

ROLE OF PUBLIC RELATION IN PRIVATE HEALTH CARE INSTITUTIONS IN KERALA

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ABSTRACT : *This study titled 'Role of public relation in private health care institutions in Kerala' aimed to find out the significance and scope of upcoming field of customer relation termed as 'public relation' in medical institutions and how health care institutions followed the trends to attract their external and internal community and also role of media in health care management. This study examines the effect that public relations activities in medical institutions can have regarding community decisions and choice. To explore exemplify this relationship a questionnaire was given to 8 PROs in different super specialty private hospitals in Kerala. Study results show that public relations activities were a crucial factor in determining consumer hospital choice. The majority of respondents reported that the behaviours and attitude of personnel as public relations activities that support the hospital's reputation within the public were the primary variables in hospital choice. Health care managers can use these findings to further understand how patients make informed choices related to usage of a health care facility and to develop and/or improve public relations activities*

I. INTRODUCTION

Public relations (PR) are the practice of managing the spread of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and public. Public relations may include an organization or individual gaining exposure to their audiences using topics of public interest and news items that do not require direct payment. This differentiates it from advertising as a form OF marketing communication. Public relations are the idea of creating coverage for clients for free, rather than marketing or advertising. An example of good public relations would be generating an article featuring a client, rather than paying for the client to be advertised next to the article. The aim of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders and ultimately persuade them to maintain a positive or favorable view about the organization, its leadership products, or political decisions. Public relations professionals typically work for PR and marketing firms, business and companies, government, and public officials as PIOs and non- governmental

organizations. Jobs central to public relations include account coordinator, account executive, account supervisor, and media relations manager. Public relation is an action of convincing people. The PR person talks with others that make them think about the things the person wants them to think, and the people regard the person as their believes. Public relations help people to build up the connection to media and society that they can talk steadily.

Public relations specialists establish and maintain relationships with an organization's target audiences , the media , relevant trade media, and other opinion leaders Common responsibilities include designing communications campaigns, writing news releases and other content for ,news, working with the press arranging interviews for company spokespeople, writing speeches for company leaders, acting as an organization's spoke person, preparing clients for press conference, media interviews and speeches, writing website and social media content, managing company reputation (crisis management) managing and internal communication marketing activities like brand awareness and event management. Success in the field of public relations requires a deep understanding of the interests and concerns of each of the company's many stakeholders. [1]The public relations professional must know how to effectively address those concerns using the most powerful tool of the public relations trade, which is publicity. Public relations and journalism have similarities in the work they do, yet these two fields don't necessarily have the greatest relationship, being described as "adversaries" at times.

PR is able to divide to many types, for example the product public relations, financial public relations, corporate public relations, employee public relations and government public relations. Product PR is managing the release of new products into the market. Financial PR is to build up a relation to shareholders and customers. Corporate PR helps communicate the core conception of the companies for customers. Employee PR focus on the employments and HR. Government PR is to help set up a correct attitude towards the political perspectives.

Public relations (PR) are the way organizations, companies and individuals communicate with the public and media. A PR specialist communicates with the target audience directly or indirectly through media with an aim to create and

maintain a positive image and create a strong relationship with the audience. Examples include press releases, newsletters, public appearances, etc. as well as utilization of the World Wide Web.

OBJECTIVES

A study based on the recent trends and importance of health care public relation in private sector hospitals in Kerala.

1. To study that how public relation create an inevitable role in medical institutions to maintain a better brand image in a firm.
2. To study the role of media in public relation as a tool for promotional activities.

HYPOTHESIS

- A hypothesis is a proposed explanation for phenomena. For a hypothesis, to be a scientific method requires that one can test it.
- Scientists generally base scientific hypothesis on previous observation that cannot satisfactory be explained with the scientific theories.
- A working hypothesis is a provisionally accepted hypothesis proposed for further research.
- People refer to a trial solution to a problem as a hypothesis often called an
- 'educated guess' because it provide a suggested solution based on the evidence.
- Public relation in hospitals feels like the presence of internal and external public in medical care, it does processes primarily related to the effective delivery of medical care at the community level.

II. REVIEW OF LITERATURE

This comprehensive guide to everything you need to know about PR provides a theoretical overview and practical advice for PR professionals new to health care and new ideas and insights for veterans. The authors explain how the PR function can contribute to the success of the contemporary health care organization. Messaging for multiple audiences and stakeholders (e.g., employees, patients, physicians, state regulators, the media, insurance providers, etc.)

Health Care Management is a concise, reader-friendly, introductory healthcare management text that covers a wide variety of healthcare settings, from hospitals to nursing homes and clinics. Filled with examples to engage the reader's imagination, the important issues in healthcare management, such as ethics, cost management, strategic planning and marketing, information technology, and human resources, are all thoroughly covered. Guidelines and rubrics along with numerous case studies make this text both

student-friendly and teacher-friendly. It is the perfect resource for students of healthcare management, nursing, allied health, business administration, pharmacy, occupational therapy, public administration, and public health. The Third Edition is a thorough update that offers new and revised case studies, a new glossary of terms, as well as a new chapter on Special Topics and Emerging Issues in Health Care Management that examines current topics including re-emerging outbreaks, vaccine preventable diseases, bioterrorism, human trafficking, violence in health care settings, medical tourism, and consumer directed health care.

Public relations as described in this volume is, among other things, society's solution to problems of maladjustment that plague an over complex world. All of us, individuals or organizations, depend for survival and growth on adjustment to our publics.

III. METHODOLOGY

Research is a common parlance refers to a search for new knowledge. One can also define a Scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. Media research is a study of Radio, Television, and Print for the purpose of reaching the optimal consumer audience. The knowledge should be gathered, organized and systematized, tested and validated with the help of observations and precise, the result will be more reliable. Research is an attempt to elicit facts and analyze them once they have been collected to get solutions for a variety of problems. Research has to be professional things involving systematic, accurate and expert handling of the research information. Data has to be gathered through says the systematic, accurate and expert handling of the research information. The objective of the research is to find out the truth which is hidden and has not yet been discovered

Research comprises creative work undertaken on a systematic basic in order to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications. It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. A research project may also be an expansion on past work in the field. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects as a whole. The primary purposes of basic research (as opposed to applied research) are documentation, discovery, interpretation, or the research and development (R&D) of methods and systems for the advancement of human knowledge. Approaches to research depend on epistemologies, which vary considerably

both within and between humanities and sciences.

RESEARCH DESIGN

The research design is qualitative in nature. The study is conducted in a single phase interview. This approach measure the reaction of a large number of individuals to a limited set of questions. Qualitative research is the systematic investigation of qualitative properties and their relations.

IV. FINDINGS

- Basic components used in hospital relation
- Healthcare quality by public relation
- Used methods in health care marketing
- Social media is shacking up public health and health care relation
- Improve of the health care service
- Social media works in healthcare marketing
- Social medi current trend in public health care relation

The study is conducted to find out the scope and importance of public relation in medical institution. It also tries to find out the trends, promotional activities and implementation. The qualitative method is more suitable for this study.

In this study, researcher use expert interview. Interview is carried out on five experts from public relation field. The study is aimed to focused on the trends, scope and importance of public health care relation. This chapter will give a detailed analysis of the researcher findings.

V. CONCLUSION

The study has also revealed that the use of public relations in the health care area is not yet common. But this does not mean it is not necessary. As this paper briefly shows, the need for a coherent identity is vital even in this domain. In the case of private hospital the stake is obvious: more patients mean more money, satisfied patients bring other patients and so on. Public hospitals, because they are part of the state mechanism should have a positive image, even though the financial resources for promotional activities come from public money. In order to survive in this competitive market the management teams of hospitals need to understand that communication is the key for a healthier functioning system. Of course, this paper was not meant to extensively debate this subject. We have settled, for now, to draw the frame for what health care PR means, while emphasizing some key points of the specific public relations activities in this area, such as crisis management, media relations, branding, etc. There are still some important dimensions that should be taken in consideration in future

studies. One of them is the use of social media in health care and how this new means of communication changes the way hospitals talk to their patients: while social media – which updates instantly, stays online for the public to view and is never truly anonymous, since computers can be tracked down – is a powerful tool for those in health care to spread information, it is also a tool that should be used carefully to ensure patient health, safety and confidentiality are protected.” Another effect deriving from the new media is increased user control – “users are given more control over the information explosion Public relations and health care represent a combination that will surely last. It will be interesting to see how it evolves and how communication strategies will be adapted to the needs of a health care institution, in order to get the message across the public.

To successfully communicate with the public, all health facilities should define/isolate their internal and external public. Within health care institutions should be determined/ defined the person for the (internal and external) communications. The PR Officers must be comfortable speaking with the public. Speaking skill can be gained while climbing up the ladder to the position of PR Officers Creating Public Relationship is at the heart of everything we do in our society. □ It’s central to our learning, our work and our leisure interests. But it’s particularly important in health care, where patients/clients can feel vulnerable, alone and frightened, and where you’ll be working with colleagues in the health care team who rely on good communication to help them deliver safe, coordinated and effective care.

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