

STRATEGIES FOR BRANDING AND ADVERTISING IN HEALTHCARE

Day: Friday

Date: May 1st, 2015

Time: 2:00 p.m. to 3:00 p.m.

Venue: Auditorium, Symbiosis International University, Lavale campus, Pune

Speakers: Mr. Dinesh Madhavan

Mr. Dinesh Madhavan is the Director Health Services, HCG Enterprises, a renowned cancer care centre. He talked about the importance of target audience in healthcare communication. He utilized some practical exercises to engage the audience. He opined that advertising and branding in healthcare must involve public relations strategy. In today's world, the customer is smart and well-informed.

Healthcare delivery is an intangible product; for an advertisement to be successful, one needs to include the following information: definition of the product, communication strategy, geography, and media plan. He stressed that wellness, primary, secondary, and tertiary health care function at different levels; therefore, advertising plan must be customized.

He emphasized that cinema goes a long way in creating lasting impressions. Over the years, the manner in which diseases are portrayed has become more realistic and less pessimistic. Healthcare institutions must focus on the "personal" aspect of their operations as they promote and publicize.

He pointed out that the HCG tag line, "adding years to life," gives out a positive message. The HCG has won various awards, such as the Fifth Pepper award, and Cochin & Abby Award.