

Adaptive Brand Positioning in Complex Healthcare Markets

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Introduction & Background

- Indian healthcare is evolving rapidly due to:
 - Digital health
 - Regulatory changes
 - Informed patients
- Traditional branding is inadequate
- **Need for adaptive branding** to engage diverse stakeholders like patients, doctors, insurers, regulators

Research Objectives

1

Explore brand positioning in healthcare

2

Identify adaptable branding elements

3

Understand stakeholder value perceptions

4

Develop a stakeholder-aligned branding framework

5

Recommend adaptive brand strategies

Literature Insights

Brand Positioning: Shaped by trust, empathy, outcomes

Key Models Used:

- Keller's CBBE Model
- Freeman's Stakeholder Theory
- Value Proposition Canvas
- Service-Dominant Logic

Adaptive branding adjusts to:

- Digital trends
- Market competition
- Stakeholder needs

Research Methodology

- **Approach:** Mixed Methods
 - Qualitative: 12 interviews (4 groups)
 - Quantitative: 150 surveys
- **Data Tools:** NVivo, SPSS, Excel
- **Sample:** Patients, doctors, pharma, insurance, health-tech stakeholders
- Focus on Indian semi-urban/urban settings



Key Findings – Stakeholder Insights

- **Trust, transparency & service quality** are top branding factors
- Stakeholders value different elements:
 - Patients: Empathy & affordability
 - Doctors: Credibility & innovation
 - Insurers: Cost-efficiency
 - Regulators: Ethics & compliance
- Digital branding gaining traction post-COVID



Data Analysis Summary

- 65% say **brand reputation** is “very important”
- 72% trust brands with **regular, transparent communication**
- 60% observe branding shifts: digital engagement, outreach, and CSR
- Stakeholder suggestions:
 - Improve digital access
 - Enhance patient education
 - Boost community connect



Discussion & Framework

- One-size-fits-all brand strategy doesn't work
- Proposed Framework:
 - **Adaptive Branding** as core
 - Stakeholder Value as pillars
 - Environmental Drivers (tech, regulation) as catalysts
- Alignment with:
 - CBBE
 - Stakeholder Theory
 - Service-Dominant Logic

Recommendations



SEGMENT
STAKEHOLDERS FOR
TARGETED MESSAGING



INVEST IN DIGITAL
TOUCHPOINTS & CRM
TOOLS



TRAIN STAFF IN BRAND-
ALIGNED BEHAVIOR



MONITOR BRAND
PERFORMANCE VIA
FEEDBACK LOOPS



BUILD INTERNAL
BRANDING CULTURE
FOR CONSISTENCY



Conclusion

Adaptive branding ensures trust, loyalty, and differentiation

Digital-first, human-centric, and value-driven approaches are key

Healthcare brands must evolve into **trusted health partners**, not just service providers

Align internal practices with external promises for long-term equity
