

# Neurology and Neurosurgery Healthcare MARKETING

**RESPONSIBILITIES: Referral Marketing which includes following.**

- ❖ Developing a local market/region/zone/division.
  - Contact Social Groups/ awareness/ health talk and support group
  - Stroke support group/ trauma and head injury updates.
- ❖ Increasing physician referral base, increasing patient visits and increasing revenue.
  - GP/Top physician/rural PHC/CHC DR
- ❖ 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, Video presentation  
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.  
Coordinators  
Team 1 Phy, 1 Dr, 2 Nursing Staff, 1 Counsellor.

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Special focus on TKR  
Focus on statistics/ 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  
.....  
4th months  
YYYYYr 10.00 am 12.00 pm  
XXXXXX 1.00 to 2.00  
Operation in local hospital ZZZZZ  
Next day  
Opd YYYY 11.00 am to 1.00 pm  
XXXX ZZZZZ 4.00 pm to 5.00  
If any OT planned  
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