

DOCTORS' PREFERENCES ON HEALTH SERVICES PROVIDED BY HOSPITALS OF NAVI MUMBAI

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ABSTRACT

This research paper is about the practicing market strategies of four hospitals in Navi Mumbai. Two amongst four hospital are well known as best hospital of Navi Mumbai, located in prime location as compare to other two hospitals establish in same area, but not in prime area. The objective of the study was to study the quality of health services with special reference to selected hospitals of Navi Mumbai and to study the perception and preferences of doctors for the services provided by the selected hospitals of Navi Mumbai. A sample of 200 doctors practicing in Navi Mumbai gave detailed information through questionnaires and discussions about their preferences for referring patients to these hospitals. The results of the study shows that the established hospital on one hand striving hard to maintain its reputation in the market, whereas other hospitals are focusing on their services to build their brand.

KEYWORDS: Services Provided, Hospitals