SPECIALTY PLAYBOOK

Marketing bariatric surgery without the shame

Patients research for months, fear judgement and want to know if they qualify and whether insurance pays.

Swipe →

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THE CONTEXT

30.7%

of Indian women and 27.3% of men are overweight or obese, per NFHS-6

ICMR-INDIAB puts generalised obesity at 28.6%, about 254 million people.

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HOW PATIENTS DECIDE

A long, private journey

1. Months of private research, often without telling family
2. Do I qualify, and will insurance pay?
3. Meeting the surgeon, dietitian and psychologist
4. Family support, cost and fear of complications set the timing
5. Years of follow-up: diet, supplements, check-ups

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CHANNELS

Where bariatric enquiries are won

- An eligibility page in plain language, linked to consultation
- Surgeon and multidisciplinary team pages
- Search ads on bariatric and city terms, respectful landing pages
- Support groups and webinars, before and after surgery
- WhatsApp follow-up with consent and discreet wording

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PUBLISH FIRST

The questions patients actually ask

- Am I eligible for bariatric surgery?
- Does health insurance cover it in India?
- Life after surgery: the first year
- Types of bariatric surgery explained for patients
- Questions to ask before choosing a bariatric team

Each opens with a short direct answer and is reviewed by a specialist before it goes live.

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INSURANCE

Mirror the criteria, do not mislead

IRDAI	Since Oct 2019, exclusion only if defined conditions are unmet
CONDITIONS	Medical advice, clinical protocols, age 18 and above, BMI thresholds
PM-JAY	Not in the health benefit packages, generally not covered

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AVOID

Weight-loss industry language

- Cure or guaranteed weight-loss claims, obesity is a DMR Act condition
- Before-and-after images that shame larger bodies
- Promised kilos or diabetes remission
- Dramatic transformations that attract the ineligible, deter the eligible

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MEASURE

Outcomes the hospital can verify

- Eligibility checks completed and consultation bookings
- Consultation-to-surgery conversion
- Insurance pre-authorisation success rate
- Follow-up adherence at 6 and 12 months
- Support group participation

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READ THE FULL GUIDE

Bariatric surgery marketing, in full

- Key obesity and insurance facts with sources
- Compliance: DMR Act, ASCI, CCPA, DPDP
- The monthly dashboard and the common mistake
- gauravphogat.com/bariatric-surgery-marketing-playbook-india

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