



## **The Role of Public Relation in Selected Hospital with Special Reference to Tirupur City**

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### **ABSTRACT:**

This research delves into the significant role of Public Relations (PR) in upgrading hospital services, specifically on selected private hospitals in Tirupur, Tamil Nadu—namely CNS Hospital and Sri Kumaran Medical Centre. In the current competitive healthcare market, PR is an essential instrument in constructing hospital reputation, enhancing communication, and fostering trust between institutions and the public. The study examines the effect of PR initiatives such as social media activity, crisis communication, and health education programs on patient satisfaction, hospital image, and community engagement. The study applies percentage and Likert scale analysis to assess perceptions and PR practice effectiveness based on a primary survey of 120 participants and secondary data from literature and reports. Results indicate that although hospitals have made some starts in digital engagement and communication, there are issues with integrating feedback, the use of social media, and community-based communications. The research concludes that successful PR not only enhances patient loyalty and trust but also makes hospitals reputable health partners. Suggestions involve upgrading crisis communication, investing in PR training, and enhancing ethical media relations. The study offers practical recommendations for hospital managers, medical practitioners, and policymakers seeking to enhance PR strategy and service delivery in the growing health industry of Tiruppur.

**Keywords:** Public Relation (PR), Sri Kumaran Hospital, CNS Super Speciality Hospital

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### **I. INTRODUCTION**

Public Relations (PR) is a vital element in the healthcare industry, especially for hospitals seeking to establish trust, reputation management, and effective community engagement. Amidst increasing patient expectations and competitive healthcare services, hospitals need to talk openly and openly to remain credible. PR assumes a multi-faceted role—apart from conventional advertisement—through facilitating doctor-patient communication, crisis management, health awareness generation, and hospital branding. In urbanized cities like Tiruppur, where healthcare needs and urbanization are increasing, PR becomes a strategic means for hospitals to engage with the people and raise awareness regarding services that are offered. Hospitals like CNS and Sri Kumaran Medical Centre in Tiruppur are increasingly using PR through social media, outreach programs, and patient-focused communication to enhance community engagement. PR professionals assist hospitals in sharing correct information, responding to public concerns, and enhancing internal communication among employees. Additionally, good PR enables hospitals to respond quickly to crises, minimizing misinformation and ensuring transparency. This research delves into the function and effectiveness of PR in chosen Tiruppur hospitals and seeks to discover its effectiveness, challenges, and effect on public perception and patient satisfaction. Analyzing these facets, the research aims to provide insights and recommendations for enhancing PR practices in Tiruppur's healthcare sector.

### **STATEMENT OF THE PROBLEM**

In the changing environment of healthcare, hospitals are not only required to deliver quality medical care but also open and efficient communication with their stakeholders. Public relations (PR) has become an essential means by which hospitals establish credibility, handle crises, and foster patient satisfaction. Yet, for fast-growing urban cities such as Tiruppur, most of the hospitals face difficulties in launching systematic PR policies because of sparse resources, unsatisfactory communications infrastructure, and a shortage of skilled professionals. These issues restrain them from taking part in communicating with the society, handling reputation, and addressing public issues on time. Albeit the great importance of PR in improving hospitals' performance as well as in their public perception, there isn't much available research on putting it into practical use in healthcare in Tiruppur. The purpose of this study is to explore the function of PR in chosen hospitals in Tiruppur, determine the challenges experienced in communication practices, and assess the effectiveness of existing PR initiatives in enhancing the delivery of healthcare services and public image.

### **SCOPE OF THE STUDY**

This research investigates the function and efficacy of public relations (PR) in some private hospitals in Tirupur City. It seeks to evaluate how PR tactics—like media relations, crisis communication, online engagement, and community outreach—are practiced and their effects on hospital reputation, patient satisfaction, and public trust. The study exclusively targets private hospitals, CNS Hospital and Sri Kumaran Medical Centre, and scrutinizes the methods in which such institutions apply PR to achieve openness, relationship creation, and clear communication of healthcare services. Moreover, the investigation identifies challenges related to PR execution in hospitals such as limited resources, absence of trained staff, and gaps in communication. By comparing staff practice and patient opinion, this study attempts to provide worthwhile suggestions on how hospital communication practices can be improved. The outcomes are expected to serve the interests of healthcare administrators, policymakers, and PR practitioners who intend to promote quality service delivery and patient involvement by conducting effective public relations in the healthcare industry in Tirupur.

## OBJECTIVES

- To understand the role of Public Relation in managing hospital-community relationships.
- To evaluate the impact of Public Relation on a hospital's brand reputation.
- To analyze the influence of digital media on hospital Public Relation campaigns.

## RESEARCH METHODOLOGY

### RESEARCH DESIGN

Sampling Size	120
Sampling Technique	Simple Random Sampling Technique
Primary Data	Structured questionnaire
Secondary Data	Books and Journals
Area of the Study	Tiruppur
Statistical Tools Used	Simple Percentage Analysis Likert Scale Analysis
Period	5 months from December 2024 – April 2025

### LIMITATION OF THE STUDY

- The number of respondents included for the study is limited due to the time constraints.
- The survey out is fully based on the respondents opinion.

## II REVIEW OF LITERATURE

**JEYARAJSEKAT TTR (2022)** Healthcare quality service is important to patient satisfaction and hospital management. The research examines client attitudes towards healthcare quality management in multi-specialty hospitals in Tiruppur, Tamil Nadu. The main objective is to evaluate factors that affect patient choice, determine gaps in service quality, and evaluate overall patient satisfaction. The SERVQUAL model and a seven-point Likert scale are employed in the empirical survey of the study to gather data from 436 respondents. Based on the findings, private hospitals experience fewer service quality gaps compared to public hospitals, with primary issues being long waiting times, poor communication, and poor infrastructure. In choosing a hospital, patients prioritize service quality, followed by cost and accessibility. The research indicates that enhancing service delivery, shortening waiting times, and enhancing staff-patient communication.

**Dr. Humera Khan (et.al 2021)** The literature highlights the evolving role of public relations (PR) in enhancing hospital image and patient satisfaction in a competitive healthcare environment. The main objective is to explore PR as a strategic tool for better patient outcomes and hospital-community relationships. Research methodology includes analyzing factors like service quality, staff behavior, and public perception. Findings reveal that positive PR practices foster trust, loyalty, and improved healthcare delivery. The conclusion emphasizes that systematic PR strategies are essential for sustainable hospital management, aligning institutional goals with community expectations while addressing operational challenges.

**SAMUEL ANBU SELVAN (2021)** The medical sector is instrumental in the upkeep of the well-being of human beings through the provision of preventive, diagnostic, and curative services. The research concentrates on patient preference for private multispecialty hospitals in Tirupur City with emphasis on what drives their preference. The research indicates that the quality of service, hospital reputation, and professional competence of doctors play an important role in determining patients' decisions. Utilizing a formal questionnaire and statistical methods such as the Chi-square test and ANOVA, the research examines patient expectations and perceptions. Results indicate that patients value doctors' credentials and hospital settings, but an Expectation-Service Gap exists. Based on the study, private hospitals need to emphasize quality improvement, effective communication, and better patient care models to enhance satisfaction and retention. Healthcare service providers need to keep evolving.

**D. Archanaa, Dr. R. Mohanraj (2020)** Satisfaction is understood as a person's assessment of an experience, frequently influenced by emotional or cognitive reactions (Ranajit & Anirban, 2011). Health service quality is the most significant factor in patient satisfaction in healthcare and thus a fundamental area of concern for hospital management across the world (Smith et al.; Choi et al., 2005). Research indicates a positive correlation between perceived service quality and satisfaction, with each differing by context, e.g., public versus private hospitals (Carman, 2000). Healthcare, specifically in India, is challenged by IT growth, changing needs, and heightened expectations. Given that health affects national development, continuing to investigate healthcare service quality is important.

**Dr. I. SIVAKUMAR et.al (2020)** The research examines inequalities in access to public health facilities among rural and urban residents in Tiruppur, Tamil Nadu. It points out that rural regions, which accommodate 60.5% of the population, have limited access to basic healthcare services as opposed to urban regions. Mobile health clinics, maternity homes, and alternative medicine hospitals are not available in rural areas. The ratio of doctors to population is well below WHO standards, indicating a lack of government attention to rural health. Even with rising health expenditure, rural populations are still underserved, leading to huge disparities. Closing this gap needs strong infrastructure development, fair resource distribution, and policy implementation to improve rural healthcare access.

### III ANALYSIS AND INTERPRETATION

#### 3.1 SIMPLE PERCENTAGE ANALYSIS

**TABLE NO 3.1.1TABLE SHOWING GENDER OF THE RESPONDENTS**

S.no	Gender	No. of. respondents	Percentage (%)
1	Male	76	63.3
2	Female	44	36.7
	Total	120	100

( Source: Primary Data)

The above Table reveals that 63.3% of the respondents are Male and 36.7% of the respondents are Female.

**TABLE NO 3.1.2 TABLE SHOWING HOW AWARE ARE YOU OF CNS AND SRI KUMARAN HOSPITALS' COMMUNITY ENGAGEMENT ACTIVITIESOF THE RESPONDENTS**

S.no	Particulars	No. of. respondents	Percentage (%)
1	Very Aware	28	23.3
2	Aware	49	40.8
3	Neutral	30	25.1
4	Not Aware	13	10.8
	Total	120	100

(Source: Primary Data)

The above table reveals that 23.3% of the respondents are Very aware, 40.8% of the respondents are Aware, 25.1% of the respondents are Neutral, 10.8% of the respondents are Not Aware.

**TABLE NO 3.1.3 TABLE SHOWING DO YOU FEEL HOSPITALS IN TIRUPUR, INCLUDING CNS AND SRI KUMARAN, SHOULD ENHANCE THEIR PR EFFORTSOF THE RESPONDENTS**

S.no	Particulars	No. of. respondents	Percentage (%)
1	Yes	94	78.3
2	No	26	21.7
	Total	120	100

(Source: Primary Data)

The above table reveals that 78.3 % of the respondents are selected Yes , 21.7% of the respondents are selected No.

**TABLE NO 3.1.4 TABLE SHOWING WHICH COMMUNITY OUTREACH EFFORT DO YOU ASSOCIATE MOST WITH CNS AND SRI KUMARAN HOSPITALS OF THE RESPONDENTS**

S.no	Particulars	No. of. respondents	Percentage (%)
1	Free Health Camps	40	33.3
2	Medical Awareness Programs	50	41.7
3	Patient Education Initiatives	23	19.2
4	Others	7	5.8
	Total	120	100

(Source: Primary Data)

The above table reveals that 33.3 % of the respondents are selected Free Health Camps , 41.7% of the respondents are selected Medical Awareness Programs, 19.2% of the respondents are selected Patient Education Initiatives, 7% of the respondents are selected others.

**TABLE NO 3.1.5 TABLE SHOWING WHAT AREAS OF HOSPITAL PR NEED IMPROVEMENT OF THE RESPONDENTS**

S.no	Particulars	No. of. respondents	Percentage (%)
1	Patient communication	25	20.8
2	Emergency response	52	43.3
3	Community outreach	28	23.3
4	Advertising	15	12.6
	Total	120	100

(Source: Primary Data)

The above table reveals that 20.8 % of the respondents are selected Patient communication, 43.3% of the respondents are selected Emergency response, 23.3% of the respondents are selected Community outreach, 12.6% of the respondents are selected Advertising.

### 3.2 LIKERT SCALE ANALYSIS

**TABLE NO 3.2.1 TABLE SHOWING THE HOSPITAL'S PUBLIC RELATIONS EFFORTS EFFECTIVELY COMMUNICATE IMPORTANT HEALTH UPDATES TO THE COMMUNITY OF THE RESPONDENTS.**

S. No.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Strongly Agree	79	5	395
2	Agree	10	4	40
3	Neutral	11	3	33
4	Disagree	8	2	16
5	Strongly Disagree	12	1	12
Total		120		496

(Source: Primary Data)

Likert scale value 4.133 is greater than the middle value (3), so the respondents agree that the hospital's public relations efforts effectively communicate important health updates to the community.

**TABLE NO 3.2.2 TABLE SHOWING THE HOSPITAL'S PR ACTIVITIES MAKE ME FEEL MORE CONNECTED TO THEIR SERVICES OF THE RESPONDENTS**

S. No.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Strongly Agree	8	5	40
2	Agree	71	4	284
3	Neutral	19	3	57

4	Disagree	16	2	32
5	Strongly Disagree	6	1	6
Total		120		419

(Source: Primary Data)

Likert scale value 3.49 is greater than the middle value (3), so the respondents agree that the hospital's pr activities make me feel more connected to their services of the respondents

**TABLE NO 3.2.3TABLE SHOWING THE HOSPITAL EFFECTIVELY USES SOCIAL MEDIA TO ENGAGE WITH THE COMMUNITY OF THE RESPONDENTS**

S. No.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Strongly Agree	10	5	50
2	Agree	12	4	48
3	Neutral	70	3	210
4	Disagree	17	2	34
5	Strongly Disagree	11	1	11
Total		120		353

(Source: Primary Data)

Likert scale value 2.94 is lesser than the middle value (3), so the respondents disagree the hospital effectively uses social media to engage with the community of the respondents.

**TABLE NO 3.2.4 TABLE SHOWING THE HOSPITAL TAKES FEEDBACK FROM THE COMMUNITY SERIOUSLY AND MAKES IMPROVEMENTS BASED ON IT OF THE RESPONDENTS**

S. No.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Strongly Agree	11	5	55
2	Agree	12	4	48
3	Neutral	13	3	39
4	Disagree	66	2	132
5	Strongly Disagree	18	1	18
Total		120		292

(Source: Primary Data)

Likert scale value 2.43 is lesser than the middle value (3), so the respondents disagree that the hospital takes feedback from the community seriously and makes improvements based on it of the respondents.

**TABLE NO 3.2.5 TABLE SHOWING THE HOSPITAL ORGANIZES EVENTS (E.G., HEALTH CAMPS, AWARENESS PROGRAMS) THAT BENEFIT TO THE COMMUNITY OF THE RESPONDENTS**

S. No.	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE	TOTAL
1	Strongly Agree	12	5	60
2	Agree	15	4	60
3	Neutral	7	3	21
4	Disagree	13	2	26
5	Strongly Disagree	73	1	73
Total		120		240

(Source: Primary Data)

Likert scale value 2 is lesser than the middle value (3), so the respondents disagree that the hospital organizes events (e.g., health camps, awareness programs) that benefit to the community of the respondents.

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## IV FINDINGS

### 4.1 SIMPLE PERCENTAGE ANALYSIS

- 63.3% of the respondents are Male.
- 40.8% of the respondents are Aware.
- 78.3% of the respondents are selected as Yes.
- 50% of the respondents are selected as Medical Awareness Program.
- 43.3% of the respondents are selected as Emergency Response.

### 4.2 LIKERT SCALE ANALYSIS

- Likert scale value 4.133 is greater than the middle value (3), so the respondents agree that the hospital's public relations efforts effectively communicate important health updates to the community.
- Likert scale value 3.49 is greater than the middle value (3), so the respondents agree that the hospital's pr activities make me feel more connected to their services of the respondents.
- Likert scale value 2.94 is lesser than the middle value (3), so the respondents disagree the hospital effectively uses social media to engage with the community of the respondents.
- Likert scale value 2.43 is lesser than the middle value (3), so the respondents disagree that the hospital takes feedback from the community seriously and makes improvements based on it of the respondents.
- Likert scale value 2 is lesser than the middle value (3), so the respondents disagree that the hospital organizes events (e.g., health camps, awareness programs) that benefit to the community of the respondents.

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## V SUGGESTION

- Explain how hospital public relations efforts enhance community participation and awareness in Tiruppur.
- Examine the impact of media, social media, and press releases in creating public perception of hospitals in Tiruppur.
- Discuss how the efforts of public relations influence patient trust, satisfaction, and retention in healthcare organizations.
- Determine the effectiveness of hospital outreach efforts and health drives in Tiruppur using PR.
- Evaluate hospitals' challenges to keep their public image and responding to crisis communications in Tiruppur.

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## IV CONCLUSION

Public relations (PR) plays a key role in influencing the reputation and effectiveness of hospitals in Tiruppur. It increases patient satisfaction, hospital branding, and community trust by practicing transparency, effective communication, and crisis management. Hospitals utilize PR to enhance doctor-patient relationships, internal communication, and marketing services through the media and outreach programs. Effective PR efforts increase patient retention, footfall, and agreements with government and private agencies. But challenges such as misinformation and ethical issues need to be improved constantly. Innovative and ethical PR practices ensure a good reputation, trust, and healthcare development in Tiruppur.

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