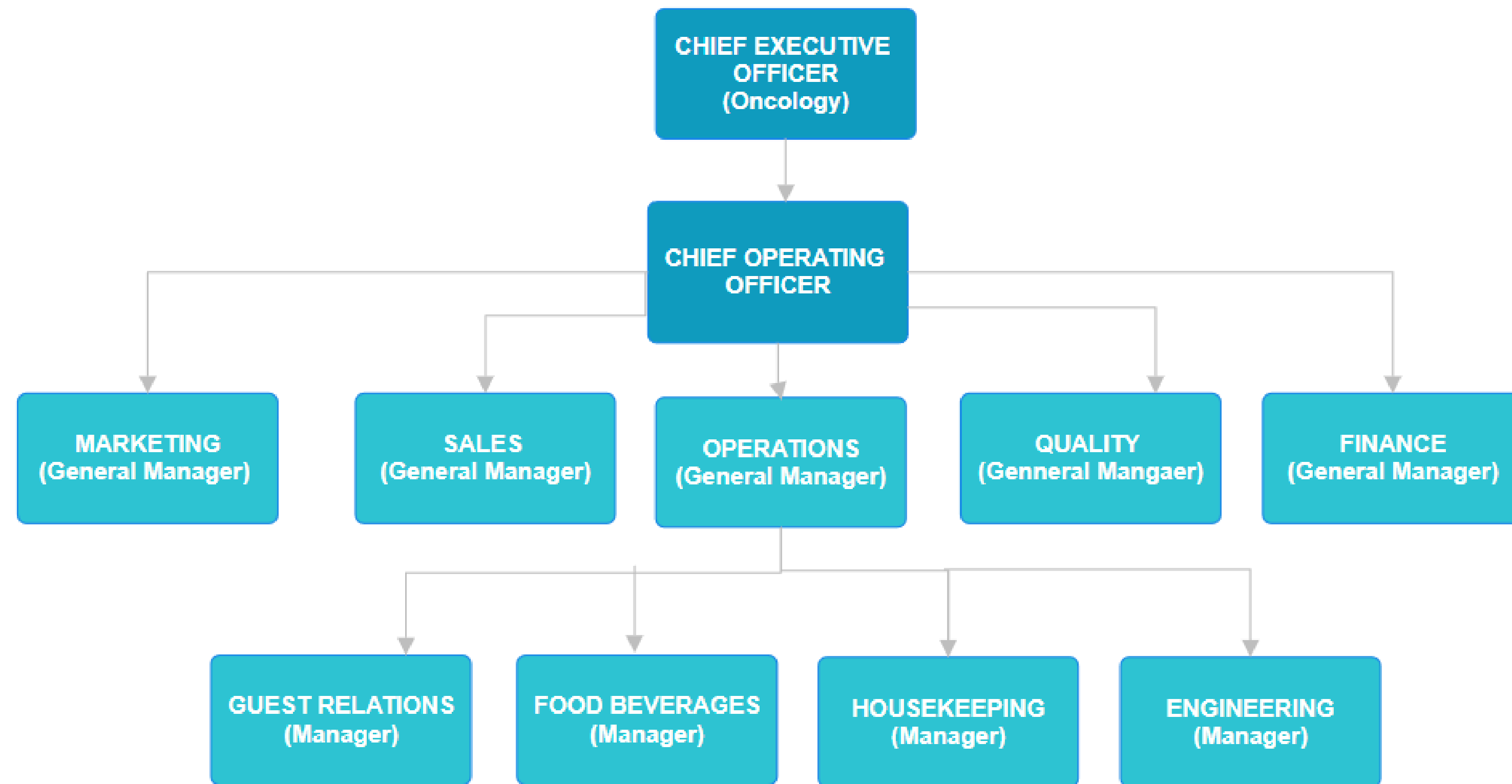


About the Organization

- Apollo Proton Cancer Centre was inaugurated in 2019 as the sole proton therapy facility in Southeast Asia and the Middle East.
- It operates as a 220-bed hospital equipped with three proton gantries.
- With five years of operational history, it boasts a team of over 35 consultants specializing in various medical fields.
- Recently, ranked no.1 among Chennai single specialty hospitals in Times Health Survey.



Organization Structure



Aim

To Position Apollo Proton Cancer Centre as a comprehensive solution hub for oncology

Objective

To improve brand awareness of the hospital and familiarization of the treatment

MISSION



To provide healthcare services of international standards accessible to every individual.

VISION



Touch a Billion Lives

STRENGTHS

Only Proton therapy provider in south east asia and middle east.

Brand equity

International standard hospitality

One stop solution for all oncology needs.

WEAKNESS

High Cost of Treatment

Lack of Branches

OPPORTUNITES

Growing Demand for Advanced Cancer Treatment

Potential increase in medical tourism.

THREATS

Cheaper Treatment providing hospitals

Regulatory challenges in equipping proton therapy

Alternative treatments

Challenges



Burden of the Brand



Friction towards change

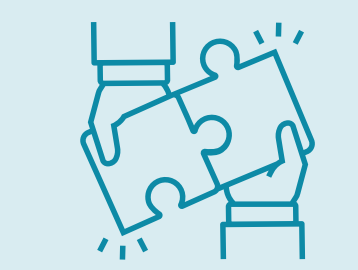


Delayed response from external resources

Suggestions



Value inducing content marketing



Adapt collaborative efforts



Promote Diagnostic programmes

Gap Analysis

Current

- Below average reach in social media
- average visibility of Proton therapy among public
- Disproportionate subscribed audience between hospitals of the same enterprise
- Under marketing of screening programmes

Desired

- Increase viewership by 25 % for every publish
- Improved awareness about flagship treatment
- Build social media presence like other associated enterprise
- tap potential revenue and leads from screening programmes

Actions

- Changing approach of content creation
- Aggressive marketing for proton therapy
- Seek collaborations with sister companies to share online presence
- Promote for direct sales

Marketing Strategy

Target

Demographics:
Men and women above the age of 40

Economy:
affluent class (earning above 50lakhs per annum)

Psychographic:
Corporate workers, luxury seekers, foodies, health conscious

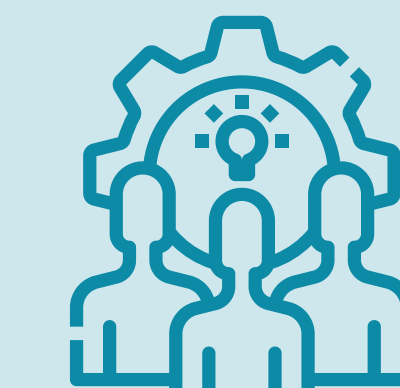
Usefulness



working alongside department leaders



Exposure of working in a corporate setup



Getting to know how the industry functions

Learnings



Customers are the top priority



Nuances of digital marketing



Process of running campaigns

Online Channel

- Ads in Video streaming platforms
- Google ads
- Collaborative post in social media
- Shoot meaningful patient testimony for digital platforms
- Partnerships with health influencers in social media
- TV ads in top news channels
- Newsletter for email ids in patient data base
- Promotional content in enterprise's app

Offline Channel

- Ads Health magazine
- On ground events that promote screening programs
- Brouchures and pamphlet circulated in other branches of the enterprise