

## **CASE STUDIES ON HEALTHCARE CLIENTS**



The Cradle is an initiative of the Apollo Hospitals Group in Gurgaon. It is pioneering and revolutionary concept in birthing. The Cradle brings together the luxury of a 5-star hotel, the comfort of home and professional medical care. The Cradle has state of the art infrastructure with regard to Obstetrics, Gynecology and Neonatology. The Cradle provides extraordinary facilities for delivering the baby – from ease of check-in, to the room service and the grand departure.

### **Objective**

To introduce The Cradle in Delhi & NCR from launch onwards.

### **Strategies**

Media launch and review on the offerings. To carve a niche for the brand amongst the right target audience. Focus on Healthcare, Female & Parenting magazines and Newspapers to increase the brand visibility and credibility.

### **Result**

Generated meaningful coverage in select newspapers, magazines and online media. Various video shoots and reviews were conducted by TV Channels. Well positioned the Brand and its facilities in Delhi & NCR.



Miracles, a super specialty Fertility & IVF Clinic ventured by the promoters of The Apollo Clinic, Gurgaon. Miracles, as the name suggests aims to bring real miracle to the life of couples who are finding difficulty in Conceiving. This unique clinic is a one stop solution to every problem related to fertility. It provides an ideal choice for any couple who are planning to have a baby, but have some complicacies. Miracles is a complete healthcare solution for women in terms of fertility as well as birthing and advanced neonatal care with its high-end technology, world class facilities & utilities and latest methodologies adopted from all across the globe.

### **Objective**

To create an awareness about the Clinic and its unique propositions.

### **Strategies**

Stories on IVF to create the awareness. Interviews of the associated doctors. Focus on Healthcare & Female magazines and Newspapers to increase the brand visibility and credibility.

### **Result**

Generated meaningful coverage in select newspapers, magazines and online media. Successfully make it a known brand before launching.



Fortis Healthcare Limited is a leading, pan Asia-Pacific, integrated healthcare delivery provider. The healthcare verticals of the company span diagnostics, primary care, day care specialty and hospitals, with an asset base in 11 countries, many of which represent the fastest-growing healthcare delivery markets in the world. Currently, the company operates its healthcare

delivery network in Australia, Canada, Dubai, Hong Kong, India, Mauritius, New Zealand, Singapore, Sri Lanka, Nepal and Vietnam with 75 hospitals, over 12,000 beds, over 600 primary care centres, 191 day care specialty centres, over 230 diagnostic centres and a talent pool of over 23,000 people. Fortis Healthcare is driven by the vision of becoming a global leader in the integrated healthcare delivery space and the larger purpose of saving and enriching lives through clinical excellence.

### **Objective**

To launch the emergency services & create substantial awareness about it amongst the young generation.

### **Strategies**

Demonstrations were organised in various schools of Delhi. Focus on Healthcare and Youth based Magazines and Newspapers for creating awareness of the initiative.

### **Result**

Generated meaningful coverage in select newspapers, magazines and online media. Successfully spread the information about the Emergency Service.



Fresenius Medical Care is a global leader in dialysis services and products. The patients with kidney disease can look ahead with much more confidence thanks to the innovative technologies and treatment concepts of the company. The company is continuously providing the kidney patients a future and best-possible quality of life. As a vertically integrated company, Fresenius offer products and services for the entire dialysis value chain. The highest medical standard is the benchmark of the company. Company is offering wide range of innovative products and therapies under four categories that includes Chronic Hemodialysis, Acute Therapy, Home Therapy and Therapeutic Aphaeresis.

### **Objective**

To sustain the positioning of the company as the market leaders in providing high end product & services for the patients undergoing dialysis in the country.

To create awareness on quality dialysis and its right practices through latest innovative products and therapies from Fresenius.

### **Strategies**

Position it as a Global leader in dialysis services and products through opinion pieces across target publications. Focus on niche Healthcare media to increase the visibility and the credibility of the Fresenius Medical Care. The focus was mainly on online media for a better visibility and wider reach.

### **Result**

Generated meaningful coverage in select newspapers, magazines and online media. Created the desired visibility of the company's various offerings for the patients with kidney disease.

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