bcc™
healthcare ●●●

HEALTHCARE
BRANDING & MARKETING
2.0

THE NEXT BIG THING IN HEALTHCARE BUSINESS

REDISCOVER YOUR MARKETS. REDISCOVER YOUR TARGETS

healthcarebranding.co.in

BRANDING

IMPORTANCE OF
HEALTHCARE BRANDING

Currently, in the market there are enumerable number of hospitals and healthcare infrastructures, possessing themselves to be the best in the market. But the bitter truth about the strategy is that the best is not always singular whereas being number one in the market gives an undeniable singularity. This is why brand promotion is essential and inevitable for a healthcare brand to stand out of the crowd.

- Brand promotion helps the particular brand to speak of the brand's achievements very clearly, snobbing the concern of public healthcare.
- Strong healthcare brands control their own destinies.
- A clear brand position aligns physicians and staff.
- Brand tools confirm consistent communications.
- Branding supports multichannel and social media initiatives.

Contents

Healthcare Branding

The philosophy and the strong value system of a brand is conveyed through branding which builds trust and confidence with its employees, business partners and customers.

> " To Rule the World, Define a Rule. "
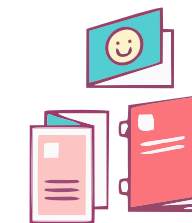
BRAND OPTIMIZATION

- Brand Positioning
- Rebranding
- Brand Audience Targeting

BRAND IDENTITY CREATION & AUDITING

- Brand Logo Creation
- Brand Stationery
- Brand Standard Manual
- Brand Messaging
- Color Codes
- Visual Guidelines
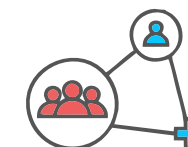
CORPORATE BROCHURE

- Core Philosophy of the Brand
- Key USPs
- Pictorial Illustration
- Easy to read Messaging System

TREATMENT PACKAGE DESIGN

- Specialized focus on each Treatment
- Strengths / Technical Merits
- Offer Based Approach

EMPLOYER BRANDING

- Office Branding
- Employee Kit
- Hr Presentation
- Campus Recruitment Kit
- Employee Contest

To Rule the World, Define a Rule.

Branding your organisation helps you define your value system you practise and the value you can deliver.

Brand Identity / Logo is the visual representation of your brand personality it tells a lot about your brand with the right combination of visual symbolisms, typography, colours and composition.

Brand Identity Manual Snippets

Logo Rationale

The bold look is given by this customised font which makes the brand stand out clearly well.

The symbolism of bone in the letter "i" represents the category of business elegantly well.

The resultant benefit of availing the brand service is illustrated through the symbolism of a human who is now received from pain, feels relaxed, almost feels like flying in air.

Taking "X" as the height of the character 'S' in the logo type, the exclusion zone would be the area defined by leaving a uniform margin "X" units on all four sides.

Implementing the brand colors across media

C 100	R 0
M 10	G 148
Y 30	B 174
K 0	

Logo Versions

1. Standard Horizontal stacked arrangement
2. Vertical Lockup

Logo in Reverse

Premitted reverse version of the logo

The logo can be reversed out of either Black of 90% Gray or White on Gray (Original color of Logo). It should not be reversed out of an any other color. The sequence of colors should not be modified in any manner.

Typical Applications

External signage, environmental graphics, advertisements etc.

Scaling the logo

Max: Any desired size

Min: 2cms

EMPLOYER
BRANDING

Just as a customer brand proposition is used to define a product or service offer, an Employee value proposition or EVP is used to define an organisation's employment offer.

Likewise the marketing disciplines associated with branding and brand management have been increasingly applied by the human resources and talent management community to attract, engage and retain talented candidates and employees, in the same way that marketing applies such tools to attracting and retaining clients, customers and consumers.

"

Employer Branding is very essential in today's market to attract and retain the talent which will move the brand forward.

"

Brand Culture is the lifeblood

Companies with consistent, distinctive and deeply held values which becomes a culture later on tend to outperform those companies with a less clear and articulated ethos.

EMPLOYER BRAND - KEY COMPONENTS

Internal communication
Reward & recognition
CULTURE
Senior leadership
Learning & development
PURPOSE
Values/ CSR
Service support
External Marketing
Touch parts
Measurement systems
Working environment
Performance appraisal
Recruitment & induction
EMPLOYMENT
Team management

HOSPITAL
BRANDING

A good branding adds life to your workspace and makes the walls speak on behalf of your brand. It can be self motivational messages, attitude changing visuals, company philosophy, values - which needs to be repeated told to help the employees become one with the brand.

arthritis speciality clinic

Our culture is the way

we behave

I TE AM
THERE IS NO 'I' IN TEAM
arthritis

PUSH YOURSELF
KNOW WHAT MIRACLE YOU CAN DO.
arthritis

MAKE THE CUSTOMER THE HERO OF YOUR STORY
arthritis

BE EVER READY
arthritis

STOP THINKING START DOING YES, YOU CAN!
arthritis

AS YOU THINK SO YOU ARE
arthritis

KEEP CALM & ALF
(ALWAYS LISTEN FIRST)
arthritis

Pursue a skyrocketing career in the world of gadgets.
arthritis

EMPLOYEE
KIT

Employee Kit contains the essential ingredients necessary to welcome a new employee. The objective of this kit is to make the new employee familiar with the organisation's philosophy, Value system, vision and its expectation from him/her.

The employee kit is composed of a welcome letter from the MD / HR- Head, Corporate Brochure, Company Rule Book, Detailed Employment Form, Biz card, Id card with Multicoloured Branded Tag and Stationery like Branded Notebook, Pen, Files..etc

CAMPUS
RECRUITMENT KIT

This helps the HR team to create a favourable impression about the brand before an educational institution - it has all the information necessary about the organisation to build confidence with the institution.

HR
PRESENTATION

This presentation is quite vital as it helps in creating the right picture about the organisation in the minds of new employees. It has to be in detail, clearly illustrative so that time can be saved in explaining again, it has to be motivating and help them visualise their growth in the company.

EMPLOYEE
CONTEST

To keep up the motivation levels very high it is necessary to have games. This not only increases productivity but also increases energy levels within in the organisation
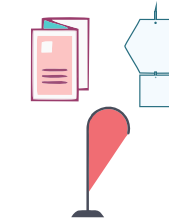
Healthcare Marketing

With many new brands being launched each day it becomes all more necessary for the brands to identify a sticky positioning for their projects which gives more mileage for the spend.
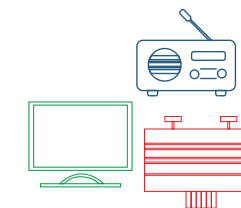
> **Every Brand has a Story to be Told to get Sold**
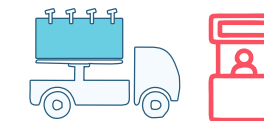
SPECIALTY SPECIFIC MARKETING COLLATERAL

- Brochure
- Leaflets / Emailers
- Promotion Kiosks
- Flags
- Dangler

ABOVE THE LINE (ATL)

- Print Ads
- TV Ads
- Radio Ads
- Hoardings

BELOW THE LINE (BTL)

- Promotion Vehicles
- Pole Branding
- Arch Branding
- Campaign Support

VIDEOS

- Patient Specific
- Physician Spotlight
- Specialty Specific
- Facility Specific
- Motion Graphics
- Doctor Profile
- Case Study

PRESS RELEASE

- Press Kit
- Media Invite
- Media Complements
- Venue Branding
- Marketing Collaterals

Apollo Hospitals is India's leading super speciality hospital. Our team of over 5000 doctors give you the best of modern healthcare to ensure you stay healthy.

Apollo HOSPITALS
TOUCHING LIVES

Poster 1:

GET READY FOR SOME ACTION

PLAY FOR YOUR HEART

Apollo HOSPITALS

PARTICIPATE & **WIN**
EXCITING PRICES

Cardio Games help in

♥ Improving your blood circulation
♥ Increasing your immunity power
♥ Controlling your diabetes
♥ Reducing your cholesterol levels

Follow us on **Apollochennai**   http://chennai.apollohospitals.com/

Poster 2:

Apollo HEART INSTITUTES

HEALTHY HEART IS HAPPY HEART

• Eat healthy food
• Get active
• Quit smoking
• Avoid alcohol
• Control high blood pressure
• Manage stress and anger

APOLLO EMERGENCY **1066**
24x7 EMERGENCY SERVICES

Apollo HOSPITALS EMERGENCY SPECIALISTS

Follow us on **Apollochennai**   http://chennai.apollohospitals.com/

Poster 3:

THE EAT WELL PLATE

Apollo HOSPITALS
TOUCHING LIVES

33% Fruit and vegetables
33% Bread, rice, potatoes, pasta and other starchy foods
15% Milk and dairy foods
12% Meat, fish, eggs, beans & other non-dairy sources of protein
7% Foods and drinks high in fat and / or sugar
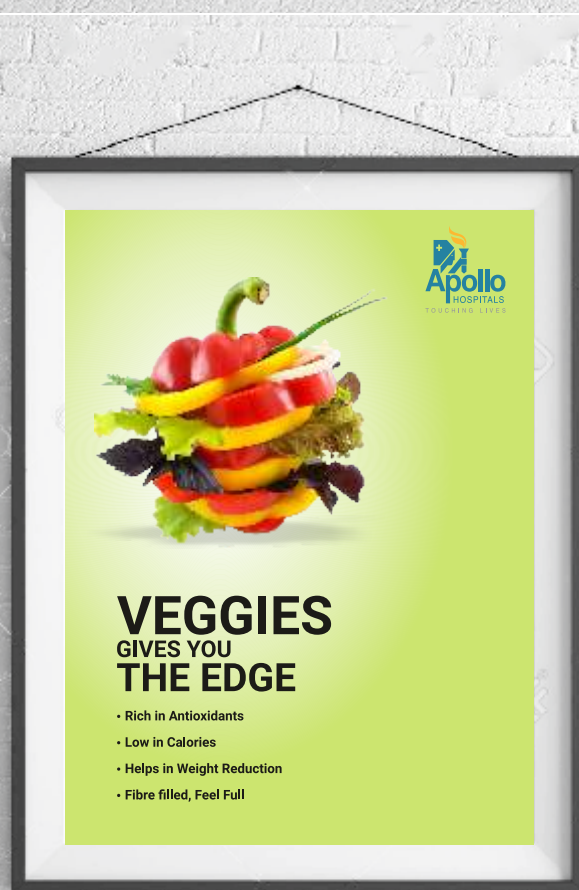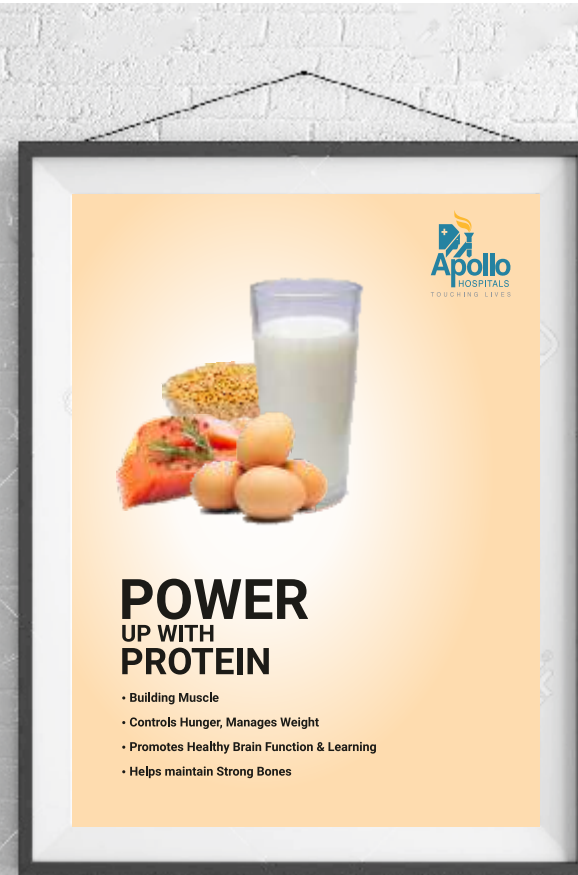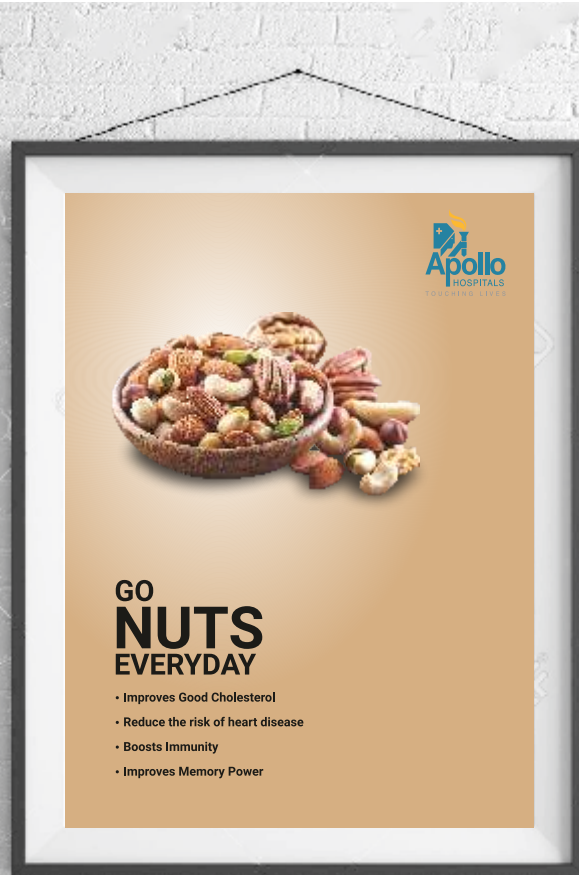
Follow us on **Apollochennai**   http://chennai.apollohospitals.com/

Poster 4:

FASTER CARE IS BETTER CARE

🚑 **200 AMBULANCES**

🩺 **MULTI-SPECIALTY EXPERTISE**

🏃 **FAST ACTION**
• 24x7 Cardiologists
• 24x7 Trauma Team
• 24x7 Stroke Team

APOLLO EMERGENCY **1066**
24x7 EMERGENCY SERVICES

Apollo HOSPITALS EMERGENCY SPECIALISTS

Follow us on **Apollochennai**   http://chennai.apollohospitals.com/

NUTRITION WEEK AWARENESS CAMPAIGN

Apollo HOSPITALS
TOUCHING LIVES

GO NUTS EVERYDAY

- Improves Good Cholesterol
- Reduce the risk of heart disease
- Boosts Immunity
- Improves Memory Power

POWER UP WITH PROTEIN

- Building Muscle
- Controls Hunger, Manages Weight
- Promotes Healthy Brain Function & Learning
- Helps maintain Strong Bones

VEGGIES GIVES YOU THE EDGE

- Rich in Antioxidants
- Low in Calories
- Helps in Weight Reduction
- Fibre filled, Feel Full

FRUITS, NATURE'S CANDY

- Boosts Immunity
- Regulates Blood Pressure
- Low in Calories & Fat
- Rich in Vitamins & Minerals

NUTRITION BOOKLET

GUIDE FOR A BALANCED DIET
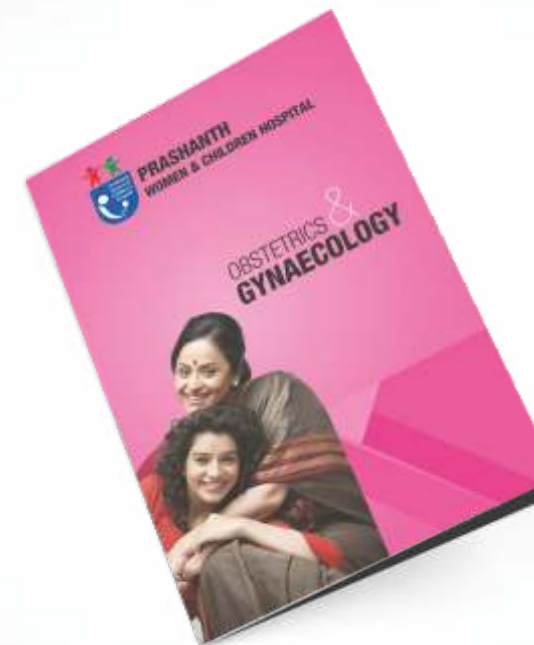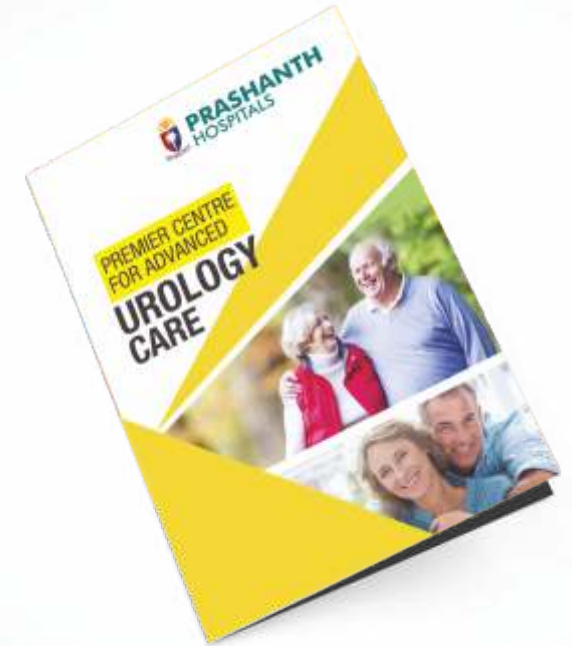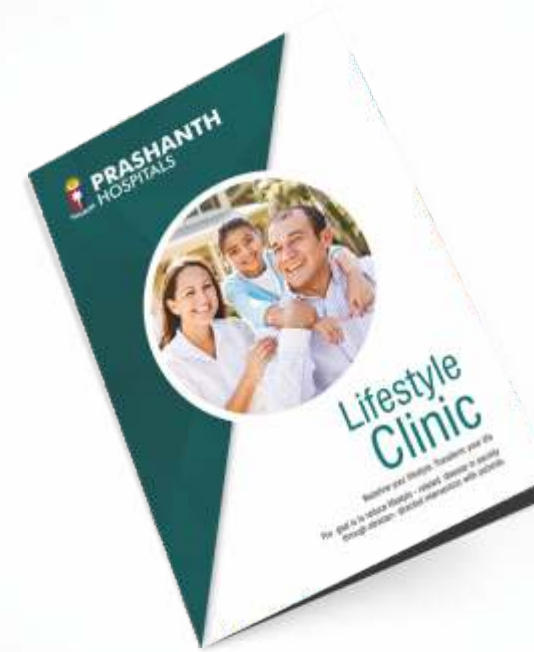DEPARTMENT OF DIETETICS

NUTRITION GAMES

MEDALL Healthcare Pvt. Ltd (MEDALL) is a chain of medical diagnostic service providers based in India. Formerly known as Precision Diagnostics, MEDALL has been established by Mr. Raju Venkatraman, a highly successful serial entrepreneur, with a vision to provide pathology, radiology imaging and other services to help serve and solve the health-related challenges of its customers; and to provide the highest level of diagnostic confidence to referral physicians.
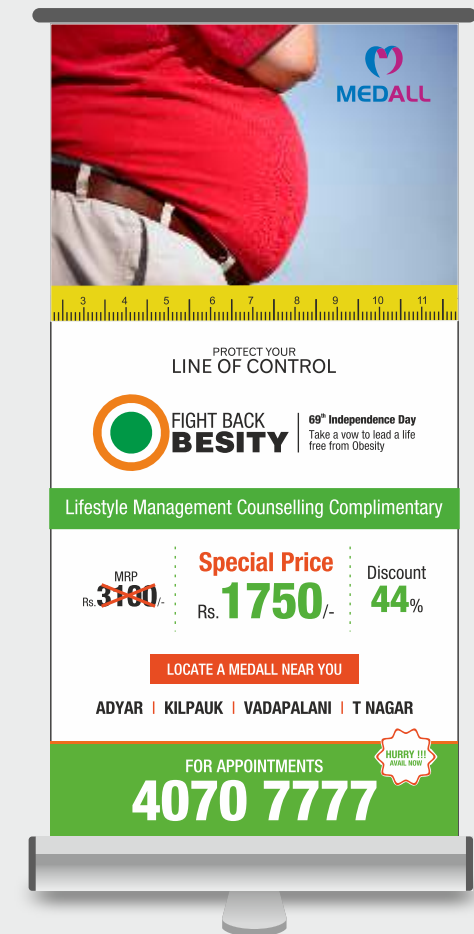
When we began operations at Prashanth Fertility Research Centre, we focused exclusively on Infertility. We offered the latest methodologies and technologies to assist childless couples realise their dreams and delivered on that promise and much more. In a short span of time, we widened our scope and started Prashanth Multi Speciality Hospital.
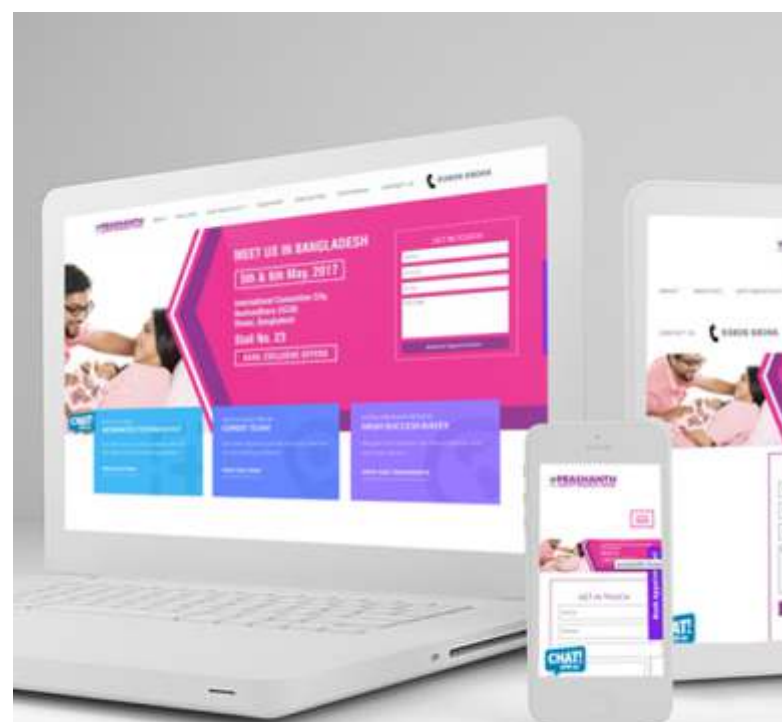
Medical science has grown exponentially in the last few decades and more help is available to cure ailments. GESCO strives hard not only to keep pace with the advancement in medical technology but also contributes to the growth of the field by focusing on innovation.

HOSPICARE
care | concern | commerce
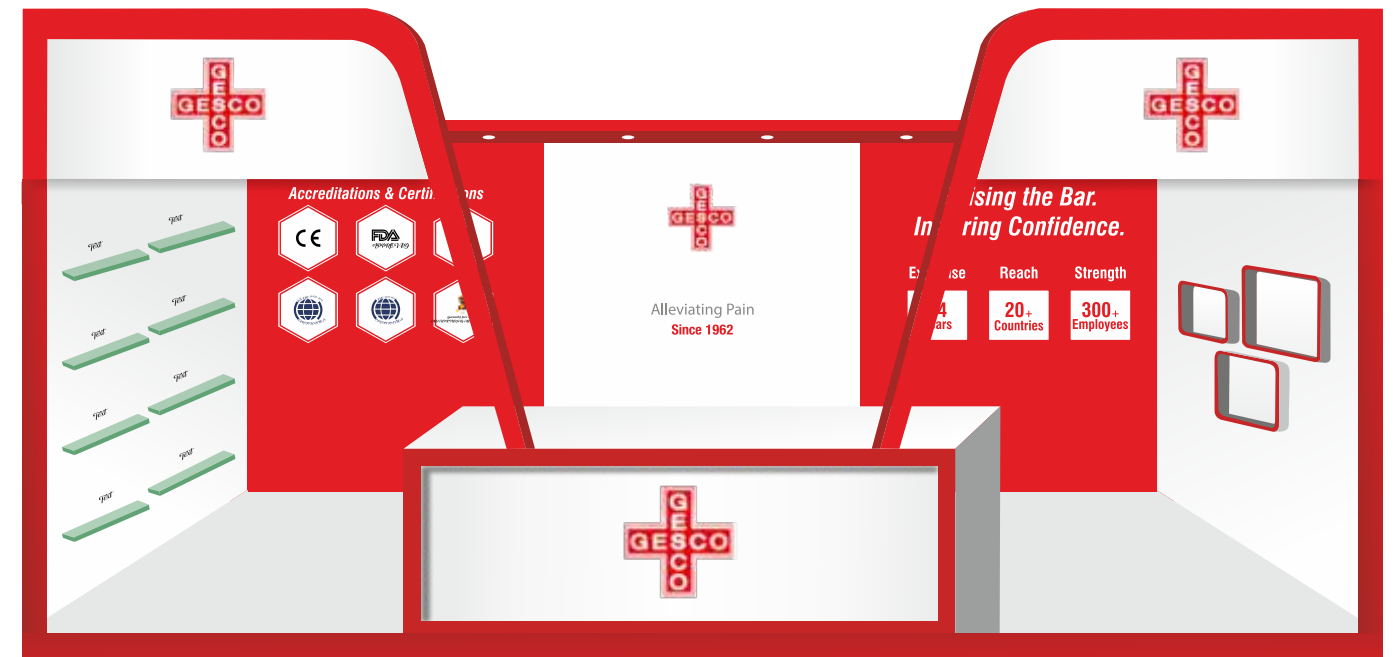
Project Management in health care domain is the buzzword. It has become an essential virtue that is needed for a seamless progress to the next level. The advent of business intelligence and various analytical tools have necessitated the incorporation of such innovative management skills in all domains.

Chennai Fertility Center is a hi-tech fertility practicing unit that enables childless couples to experience the joys of parenthood. State-of-the-art Technology assists our team of highly reputed endocrinologists, physicians, embryologists and geneticists in delivering excellent supportive reproductive services.

Deepam Hospital, Vazhapady was started on 31st, August 2003 with 12 bedded surgical and gynaecological centre. It was expanded into a 30 bedded Multi Speciality Hospital in 2007. The Hospital was expanded, further into an 85 bedded Super Speciality Hospital in 2011, with world class Infertility Centre as its Hallmark.
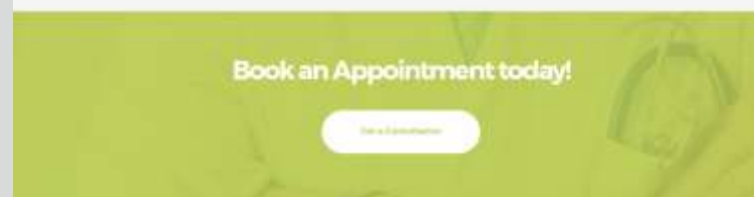
Sukraa Software Solution Private Limited,India based software development company has grown rapidly and today covers software development across industry and technology spectrums.

Grow beyond >> boundaries with Sukraa's Automation

HIS · LIS · RIS · ANALYSER INTERFACE · BUSINESS INTELLIGENCE · PACS

MODULES

Core Modules

Facilities Modules

Management Modules

Advanced Modules

Here at, 'Pioneer Dental Academy', we endeavor to help the MDS aspirants achieve their goal through illustrative, student-friendly classes and a series of online tests. Only the best of faculties from across the country, with their sea of knowledge, instruct the aspirants and help them accomplish their dreams.

Amrutha Multi-specialty hospital was found in 1990 by Dr.L.Raam Reddy. Amrutha initially started as a nursing home has grown to this massive source for healthcare in Karimnagar. It has 80 beds with excellent facilities for both inpatients and outpatients. Special executive suites are provided inside the Hospital campus. It is a complex with 5 OTs and cutting edge techniques are used for surgical and diagnostic services.

amrutha
multispeciality hospital

OUR MISSION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus sit auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget.

Emma Doe
Emma Doe, Co-Founder & CEO

Launching on **2nd April, 2018**

NORTH TELANGANA

amrutha
multispeciality hospital

Emma Doe
Co-Founder & CEO

(91) 555-1234
emma@yourwebsite.com
yourwebsite.com

amrutha
multispeciality hospital

amrutha
multispeciality hospital

Amrutha Hospital is opening one more door, to serve you better.

1st
NORTH TELANGANA

Launching on **2nd April, 2018**

1 First IVF Center in Northern Telangana

1 First Cryobank to Preserve Embryos

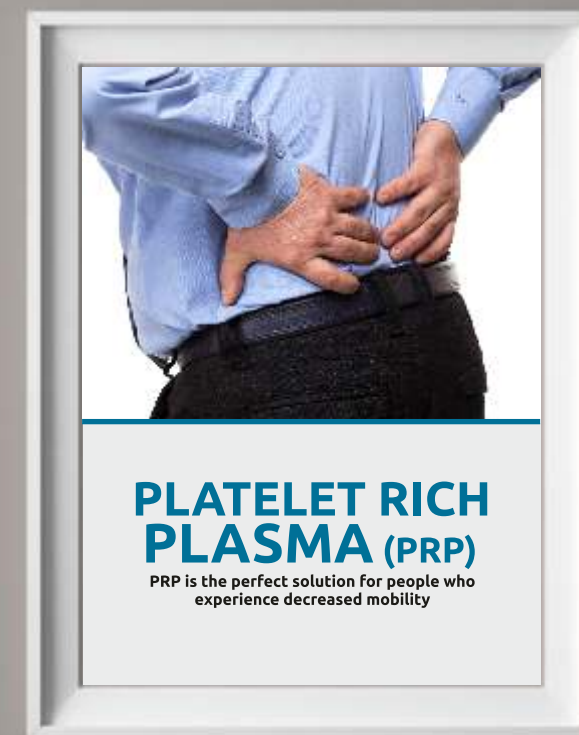1 First Colour Doppler & CTG for High-risk Pregnancy 1996

1 First semen bank to preserve husband's and donor's semen

1 First Hysteroscopy Center for Septal Resections, Polypectomy, Myomectomy in 1998

1 First Center to Start Thermal ablation by Thermachoice for DUB

amrutha
multispeciality hospital

amrutha
multispeciality hospital

amrutha
multispeciality hospital

Nulife Wellness Centre
new life. new begining.

Nulife wellness centre, established in 2009, is an outpatient facility at Abhiramapuram in Chennai. With the belief that most chronic health issues can be cured with reduced dependency on pharmaceutical solutions, we treat patients using Complimentary Medicine which emphasizes natural treatment.

FIGHT BACK CANCER
Kick Back Sedentary Lifestyle With Active Lifestyle

- Drink more water
- Eat on time & healthy food
- Take enough sleep
- Relax & enjoy drama of life

Speak to our doctor to prevent cancer

4 COMMONALITIES OF CANCER
புற்றுநோய்க்கான 4 பொதுவான ஒற்றுமைகள்

1. CONSTIPATION மலச்சிக்கல் മലബന്ധം
Constipation is a common but controllable symptom for people with cancer. The storage of waste in the system is toxic and dangerous

2. ACIDITY அமிலத்தன்மை അസിഡിറ്റി
Acid can cause damage to the tissue cells in your oesophagus and creates good environment for cancer to grow

3. LESS SLEEP குறைந்த தூக்கம் ഉറക്കക്കുറവ്
Less sleep increases inflammation and disrupts normal immune function which promotes cancer

4. EMOTIONAL STRESS மன அழுத்தம் മാനസിക സമ്മർദ്ദം
Stressful events can alter the levels of hormones in the body and affect the immune system which leads to cancer growth

BE ON SAFE ZONE
Try OZONE Therapy!
Medical Ozone Therapy has answers to many chronic diseases

Care for your Heart
Fight deadly heart disease and Heart Failure with Medical Ozone & **EECP**

KNOCK DOWN
RHEUMATOID ARTHRITIS
முடக்கு வாதம்
Medical Ozone fights inflammation, reduces pain & swelling enhances oxygen uptake and speeds up recovery of damaged tissues

Cancer has many Answers
Medical Ozone targets diseased cells leaving healthy cells untouched

LET AGE JUST BE A NUMBER
வயது வெறும் என்னிக்கை மட்டுமே...
Fight against aging. Rejuvenate your life with new anti-aging therapies and Medical Ozone

PLATELET RICH PLASMA (PRP)
PRP is the perfect solution for people who experience decreased mobility

The International School of Embryology was established to offer training for clinicians in Advanced Reproductive Technologies. Our courses help them to know in depth knowledge and practical experience.

Mr. Nanda runs a School for holistic Wellness called BMC (Body mind Co - Ordination) he is internationally certified in yoga, Fitness and Thai therapy and has on overall experience of 14 years in this field. He has strong client database with people from IT Business, Home makers, Sports and spa.
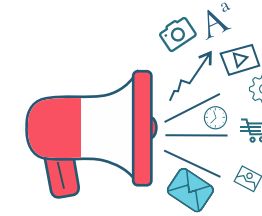
Healthcare Digital

Online presence is the only key to pass on first hand information about your organisation to your prospective customers, investors and also it shapes favourable opinion when it comes to attracting right talent.

" New World. Old Rules. "

SEARCH ENGINE OPTIMIZATION (SEO)

- 21 Step Website Audit
- Extensive Keyword Research
- Rigorous On-Page Optimization
- Affluent Off-Page Optimization
- In-Depth Competitor Analysis
- Thoughtful Reports

SEARCH ENGINE MARKETING (SEM)

- Search Ads
- Display Ads
- Video Ads
- Universal App Ads
- Retargeting
- Extension Based Ads (Link, Call, Location, Review, App & Price)

SOCIAL MEDIA (SMM & SMO)

- Facebook
- Twitter
- Instagram
- G+
- LinkedIn
- YouTube
- Pinterest

ONLINE REPUTATION MANAGEMENT (ORM)

- Online PR
- Review Monitoring
- Positive Review Promotion
- Negative Review Control
- Online Investigations
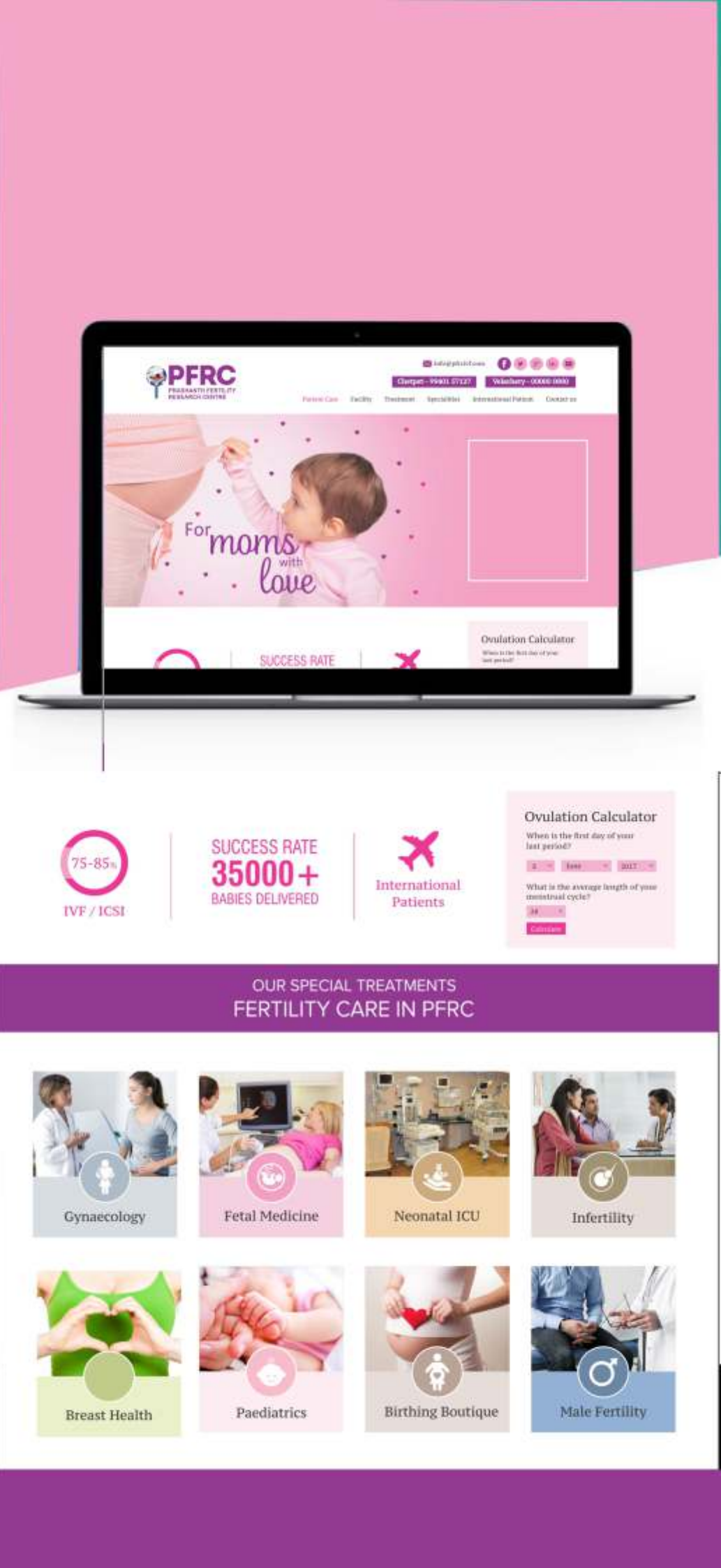- Online Image Building

RESPONSIVE WEBSITE DEVELOPMENT

- Research based website creation
- Micro Sites / Landing Pages
- Google Friendly
- Fully Tested

WEBSITE & MOBILE

WEBSITE & MOBILE

DOCTOR PROFILE WEBSITE PROPOSAL

GET KNOWN TO THE WORLD BY YOUR NAME

Get a Doctor Profile Website today!

Highlights of Doctor Profile Website

Milestones	Case studies	Appointment form
Patient testimonies	Specialty specific content	Specialty specific research content

Why a doctor needs a Doctor Profile Website?

Authentic source of information	Easy to locate you	Talk more in a website
Get a major tie up	Get patients	Be known

DOCTOR PROFILE WEBSITE PACKAGE

One Time Development	Standard
No. of Pages	Max 4
Mobile Responsive	Yes
Industry / International Standards	Yes
Testing	Yes
User Friendly Navigations	Yes
Attractive Home Page	Yes
Elegant Design	Yes
Online Appointment Form	1

What is a Doctor Profile Website?

It is a profile website about an individual practitioner which talks in length and breadth about one's individual accomplishments.

Doctor Profile Website Package

Rs. 25000/-

SEO

Search engine optimization is a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) -- including Google, Bing, Yahoo and other search engines.
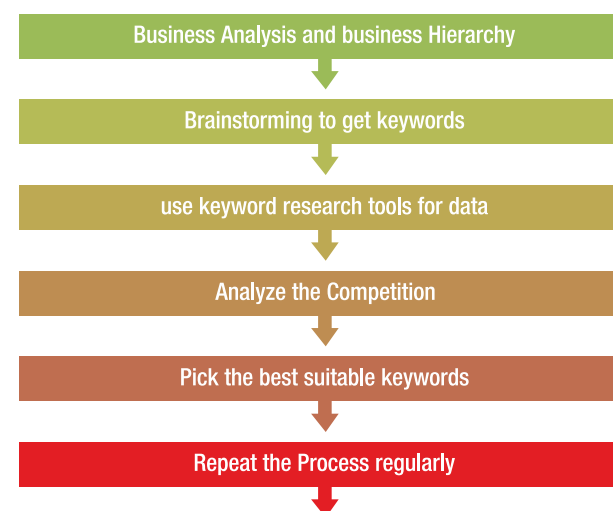
SEO Process

WEBSITE AUDIT

A website audit is a complete analysis of your website. It covers the factors that determine your site's visibility in search engines. This includes; page errors, indexed pages & site speed.

On-site Optimization
Mobile Friendliness
User Experience
Search Accessibility
Content
Social Media
Link Profile
Keyword Research
Speed
Local Optimization

SEO

KEYWORDS RESEARCH

Keyword research is one of the most important, valuable, and high return activities in the search marketing field. Ranking for the right keywords can make or break your website. By researching your market's keyword demand, you can not only learn which terms and phrases to target with SEO, but also learn more about your customers as a whole.

PROCESS OF KEYWORD RESEARCH

Business Analysis and business Hierarchy

Brainstorming to get keywords

use keyword research tools for data

Analyze the Competition

Pick the best suitable keywords

Repeat the Process regularly

SEM

SEM (Search Engine Marketing) is the process of gaining website traffic by purchasing ads on search engines.

Google Ad Words is by many measures the most popular paid search platform used by search marketers, followed by Bing Ads, which also serves a significant portion of ads on Yahoo.

Beyond that, there are a number of "2nd tier PPC platforms" as well as PPC advertising options on the major social networks.

Google Ad Words

Bing Ads

Yahoo Search Ads

We generally use SEM and/or "Paid Search" to refer to paid listings, with the longer term of search marketing used to encompass both SEO and SEM. Below is some of the most common terms also used to refer to SEM activities:

SEARCH ADS

In Internet marketing, search advertising is a method of placing online advertisements on web pages that show results from search engine queries. Through the same search-engine advertising services, ads can also be placed on Web pages with other published content.

DISPLAY ADS

The Google Display Network allows to you connect with customers with a variety of ad formats across the digital universe. This network spans over two million websites that reach over 90% of people on the Internet. It can help you reach people while they're browsing their favorite websites, showing a friend a YouTube video, checking their Gmail account, or using mobile sites and apps.

Google Partner

SMM / SMO

Social Media Optimization (SMO) increases the visibility of your social media profiles, your social networking activity and your published content so that it is found by people searching for information and resources that relate to your content. Social media optimization helps drive traffic to your website or blog, makes it easier for others to share with their circle of influence, builds community around your brand and helps search engines index your social media profiles, social activity and blog posts more easily.

Social Media Marketing (SMM) refers to techniques that target social networks and applications to spread brand awareness or promote particular products. Social media marketing campaigns usually center around:

Establishing a social media presence on major platforms

Creating shareable content and advertorials

Cultivating customer feedback throughout the campaign through surveys and contests

FACEBOOK	TWITTER	PINTEREST

YOUTUBE	INSTAGRAM

ORM

Online reputation management is the process of controlling what shows up when someone Google's your name. We'll show you how to promote positive content to the top of your search results and push unwanted content (negative, irrelevant or competition) farther down to ensure that when someone Google's you, their results are populated with positive, relevant content about you.

Online reputation management (ORM) means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet.

Why do we need online reputation management?

Given how advanced search engines and other information technologies have become, why do we even need to manage our online reputations? Shouldn't these issues go away on their own over time?

Unfortunately, that's not likely to happen. Online reputation mismatches are not technology problems, they're human problems.

Google's algorithms can only give us what we ask for. So if we ask for juicy gossip, conspiracy stories, and negative reviews, that's what gets associated with our search terms.

Online reputation management counteracts that human bias for gossip, ensuring that the materials that actually matter aren't overwhelmed by the rumors.

This need will always exist. In fact, it's probably going to get more and more important to manage our online reputations as search engines and other online algorithms become a bigger part of everything we do.

Healthcare Modular Signage

EXQUISITE RANGE OF ARCHITECTURAL SIGNAGE SYSTEMS

Widest Range.   Excellent Finish.   Elegant Look.

"

We Speak
Sign Language

"

Service Sign

Curved

Lite Display

Clip Frame

Pylon Totem

Directory

3 Step Process : **1** Consultation   **2** Design   **3** Implementation

Healthcare
Digital Signage

CHANGE
FASTER

MORE
SHARPER

REACT
BETTER

STANDING
DISPLAY

INTERACTIVE KIOSK

DIGITAL DISPLAY

VIDEO WALL

"Be a specialist in what you do"

Super Specialty in Healthcare brand promotion

BCC healthcare is one of its kind fully Integrated healthcare Brand Management Agency which specializes in all aspects of planning, designing and execution of Brand Communication consistently across Print, TV, Outdoor and Digital Media.

04

BRAND AUDIT & OPTIMIZATION

Brand Audit—A brand has to know its position only then it can choose its path to success. A brand audit is an illustration providing feedback and suggestions for betterment. A brand audit conveys a target appraisal and analysis to all current marketing components. Communication tools, outreach efforts, and touch points for all audiences will be looked into, broke down and abridged to distinguish the best chances to build a stronger brand program. It's a low-cost approach to get a vision, proficient survey of what's in place now, what's working and where there may be crevices. It will provide ideas and direction to enhance the viability of your present program.

Benefits

- Helps you to determine the positioning of your business and to plan corrective strategies.
- Empowers you to discover the strengths and weaknesses of your brand.
- Guides you to align your offerings more accurately with the expectations of customers.
- Enables you to get up to speed with the perceptions (positive or negative) about your business.

Brand Optimization is a narrowly centered, carefully positioned brand made to associate with particular groups of audience, when and where they're searching for what you offer. — the basic purpose of decision.

Benefits

- To draw interest from prospects.
- To generate buzz around your brand.
- To influence purchase decision.

CORPORATE BRAND DESIGN & IMPLEMENTATION

Branding is a method for characterizing your business, your team and your clients. It ought to represent the center of what the business is and its esteems. By characterizing your brand, you will also be furnishing your company with the ideal stage in which to amplify future offerings and services. Strong brand values often increment brand equity values, a company's profile and products.

Benefits

- Unique Visual Consumer Imprints
- Competitive edge in market.
- Easy introduction of new products.
- Customer loyalty and shared values.
- Enhanced credibility and ease of purchase.

EXISTING PATIENT ENGAGEMENT

a. Patient Relationship Management improves the patient engagement expert's capacity to handle request, set up trust, and assemble an incentive behind every customer's healthcare service benefits. On the back end, RM provides lead scoring, and channel specific ROI reporting to upgrade lead quality, abbreviate sales cycles, and enhance the care delivery model.

b. Patient Contact Centers staff provide a high level of transparency and accessibility which gives patients clear expectations, and attentive care — raising overall patient fulfillment and standards for dependability. This is necessary because the present-day patients have more educational resources accessible to them than ever before. Subsequently, educated patients have more inquiries and worries about their care.

c. Patient Live Chat Engagement coordinates with CRM programming to furnish persistent engagement experts with complete patient profiles keeping in mind the end goal to engage every patient's level of interest.

d. Patient Contact Center Tracking provide visibility to objections, call times, campaign sources, patient sentiment and lead quality to guarantee advertising efforts over all channels are working productively, gainfully, and in view of the patient's best advantage.

Benefits

- Improved patient satisfaction.
- Improved quality and safety.
- Improved financial and operations efficiency.

NEW PATIENT ACQUISITION

a. Wellness Program & Campaigns — Objectives include reducing organizational health costs, improving work-life quality for employees, enhancing productivity, reducing absenteeism, setting up seminars, workshops and lunch-and-learn meetings.

b. Inbound Marketing — Today's audiences start online when they search for what you offer. It is about your site as the heart of your promoting methodology.

c. Quality User Experience — Offering a quality user experience on your website, including great content and simple route, you urge your starting guests to return when they need more data later on. The more individuals collaborate with your site, the more prominent your chances of obtaining them as patients.

d. Effective Outdoor Signage Design & Implementation

e. Hardcore Referral System Design & Implementation

Benefits

- Increase the rate of patient return.
- Save staff time.
- Increase online reviews.

INTERNATIONAL PATIENT

SIGNAGE AS PER NABH

CORPORATE SOCIAL RESPONSIBILITY

a. Quality User Experience – Offering a quality user experience on your website, including great content and simple route, you urge your starting guests to return when they need more data later on. The more individuals collaborate with your site, the more prominent your chances of obtaining them as patients.

b. Inbound Marketing – Today's audiences start online when they search for what you offer. It is about utilizing what you have effectively fabricated and utilizing your site as the heart of your promoting methodology.

Benefits

- Overseas reputation.
- Increased awareness of the global human experience.

a. Healthcare Conveyance Model – As the healthcare industry moves from a fee-for-service towards an organized care model we see an increased reliance among care providers. It enables clients to build up ideal treatment arrangements in view of desired workload, specialty, and geographic location.

b. Healthcare Authoritative Design – There are a heap of providers / specialties in the healthcare industry. Staffing arrangements and business operations must be custom fitted to amplify fruitful patient results and business effectiveness.

c. Healthcare Reimbursement Optimization tracks and interprets developing healthcare reimbursement trends that may have negative implications for our client's financial health. They are also skilled at performing reimbursement audits to identify which service lines are beneficial or unrewarding while at the same time proposing new strategies to enhance reimbursements from government and private payers.

Benefits

- Efficient processing.
- Effective patient care.
- Versatile services.

a. Primary Care Enhancement – The local youth could be trained to advise occupants on simple treatments. Pharmacies could be prepared to give prescriptions to basic ailments. They could likewise help with essential diagnostics like blood pressure, pulse, and sugar testing. These will provide people with cheap and efficient health service.

b. Rural Campaign – Companies could provide incentives to doctors to spend time in rural/remote areas and take healthcare where it is desperately needed.

c. Healthcare Follow Up –Companies invest significantly in health check-up camps. The need is to push the envelope further and track whether outcomes of health camps lead to people receiving follow-up treatment.

Benefits

- Better brand recognition.
- Positive business reputation.
- Increased sales and customer loyalty.
- Operational costs savings.
- Better financial performance.

SOME OF OUR HEALTHCARE CLIENTS

bcc™
healthcare ● ● ●

INDIA

Corporate Office:

No.G135C, Ground Floor, Phase 3, Spencer Plaza, Anna Salai, Chennai 600 002, Tamil Nadu.
T : +91 74 49 27 47 47 / 99405 53791

U.A.E.

P. O. Box: 25218, S7, Cluttons Ware House, Industrial Area 15, Sharjah, United Arab Emirates.
T : 971-6-5348 640

SRI LANKA

29F, Udaya Mawatha Templers Road, Mt.Lavinia, Colombo.
T : +94 727716839

M : +91 99405 53791

E : enquiry@healthcarebranding.co.in   W : healthcarebranding.co.in