

# AI- Powered Patient Engagement: Transforming Healthcare through Personalized Marketing in Coimbatore District

## OPEN ACCESS

Volume: 13

Special Issue: 1

Month: March

Year: 2025

E-ISSN: 2582-6190

Citation:

Jeevarekha, B., and P. Shobana. "AI- Powered Patient Engagement: Transforming Healthcare through Personalized Marketing in Coimbatore District." *ComFin Research*, vol. 13, no. S1-i2, 2025, pp. 127–30.

DOI:

<https://doi.org/10.34293/commerce.v13iS1-i2.8749>

**Dr. B. Jeevarekha**

*Assistant Professor and Research Supervisor  
PG and Research Department of Commerce, Sri Vasavi College, Erode*

**Mrs. P. Shobana**

*Research Scholar (Full Time)  
PG And Research Department of Commerce, Sri Vasavi College, Erode*

## Abstract

*This study explores the impact of AI-Powered patient engagement on healthcare outcomes, patient satisfaction, and loyalty. Patient engagement is a critical component of effective healthcare, but traditional engagement strategies often fall short. Leveraging personalized marketing strategies, this research investigation how AI-driven patient engagement can transform the healthcare industry. It enabling healthcare organizations to modify interactions to every single patient's needs, preferences, and behavior. Ensuring acceptance with regulatory requirements, such as HIPAA, is essential for AI-powered patient engagement strategies. A mixed-methods approach is employed, combining surveys, interviews, and case studies to gather insights from patients, healthcare providers, and industry experts.*

**Keywords:** AI- Powered, Healthcare, Interactions, Engagement, AI- Driven.

## Introduction

The healthcare in industry is undertake a significant transformation, fueled by innovative improvements, evolving patient demands and pursuit of optimized care delivery. Patient engagement is a interpretative basic of this transformation, as it enables patients to engage more in their healthcare, that finallyimprove health outcomes by increasing patient satisfaction, and reduced costs for their treatment. Artificial Intelligence (AI) and personalized marketing recommend a auspicious solution for enhancing patient engagement, enabling healthcare organizations to modify interactions to individual patient's needs, preferences, and behaviors.

## Review of Literature

Dr.Karthik (2023), He determines the relationship between project quantity and construction cost. He examines the digital transformation is change the life style of the peoples. This study shows that the quantity of the project is not related to the cost which has been spent due to the face the cost of construction varied from city to city.

Vivek Nagarajan (June 2023) He told about the digital transformation of health care in post covid-19 times. In that he explains an general thing of AI-COVID-19. This research outcomes the tremendous increase in gathering of health experts. Health care costs are staggeringly rising as in the demand for health care and the maintenance.

Mohamad Rafee (Oct 2023) This study aims at examining the problem are Non-Covid patient's and health care service during pandemic period of Tamil Nadu.

As per the responses capture 53.41percent of peoples fell that testing facilities for their diseases were not available during the pandemic. The healthcare infrastructure is diverted to meet the immediate needs of covid patients. Another39.99 percent were saying that doctors were not available to treat them and then missing requirements, shortage of medicines etc. Online consultations were went negative relationship, there is a big difference in how problem accessing health care availability of medical equipment's, extended health infrastructure facilities, health care service given, and insurance awareness affects both women and men differently.

### **Objectives**

1. To investigate the effectiveness of AI-powered patient engagement in improving healthcare outcomes.
2. To examine the impact of personalized marketing on patient satisfaction and loyalty.
3. To identify the challenges and limitations of implementing AI-powered patient engagement strategies in healthcare.

### **Scope**

This study focuses on the healthcare industry, in particularly exploring the application of AI-powered patient commitment in hospitals, clinics, and medical practices. The research focuses on the effect of personalized marketing on patient engagement, fulfilment and loyalty.

### **Statement of Problem**

The healthcare industry look towards outstanding challenges in engaging patient, improving health outcomes, and enhancing patient satisfaction. Conventional patient engagement policy frequently fail to reach, leading to below standard health outcomes, reduce patient satisfaction, and expand healthcare cost. The integration of AI-poweredpatient engagement and personalized marketing has the prospective to transmute the healthcare industry, but its effectiveness and practicality be in need of more advanced examination.

### **Research Question**

- How dose AI-powered patient engagement impact healthcare outcomes?
- What is the effect of personalized marketing on patient satisfaction and loyalty?

### **Research Methodology**

#### **Research Design**

Mixed methods approach, Quantitative and Qualitative methods are taken for the study. The data collected for the study includes both primary and secondary data. The primary data is collected through questionnaire. Apart from this information secondary sources are collected from the Magazines, Journals, etc.

### **Sample Design**

This paper refers with patient in Coimbatore district as respondents. A sample of 100 respondents who are patients and approaching super-specialty hospital in Coimbatore district. Then respondents for the study were taken as random.

## Data Analysis and Discussion

### Gender Wise Patients

“The gender distribution in research can vary significantly across different fields and disciplines. Generally, there has been increased awareness and efforts to address gender imbalances in research participation and leadership roles. Gender is categorized as male and female patients for the study.

**Table No. 1.1 Gender wise respondents**

Gender	No. of Respondents	Percentage
Male	55	55
Female	45	45
Total	100	100

From the above table, a sample unit comprises 55% respondents are male category followed by 45% of the respondents are from female category. It is inferred analysis that male patients are more when compared to female patients.

**Table No. 1.2 Impact of Healthcare Outcomes**

	Total score (%)	Rank
Improved patient provider communication	13	2
Enhanced patient satisfaction	8	4
Better disease management	4	8
Reduced hospital readmission	11	3
Improved health literacy	5	7
Increased patient engagement	7	5
Reduced healthcare cost	6	6
Improved quality of life	3	9
Reduced mortality rates	2	10
Improved medication adherence	41	1

Above table clearly predicts the score and rank list of various digital health care services or technologies. The total score of Improved medication adherence is 41% with 1st rank; then Improved patient-provider communication 15% with 2nd rank; then Reduced hospital readmission at 11% with 3rd rank; Enhanced patient satisfaction scores 8% with 4th rank; then Increased patient engagement at 7% with 5th rank; then Reduced healthcare cost scores 6% with 6th rank; and then Improved health literacy had 5% with 7th rank; then Better disease management scores only 4% with the rank of 8th; then Improved quality of life had scored only 3% and got 9th rank; and then finally Reduced mortality rates are 2% it got placing 10th rank.

### Findings

1. To improved patient engagement strategies of satisfaction and loyalty.
2. Personalized marketing strategies, such as adapt communicating and content, can increase patient engagement and motivation.
3. AI-powered Chabot's can provide patients with fast and trouble-free way in to healthcare knowledge and aid.

### **Suggestions**

1. To implement AI-powered patient engagement platforms to improve patient engagement, satisfaction and loyalty.
2. To developed personalized marketing strategies such as tailored messaging and content, to increase patient engagement and motivation.
3. To invest in data analytics in healthcare organization and measure the effectiveness of AI-powered patient engagement strategies.
4. To adopted a patient-centered approach in healthcare organization.
5. To provide training and support to healthcare professionals.
6. Regularly monitor and evaluate the effectiveness of healthcare organizations and making adjustments as needed.

### **Conclusion**

The study's findings have important implications for healthcare organization, policymakers, and researches, focus on the need for further research and investment in AI-powered patient engagement and personalized marketing. It also show that AI-powered patient can improve patient satisfaction, loyalty and health outcomes, while also reducing healthcare cost. It has the capability to revolutionize healthcare by providing personalized, effective and efficient interactions.