

STRATEGIC CLINICAL EXPANSION FRAMEWORK

Ethical Patient Acquisition & Digital Authority Setup

A thorough, compliance-focused local visibility proposal designed explicitly for multi-specialty healthcare practices and elite doctors.

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Proposed Growth Methodology

Phase 1: Infrastructure Alignment

Establishing fully integrated, high-authority online listings, brand templates, and secure web form configurations in Month 1 to align with professional patient data regulations.

- Builds clinical brand continuity.
- Aligns technical assets to secure data routing standards.
- Ensures zero leakage of prospective patient booking leads.

Phase 2: Active Scaling & Retention

Executing targeted campaigns from Month 2 onwards to actively acquire high-intent local patients searching for specialized medical consults and treatments.

- Drives ongoing OPD appointment volumes.
- Secures high star ratings and positive local reputation loop.
- Establishes long-term organic authority in Google Map ranges.

One-Time Setup - Part 1

Creating verified medical listings and visual guidelines to present a professional clinical brand.

📍 Google Business Profile Setup

- **Ownership & Verification:** Resolving profile dashboard access limits, claim optimization, and correcting listings.
- **Data Accuracy Setup:** Mapping precise hospital coordinates, contact info, OPD timing shifts, and clinic details.
- **Medical Category Alignment:** Mapping primary/secondary treatment domains and linking clinical pages safely.

📄 Clinical Brand Asset Creation

- **Canva Corporate Brand Kits:** Establishing professional typography systems, medical color codes, and margins.
- **Social Channel Verification:** Designing clean cover pages and establishing verified business pages on Meta.
- **Pre-Production Assets:** Deploying baseline templates for camp notifications and general awareness notices.

Setup Block Package Fee: ₹20,000 (One-Time)

One-Time Setup - Part 2

Connecting marketing channels directly to secure, privacy-focused lead collection frameworks.

🎯 Advertising Channel Configuration

- **Ad Account Compliance Setup:** Linking Google Ads and Meta Manager platforms in line with strict medical promotion rules.
- **Target Local Radius Parameters:** Setting 5–10 km boundaries around the hospital to direct ad spend towards nearby audiences.
- **Core Search Terms Base:** Extracting high-intent local phrases like "specialist near me" and treatment terms.

👤 Patient Privacy & Web Alignment

- **Secure Intake Form Logic:** Formatting appointment booking forms to funnel details securely to the clinic's front-desk systems.
- **Desk-Ready Graphic Design:** Generating high-resolution physical templates and QR signage to easily request reviews.
- **Conversion Path Checks:** Configuring tracking scripts to count booked slots without collecting personal medical history.

Setup Block Package Fee: ₹20,000 (One-Time)

Tier 1: Essential Visibility Plan

Monthly Deliverables & Scope:

- **Health Awareness Posters:** 10 Premium, educational graphic updates published across active feeds monthly.
- **Google Business Profile Postings:** Publishing consistent updates and maintaining high rankings on local maps.
- **Ethical Review Management:** Monitoring and drafting professional, compliant replies to all incoming patient feedback.
- **Standard Site Content Maintenance:** Updating doctor listings, consult timings, and general page text.

Best suited for individual practitioners or local clinics wanting to establish basic digital presence.

Tier 1

Organic visibility baseline to build a trusted local reputation.

₹10,000 / month

Tier 2: Active Growth Plan

Monthly Deliverables & Scope:

- **All Tier 1 Elements:** Full inclusion of organic posting, reviews management, and site updates.
- **Performance Ad Campaigns:** Set up and optimization of local Google Search campaigns and Meta local promotional ads.
- **Social Content Upgrade:** Expanded pool of 15 posters per month + 2 professional, custom Reels/short-form videos.
- **Campaign Conversion Pages:** Setup of high-speed landing pages to drive higher appointment rates.

Highly recommended for clinics focused on growing patient inquiries and increasing daily OPD footfall.

Tier 2

Active conversion engine targeting local patient demand.

₹20,000 / month

Tier 3: Authority Ecosystem Plan

Monthly Deliverables & Scope:

- **All Tiers 1 & 2 Operations:** Full visibility, organic posts, local maps tracking, and high-performance ad management.
- **Doctor Authority Spotlight:** Specialized content campaigns highlighting doctor credentials, clinical achievements, and case presentations.
- **Advanced Video Production:** 4 to 6 customized, high-yield educational medical videos or Reels produced monthly.
- **Secure CRM Lead Integration:** Direct routing of appointment booking data to internal hospital registry tools.

Designed to position key doctors as premium healthcare leaders across the regional market.

Tier 3

Establishing undisputed market authority and secure integration models.

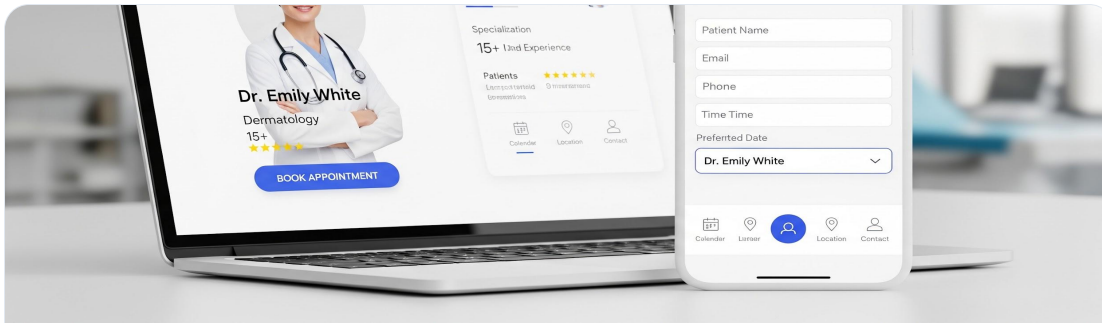
₹40,000 / month

Pillars Comparison Matrix

Operational Area	Tier 1: Essential	Tier 2: Active Growth	Tier 3: Authority
Monthly Pricing Profile	₹15,000 / month	₹28,000 / month	₹40,000 / month
Google Profile Optimization & Map SEO	Included	Included	Included
Clinical Poster Production	10 Posters / mo	15 Posters / mo	15+ Custom Assets / mo
Performance Search & Meta Lead Ads	Not Covered	(Google & Meta)	(Google & Meta)
Custom Video/Reel Generation	Not Covered	2 Videos / mo	4 to 6 Videos / mo
Secure Front-Desk	Not Covered	Not Covered	Configured

Infrastructure Add-On Options

Scalable web solutions to establish professional authority or fully integrated clinical management.



Option 1: Standard Medical Portfolio

Best for hospitals needing a professional online presence without complex software.

- 5-7 Page Custom Mobile-Responsive Design
- Secure Patient Inquiry & Appointment Forms
- Integrated Local SEO & Fast-Loading Architecture
- Showcase Doctor Qualifications & Facilities

₹20,000 (One-Time)



Option 2: Complete HMS & Web CMS

Best for full integration of web presence and internal clinical operations.

- **Public Frontend:** Responsive Patient Website
- **Admin Portal:** Secure Internal Clinical Controls
- **Management:** Rosters, Schedules & Inquiries
- **Zero-Code:** Manage content without technical skill

[LOG IN BACKHAND](#)

[LOG IN FRUNTHAND](#)

Compliance, Reporting & Terms

Operational Standards & Terms

- **Ethical Clinical Code:** Every design asset, posting layout, and performance campaign will strictly respect professional medical guidelines and local codes to preserve clinical integrity.
- **Ad Budget Allocation:** Please note that direct networks budget (paid to Google and Meta ad managers) will be processed independently by the client and is not included in our retainer fee.
- **Analytical Delivery Cycle:** Performance metrics reporting (clicks, impressions, map queries, and booking submissions) is provided transparently by the 5th of every month.