



Transforming Healthcare Dimensions



Vision

Generate a strong, reliable and consistent customer base to our esteemed empanelled medical organisations in this socially charged world and invest in customer relationship to enhance business.

Mission

To assist medical institutions in developing reliable, sustainable, and viable customer-base through intelligent investments in customer relations

SERVICES OFFERED



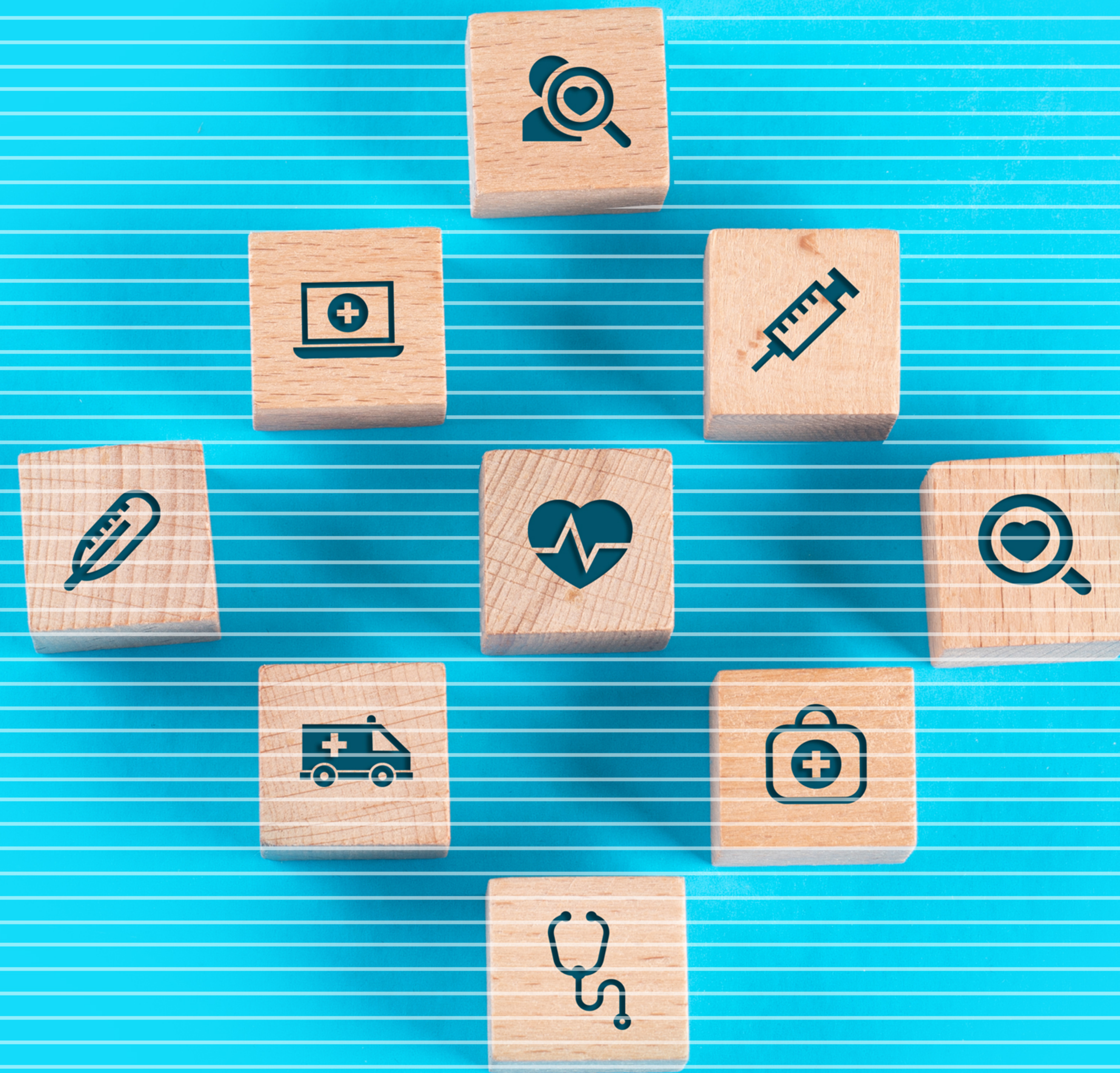
DIGITAL & SOCIAL MEDIA MARKETING

We create and execute digital marketing strategies that bring a bunch of leads and openings into our client's businesses and our expert team optimizes your digital and social media campaigns.

For successful conversions, it is extremely critical that prospective customers be actively updated with medical information through social media platforms. The success depends on the precision and relevance of quality information generated by marketing experts with resourceful experience in healthcare marketing.

- ❖ Brand Communications on Social Media, Social Media Creatives and Handling
- ❖ Tactical Campaigns and Moment Marketing for Departments
- ❖ Testimonials Promotion, Static Creatives/GIFs and Social Media Adaptations
- ❖ Motion Graphic Videos and Moving Banners, Content Marketing
- ❖ Content Development and Designing of E-Brochures, E-Catalogues Health Magazines, Department leaflets, Flyers, Information Blogs
- ❖ Streaming on Healthcare Days.
- ❖ Management of face book pages, twitter handles, Instagram accounts and YouTube channels of institutions/departments.
- ❖ Department Profiles/Doctors Promotional Video/Visual ads production, development and boosting.
- ❖ SMS and Email Promotions of niche services
- ❖ Strategic Website Creation and Maintenance
- ❖ Search Engine Optimisation - SEO
- ❖ Direct-response landing pages
- ❖ Google Ads Optimisation

DIGITAL & SOCIAL MEDIA MARKETING



CREDIT & CORPORATE MANAGEMENT

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Our Credit Management team will provide a comprehensive idea and support on Insurance/TPA Empanelment, Credit Monitoring, Corporate Identification and Empanelment, Government Schemes such as ESI, ECHS, CGHS, Gvt. Reimbursement, NGOs and ultimately field activities to increase footfall and revenue.



REFERRAL LAISONING

Being a referral patient business acquisition firm with extensive network of above 5000 peripheral doctors in Kerala, Mediwest optimize referral traction and drives referral patients to its partner institutions. We are the biggest referral source for tertiary and quaternary care center in the state having incessant interactions with state-wide referral patients, transforming them into high value customer-base. We help to develop large-volume transactions in any revenue streams of partner institutions by increased footfalls through our B2B and B2C marketing funnels, undertaking month-on-month marketing of your Departments.

- ❖ Monitoring, recording and measuring the referral process.
- ❖ Referral data base creation and management of peripheral doctors, hospitals and clinics.
- ❖ Identification and Utilisation of Existing and Prospective Referral Base.
- ❖ Developing high-value business through higher number of indicative patients from the network.
- ❖ Special focus on areas like Intensive Care Units, Emergency Medicine, Radiology, etc
- ❖ Association in delivering medical assistance to home care patients through partner network.
- ❖ High value Medical packages for premium customers.
- ❖ Identification and establishment of Extended Peripheral Clinics and maintain a B2B relationship.
- ❖ Organise and conduct CMEs/Health Talks/Conclaves/Symposiums.
- ❖ Competitor Analysis and SWOC Analysis.
- ❖ Facilitator for Medical Value Travel.

REFERRAL LAISONING

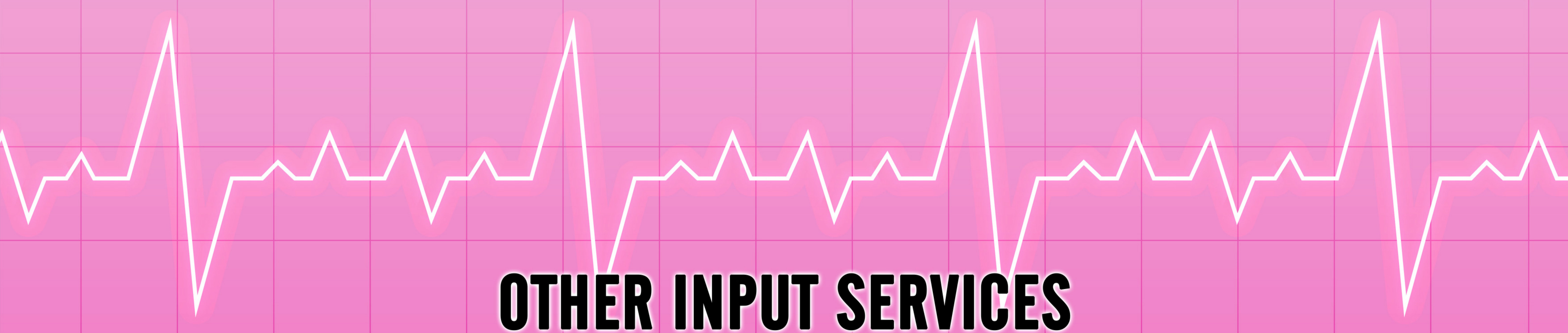


COMPREHENSIVE HOSPITAL INFORMATION SYSTEM (HIS)

- ❖ Installation and Maintenance of Web based Customized Tool
- ❖ SMS and Email Alert on Registration and Visits
- ❖ Mobile Application IOS/Android
- ❖ Training Hospital Staff
- ❖ Scheduling Online Appointments from Website and App
- ❖ Facility to view Results and Appointment Status through Website and App
- ❖ Provision to create and maintain Customer Data Base
- ❖ Powered by AI

COMPREHENSIVE HOSPITAL INFORMATION SYSTEM (HIS)

- ❖ **BRANDING AND PROMOTION:** All ATL and BTL activities
- MEDICAL CAREERS:** Selection and appointment of doctors, nurses and other allied Staff for clinics/hospitals across south India.
- ❖ **MEDICAL VALUE TRAVEL (MVT)**
- ❖ **DOCTORS ONLINE – (a). ALLOPATHY (b). AYURVEDA (c). HOMOEOPATHY**
- ❖ **E- LAB REPORT**
- ❖ **PR & MEDIA**
- ❖ **Pay-Per-Click –PPC Marketing**
- ❖ **REGISTRATION AND ESSENTIAL DOCUMENTATION**
- ❖ **MANDATORY ACCREDITATION PROCESS WITH VARIOUS BODIES**



OTHER INPUT SERVICES



KEY BENEFITS

- ❖ Additional Revenue Stream
- ❖ Brand Loyalty and building Organizational Credibility
- ❖ Maximum Customer Reach – Customer Attraction and Retention
- ❖ Easy to Track Responses from Market and Evaluation of Effort performed.
- ❖ Save Money and Time
- ❖ Streamlined: Save Time and Convenience to Handle business
- ❖ ROI is High Compared to Conventional Marketing Techniques
- ❖ Provision to Reach Present Marketplace and Growth for the Institution
- ❖ Differentiation in the Market



KEY BENEFITS



Registered Office:

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