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HMS Consultants

Expert Healthcare Marketing Consultants & Digital Strategy Partners in India

Talk to a Healthcare Marketing Expert Today | Book Your Free 30-Minute Audit

As India's first-of-its-kind healthcare digital marketing and consulting agency, HMS Consultants (a unit of HMS Advisors Pvt. Ltd.) helps doctors, clinics and hospitals across India improve patient footfall, build powerful brands, and implement ROI-driven marketing strategies. Our experienced team of healthcare marketing consultants specialises in digital campaigns, referral development, SEO, Google My Business optimisation, and internal branding strategies.

Google Reviews 25+ Years of Experience

WHY HMS EXISTS

- At HMS Advisors Private Limited, we are pioneering a new era of healthcare marketing.
- Founded by Akhil Dave, a visionary leader with over 24 years of experience in healthcare marketing, we understand the unique challenges and opportunities within the industry.
- HMS exists to empower healthcare providers—whether they are large hospitals, specialty clinics, or rural healthcare facilities—by providing them with tailored, data-driven marketing solutions that resonate with their target audiences.

STRENGTHS

- The founder himself – Akhilchandra Dave aka The White Shirt Man – a strong, authentic personal brand
- Emotion-driven, psychology-first marketing strategy tailored to doctors
- Affordable pricing designed for Tier 2/Tier 3 cities – unmatched by large players
- Clear client boundaries – 3-month result window; avoids long, non-performing ties
- Deep understanding of hospital psychology and doctor resistance towards “sales”
- Great storytelling and positioning capability

WEAKNESSES

- Low manpower: 2 permanent employees, 2 interns, and founder due to which scalability is limited.
- Still low visibility outside Vadodara and parts of Gujarat
- No deep automation in client delivery systems – depends heavily on founder's time
- Brand is not well-defended against being copied (easy-to-replicate methods)
- No data dashboard yet for demonstrating marketing ROI or impact to clients
- No structured video content calendar or repurposing strategy in place

OBJECTIVES

- Assist in the development and implementation of digital marketing strategies.
- Engage in brand development and management activities.
- Conduct market research and analysis to gather insights.
- Support in crafting patient engagement strategies and content creation for social media platforms.
- Learn and apply SEO and SEM techniques for healthcare businesses.

MISSION & GOALS

- HMS's mission is to transform the way healthcare providers connect with their patients, leveraging innovative strategies that drive engagement, enhance brand visibility, and foster sustainable growth.
- HMS's goal is to help healthcare businesses thrive in a dynamic environment by harnessing the power of strategic insights and cutting-edge marketing techniques.
- HMS Consultants believe in the potential of every healthcare provider to achieve excellence and make a meaningful impact in the lives of their patients.

OPPORTUNITIES

- Healthcare is shifting aggressively towards digital – doctors NEED HMS's service
- Majority of % of sub-50-bed hospitals have poor or no digital identity – huge untapped market
- Emerging Indian cities lack culturally relevant medical marketing services
- Younger doctors are now on social media, looking for modern, emotional branding

THREATS

- Larger firms with funding can enter Tier 2 cities with more team members and digital presence
- High intern churn may compromise content consistency or project follow-through
- Doctors still resist paid marketing – may delay sign-ups
- Clients expecting overnight results may not align with HMS's philosophy.

CLIENTS I WORKED FOR UNDER THE MENTOR'S GUIDANCE

CLIENT-1

PEDIATRICIAN PROJECT

- Successfully completed comprehensive feasibility studies for location, services, and concept viability.
- Each assessment was conducted with a focus on operational sustainability, market demand, and long-term strategic alignment.

CLIENT-2

OPHTHALMOLOGY BASED CLIENTS

- Developed tailored web advertising content to enhance their digital presence and reach.
- Strategic consultancy was provided to optimise their mobile website for better user experience and engagement.
- Additionally, we delivered high-quality service showcase videos to highlight their specialised offerings effectively.

CLIENT-3

BREVA

- We provided strategic consultation to Breva Biotech Private Limited, advising them on the appropriate registration class for their business.
- Additionally, we offered guidance on effective marketing strategies tailored for the healthcare sector to strengthen their market positioning.

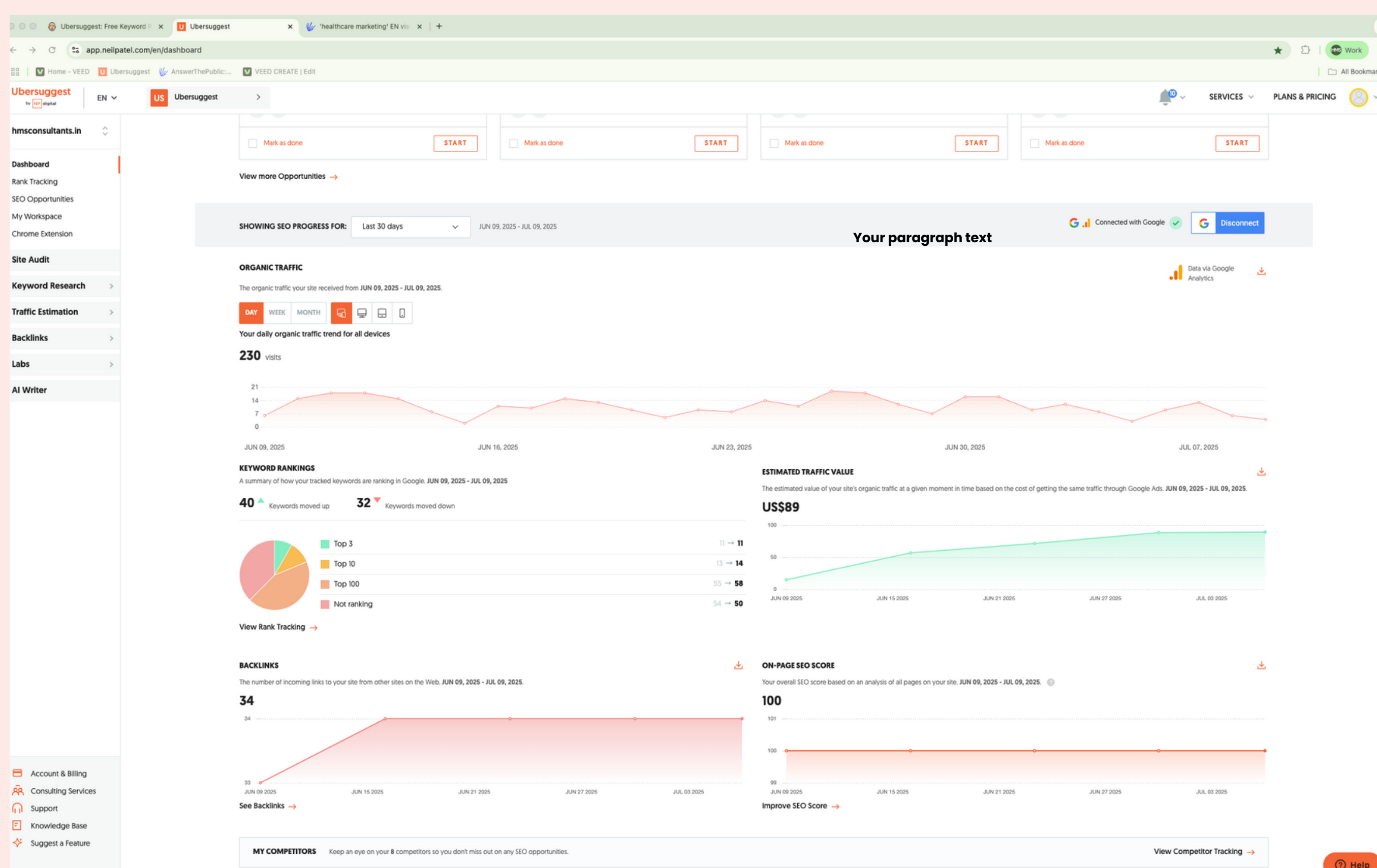
CLIENT-4

DEFEAT DIABETES

- We developed the comprehensive marketing strategy for the "Defeat Diabetes" event.
- Beyond strategy, we also coordinated the entire event execution. Our team managed key technical operations, including the deployment of the WhatsApp AI Sensei to streamline participant data and communication logistics.



METHODOLOGY: HEALTHCARE MARKETING



POSITION	KEYWORD	CHANGE	VOL	SEO DIFFICULTY	URL
17	marketing ideas for hospitals English / India	18 → 17 ▲ +1	260	26 (1 Month ago)	https://hmsconsultants.in/...
10	clinic branding services English / India	11 → 10 ▲ +1	0	12 (6 Months ago)	https://hmsconsultants.in/...
5	akhil dave English / India	6 → 5 ▲ +1	20	11 (10 Months ago)	https://hmsconsultants.in/...
22	marketing of hospital services English / India	23 → 22 ▲ +1	110	35 (3 Months ago)	https://hmsconsultants.in/...
9	marketing a hospital English / India	10 → 9 ▲ +1	720	42 (3 Months ago)	https://hmsconsultants.in/...
1	hospital marketing audit English / India	2 → 1 ▲ +1	0	12 (6 Months ago)	https://hmsconsultants.in/...
2	doctors personal branding English / India	3 → 2 ▲ +1	0	33 (3 Months ago)	https://hmsconsultants.in/...
8	hospital marketing strategies in India English / India	9 → 8 ▲ +1	50	9 (6 Months ago)	https://hmsconsultants.in/...
10	marketing consultants English / India	12 → 10 ▲ +2	2,400	52 (3 Months ago)	https://hmsconsultants.in/...
18	hospital marketing strategy English / India	21 → 18 ▲ +3	260	41 (3 Months ago)	https://hmsconsultants.in/...

UBER-SUGGEST KEYWORD RANKING ON THE INTERNET FOR HMS WEBSITE

KEY LEARNINGS

- Marketing is not an expense but a continuous investment in building trust, delivering value, and evolving with your community's health needs.
- Healthcare marketing is not same as general marketing.
- Always start with 0. This statement means that unbiasedness is compulsory in dealing with each new project because every healthcare project no matter how much similar to a previous healthcare project is still different and should be treated as such.

SUGGESTIONS

- Develop standardized processes, SOPs, and decision frameworks to decentralize execution and support future growth