

IVF Gynaecology Healthcare MARKETING

RESPONSIBILITIES: Referral Marketing which includes following.

- ❖ Developing a local market/region/zone/division.
Gyn/GP Anganwadi/ PHC/CHC ANM-DR
Contact Social Female Groups for awareness
- ❖ 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

TRANINNG FOR 3 DAYS (i)

3 MONTHS WORKING

- VISIT HOSPITAL
- DEPT AND SERVICES
- FACILITIES

○ WORK PROFILE – ?? EDUCATION

- SURVE – FORM SEND WHATS APP SAME DAY
POPULATION/KOI SPECIAL AREA/BIMARI
Like: ANM
II) SPECIAL CASES/GYNEAC/PEADA/CANCER/
- MOTIVATE FOR HOPITAL
- AWARENESS MEETING – FEMALE/FAMILY PLANING
GROUP BANAQ
WHATS APP GROUP by Females
INFORMATION SHARING
 - MEETING – ANM/ASHA/GNM/PRIVATE PRACTICNER/DR/NURSING
HOME
 - SARPANCH, PANCHAYAT SAMIT
- MEDIA NEWS WIRE THROUGH SOCIAL MEDIA NETWORK
NEW GROUP/WHATSAPP/FB SHARING/RATING

3 DAYS VOLENTEER TRAINING PROGRAM

REFER TARGET GYNEAC CASE, BASIC HEALTH CHECKUP (OPD) MEDICINE CASES,
CARDIAC CASE, OTHER SPECIAL CASE.

TRANINNG FOR 2 DAYS (ii)

BATCH 1, BATCH 2..... 3.....4 (EACH TEHSIL) AD NEW CANDICATE

Stage-II HEALTH CARE PROGRAM

Adult Camp Activities	Child Health Care Activities	Community Health Program	Corporate Relation Training Program
In house Activities	Work Place Camp	Outreach Centres Activates	School Screening
Rural/Urban Health Care	Door To Door Activates	Speciality Wise Health Care	Education Training & Health Literacy Program

Regular OPD

Camp

Social media: #BETTERHEALTH, #MAABANANAAASAN

Plan in detail CONTACT: 8829912858