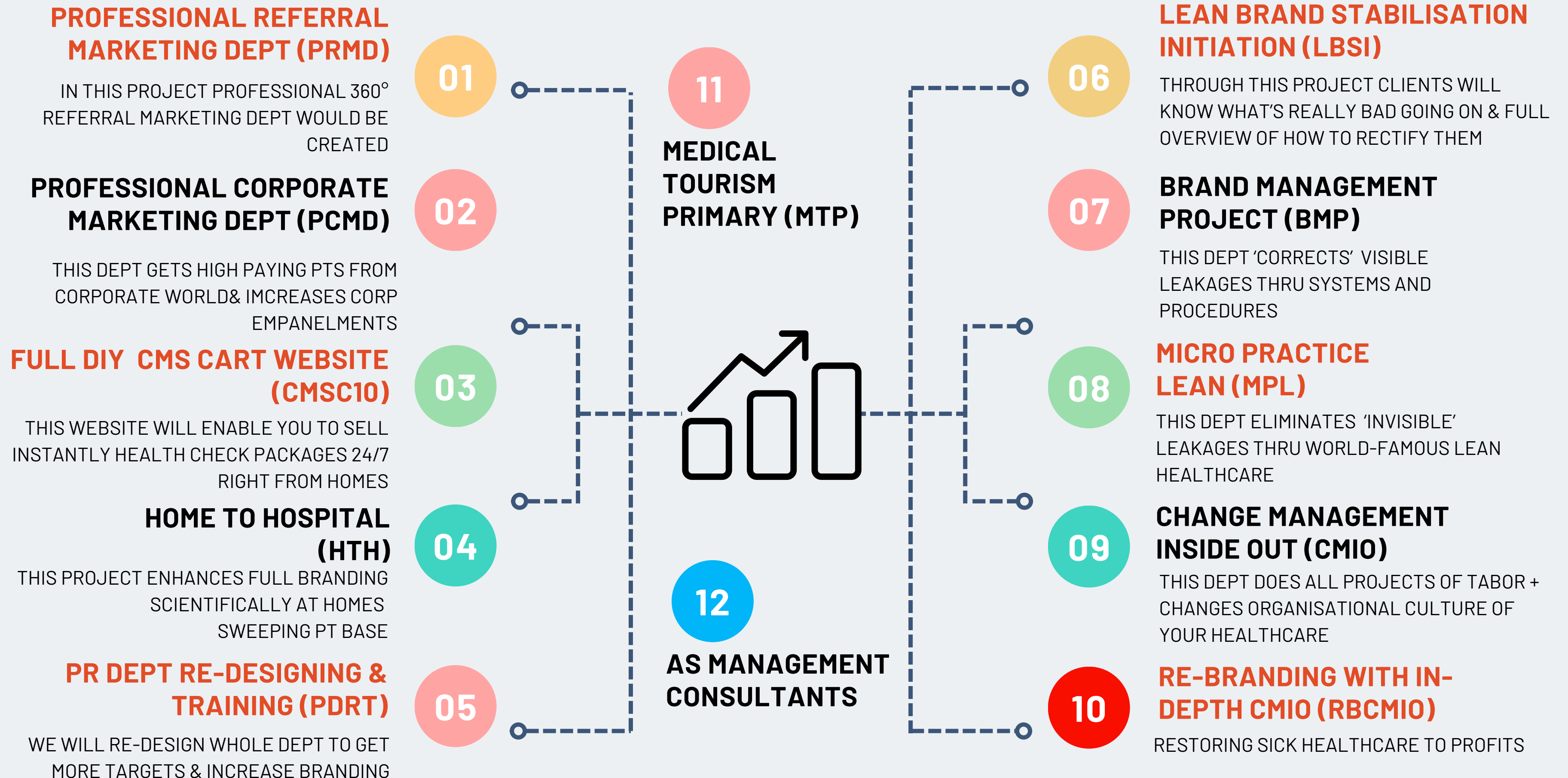
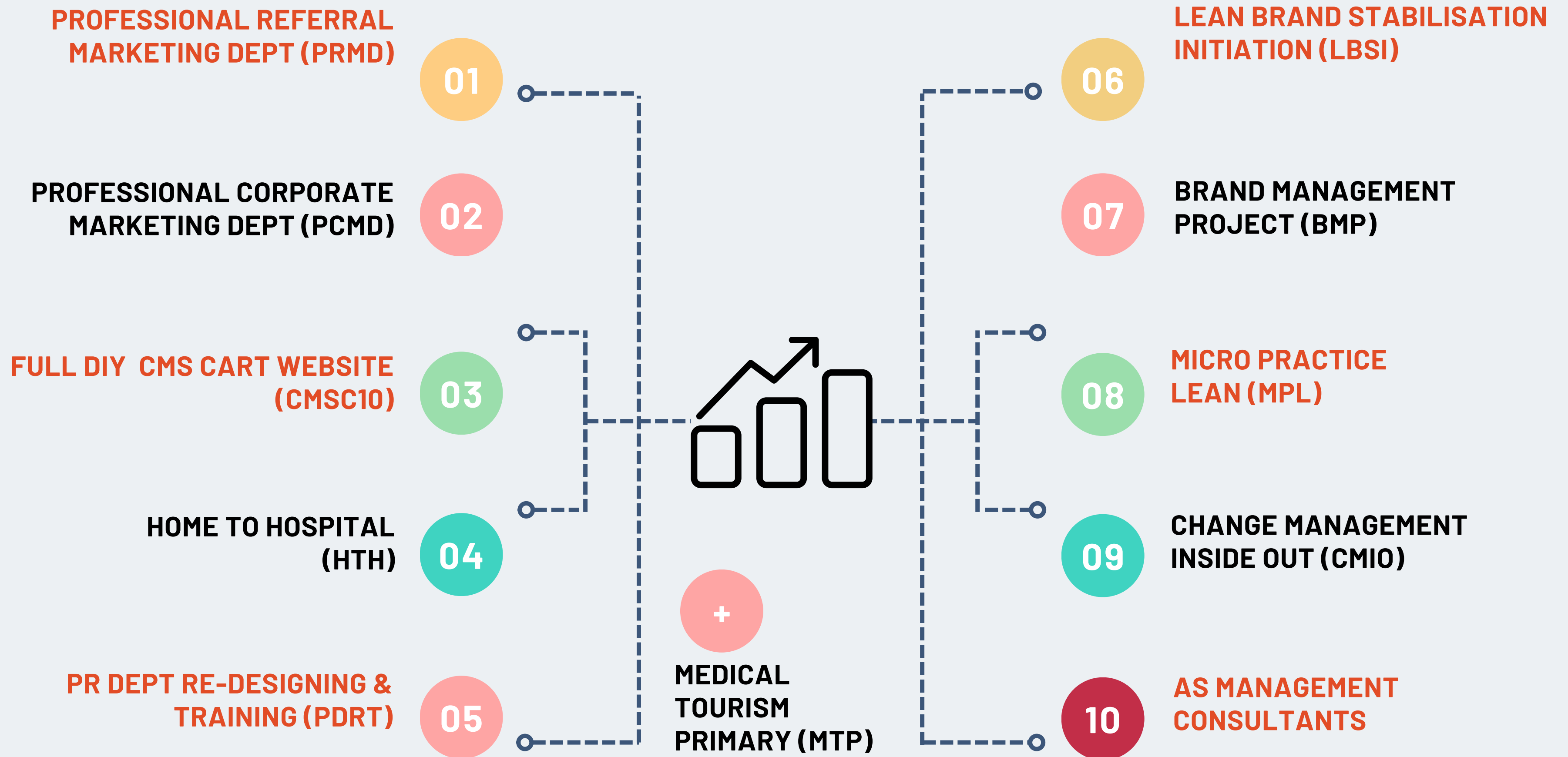


POWERFUL PROJECTS FOR MULTI SP HEALTHCARE



POWERFUL PROJECTS FOR MULTI SP HEALTHCARE



REVENUE ENHANCEMENT PROJECTS

PROFESSIONAL REFERRAL MARKETING DEPT (PRMD)

THIS DEPT RE-WRITES 'THE WAY' YOUR
PRESENT TRADITIONAL MARKETING
TEAM DOES REFERRALS

PROFESSIONAL CORPORATE MARKETING DEPT (PCMD)

THIS DEPT GETS HIGH PAYING PTS
FROM CORPORATE WORLD WITH A
FOCUS ON HCP \$SALES

HOME TO HOSPITAL (HTH)

THIS PROJECT WILL SWEEP PT MARKET
RIGHT FROM HOMES THRU SCIENTIFIC
MARKETING STRATEGIES

INDEPTH DIGITAL MARKETING (IDM)

THIS PROJECT COVERS ALL SOCIAL
MEDIA + RE-INVENTS DIGITAL
PROMOTION TOOLS AIMED AT FULL
MARKET CAPTURE

01

02

03

04

05

06

07

08

FULL DIY CMS CART WEBSITE WITH 70+ GOOGLE RATING (CMSC10)

THIS PLATFORM WILL ENABLE YOU TO
SELL INSTANTLY HEALTH CHECK
PACKAGES WITH DIRECT LINKS

PR DEPT RE-DESIGNING & TRAINING (PDRT)

THIS PROJECT WILL RE-DESIGN
YOUR WHOLE MARKETING TEAM AND
THEIR STRATEGIES

QR CODED HCP PACK (QCP)

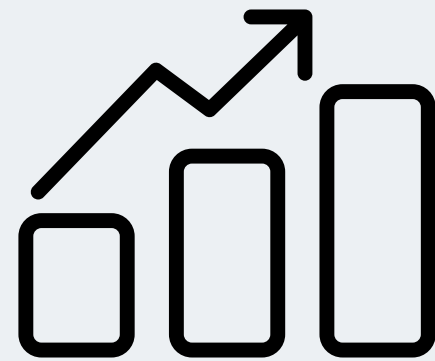
WE WILL CREATE 4 IN ONE PACK TO
INCREASE HEALTH CHECKUP SALES,
THESE WILL BE USED IN MARKETING

MEDICAL TOURISM MARKETING DEPT (MTMD)

THIS DEPT WILL BE CREATED TO DO
ALL PRIMARY WORK TO ATTRACT
OVERSEAS PATIENTS WITH MAIN
FOCUS ON HIGHER CPB



BRAND STABILISING PROJECTS



01

**LEAN BRAND STABILISATION
INITIATION (LBSI)**
THIS PROJECT WILL INITIATE WORLD- FAMOUS
LEAN HEALTHCARE WITH PRIMARY SWOT
ANALYSIS

02

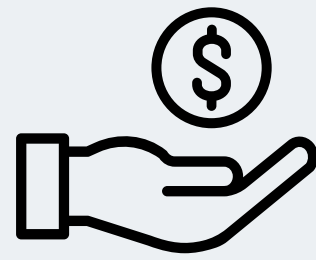
**BRAND MANAGEMENT
PROJECT (BMP)**
THIS DEPT 'CORRECTS' VISIBLE LEAKAGES
THRU SYSTEMS AND PROCEDURES

03

MICRO PRACTICE LEAN (MPL)
THIS DEPT ELIMINATES 'INVISIBLE' LEAKAGES
THRU WORLD-FAMOUS LEAN HEALTHCARE

04

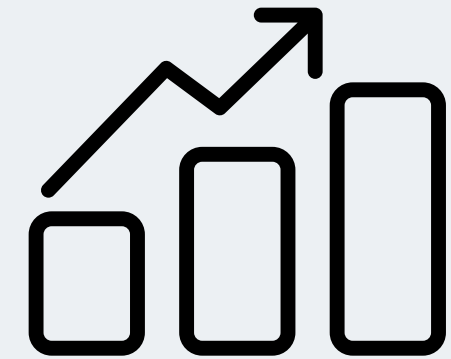
**CHANGE MANAGEMENT INSIDE OUT
(CMIO)**
THIS DEPT DOES ALL PROJECTS OF TABOR +
CHANGES WHOLE ORGANISATIONAL CULTURE &
BRANDING



FULL DIY CMS CART SYSTEM FOR YOUR AIIMS WEBSITE

THIS PLATFORM WILL ENABLE YOU
TO SELL INSTANTLY HEALTH
CHECK PACKAGES

01



**REVENUE ENHANCING
PROJECTS**

AIIMS BRAND STABILISATION PROJECTS

LEAN BRAND STABILISATION INITIATION (LBSI)

THIS PROJECT WILL INITIATE WORLD-
FAMOUS LEAN HEALTHCARE WITH
PRIMARY SWOT ANALYSIS

01

BRAND MANAGEMENT PROJECT (BMP)

THIS PROJECT 'CORRECTS' ALL
VISIBLE LEAKAGES THRU SYSTEMS
AND PROCEDURES

02

MICRO PRACTICE LEAN(MPL)

THIS PROJECTS WILL INITIATE LEAN
MANAGEMENT STRATEGICALLY
THROUGH THE FACILITY

03

CHANGE MANAGEMENT INSIDE OUT (CMIO)

THIS PROJECT COVERS ALL
PROJECTS OF TABOR + CHANGES
ORGANISATIONAL CULTURE

04



05

RE-BRANDING WITH ABOVE CMIO (RBCMIO)

THIS PROJECT IS MEANT ONLY FOR
HEALTHCARE WHICH IS IN TOTAL
BRAND & REVENUE LOSS

06

MEDICAL TOURISM FULL (MTF)

WE WILL GUIDE IN-DEPTH STEPS FOR
HOSPITAL TO ATTRACT OVERSEAS PTS
WITH ALL LIAISONINGS REQUIRED

07

AS MANAGEMENT CONSULTANTS

MONTH AFTER MONTH WE WILL GUIDE THE
HOSPITAL INTO ROBUST ORGANISATION
THRU SYSTEMS & TRAININGS

08

PRACTICE METAMORPHOSIS WORKSHOP (PMW)

WE WILL GIVE PRIMARY ANALYSIS WITH
BRIEF STUDY OF YOUR CENTER & TAKE
LEAN MANAGEMENT SESSIONS

WHAT DO WE DO IN BMP

WITH SYSTEMS RE-DESIGNING

**PROCESS
LEAKAGES
(PL)**

**TABOR INNER
TEAM & EXTERNAL
TEAM AS PTS &
STAFF**

**CONVERSION
ANALYSIS
(CA)**

**HOW STAFF ARE
CONVERTING PTS**

**COMMUNICATION
GAP ANALYSIS
(CGA)**

**WHATS THE
EFFICACY OF
COMMUNICATION
WITHIN HOSPITAL**

**OVERALL SYSTEMS
ANALYSIS
(OSA)**

**STUDY OF
SYSTEMS**

**OVERALL SILOS
ANALYSIS
(OSA)**

**HOW STAFF ARE
CONNECTING
DOTS**

CPB IN-DEPTH STUDY

**BRAND PROJECTION
ERRORS
(BPE)**

**HOW HOSPITAL IS
PROJECTING ITS
BRAND**

**MANAGEMENT
PITFALLS ANALYSIS
(MTA)**

**WE WILL PROBE WHAT
ARE ALL MANAGEMENT
DEARTHES THAT
HAMPER ORG
PROGRESS**

**OVERALL METRICS
ANALYSIS
(OMA)**

**HOW HOSPITAL
IS POOLING
METRICS &
ANALYSING**

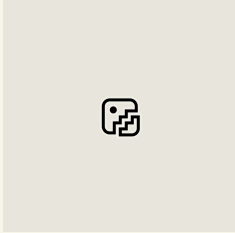
**STAFF
PERFORMANCE
ANALYSIS (SPA)**

**HOW STAFF,
MANAGERS &
CONSULTANTS ARE
PERFORMING RIGHT
FROM ENTRY TO EXIT**

**PT SATISFACTION
ANALYSIS
(PSA)**

**HOW SATISFIED
PTS ARE & THE
TOOLS USED**

ROSTER OF YOUTUBE PROJECT



PROFESSIONAL CONTENT DRAFTING

DESIGN OF
PROFESSIONAL
CONTENT &
EMBEDDING IN
ALL VIDEOS

ABOUT US VIDEO WITH ANIMATIONS

WE WILL BE
CREATING SIMPLE
CONVERSION
BASED VIDEO FOR
ALL USES

3 VIDEOS FULL EDIT & UPLOAD

WE WILL RE-
DESIGN 3 VIDEOS
OF YOURS WITH
ALL ANIMATIONS
& UPLOAD THEM

3 THUMBNAILS WITH UNIFORMITY

WE WILL DESIGN
CORPORATE STYLE
THUMBNAILS FOR
ALL 3 VIDEOS

CREATION OF 3 PLAYLISTS

WE WILL CREATE
PROFESSIONALLY
3 PLAYLISTS FOR
THE CLIENT

CHANNEL ART

WE WILL DESIGN
MODERN CHANNEL
ART WHICH WILL BE
FULLY COMPATIBLE

PROFILE PICTURE

WE WILL BE
DESIGNING
EXCLUSIVE PROFILE
PICTURE FROM THE
CLIENT'S LOGO

CUSTOM HANDLE

FOR THE SAKE OF
EASY SEO WE WILL
BE CREATING
CUSTOM HANDLE
FOR THE CHANNEL

EXCLUSIVE QR CODE

WE WILL BE
CREATING EXCLUSIVE
QR CODE FOR
INSTANT LINKING &
FOR EASY VIEWING
OF THE CHANNEL

FULL TRAINING

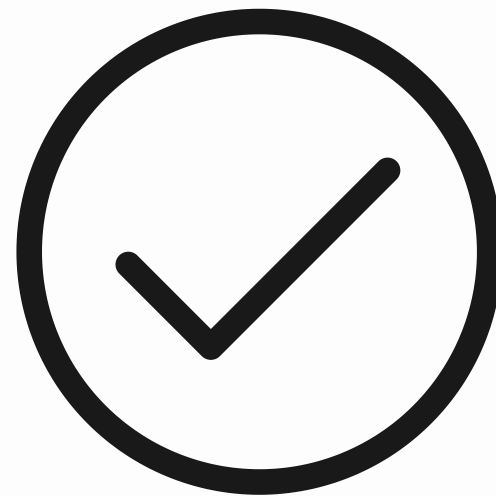
WE WILL ALSO BE
GIVING FULL
TRAINING TO THE
CLIENT THE USAGE
OF CHANNEL

2 WAYS WE CAN HELP YOU

TO TAKE OFF



**STABILIZING
ERRORS IN
BRAND**



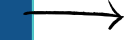
**INCREASING
REVENUES**



STABILISING ERRORS IN BRAND



BRAND STABILISATION
INITIATION (BSI)



To stabilise your brand



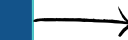
WEB CONVERSION LEAKAGES
& REPORT (WCLR)



To correct anti-conversion
stuff in your website



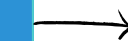
YOUTUBE CHANNEL WITH
THUMBNAILS AND CONTENT
CREATION (YTT)



To increase conversions



DIGITAL & PHYSICAL
WALL ART (DW)



To increase branding



QR CODE & QR CODE
PACKAGE(QR)



To increase conversions



ISO 9001:2015
ACCREDITATION



To increase Value in
market



INCREASING REVENUES



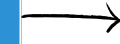
**BASIC REFERRAL MARKETING
(BRM)**



This will increase referrals



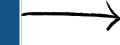
**PROFESSIONAL REFERRAL
MARKETING DEPT (PRMD)**



**This will increase branding
& referrals in bulk**



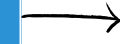
**PR TEAM RE-DESIGNING &
TRAINING (PDRT)**



**This will make your team to get
more ref pts & reach targets**



SOCIAL MEDIA INSTA



**This project will increase
conversions**

STABILISING BRAND (BETHUNE)

SO THAT HIGH MARGIN PTS
WILL RISE



**BRAND STABILISATION
INITIATION (BSI)**

**LEAN ISO 9001 ACCREDITATION
& FULL TRAINING (LISO)**

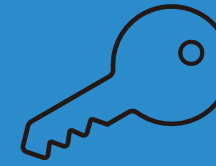
**BRAND MANAGEMENT PROJECT
(BMP)**

**WEB CONVERSION LEAKAGES
REPORT & RE-DESIGN (WCLR)**

**ON SITE PRACTICE MANAGEMENT SESSION CUM PROFESSIONAL
PRESENTATION (PMS)**

2 WAYS WE CAN HELP YOU

TO TAKE OFF



1

INTERNAL



2

EXTERNAL



**FOR MEDIUM SIZED
HEALTHCARE**



INTERNAL

TO STABILISE & TO INCREASE
PT CONVERSIONS



FOR SMALL &
MEDIUM SIZED
HEALTHCARE

**PROFESSIONAL ADMIN
DEPT (PAD)**

→ This will correct admin
leakages

**BRAND
MANAGEMENT
PROJECT (BMP)**

→ This will eliminate all
**visible brand leakages
internally**



EXTERNAL

TO INCREASE REVENUES



FOR SMALL &
MEDIUM SIZED
HEALTHCARE

PR DEPT RE-DESIGNING &
TRAINING (PDRT)

→ This will make your team to get more ref pts & reach targets

PROFESSIONAL REFERRAL
MARKETING DEPT (PRMD)

→ This will increase branding & referrals in bulk

PROFESSIONAL CORPORATE
MARKETING DEPT (PCMD)

→ This dept will bring pts from corporate cos & increase cash pts

HOME TO HOSPITAL (HTH)

→ This will increase branding & sweep pt base

TOTAL BRAND CAPTURE
(TBC)

→ This increase overall branding & revenues

MARKETING TEAM TOOLS

TO PERFORM
BETTER



PROFESSIONAL DETAILING
FILE (PDF)

REFERRAL
BROCHURE (RB)

PERFORMANCE REPORTS (PR)

TOTAL BRAND CAPTURE (TBC)

PR TEAM
RE-DESIGNING &
TRAINING (PDRT)

INCREASING BETHUNE REVENUES

SO THAT YOU WILL TAKE OFF
FINANCIALLY



**BASIC REFERRAL
MARKETING (BRM)**

**PROFESSIONAL
REFERRAL MARKETING
DEPT (PRMD)**

**PROFESSIONAL CORPORATE
MARKETING DEPT (PCMD)**

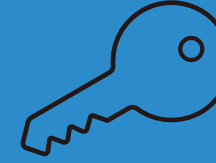
**HOME TO
HOSPITAL (HTH)**

TOTAL BRAND CAPTURE (TBC)

**PR TEAM
RE-DESIGNING &
TRAINING (PDRT)**

MARKETING TEAM TOOLS

TO PERFORM BETTER



**PROFESSIONAL
DETAILING FILE
(PDF)**



**PERFORMANCE
REPORTS (PR)**



**REFERRAL
BROCHURE (RB)**

SHOP WITH US

YOU CAN BOOK SMALL
PROJECTS/WORKS



**PROFESSIONAL
WALL ART (PW)**

**DIGITAL
WALL ART (DWA)**

**PT PRESENTATION FILE
(PTPF)**

**PT
TESTIMONIAL
VIDEO (PV)**

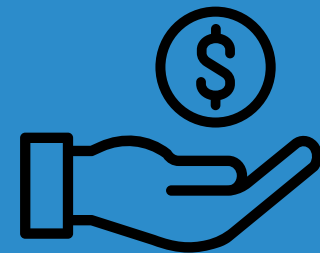
**PR TEAM FIELD
PRESENTATION FILE (PRPF)**

**QR CODED PT BROCHURE
(QRB)**

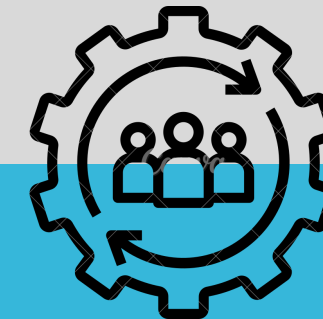
**PROFESSIONAL YOUTUBE
WITH THUMBNAILS (YTT)**

**SOCIAL MEDIA CREATION
(SMC)**

**IF YOU WANT GREAT OUTCOMES
IN YOUR HOSPITAL, BE IT
REVENUES OR WORLD-CLASS
STRESS FREE ADMINISTRATION!**



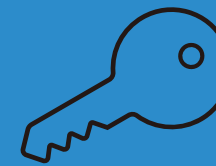
**WE HAVE TIME-TESTED
POWERFUL PROJECTS TO
GIVE GREAT LIFT TO YOUR
PRACTICE**



**WE TRAIN DOCTORS, STAFF AND
DESIGN SYSTEMS AND HELP
THEM TO TAKE THEIR BRAND TO
NEXT LEVEL THRU POWERFUL
MARKETING & ADMIN PROJECTS**

WHAT BENEFITS DOES HARINI GET OUT OF THIS MEGA CMIO PROJECT

NCEZ



**HARINI HOPS
TO
NO
COMPETITOR
EFFECT ZONE**



**ENHANCED
REVENUES**



**HIGHLY
CONTENDED
PT MARKET**



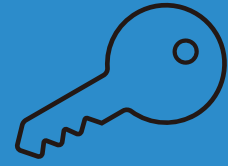
**HIGHEST CLINICAL
QUALITY**



**STRONG
CULTURE**



**ALMOST ZERO
PROCESS LEAKAGES**



1

STABILISING
YOUR BRAND

LBSI

LEAN BRAND STABILISATION INITIATION

BMP

BRAND MANAGEMENT PROJECT

MPL

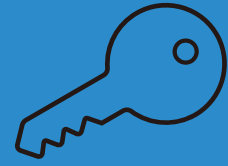
MICRO PRACTICE LEAN

CMIO

CHANGE MANAGEMENT INSIDE OUT

RBCMIO

**RE-BRANDING WITH CHANGE
MANAGEMENT INSIDE OUT**



1

STABILISING
YOUR BRAND

BMP

BRAND MANAGEMENT PROJECT

MPL

MICRO PRACTICE LEAN

CMIO

CHANGE MANAGEMENT INSIDE OUT

RBCMIO

**RE-BRANDING WITH CHANGE
MANAGEMENT INSIDE OUT**

AMC

AS MANAGEMENT CONSULTANTS



SIMPLIFIES STATISTICS

Use visual charts to communicate
info more effectively.



ADDS CREDIBILITY

Use visual charts to communicate
info more effectively.



EASY TO UNDERSTAND

Use visual charts to communicate
info more effectively.



MAKES AN IMPACT

Use visual charts to communicate
info more effectively.

WAVE'S END SWIMWEAR

5-Step Ordering Process

1

Add items
to cart

2

Add
promos

3

Proceed to
checkout

4

Put your
shipping
details

5

Place
order!

BSI

BRAND STABILISATION INITIATION

**LOW BUDGET
PROJECT TO START
WITH**

BRAND STABILISATION INITIATION (BSI)

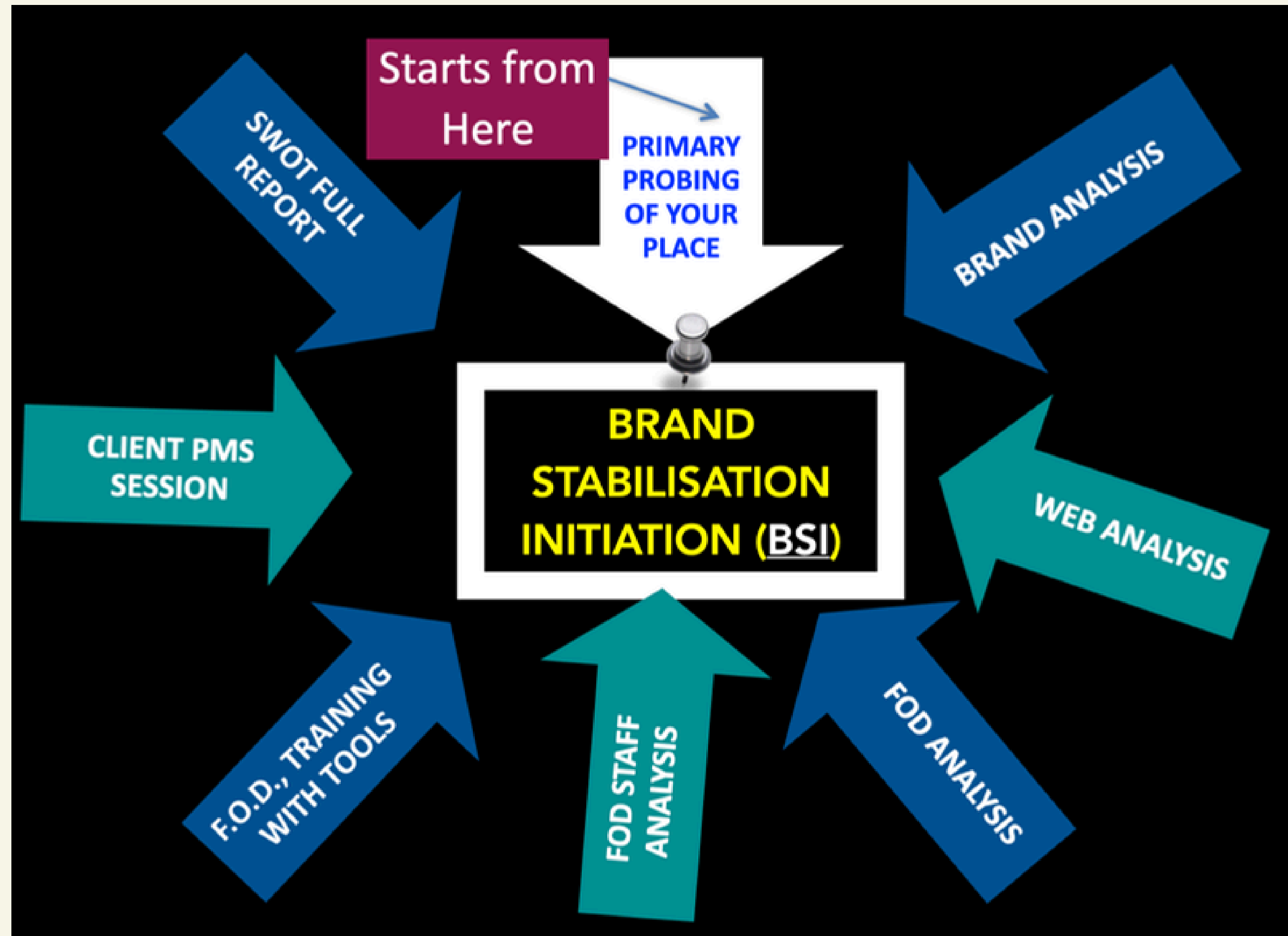
**THIS WILL CAUTION
ALL BRAND
LEAKAGES**



BSI

**BRAND
STABILISATION
INITIATION**

**WHAT IT
CONTAINS**



BSI BRAND STABILISATION INITIATION	CAUTION	BRAND LEAKAGES
	SYSTEMS CORRECTION	WHAT SYSTEMS NEEDED TO BE ADOPTED
WHAT IT BENEFITS YOU	STAFF PERFORMANCE	STAFF PERFORMANCE WILL SHOOT
	BETTER F.O.D.,	CORRECTIONS IN F.O.D., WILL BE DONE
VIRTUAL PRESENCE PITFALLS+	METRICS GATHERING	PT METRICS WILL BE DONE PROFESSIONALLY
	BETTER PRACTITIONER	WE WILL BE TAKING PMS SESSION WITH FULL REPORT



2

**ENHANCING
YOUR BRAND**

ISO

ISO 9001:2015 GLOBAL ACCREDITATION



ADVANTAGES OF GETTING ISO 9001



**VALUE OF
ORGANISATION
INCREASES IN PUBLIC**



**CPB WILL
INCREASE**



**STAFF
MOTIVATION
INCREASES**



**FREE
PROJECTION
GLOBALLY**



**ACCEPTABLE
TO THE PRESS &
MEDIA**



**USEFUL FOR
EMPANELMENT
PROCESS**

BENEFITS OF BMP



**WHOLE HOSPITAL
PERFORMANCE
INCREASES**



**PT SATISFACTION
RATE WILL
INCREASE**



**STAFF
PERFORMANCE
WILL SHOOT**



**PROFITS WILL
INCREASE
SUBSTANTIALY**



**DOCTORS
PERFORMANCE
WILL IMPROVE**



**WHOLE HOSPITAL
WILL OPERATE
LIKE CORPORATE**

WHAT IT CONTAINS

ISO 9001



01

SWOT ANALYSIS

We will probe ISO related pit falls according to ISO rules

02

CONTROL OF DOCUMENTS

Metrics related documents will be created

03

QUALITY MANUAL

ISO principles + SWOT report will be given

04

STAFF TRAINING

Staff will be trained professionally
ISO Principles

05

CLIENT TRAINING

Client will be taken One-O-One session for BRAND LEAKAGES



STABLISING YOUR BRAND



01

BSI PROJECT

THIS WILL STABILISE YOUR WEAKNESSES

02

ISO 9001 ACCREDITATION

THIS WILL INCREASE VALUE IN THE MARKET

03

CMS DIY WEBSITE

THIS WILL INCREASE CONVERSIONS

04

YOUTUBE CHANNEL

THIS WILL INCREASE CONVERSIONS

05

QR CODE PACK

THIS WILL INCREASE CONVERSIONS





3

INCREASING
CONVERSIONS

CMS

**CMS DIY WEBSITE WITH
CONTENT RE-DESIGN**

WCLR

**WEB CONVERSION LEAKAGES
& REPORT**

YTT

**EXCLUSIVE YOUTUBE CHANNEL WITH
THUMBNAIL & CONTENT RE-DESIGN**

PW

PROFESSIONAL WALL ART

DWA

DIGITAL WALL ART

PV

PATIENT TESTIMONIAL VIDEO

PPF

PT PRESENTATION FILE



4

**INCREASING
REVENUES**



PRMD

**PROFESSIONAL REFERRAL
MARKETING DEPT**

PCMD

**PROFESSIONAL CORPORATE
MARKETING DEPT**

HTH

HOME TO HOSPITAL

TBC

TOTAL BRAND CAPTURE

PDRT

PR DEPT RE-DESIGNING & TRAINING



**5
PRACTICE
TOOLS**

PMS

**ON SITE PRACTICE MANAGEMENT
SESSION CUM PROFESSIONAL
PRESENTATION WITH PRIMARY SWOT**

PMFK

PRACTICE MANAGEMENT FULL KIT

PMW

PRACTICE METAMORPHOSIS WORKSHOP



6

SHOP

HB

HOSPITAL BROCHURE WITH QR CODE

**QR CODE
PACKAGE**

4 IN ONE DESIGN

PTF

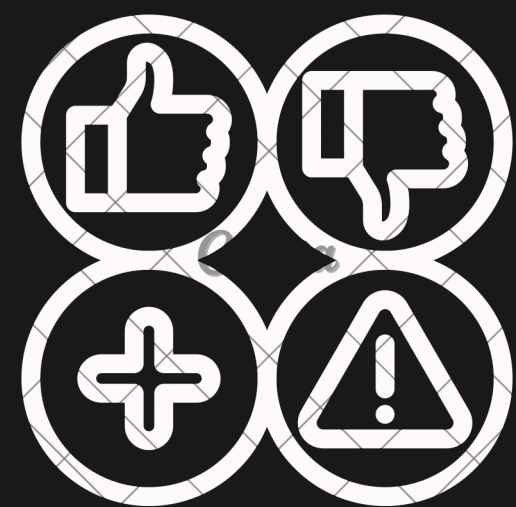
PR TEAM PRESENTATION FILE

RB

REFERRAL BROCHURE

SWOT ANALYSIS

BASED ON WORLD-FAMOUS LEAN HC



BRAND PROJECTION ERRORS (BPE)	PT GAP ANALYSIS (PGA)	SYSTEMS GAP ANALYSIS (SGA)	PT METRICS STUDY (PMS)	STAFF PERFORMANCE ANALYSIS (SPA)
✓	✓	✓	✓	✓
How the hospital is doing as a brand	Pt gaps close study	What systems are hampering overall hospital performance	How pt metrics are pooled & analysed	How is the overall staff performance
Effectiveness of Projection tools	Rate of their referrals	Using Kaizen for future systems erection	What is the sum of GIS & GDP ?	How is the overall Managers & Doctors performance

WITH MANAGEMENT
DEARTH ANALYSIS
(MDA)