Research Main Objective

1. To study the profile of the patients opting for the services.
2. To study the behavior of the patients.
3. To study the frequency of repetition of the patients.
4. To determine the factors affecting the relationship between the patients and the hospital.
5. To investigate how CRM in hospitals can increase G.D.P of India by increasing Medical Tourism.
6. To investigate absolute control and exploitation of human resources and distribution of responsibilities.
7. To study how to reduce the functional cost of the hospital and in general reduction of health related cost.
8. To study the various packages offered by a large hospital.
9. To suggest the characteristics for an ideal CRM.