opportunities for growth, learning, and achieving full potential.

Application in Healthcare**:** Kingston Hospital can provide training programs (self-actualization), recognition awards (esteem), and secure work environment (safety) to boost motivation.

4.7Herzberg's Two-Factor Theory (1959)

Divides workplace factors into:

- Hygiene Factors (Prevent dissatisfaction): Salary, work conditions, policies, supervision.
- Motivators (Increase satisfaction): Achievement, recognition, responsibility, personal growth.

Application:

- Ensure proper working conditions and fair pay (hygiene factors).
- Recognize outstanding employees and offer career advancement (motivators).

4.8Vroom's Expectancy Theory (1964)

Motivation is influenced by:

1. Expectancy**:** Belief that effort leads to good performance.
2. Instrumentality**:** Belief that performance leads to rewards.
3. Valence**:** Value placed on the reward.

Application: Kingston Hospital can motivate staff by linking effort to clear performance outcomes and rewarding excellence.

4.9McClelland's Theory of Needs (1961)

Focuses on three main human needs:

- Need for Achievement (nAch**):** Desire to excel.

- Need for Affiliation (nAff): Desire for friendly relationships.
- Need for Power (nPow**):** Desire to control and influence.

Application:

- Encourage high-achievers with challenging tasks.
- Promote teamwork to satisfy affiliation.
- Provide leadership opportunities for those with power needs

4.10 SWOT Analysis:

Company Strength:

Category	Strength
Location Advantage	Strategically located in Mirpur-12, easily accessible to residents of Mirpur, Kafrul, Kazipara, Pallabi, Uttara, etc.
Specialized in Family & Maternity Care	Strong focus on maternal, neonatal, and pediatric care, making it a go-to hospital for young families and women of reproductive age.
Modern Diagnostics & Infrastructure	Offers 24/7 pathology, radiology (X-ray, USG, CT), NICU, ICU, and operation theaters—rare in mid-tier hospitals in the area.
Experienced, Compassionate Staff	Employs qualified consultants and female gynecologists, with an emphasis on respectful, empathetic care.
Ethical & Values-Driven Leadership	Leadership emphasizes faith, spiritual service, and integrity—promoting trust in the local community.
Growing Reputation in Local Market	Well-known in the Mirpur-Uttara corridor; word-of-mouth, affordability, and trust drive patient inflow.
Affordable Private Services	More cost-effective than elite hospitals (Evercare, Square) while offering better infrastructure than basic clinics.
Digital Presence & Accessibility	Active online presence with a functional website**,** Google Maps listing, and online appointment systems**.**

 Summary (SWOT Format – Strengths Only)

S – Strengths

Strong positioning in Mirpur as a family-focused hospital

Emphasis on affordability + quality care

Reliable maternal and pediatric service track

24/7 emergency and diagnostics

Clean environment, courteous staff

Faith-based and ethically grounded leadership

Good online visibility and growing patient trust

Weaknesses :

Category	Weakness
Limited Brand Recognition	Not as widely recognized or prestigious as large private hospitals like Evercare, Square, or United Hospital.
Geographically Restricted Reach	Primarily serves the Mirpur–Uttara belt; less visibility or access for patients from other parts of Dhaka or beyond.
Limited Super-Specialty Services	Does not offer high-end specialties like organ transplants, advanced oncology, or international-standard surgeries.
Low National-Level Marketing	Weak nationwide marketing or media presence; relies heavily on localword-of-mouth, limiting broader appeal.
Overdependence on Maternity & Pediatrics	Heavy focus on OB-GYN and pediatric care may lead to under-utilization of other departments (e.g., oncology, orthopedics).
Space Constraints	Current infrastructure may face capacity issues during peak patientinflow or emergencies, especially with only ~100+ beds.
Lack of Data Transparency	Limited publicly available data on clinical outcomes,patientsafetymetrics**,** or satisfaction rates.
Limited Tech Integration	Digital tools (e.g., telemedicine, mobile app, patient portal) not fully developed or promoted compared to modern competitors.
Operational Efficiency	May face delays or patient bottlenecks in departments like diagnostics or billing due **to** manual processes or staff shortages.

 Summary (SWOT Format – Weaknesses Only)

W – Weaknesses

Not well known outside Mirpur-Uttara

Lacks cutting-edge specialty departments

Weak national marketing and online branding

Limited beds and infrastructure strain

Over-reliance on maternity/pediatric care

Underdeveloped digital tools and services

Less competitive vs. large premium hospitals

Opportunity.

Category	Opportunity
Growing Demand for Mid-Tier Private Hospitals	Rising middle-class population in Dhaka is seeking affordable, qualitycare—a space Kingston is well-positioned to dominate.
Expansion of Inpatient and ICU Capacity	With limited beds (100+), Kingston can invest in additional wards, ICU/NICU units, or a second branch to meet increasing demand.
Geographic Expansion to Other Suburbs	Can open satellite clinics or diagnostic centers in Uttara, Mohammadpur, or Savar to build brand footprint and patient loyalty.
Digital Health Integration	Launching a mobile app, telemedicine service, or online prescription portalwould attract younger, tech-savvy patients and boost efficiency.
Specialty Service Development	Introducing more super-specialties (oncology, orthopedics, nephrology, cardiology) can capture underserved niches in Dhaka's north.
Family HealthPackage Bundles	Develop value-based family plans, maternity packages, and child vaccination combos for recurring income and loyalty.
Medical Education & Training	Offer short training programs or internships for nursing, medical tech, or allied health staff, enhancing revenue and brand reputation.
Enhanced Branding	Collaborate with NGOs, schools, community health programs, or

Category	Opportunity
&Strategic Partnerships	health tech startups to strengthen reputation and social reach.
Health Tourism (Future Scope)	With cleaner, ethical service at reasonable prices, Kingston could attract non-resident Bangladeshis (NRBs) or regional patients seeking safe maternity or basic surgery.

Summary Table – Opportunities (SWOT Format)

O – Opportunities

Rising demand for affordable, ethical care in Dhaka

Digital health adoption (apps, telehealth)

Service diversification into specialties

Physical expansion to nearby areas

Medical education & training programs

Community engagement and CSR-based outreach

Partnership with insurance/telehealth providers

Branding upgrades to compete with premium hospitals

Example Strategic Moves Kingston Could Make:

- Launch "My Family Health Card" – bundled diagnostics + doctor visits
- Open a satellite OPD center in Uttara or Mohammadpur
- Partner with ride-sharing or healthtech apps for patient transportation or appointment scheduling
- Offer low-cost daycare surgeries (ENT, hernia, tonsils) for urban working-class families

4.11 Threats:

- Aggressive competitors (corporate chains with bigger and budgets)
- Price sensitivity and regulatory constraints on promotions.
- Clinical talent churn leading to service disruption and reputation risk.
- Public health shocks outbreaks straining capacity and patient sentiment.
- Online misinformation /review harming brand if unmanaged
- Tech/ platform dependency risk (down time, vendor lock-in)

Chapter-05
Major Findings

5.1 Major Findings

This study explores the relationship between healthcare marketing strategies and employee motivation at Kingston Hospital Ltd. It highlights how effective marketing practices and motivated employees together contribute to patient satisfaction, hospital reputation, and long-term organizational success.

- Effective healthcare marketing strategies help increase patient flow and improve hospital visibility.

By implementing structured marketing initiatives, Kingston Hospital has been able to reach more patients and establish itself as a trusted healthcare provider in the competitive market.

- Digital marketing and social media campaigns play a vital role in attracting and retaining patients**.**

Online platforms allow the hospital to promote services, share health information, and build relationships with patients, leading to stronger engagement and loyalty.

- Patient feedback and quality service strongly influence the hospital's brand image and reputation.

Positive patient experiences and constructive feedback not only improve hospital operations but also enhance its public image and credibility.

- Employee training and development programs enhance service quality and patient satisfaction.

Continuous learning opportunities equip staff with modern skills and knowledge, enabling them to deliver better healthcare services and ensure higher patient satisfaction.

- Motivation factors such as salary, incentives, and recognition directly impact employee performance.

Fair financial rewards and appreciation encourage employees to perform more efficiently and contribute positively to the hospital's overall goals.

- Motivated employees provide more empathetic, efficient, and patient-centered care.

When employees feel valued and motivated, they show greater dedication, empathy, and professionalism in dealing with patients.

- Strong internal communication improves teamwork, coordination, and overall service delivery.

Clear communication channels within the hospital foster collaboration among staff, reduce errors, and improve the overall patient care process.

- Quality assurance policies are essential for building patient trust and supporting marketing efforts.

Implementing strict quality standards ensures reliable healthcare services, which strengthens patient trust and makes marketing campaigns more effective.

- Employee satisfaction and patient satisfaction are closely interconnected.
A satisfied and motivated workforce delivers superior service, which leads to happier patients and greater trust in the hospital.

- Integration of effective marketing strategies with employee motivation ensures the hospital's long-term growth and success.
Aligning marketing initiatives with employee motivation strategies creates a sustainable model that benefits both the hospital and its stakeholders.

Chapter -06

Recommendations&Conclusion

6.1 **Recommendations**

- The hospital should strengthen its digital marketing presence through social media, online health campaigns, and patient-focused content to reach a wider audience.

- Introducing a structured patient feedback system will help identify service gaps and improve overall patient satisfaction.

- Regular training and development programs should be implemented to enhance employee skills and service quality.

- The management should introduce fair reward systems including bonuses, promotions, and recognition to increase employee motivation.

- Internal communication channels should be improved to ensure better coordination, teamwork, and smooth hospital operations.

- The hospital should adopt quality assurance frameworks to maintain consistent service standards and build patient trust.

- A focus on employee well-being programs such as health benefits, flexible shifts, and counseling can improve staff satisfaction.

- Marketing strategies should be aligned with patient-centered care policies, ensuring that promotional efforts reflect actual service quality.

- Management should encourage a culture of innovation by involving employees in decision-making and problem-solving activities.

6.2 Conclusion

The study finds that effective healthcare marketing strategies significantly contribute to patient attraction, retention, and the overall reputation of Kingston Hospital. At the same time, employee motivation plays a crucial role in ensuring high service quality and patient satisfaction.

It is evident that motivated employees perform better, deliver more empathetic care, and directly influence the hospital's brand image. Similarly, strong marketing initiatives supported by quality service create a positive perception among patients and the community.

Therefore, the integration of well-planned marketing strategies with employee motivation is essential for the hospital's long-term success, sustainable growth, and competitive advantage in the healthcare industry.

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If anything to say:

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Thank you for your cooperation