

ABSTRACT

The Radiology Unit (RU) of Surabaya Catholic Hospital (SCH) was established in 1934. Up to this date, this unit has been one of the most crucial supporting division of SCH. It follows the vast development of medical technology by upgrading and renewing its equipment with the latest radiology inventions. SCH has spent big investments updating these sophisticated new machines. Despite all these facts, from the year 1999 to 2001 there was a marked decline on the number of patients of RU resulting in much loss of income. An initial survey was performed from October to November 2002 to determine the cause of the problem. It showed 2 factors evoked the decline i.e. the doctor factor and the patient factor. Based on the result of the initial survey, in June 2003 a marketing research was carried out at RU. The main purpose was to analyze customers' behaviour in making decision of choosing RU's services at SCH. The population was doctors and outpatients who had visited the RU of SCH. The analyze was used to design the appropriate promotion mix strategy for this unit. The result of the marketing research was divided into 2 groups. The first group was "the patient group" showing that: 1) the market segment of western Surabaya area had not yet visited RU of SCH; 2) the outpatients had limited knowledge of services provided by RU of SCH, and 3) the spread information about RU services was poorly done. The second group was "the doctor group" showing that: 1) there was a growing perception among doctors about the inaccuracy of the USG (Ultra SonoGraphy) results; 2) the main cause of inaccuracy was the radiologists' reading ability, and 3) the doctors did not know that RU possessed sophisticated equipment like Spiral CT Scan. After a Focus Group Discussion with the hospital management was held, a precise marketing strategy for RU was formulated. The conclusion of this research shows that there is an urgent need for promoting Radiology Unit of SCH. The hospital management should actively inform the doctors about its sophisticated medical equipment and its function. The recommended promotion mix for patients are direct selling and aggressive advertorial campaigns. The recommended promotion mix for doctors is a personal selling presented in a Radiology Continuing Education forum.

Key words: doctor factor, patient factor, customer behaviour, promotion mix, direct selling, advertorial, personal selling.

