

Indirect Marketing of Baby Web Nursery & International Patient Center in Taiwan

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Objective: Jen-Ai Hospital - Tali launched the first "Baby Web Nursery Website" (<http://baby.jah.org.tw>) in Taiwan, back in January 2003, to help parents provide images of their newborn baby to friends and family who are not able to come to the hospital in person. After the baby is born, a webpage is created, before the mother and child are discharged from the hospital (usually within 3 days) – it is one of our hospital services that turned out to be extremely popular with foreigners. Baby Web Nursery has now grown to include 5 photos of the newborn baby, with the option of adding 60 photos, 6 videos and 1 file of their choosing that are uploaded onto the baby's personalized webpage. This paper will share some of the key findings upon analyzing Baby Web Nursery statistics at Jen-Ai Hospital – Tali, a Regional Teaching Hospital located in Taichung County.

Materials and Methods: The hospital has kept extremely detailed records of Baby Web Nursery members (basic information about the mother, the baby, etc.), including messages that parents / babies received, since the implementation of "Baby Message Board" in December 2003. Working closely with the Nursing (Delivery Room & Baby Room Nurses) and the MIS Departments (Website Designers), Baby Web Nursery website made a conscious effort to update the messages on a daily basis; collected additional photos to attract other friends and family members to write more messages; added new functions on a yearly basis,

such as embedding videos of the baby using YouTube or putting a special file on the baby's individualized webpage; conducted periodic website activities to generate even more messages (also presented a yearly, special award called "Baby Web Nursery Little Ambassador" award to a baby who received the most messages from various countries / cities around the world), etc. Starting initially with 3 Baby Web Nursery members (mothers were foreigners, themselves or were married to a foreigner) with 12 messages received from 6 countries in 2003, Baby Web Nursery has now grown to include 22 Baby Web Nursery members (mothers were foreigners or were married to a foreigner), receiving more than 1,500 messages from 38 countries in 2009.

Results: To date (as of the end of April 29, 2009), Jen-Ai Hospital Baby Web Nursery has received 1,526 messages from 38 countries for the 22 Baby Web Nursery members (many of them received messages from more than 10 countries) who have friends and family members abroad that have sent special messages through the Baby Message Board (this is out of the 1,438 Baby Web Nursery members who had a total of 4,138 messages that came from all the major cities and counties within Taiwan). The highest number of messages received from different places for 1 baby came from a British baby girl who was crowned as "Baby Web Nursery Little Foreign Minister" during Jen-Ai Hospital Baby Web Nursery's 5th Anniversary event, last year, receiving close to 200 messages from 61 cities in 20 different countries. The top 10 countries where the Baby Message Board messages originated from are the following (in descending order): 1. Taiwan; 2. U.S.A.; 3. U.K.; 4. Canada; 5. Japan; 6. China; 7. South Korea; 8. Malaysia; 9. Australia; & 10. New Zealand.

Conclusion: With the introduction of Baby Message Board in December 2003,

Jen-Ai Hospital – Tali started to receive messages from various cities around the world, which encouraged “indirect marketing” of our services. The parents were thrilled to receive congratulatory messages from afar, while friends and family members who couldn’t come to the hospital in person, were thankful that they got to see images and videos of the newborn baby through these methods (as indicated by several messages sent directly to our hospital). As the service is readily available in the U.S., Canada and other developed countries, it is the hope of Jen-Ai Hospital: Tali that all the hospitals in Taiwan will one day offer similar kind of services to all parents, as Internet access become the norm in the future. By this method, hospitals in Taiwan can start interacting with foreigners, which is part of the internationalization plan. In order to attract foreigners to have babies in Taiwan, services (including Baby Web Nursery) and amenities enjoyed by international patients should be made available in the local hospitals here, which will then allow the parents to encourage their friends and family members abroad to come to know about the hospital (for example, one of the Baby Web Nursery member, an American, introduced her own sister to have a surgery at our hospital, recently). As a result, the increase in Baby Web Nursery members, international patients and the growing number of messages received for each baby, over the 6 year period indicates a successful example of “indirect marketing” of Jen-Ai Hospital Baby Web Nursery and International Patient Center services.

Keywords: Baby Web Nursery website, International Patient Center services, indirect marketing, statistics, data analysis