

## TKR/THR ORTHOPEDIC 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

.....  
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.

.....  
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 YYYYY 11.00 am to 1.00 pm

XXXX ZZZZZ 4.00 pm to 5.00

If any OT planned

Stay HHHHHH

Return RRRRR

.....

Referring Hospital

Ahmadabad as per patients' preference

Patient choice

...

Udaipur  
Ahamadabad  
Sagwara

.....

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

.....

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.

.....

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

.....

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