

## INVESTIGATING THE DETERMINANTS OF PATIENTS' CHOICE BETWEEN PRIVATE AND PUBLIC HOSPITALS AMONG BOP CONSUMERS

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### Abstract

Delivery of healthcare services to the bottom of the pyramid (BOP) consumers is a necessary precondition to poverty alleviation. Co-creation approaches prove to be particularly suitable to improve the health-seeking behaviour of BOP consumers. However, scant research is done to understand BOP patients' perceptions of healthcare providers. This article investigates the determinants of patients' choice between private and public hospitals among BOP consumers. A mixed-method approach has been adopted. The quantitative analysis based on a data of 436 patients from five hospitals in Ahmedabad, India indicates that BOP patients visit a public hospital significantly more than top-of-the-pyramid (TOP) patients. Further, no significant difference emerged between BOP and TOP patients for inpatient or outpatient treatments. Qualitative findings based on twenty-one BOP consumers from selected slum areas highlight that BOP patients choose a hospital based on references by third parties and previous personal experience, while costs and distance play a mixed role. Implications for practitioners, social entrepreneurs and policymakers are discussed.

**Keywords:** Healthcare, Choice of Healthcare Providers, Bottom of the Pyramid (BOP), Emerging Markets.

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