SPECIALTY PLAYBOOK

# Cardiology marketing has two jobs

Be instantly findable in an emergency, and win the referral loop that sends most planned cardiac volume.

Swipe →

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THE DEMAND



# 53.4%

of India's cardiovascular deaths occur before age 70. Heart disease is the leading cause of death.

Hypertension affects 35.5% of adults and diabetes 11.4%, per ICMR-INDIAB 2023.

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# Forty or fifty doctors accounted for most of the elective book, and none of them were in my plan.

Cardiac sciences is referral-dependent, yet most digital effort goes into the smaller patient-facing pool.

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WHO SENDS



# Each referrer has a different job

| | |
|---|---|
| CARDIOLOGIST | Has echo, no cath lab, wants the patient back afterwards |
| GP | Refers on trust, mostly wants to know the patient was seen |
| NURSING HOME | ICU but no cath lab, refers emergencies by phone at night |
| OWN NETWORK | Other units in the group that send elsewhere because it was easier |

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REPORT TURNAROUND



# The return of information is a product

- ✔ Referring doctor is a structured field at registration
- ✔ Reports and summaries go to that doctor automatically, on messaging
- ✔ Turnaround measured in hours, on the same dashboard as enquiries
- ✔ Discharge note says which follow-ups go back to the sender

That last sentence keeps a referrer for a decade.

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REFERRER CRM



# Manage referring doctors as accounts

- Every referrer as a record: specialty, location, trusted surgeons
- Every referred patient linked, so volume rolls up to the doctor
- A view of senders whose volume has dropped
- A physician-liaison team measured on service, never on gifts
- Start with a messaging line, not a portal

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EMERGENCY PATHWAY



# Unglamorous, and the least shopped admissions

1. One cardiac emergency number across the city, staffed, never a form
2. A regional-language page: what to do in ten minutes, which door
3. Ambulance dispatch visible to the receiving unit
4. A protocol for nursing homes: call this line, send the ECG
5. Google Business Profile with 24×7 status and cath lab availability

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REFERRAL LOOP MEASURES



# The numbers that move admissions

- Active referrers per quarter, new vs returning
- Report turnaround to the referrer, in hours
- Follow-up hand-back rate as promised
- Acknowledgement time on the referral line, day and night
- Concentration in the top ten senders and top two surgeons

Referral fees are the line you do not cross. Win on turnaround, hand-back and emergency access instead.

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READ THE FULL GUIDE



# Cardiology marketing and referrals, in full

- Key facts, channels and content to publish first
- NPPA stent pricing and compliance rules
- The next-quarter order of operations
- gauravphogat.com/cardiology-marketing-playbook-india

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