EFFECTIVENESS OF COMPETITIVE ADVANTAGE IN PRIVATE HOSPITALS LEADING TO SUSTAINABILITY

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ABSTRACT
Health has been a top priority for a country’s stakeholders. The average health expenditure depicts an impressive variability worldwide, with Americans being the top spenders and South East Asian countries being at the bottom of the respective list. This study analyses the existing competitive advantages of the most important players in the private medical services market, in Bangalore. It traces their development and the factors that determine positioning strategic decisions. The competitive advantage of a business in the private medical services market is a result of a number of factors. The top three criteria of choice for a patient are doctors, medical technology and waiting time for accessing the service. Objectives of this research paper are: 1. To identify the key success factors (KSFs) and the drivers of change (DC) in the Indian Medical Industry; 2. To propose a fine tuning in strategy as a response to changes in the macro and micro environment; 3. To re-evaluate existing business models and propose amendments that may lead to future sustainable competitive advantage and 4. To develop a proposition for growth strategies, business strategies and means of implementation that will lead to long term growth.

Keywords: Strategy, Medical Services, Business Models and success factors.

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