

Cardiology Healthcare MARKETING

RESPONSIBILITIES: Referral Marketing which includes following.

- ❖ Developing a local market/region/zone/division.
Contact Social Female Groups
- ❖ Increasing physician referral base, increasing patient visits and increasing revenue.
- ❖ Creating business result-oriented partnerships.
- ❖ Developing sales and business development cycles.
- ❖ Qualifying Leads (Doubts and Prospects) closure with assistance.
- ❖ Positive, growth-direct relationship with ancillary services and executives.
- ❖ Conducting hiring and training activities for health care.
- ❖ Performing pre-activities (customer prospecting, reference sharing)
- ❖ Responsible for the overall P&L for the revenue-generating parts of the business. T&C

TEAM LEADER/MANAGER-DISTRICT HEAD

TEHSIL CORDINATOR

HEALTH ADVISORS 1

VOLENTEER 2-3

GOVT OFFICIALS

REFERAL CHENNAL

GP/AMBULANCE/MN

PHC/CHC /OTHERS HOSPITAL

3 Month's Orthopaedic

50000 - Referral marketing on agreement.

1,50,000 - Campaign + Marketing + social media +OPD 4

D2D, 1 RTM etc

Education program, Vedio prasantaion

Old patient contact physiotherapy, orthopedic practitioners
Dhutana badlwane ki soch badlo

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Process.

Technology

How to change

Live program

Social Campaign for THR for Medico persons.

By video Ppt

Medical stores, pharmacist, GP, Nursing Staff. Each District.

Follows by dinner.

Cordinators

Team 1 Phy, 1 Dr, 2 Nursing Staff, 1 Counsellor.

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Special focus on TKR

Focus on statics/ Data and updates

Contact with existing referral data provide by you

With other contact orthopaedics / RWA /physiotherapist etc.

Referral marketing

Social media marketing

Branding promotion

Southern Rajasthan

Covering with Existing Area

OPD Camp CME Branding Promotion Media ??? budget ??

1st OPD

yyyy 10.00 am 12.00 pm

xxxx

12.30 pm to 1.00 pm

zzzzz

1.30 pm 2.00 pm

... Visit HHHH centers

D2d

Round table meeting

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4th months

YYYYYr 10.00 am 12.00 pm

XXXXXX 1.00 to 2.00

Operation in local hospital ZZZZZ

Next day

Opd YYYYY 11.00 am to 1.00 pm

XXXX ZZZZZ 4.00 pm to 5.00

If any OT planed

Stay HHHHHH

Return RRRRR

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Referring Hospital

Ahamadabad as per patients' preference

Patient choice

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Udaipur
Ahamadabad
Sagwara

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Rghs, Chiranjeevi, Ayushman Card, Insurance patients facilitate where hospital is on Pannel

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End to end expence
50000 per opd + as per requirements
Pamphlet design
Distribution
Newspaper inserts
Door to Door
Campaign by Auto Mike 2 day's
D2D
And social media...
7-day process.

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Executive regularly meeting
Gp, dr, physiotherapist, MN Ambulance drivers.
Cover Southarn Rajasthan

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Dungarpur
Banswara
Rajsamand
Chittorgarh
Bhilwara
Pali
Sirohi
Aburoad
Jalor
Balotra
Badmer
Jodhpur cover in 3 months'
Next opd/ camp/ come plan...

Opd set up
Camp
Cme
Campaign
Social media
Advertising
Branding
Promotion
Referral Visit
Calling
Messaging
Educational all district head quarter
Certificate program videos presentation

Physiotherapy, orthopaedics, direct RWA.
Health talk 1 or 2
Media Management/ Crisis & PR