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Healthcare Marketing Takes An Eventful Turn!



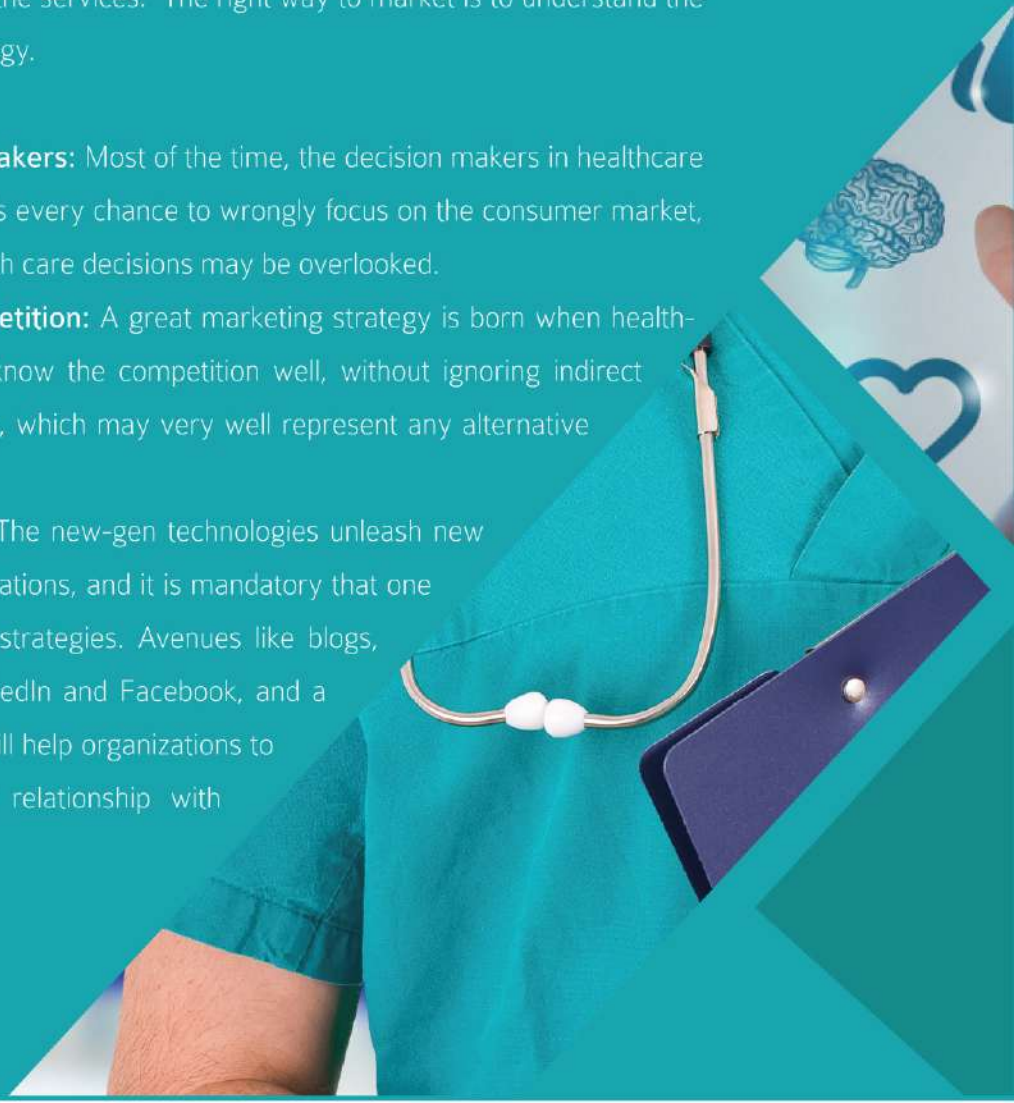
Mission

To create a platform for the medical professionals and healthcare institutions to explore the latest trends, innovations and solutions for the challenging market needs

Background

Over the years, we are witnessing the competition in the healthcare industry becoming fiercer, and it keeps marketers on their toes to be more proactive in their approach to healthcare marketing as there is a high need to effectively target potential clients with powerful messages designed to increase awareness of the services. The right way to market is to understand the pivotal elements of marketing strategy.

- **Targeting the Decision-makers:** Most of the time, the decision makers in healthcare are not immediately visible. There is every chance to wrongly focus on the consumer market, and also some other drivers of health care decisions may be overlooked.
- **Understanding the Competition:** A great marketing strategy is born when health-care organizations and providers know the competition well, without ignoring indirect competitors or psychic competitors, which may very well represent any alternative choice to a product or service.
- **Embracing the Internet:** The new-gen technologies unleash new opportunities for healthcare organizations, and it is mandatory that one should include them in marketing strategies. Avenues like blogs, social media sites like Twitter, LinkedIn and Facebook, and a well designed interactive website will help organizations to connect and maintain a healthy relationship with potential clients.





Healthcare Marketing – The need of the hour

‘Healthcare marketing goes well beyond advertising and sales and is considered an essential business function where strategy is the driver of a data-driven roadmap impacting the future direction of healthcare’ - Marketing Strategy for the Medical Practice Report, 2015

Healthcare marketing encompasses the following :

- Building awareness
- Enhancing visibility and image
- Increasing prestige
- Attracting medical staff and employees
- Serving as an informational resource
- Influencing consumer decision-making
- Offsetting competitive marketing
- Building patient volume
- And maintaining existing volume





Healthcare Marketing, **plus** medica way

At Medicon Plus, we are focused on setting the standard. To take the marketing of healthcare institutions and professionals to the next level along with value added services that can enhance the brand value of them. Thus, we make sure that no stones are unturned in the process and ensure the best possible result regarding delivery standards.

Our areas of focus are :

- Marketing of Medical Institutions & Medical Speciality Departments
- Profile Marketing for Medical Professionals
- Placement Negotiations and Recruitment Support
- Consultancy for Medical Professionals
- Bidding Assistance to Doctors and Medical Associations for conferences
- Event Services
- Mediation
- Hospital Project Consultancy





Marketing of Medical Institutions & Medical Speciality Departments

The core areas that are addressed under the marketing of medical institutions include

- Identifying departments that have the potential to enhance the visibility of the hospital and increase patient turn out
- Proper analysis of the market including competitor analysis
- Branding support by means of developing a 360-degree campaign to create awareness including digital media
- Strategic planning for a long-term outcome
- Developing marketing tools that can facilitate an effective way to reach target audience
- Running CSR projects and also producing valid contents that can serve the purpose of PR
- In-house study to understand the existing scenario and how to take it to a positive route
- Building and maintaining referral doctors networks
- Conceive new tactical approaches to promote departments for shorter intervals
- Events and other activities to widen the scope of marketing approach

Profile Marketing for Medical Professionals

Profile marketing of doctors are to be done to increase doctor referrals and patient turnout, and it is also to be initiated in tandem with departmental marketing to increase the effectiveness of the campaign.

Effective Profile marketing made possible using :

- Catchment Analysis
- Patient Opinion
- Market Survey
- Referral Network Study
- PR
- Media Management
- Brand Building
- Brand Enhancement
- Visibility Management
- Practice Marketing
- Opinion Building
- Fabrication of Profile Presentation for Awards/ Recognitions
- Promotional Events
- Value Additions
- Technical- Technology- IT Support
- Overseas Training- Statutory Consultancy





Placement Negotiations and Recruitment Support

Medicon Plus deals with placement negotiations and recruitment support for medical professionals.

- Identify efficient medical professionals to fill in the gap in the service delivery area of the hospital
- Mediation is carried out with medical professionals on behalf of the hospital
- Confidentiality is maintained in every aspect of the recruiting process
- The quality of manpower is assured through an error-free process.

Consultancy for Medical Professionals

We are very well equipped for the Consultancy for Medical Professionals to open hospitals, launch departments, found associations establish charitable organisations, charity projects, social service activities, research projects, community trials, survey and data collection, publication support and to invest in medical services.

Mediation

We facilitate mediation process as and when the situation demands for the medical institutions and healthcare professionals. The scope includes

- Disputes between Professionals and Institutions
- Business-Investment Consultancy
- Negotiation with Healthcare Industry
- Contracting with Referral Institutions/ Professionals/ Diagnostic Institutions,
- Statutory- Legal- Medico Legal Consultancy
- Financial Management Consultancy

Bidding Assistance to Doctors and Medical Associations for Conferences

We also provide bidding assistance to Doctors and Medical Associations to pitch National / International / Zonal / Chapter Conferences. As we are the pioneers in the field, we offer consultant services to make a compelling bid that is too hard to resist.

Event Services

- Inaugural functions of Hospitals/ departments
- Special day celebrations
- Jubilee / milestone events
- Alumni meets of Doctors





Hospital Project Consultancy

Be it small, medium or large medical institution, Medicon Plus focuses on the overall well-being of the brand and for the same; we provide numerous hospital project consultancy services that are aimed to take the healthcare sector to a new high.

- Design & Infrastructure
- Equipment
- Statutory Support
- HRD
- Project Management
- Quality Management
- Accreditation Consultancy
- Training
- Branding
- Marketing
- Visibility Enhancement
- Management Consultancy for Existing Sick Institutions

About Promoter - Raju Kannampuzha



A stalwart in the field of Hospital Management and Healthcare Marketing, Mr. Raju Kannampuzha has more than 2 decades of experience, and he has received extensive training in the above-mentioned areas from numerous international experts. Being the pioneer in Medical Event Management, he has been entrusted with the role of consultant for several hospitals and also for doctors in hospital projects and profile marketing for the last 15 years.



Executive Events Executive Events, a company founded and managed by Mr. Raju Kannampuzha, has extensive experience in managing and organising corporate and product based events, medical, scientific and industrial conferences, seminars, weddings, private parties, theme parties, etc.

Executive Events is the first, and only ISO 9001-2008 Certified Event Management Company in Kerala, India. The company has a decade's worth of experience in organizing and executing successful events. Today, it stands a firm ground in managing varied events.





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