

# A STUDY OF EFFECTS OF E-MAIL MARKETING IN HEALTHCARE SECTOR IN INDIA

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**Abstract:** In the course of the most recent couple of years, each industry is respecting the enormous information and advanced advertising in their line of business because of its various points of interest. While it was conceivable in the before days to connect the client through the conventional method for promoting, however at this point it is hard to focus, as we have perceived how imaginative innovation is dominating and how individuals got dissipated on a different medium. For the greater part of us, an inquiry may emerge in what capacity can promote spread its impressions in the medicinal services industry? An ongoing report uncovers that out of 20 seeks on Google one inquiry will be identified with medicinal services this is on the grounds that, as a most extreme number of individuals going on the web for data and scanning for an answer for their wellbeing related issues. The research was conducted on the basis of the response from the public and from the medical practitioners. There weren't any dependent variable in the research, every variable was independent.

Email advertising enables social insurance advertisers to assemble associations with patients and advance their items or administrations without spending inordinate cash on paper and stamps. This is the best method for conveying an offer to potential and existing patients through their inbox.

Today, social insurance advertisers need to accomplish more with less. They have to associate with their intended interest group in an increasingly customized way while remaining on spending plan. Advertisers that can associate with their patients in a more focused on way will be effective in improving ROI and income. While most human services promoting patterns go back and forth, email keeps on being a standout amongst the best channels.

## I. Introduction

The pace of development and the quantity of assets accessible to advertisers today is out and out mind blowing. An astonishing 1,876 organizations crosswise over 43 distinctive advertising classes, including Website optimization, social, video promoting, deals enablement, portable examination, and handfults more exist as indicated by VentureBeat.<sup>[1]</sup>

In addition, a large number of the classifications didn't exist in the report only one year sooner.

Yet, only one classification keeps on performing great a seemingly endless amount of time after year: email advertising. The reason is clear: for a long time straight, email creates the most astounding return on initial capital investment for advertisers. For each \$1 spent, email advertising creates \$38 in return for capital invested and gives advertisers the broadest reach of the considerable number of channels accessible to them.<sup>[1]</sup> Regardless of the plenty of instruments accessible to advertisers, email showcasing is essentially the best wagered for business development.

In the present world because of progression in therapeutic science as an individual, we began focusing more on our wellbeing nowadays. Despite the fact that we may be moderate utilizing advanced promoting procedures in India, however, a large portion of the created nations are utilizing these computerized showcasing methods to drive patients to their emergency clinics and centers. Then again, Indian open is generally determined by the money instalments for consideration and administrations, wherein different nations it is protection approach driven. Google worked together with Inc., compete.com to comprehend what impact individuals and how computerized assumes an imperative job in the medical clinic determination distributed in "The Advanced voyage to health: Emergency clinic choice".

84% of patients utilize both disconnected and online hotspots for emergency clinic look into.<sup>[2]</sup>

Search drives almost 3 fold the number of guests to medical clinic locales contrasted with non-seek guests.<sup>[2]</sup>

Patients essentially look on manifestations and condition on advanced medium before visiting a specialist.

Computerized content assumes an indispensable job for planning an arrangement.

## II. Theories

Four decades is quite a while. Individuals age, approaches change, our general surroundings continually changes. However as far back as the first intra-arrange mail sent in 1971, email has been a fundamental piece of our day by day lifecycle.

### *1971-1989: Age of Plain Text Emails*

As a testing model for the intra-arrange informing instrument, the primary email was sent in 1971 in MIT. Later in 1978, Gary Thuerk revealed the potential for messages to fill in as a promoting device. He mass messaged 400 individuals of a College with respect to their most up to date item. The quantity of positive reaction exceeded the quantity of grievances got.

In 1982, with an end goal to institutionalize the convention for sending any mail over a system, Simple Mail Transfer Protocol (SMTP) was presented. In addition, the location for sending messages started following a standard example of "person@domainname.com" for simple review.

### *1989- Early 2000's: HTML email take over and email becomes public*

In 1989 MIT, as a feature of their "World Wide Web" project, kick-started the period of HTML based sites. Before long, the suit was trailed by messages, which brought another period of brilliant foundations and pictures.

In the range of 4 years (1993-1997), Hurray! Mail, AOL Mail, Hotmail and Gmail picked up acknowledgment as email customers. Despite the fact that you required a welcome to enroll your record, it conveyed messages nearer to the doorsteps of the buyer.

### *2001-2009 Mobile users increased and emails became responsive*

The open arrival of the third era of the versatile web achieved standard acknowledgment and openness of mixed media improved cell phones. This saw expanded email open rates on cell phones which likewise lead to issues with broken formats, since messages were been coded for work area screen widths. As need is the mother of development, messages before long started getting to be responsive for variable screen width by 2009.

### *2009- Present day*

CSS support in email extended the extent of client intuitiveness, with intelligent components, for example, commencements, menus, flip and scratch impact, and so forth all conceivable inside email positions.

Personalization additionally turned into a prime concentration in messages as advertisers looked for further developed techniques to keep away from garbage and spam organizers.

## III. Literature Review

**E-mail Marketing:** Email advertising is the exceedingly viable computerized showcasing procedure of sending messages to prospects and clients. Compelling showcasing messages convert prospects into clients, and transform one-time purchasers into steadfast, raving fans.

Benefits of e-mail marketing:

- Easier to target the right audience
- Increases brand awareness
- Cost effective
- Target global audience
- Incomparable return on investment

**Healthcare Marketing:** Healthcare marketing incorporates multi-channel, very fragmented and focused on the web and disconnected strategies that are intended to discover and gain the correct patients, draw in with them through vital effort, and support them to frame enduring connections all through the whole patient adventure. Measure the achievement of human services promoting through explicit measurements that are lined up with key execution pointers (KPIs), and additionally advertising degree of profitability (return for capital invested).

- According to McKinsey, E-mail is 40 times more effective than Facebook and twitter combined in attracting new patients and retaining older ones.<sup>[3]</sup>
- For 89 percent of advertisers, email is the essential hotspot for lead age.<sup>[3]</sup>

- As indicated by research from Statista, the quantity of email clients worldwide is probably going to ascend to 2.9 billion clients by 2019.<sup>[3]</sup>

In a carefully overwhelmed medicinal services industry, the details pass on a reasonable message: Email is basic for any social insurance office. Email promoting isn't only staying put, yet is getting more grounded as time passes.

Email keeps on being a powerful system for human services advertisers hoping to improve persistent commitment, upgrade commitment and increment return for money invested. Truth be told, patients who visit a site through email advertising will in general set more arrangements.<sup>[4]</sup>

Email promoting is one of the most grounded advertising channels when supported up by a productive social insurance showcasing technique. Email showcasing is the establishment of your general medicinal services advertising procedure. It is a successful method to keep patients educated. This isn't something medicinal services advertisers do on the grounds that they can, and it is simple. It is an extremely viable strategy that enables therapeutic specialists and patients to remain all around associated.<sup>[5]</sup>

#### IV. Objectives

The purpose of the present study is to contribute to an understanding of the actual and potential role of E-mail Marketing in Healthcare Sector.

Specific objective are:

- To judge the importance of email marketing in healthcare sector
- How healthcare sector is benefitted by email marketing
- To find out how to use emails to target healthcare market

#### V. Scope of the study

The project scope involves the study of e-mails as a marketing strategy. The project scope also involves the findings of e-mail marketing in the healthcare sector in India.

Managerial usefulness of the study

This study helps to understand digital marketing research basic technologies and different strategies for dynamic market situation in healthcare sector.

Types of research

- Quantative research- quantitative research generates numerical data or information that can be converted into numbers. Only measurable data are being gathered and analyzed in this type of research.
- Qualitative research- Qualitative research on the other hand generates non-numerical data. It focuses on gathering of mainly verbal data rather than measurements. Gathered information is then analyzed in an interpretative, subjective, impressionistic or even diagnostic manner.

#### VI. Hypothesis

Different departments of the healthcare sector uses different techniques of e-mail marketing for attracting the potential patients. The only thing that can be compared is how effective they are.

All the departments are unique with their techniques.

The possible outcome of this research would be that the technique of every department is useful for them only and cannot be used by any other department to increase their conversion rate.

The techniques are useful for a particular department because the key components of the e-mail are specific to the products and services of that department.

Null Hypothesis 1: E-mail marketing is important for healthcare sector.

Alternate Hypothesis 1: E-mail marketing is not important for healthcare sector.

Null Hypothesis 2: Healthcare sector is benefitted from e-mails.

Alternate Hypothesis 2: Healthcare sector is not benefitted from e-mails.

## VII. Limitations

The overall objective of the research design was to explore the effects E-mail marketing have on healthcare sector. The limitation to the study were:

- There are many products and services in various departments in healthcare sector which are marketed, thus not all the products and services were included, but the major products and services are included in the research.
- Miscommunication and diagnostic errors can occur by using e-mails due to lack of personal touch.
- While taking patients history, there can be lack of non-verbal clue to know whether the history is true or false.
- Medical advice can be provided effectively if the patient meets the medical practitioner personally instead of taking advice over digital platforms.

## VIII. Methodology and Methods

Participants:

I published the survey on my Facebook profile. Thus, my participants were my friends and their friends.

For the second survey my participants were medical practitioner (i.e. doctors) to whom I approached through social media platforms.

Materials:

Questionnaires were used to record the response of the participants.

Design:

The research was conducted on the basis of the response from the public and from the medical practitioners. There weren't any dependent variable in the research, every variable was independent. The research design used is exploratory research.

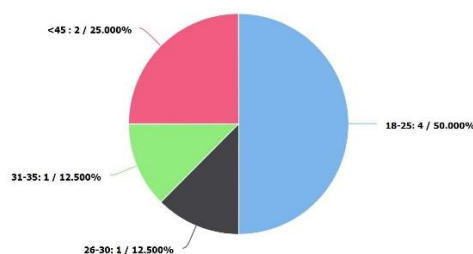
Exploratory research: Exploratory research, as the name suggests, plans simply to investigate the examination questions and does not mean to offer last and indisputable answers to existing issues. This kind of research is typically directed to ponder an issue that has not been plainly characterized yet.

Directed so as to decide the idea of the issue, exploratory research isn't planned to give definitive proof, yet causes us to have a superior comprehension of the issue. When leading exploratory research, the scientist should be eager to change his/her bearing because of disclosure of new information and new bits of knowledge.

## IX. Results

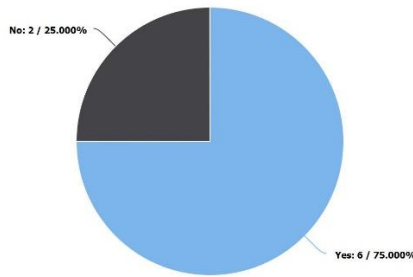
There were two surveys, which were published to get the desired results for the research. One of the survey targeted the public (referred as patients) and the other targeted the doctors.

Survey for the patients targeted different age groups (pie chart 1)



Pie chart 1

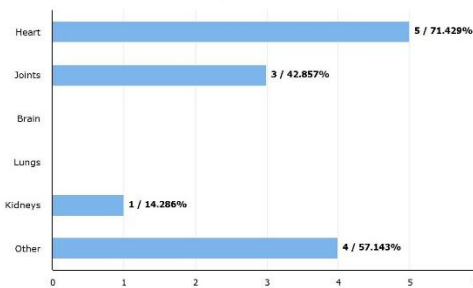
The response for receiving the e-mails from hospitals varied in yes or no (pie chart 2)



Pie chart 2

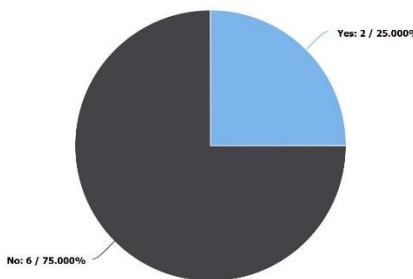
Null Hypothesis 1 is true instead of Alternate Hypothesis 1 as out of a sample of 8, 6 got the e-mails from the hospitals. Therefore, e-mail marketing is important for healthcare sector. (pie chart 2)

Because the research is focussed on different departments in healthcare sector, it was essential to know the response of which departments e-mails were received by the public. As it was difficult to include all the departments in the answer choices, a choice of other was included to know about the departments which used the e-mail services to reach out to potential patients (bar chart 1)



Bar chart 1

To know the conversion rate from the e-mail marketing in healthcare sector, a question was included to know whether the public responded to those e-mails or not (pie chart 3)



Pie chart 3

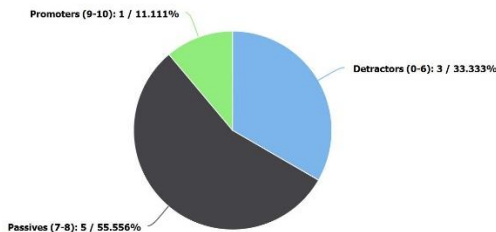
Null Hypothesis 2 and Alternate Hypothesis 2 can be proven or disproven by the conversion rate from the e-mails sent by the hospitals.

By analysing pie chart 3 we conclude that e-mails are not beneficial for healthcare sector.

The survey for the doctors targeted their views on the marketing strategies used by their hospitals.

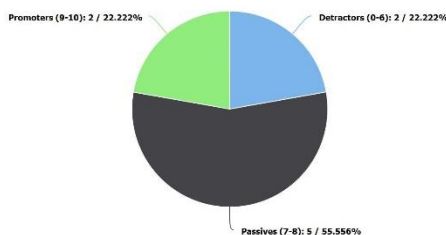
To know this we had to move gradually.

So we started with their views on costumer expectation (pie chart 4)



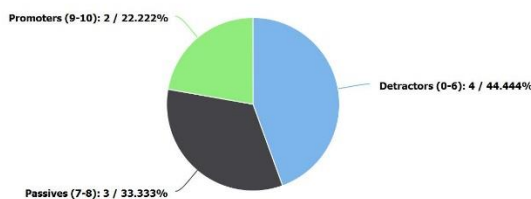
Pie chart 4

Performance review of the hospital’s services was also important (pie chart 5)



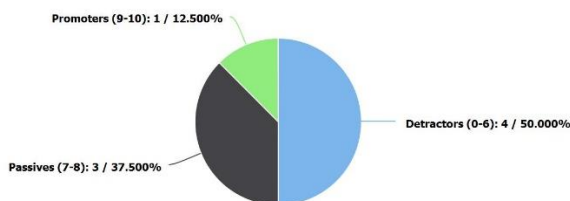
Pie Chart 5

It was also important to record whether the doctors knew about the development of new products or services in their hospitals (pie chart 6)



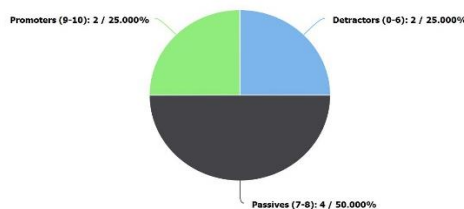
Pie chart 6

It was also necessary to record what the doctors thought about the pricing strategy of the hospitals regarding the products and services. Though it was a topic which could have a varing response but the response collected was honest (pie chart 7)



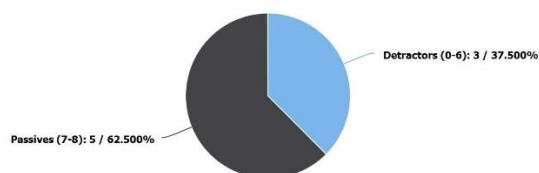
Pie chart 7

Does the hospital provides quality services at the affordable price (pie chart 8)



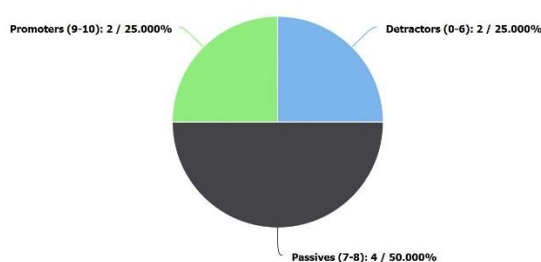
Pie chart 8

Upon finding out about the pricing of the products and services, it was important to know whether the hospitals were able to match the demand and supply (pie chart 9)



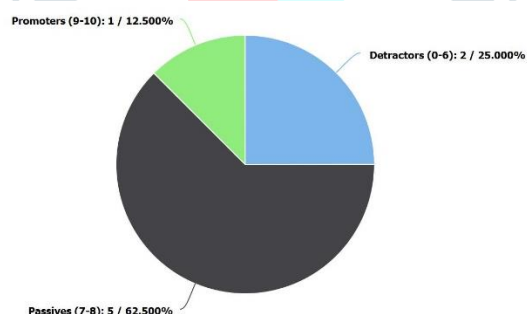
Pie chart 9

It was also necessary to know what the doctors thought about the promotional strategies of the hospital (pie chart 10)



Pie chart 10

On further researching it was proven that the hospitals were able to inform the patients about the new products/services well in time (pie chart 11)



Pie chart 11

## X. Conclusion

By this research we reach to the conclusion that the e-mail marketing is useful for healthcare sector to reach out to the potential patients. Though there can't be any comparison between two departments because each department's marketing strategy is unique and special to them.

Email advertising is a viable method to showcase your administrations and items, and getting the word out about your restorative practice. Email showcasing can enable you to convey substance to patients, at whatever point it is advantageous. It likewise creates dedication and trust in your training. With email promoting, you can fabricate and improve associations with potential and existing patients as it allows you to talk straightforwardly to them.

Email advertising enables social insurance advertisers to assemble associations with patients and advance their items or administrations without spending inordinate cash on paper and stamps. This is the best method for conveying an offer to potential and existing patients through their inbox.

Today, social insurance advertisers need to accomplish more with less. They have to associate with their intended interest group in an increasingly customized way while remaining on spending plan. Advertisers that can associate with their patients in a more focused on way will be effective in improving ROI and income. While most human services promoting patterns go back and forth, email keeps on being a standout amongst the best channels.

## XI. Reference

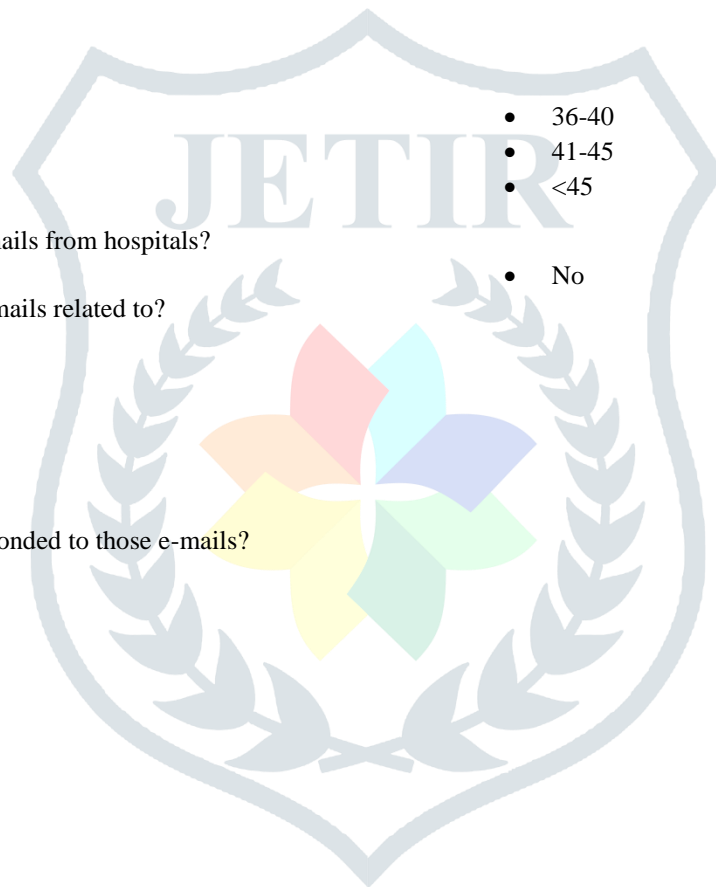
- [1] <https://www.campaignmonitor.com/resources/guides/why-email/>
- [2] <https://digitalready.co/blog/digital-marketing-in-healthcare-industry>
- [3] <https://www.practicebuilders.com/blog/how-can-healthcare-email-marketing-help-your-practice/>
- [4] [digitalready.co/blog/digital-marketing-in-healthcare-industry](https://digitalready.co/blog/digital-marketing-in-healthcare-industry)
- [5] <https://optinmonster.com/beginners-guide-to-email-marketing/>

- Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales with Email Marketing by Ian Brodie
- Email Marketing Rules: Checklists, Frameworks, and 150 Best Practices for Business Success by Chad S. Whit

## XII. Appendix

### Questionnaire A:

- 1) Name:
- 2) Sex:
- 3) Age:
  - 18-25
  - 26-30
  - 31-35
  - 36-40
  - 41-45
  - <45
- 4) Ever received e-mails from hospitals?
  - Yes
  - No
- 5) What were the e-mails related to?
  - Heart
  - Joints
  - Brain
  - Lungs
  - Kidneys
  - Other
- 6) Did you ever responded to those e-mails?
  - Yes
  - No





Questionnaire B:

- 1) **Name:**
- 2) **E-mail Id:**
- 3) **Department:**
- 4) **Name of the hospital:**
- 5) **The product/service portfolio is up to the customer expectation.**

Strongly Disagree Strongly Agree

0      1      2      3      4      5      6      7      8      9      10

- 6) **The hospital reviews the performance of its existing products/services on regular basis**

Strongly Disagree Strongly Agree

0      1      2      3      4      5      6      7      8      9      10

- 7) **New product/service development is a continuous phenomenon in the hospital**

Strongly Disagree Strongly Agree

0      1      2      3      4      5      6      7      8      9      10

- 8) **The product/service portfolio of the hospital enhances its brand image**

Strongly Disagree Strongly Agree

0      1      2      3      4      5      6      7      8      9      10

Pricing objectives of the hospital aims at

- 9) **Maximising current profit and ROI**

Strongly Disagree Strongly Agree

0      1      2      3      4      5      6      7      8      9      10

- 10) **Product quality leadership**

Strongly Disagree Strongly Agree

0      1      2      3      4      5      6      7      8      9      10

- 11) **Quality medical services at affordable prices**

Strongly Disagree Strongly Agree

0      1      2      3      4      5      6      7      8      9      10

## 12) Quality medical services for every section of the society

Strongly Disagree	Strongly Agree
0	10
<input type="radio"/>	<input type="radio"/>
1	9
<input type="radio"/>	<input type="radio"/>
2	8
<input type="radio"/>	<input type="radio"/>
3	7
<input type="radio"/>	<input type="radio"/>
4	6
<input type="radio"/>	<input type="radio"/>
5	5
<input type="radio"/>	<input type="radio"/>
6	4
<input type="radio"/>	<input type="radio"/>
7	3
<input type="radio"/>	<input type="radio"/>
8	2
<input type="radio"/>	<input type="radio"/>
9	1
<input type="radio"/>	<input type="radio"/>

## 13) Survival in the competitive market

Strongly Disagree	Strongly Agree
0	10
<input type="radio"/>	<input type="radio"/>
1	9
<input type="radio"/>	<input type="radio"/>
2	8
<input type="radio"/>	<input type="radio"/>
3	7
<input type="radio"/>	<input type="radio"/>
4	6
<input type="radio"/>	<input type="radio"/>
5	5
<input type="radio"/>	<input type="radio"/>
6	4
<input type="radio"/>	<input type="radio"/>
7	3
<input type="radio"/>	<input type="radio"/>
8	2
<input type="radio"/>	<input type="radio"/>
9	1
<input type="radio"/>	<input type="radio"/>

## 14) Pricing policy of the hospital gives it the competitive edge

Strongly Disagree	Strongly Agree
0	10
<input type="radio"/>	<input type="radio"/>
1	9
<input type="radio"/>	<input type="radio"/>
2	8
<input type="radio"/>	<input type="radio"/>
3	7
<input type="radio"/>	<input type="radio"/>
4	6
<input type="radio"/>	<input type="radio"/>
5	5
<input type="radio"/>	<input type="radio"/>
6	4
<input type="radio"/>	<input type="radio"/>
7	3
<input type="radio"/>	<input type="radio"/>
8	2
<input type="radio"/>	<input type="radio"/>
9	1
<input type="radio"/>	<input type="radio"/>

## 15) Pricing policy of the hospital gives value for money to customers

Strongly Disagree	Strongly Agree
0	10
<input type="radio"/>	<input type="radio"/>
1	9
<input type="radio"/>	<input type="radio"/>
2	8
<input type="radio"/>	<input type="radio"/>
3	7
<input type="radio"/>	<input type="radio"/>
4	6
<input type="radio"/>	<input type="radio"/>
5	5
<input type="radio"/>	<input type="radio"/>
6	4
<input type="radio"/>	<input type="radio"/>
7	3
<input type="radio"/>	<input type="radio"/>
8	2
<input type="radio"/>	<input type="radio"/>
9	1
<input type="radio"/>	<input type="radio"/>

## 16) Pricing policy of the hospital helps in maximising the profit

Strongly Disagree	Strongly Agree
0	10
<input type="radio"/>	<input type="radio"/>
1	9
<input type="radio"/>	<input type="radio"/>
2	8
<input type="radio"/>	<input type="radio"/>
3	7
<input type="radio"/>	<input type="radio"/>
4	6
<input type="radio"/>	<input type="radio"/>
5	5
<input type="radio"/>	<input type="radio"/>
6	4
<input type="radio"/>	<input type="radio"/>
7	3
<input type="radio"/>	<input type="radio"/>
8	2
<input type="radio"/>	<input type="radio"/>
9	1
<input type="radio"/>	<input type="radio"/>

## 17) The hospital is able to give location benefits to its customers

Strongly Disagree	Strongly Agree
0	10
<input type="radio"/>	<input type="radio"/>
1	9
<input type="radio"/>	<input type="radio"/>
2	8
<input type="radio"/>	<input type="radio"/>
3	7
<input type="radio"/>	<input type="radio"/>
4	6
<input type="radio"/>	<input type="radio"/>
5	5
<input type="radio"/>	<input type="radio"/>
6	4
<input type="radio"/>	<input type="radio"/>
7	3
<input type="radio"/>	<input type="radio"/>
8	2
<input type="radio"/>	<input type="radio"/>
9	1
<input type="radio"/>	<input type="radio"/>

## 18) Hospital is able to match its demand and supply functions well

Strongly Disagree	Strongly Agree
0	10
<input type="radio"/>	<input type="radio"/>
1	9
<input type="radio"/>	<input type="radio"/>
2	8
<input type="radio"/>	<input type="radio"/>
3	7
<input type="radio"/>	<input type="radio"/>
4	6
<input type="radio"/>	<input type="radio"/>
5	5
<input type="radio"/>	<input type="radio"/>
6	4
<input type="radio"/>	<input type="radio"/>
7	3
<input type="radio"/>	<input type="radio"/>
8	2
<input type="radio"/>	<input type="radio"/>
9	1
<input type="radio"/>	<input type="radio"/>

## 19) The hospital is able to serve its customers well in time

Strongly Disagree	Strongly Agree
0	10
<input type="radio"/>	<input type="radio"/>
1	9
<input type="radio"/>	<input type="radio"/>
2	8
<input type="radio"/>	<input type="radio"/>
3	7
<input type="radio"/>	<input type="radio"/>
4	6
<input type="radio"/>	<input type="radio"/>
5	5
<input type="radio"/>	<input type="radio"/>
6	4
<input type="radio"/>	<input type="radio"/>
7	3
<input type="radio"/>	<input type="radio"/>
8	2
<input type="radio"/>	<input type="radio"/>
9	1
<input type="radio"/>	<input type="radio"/>

To what extent the following elements of promotion mix are being employed by the hospital

**20) Advertising**

Min.										Max.
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**21) Sales Promotion**

Min.										Max.
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**22) Public relations and publicity**

Min.										Max.
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**23) Direct marketing**

Min.										Max.
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**24) Personal selling**

Min.										Max.
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**25) The hospital is able to inform its customers about new product /service well in time**

Strongly Disagree					Strongly Agree					
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**26) The promotion policies of the hospital gives it a competitive edge**

Strongly Disagree					Strongly Agree					
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**27) The promotion policies of the hospital are good enough to persuade/convince customers**

Strongly Disagree					Strongly Agree					
0	1	2	3	4	5	6	7	8	9	10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**28) The promotion policies of the hospital helps out in the attainment of objectives**

Strongly Disagree					Strongly Agree					
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Strongly Disagree Strongly Agree

0 1 2 3 4 5 6 7 8 9 10

29) The hospital maintains and updates its website to advertise and provide other useful information

Strongly Disagree Strongly Agree

0 1 2 3 4 5 6 7 8 9 10

