

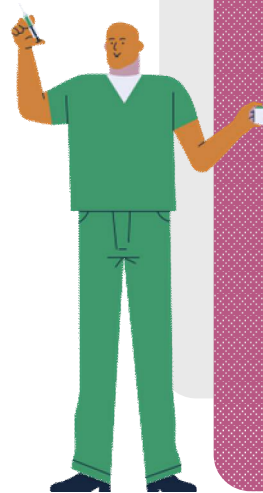


Hospital Marketing Challenges

Patient Engagement and
Building Trust post
COVID



Questions to ask yourself?



1

Are you the *Trusted Go-To* source for your patients?

2

Have you equipped yourself *Internally and Externally* to take on Patients Post-Covid?

3

Have you gained your *Patient's trust*?



If you don't
know where
you want to go,
then it doesn't
matter which
path you take

Lewis Carol, Alice in Wonderland



Key Word - Patient Trust

As per the Nielsen's Strategic Health Perspectives survey, more and more people are turning to a variety of Digital Platforms to understand their problems and health related concerns, expanding the role primarily done by the doctors.

Not only do Hospitals need to Make their facilities Covid compliant but also need relevant content marketing strategies in order to gain back trust of patients and stakeholders.





01

Organise

Internal Strategy :

- Infrastructure
- Operations

External Strategy :

- Reaching Out

- Physical Changes at entry points for patient triaging. Eg : Sanitisation Tunnels, Fever Clinics, Negative Pressure ICU's and Isolation units, OT's, etc.
- Operational Changes including SOP's, Staff motivation and training including digitisation amongst others, Mental Health preparedness for HCW's and stakeholders
- Community Engagement like messaging, supporting neighbourhood causes and most importantly having a transparent line of communication

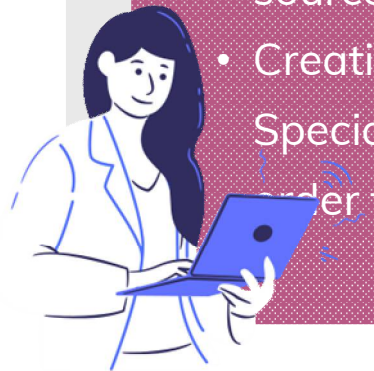


02

The New Normal

- Telemedicine
- Disease specific webinars
- Home Healthcare
- Doorstep Drug Delivery
- Health - wearables

- Prepare for distance healthcare via Telemedicine in compliance to ICMR Guidelines, 25th March 2020
- Hospitals need to prepare simple solutions like tele-consultations via applications like Video calling, Google Meet, Google Duo, Whatsapp Business, MS Teams etc.
- Enabling Diagnosis and Treatment through digital platforms either through own Apps or Third Party Apps
- Forming an online identity that would help the patient understand his own health problems from the most trusted source - YOU
- Creating Disease Specific Care Groups - Online Webinars by Specialist Doctors, Nutritionists, Alternative Therapy, etc, in order to provide not only Cure but also Care



02

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- Preparing yourself for the new norm - Home Healthcare. You can either develop this with your own staff, clinicians and infrastructure or have a tie up with a local firm.
- Evaluate possibilities like online orders post your tele-consult and Doorstep Drug deliveries.

medanta

Specialized Care for COVID-19 Home Isolation Patients
For Confirmed, Mild Cases

15-day Remote Home Care Package

COVID CARE	ADVANCE COVID CARE	ADVANCE PLUS COVID CARE	COMPLETE COVID CARE
₹ 4,900/-	₹ 9,900/-	₹ 11,900/-	₹ 21,900/-
<ul style="list-style-type: none"> Vitals monitoring tool with built-in critical alert mechanism Daily remote Monitoring by trained nurse 4 Doctor consultations 1 Dietician consultation 	<ul style="list-style-type: none"> N-95 mask, 3 ply mask, Gloves, Sanitizer, SpO2 meter, Digital Thermometer, BP machine Vitals monitoring tool with built-in critical alert mechanism Daily remote Monitoring by trained nurse 4 Doctor consultations 1 Dietician consultation 	<ul style="list-style-type: none"> N-95 mask, 3 ply mask, Gloves, Sanitizer, SpO2 meter, Digital Thermometer, BP machine Vitals monitoring tool with built-in critical alert mechanism Daily remote Monitoring by trained nurse 4 Doctor consultations 1 Dietician consultation 	<ul style="list-style-type: none"> COVID test N-95 mask, 3 ply mask, Gloves, Sanitizer, SpO2 meter, Digital Thermometer, BP machine PPE kit Vitals monitoring tool with built-in critical alert mechanism Daily remote Monitoring by trained nurse 4 Doctor consultations 1 Dietician consultation

As per government guideline, confirmed mild cases of COVID-19 do not require hospital stay if they have the requisite facility of self-isolation at home.

For Enquiry, call: +91 124 4834 566

<http://www.medanta.org>
<https://www.facebook.com/medanta/>
<https://twitter.com/medanta>
www.instagram.com/medantathemedcity/

COVID CARE

- Vitals monitoring tool with built-in critical alert mechanism
- Daily remote Monitoring by trained nurse
- 4 Doctor consultations
- 1 Dietician consultation

ADVANCE COVID CARE

- N-95 mask, 3 ply mask, Gloves, Sanitizer, SpO2 meter, Digital Thermometer, BP machine
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COMPLETE COVID CARE

- COVID test
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- PPE kit
- Vitals monitoring tool with built-in critical alert mechanism
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Psychological Counselling

Home delivery of medicines

Patient can avail following services on paid basis

COVID-19 PATIENT HOME CARE
THROUGH VIRTUAL CONSULTATION

For persons with Covid-19 Symptoms

HOME QUARANTINE
15 DAYS - PACKAGE
Rs. 19,500 per Patient

For Covid-19 Patients Post Discharge from Hospital

HOME FOLLOW-UP
15 DAYS - PACKAGE
Rs. 14,500 per Patient

Yashoda Hospital

02

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Dr. Dhruvil's Clinic & Diagnosis

PACKAGE BY DR. DHRUVIL PANCHAL

(FOR COVID-19 POSITIVE PATIENT)

₹ 50,000  New Price - ₹ 30,000


Includes

- Doctor Consultation Charges Video call / Phone call
- 2 Nurses visits with PPE kit
(To check oxygen level, pulse, temperature, ECG & reporting to Doctor)
- Medicines for 10 day
- Covid - Kit (To be given to patient)
(Pulse oxymeter, BP apparatus Automatic, Digital Thermometer, Steam machine)
- ECG done before starting treatment

Please Note

1. Portable xray at home can be booked at extra cost.
2. Blood Test (Person with PPE kit will come for home collection)
(CBC, CRP, ESR, D. DIMER, LDH, FERRITIN) For ₹ 4500
3. Covid Swab Test if prescribed by the doctor for ₹ 4500

Please Note: - Swab Test can be done in nearby areas where patient is residing.
Once positive next to be done as advised by Doctor

 Emerald, Shop No.2, Near Imax Adlabs, Bhakti Park, Wadala East Mumbai 400037

Sir H. N. Reliance Foundation Hospital and Research Centre
RESPECT FOR LIFE

HOME QUARANTINE PACKAGES

We bring to you specialised care at home

REGULAR LITE PACKAGE*

Price for 3 persons/per day - Rs. 375/-

1 INCLUSIONS:

- Medical Kit
- Doctor Video Consult (4)
- Nurse Remote Consult (4)
- Every additional person will be charged Rs.150/- per day

REGULAR QUARANTINE CARE PACKAGE*

Price for 1 person/per day - Rs. 505/-

2 INCLUSIONS:

- Medical Kit
- Doctor Video Consult (4)
- Nurse Remote Consult (5) and Physical Consult (2)
- Remote Counsellor Consult (1)
- Diet Video Consult (1)
- Every additional person will be charged Rs. 250/- per day

SPECIAL QUARANTINE CARE PACKAGE*

Price for 1 person/per day - Rs. 700/-

3 INCLUSIONS:

- Medical Kit
- Doctor Video Consult (5)
- Nurse Physical (5) & Remote Consult (4)
- Remote Counsellor Consult (2)
- Diet Video Consult (1)
- Every additional person will be charged Rs. 350/- per day

© Prarthana Samaj, Girgaon, Mumbai 400004
To know more about our packages* please call 1800221166 or 93249 47776


02

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At Your Service



MAX HEALTHCARE
₹333 – Day package

SERVICES INCLUDE...

- ❶ Essential medical kit (thermometer, SpO2 probe)
- ❷ Daily monitoring of patient vitals with a trained nurse on call twice a day
- ❸ Tele-review with a doctor every third day and case assessment by nurse case-supervisor
- ❹ It also provides home delivery of medicines

FORTIS HEALTHCARE
₹6,000 – Charges for 'patient-friendly' package for 17 days

SERVICES INCLUDE...

- ❶ Four consultations by doctors including a psychologist and a dietitian

MEDANTA HOSPITAL
₹4,900 – Starting package

SERVICES INCLUDE...

- ❶ Vital monitoring tools with built-in critical monitoring alert mechanism
- ❷ Daily remote monitoring by a trained nurse
- ❸ Consultations by doctors & one consultation by a dietician

#1rupeeclinic

FROM 21ST JUNE 2020
**24/7 COVID TEST DAY
NIGHT SERVICE AT HOME**
(FIRST TIME IN MUMBAI)
BOOKING : WHATSAPP
98199 31418

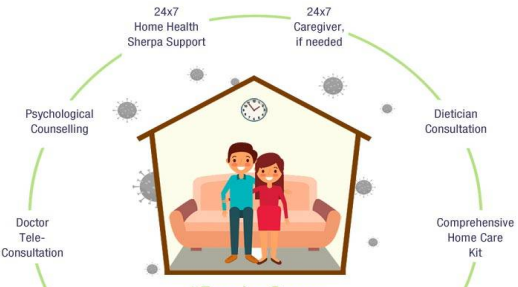
#WeAreWithYouInThisWar #GhatkoparFightsCorona

 **PRAVIN CHHEDA**
CLINICAL DIRECTOR

EVEXIUS
HOME HEALTH SOLUTIONS
WELLNESS - QUALITY - FREEDOM

**INTRODUCING
HOME ISOLATION PACKAGE FOR COVID-19**

Facilitated by Evexius in partnership with local hospitals



#EvexiusCares

AVAIL REMOTE CARE SERVICES IN THE COMFORT OF YOUR HOME
* In accordance with the guidelines set by local healthcare and civic authorities

For more information, Call: **+91 8860923233** Email: care@evexiushealthcare.com

03

Being Visible

- Updation of Digital Platforms
- Market Segmentation
- Optimisation of Marketing Tools
- Holistic Care



- Create engaging, SEO friendly content for websites and social media platforms mainly Facebook, Instagram and Twitter which is cost-friendly
- Exhibit your internal strategy using promotional tools through videos, virtual tours, photos and / on your websites
- Go the extra mile by introducing unique things like, symptom calculators, hosting webinars, blogs about @ home health management, making home care packages and more
- Using EHR data or simple online interesting forms for Psychographic / Behavioural market segmentation of patients using Values, Attitudes, Personalities & Aspirations. - Coursera
- After segmenting your target audience, reach out to them in ways that will resonate with the various groups.
- Specific Content marketing to specific groups eg. informative v/s emotional

03

Being Visible

- Updation of Digital Platforms
- Market Segmentation
- Optimisation of Marketing Tools
- Holistic Care



- Optimise your existing marketing tools by digitising them.
- 80% patient encounters start with Google search via Mobiles and 44% eventually end up booking an appointment.
- Changing consumers using Voice search for healthcare queries
- Research indicates people will leave a mobile page if it takes more than 3 secs to load. So incorporate these and your own local patient requirements into your Digital strategy.
- Tele consults can use Mobile Health, Apps, Healthcare wearables which you can encourage your patients to use. Educate and upskill your Clinicians on E Health Training.
- Being Patient-centric will put you way ahead of the curve and think HOLISTIC care rather than just Cure. Provide trustworthy information through simple messaging

04

Patient Engagement

- Patient Reviews and feedback
- Auditing your front desk, virtually and physically
- Personalised Care Team Involvement



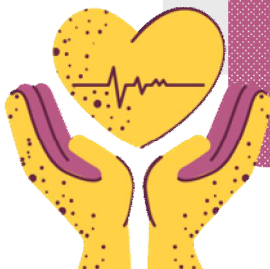
- The power of patient feedbacks and reviews. A more recent survey of more than 2400 patients found 82% use online reviews in evaluating physicians / hospitals and 72% use it as the first step to finding a new doctor or facility.
- Augmenting your Front Desk - Physically have all safe practices in place; Virtually - Spruce up your Website, Teleconsultations, Chat windows on the websites, FAQs, Q&A windows, Call backs for enquiries
- Get your teams ready to provide *authentic and reliable* Holistic care to improve Patient Engagement - Boosting Immunity, Alternative therapy, Yoga sessions, Nutrition tips and Diets
- Personalised Care Teams to reach out for special groups like Diabetics, Geriatrics, Peads, Onco patients etc.

05

Long Term Trust

- Become the Go-To source for your Patient needs

- Make - Content Marketing Strategy which will position your hospital and its clinicians as trusted experts in the field and your brand to become a true source for existing & prospective patients
- The content can be in form of videos / written articles / blogs / messages about diseases, healthier lifestyles, hospitals innovative practices, success stories, patient safety measures
- Patient engagement activities can also be making your PSA community your E-group for various engagement like online - Talks on Mental Health and Well being, Home management for COVID patients, Yoga / Physiotherapy sessions, Myths & Facts
- Become the trusted 'GO - TO' source for all your patient needs



05

Reaching Out

- Mayo Clinic - *"Your Destination for face - face care"*.



When the
winds of
change blow,
some people
build walls and
others build
windmills





thank
you
