PATIENT GROWTH

Domestic medical travel needs its own funnel

Families from district towns are already coming to metro hospitals. Most hospitals leave them to the general queue.

Swipe →

Gaurav Phogat
gauravphogat.com



THE PROBLEM

International patients get a desk. Domestic travellers get a parking slip.

DECISION	Longer, more people, one local doctor's opinion
FAILURE COST	A wasted trip loses a whole extended family's trust
VISIBILITY	Calls from unfamiliar numbers, city names nobody reads
OWNER	Nobody reports on them, so nobody owns their experience

Gaurav Phogat
gauravphogat.com



HOW SEARCH STARTS

The search follows a name, not the other way round

- A local physician says go to the metro, see this specialist
- A relative names the hospital that treated someone
- Branded and doctor-name searches must land somewhere useful
- Local-language pages change the conversation at home

Gaurav Phogat
gauravphogat.com



THE REAL CHANNEL

"

The local doctor in the patient's home town carries more influence than any campaign.

What earns repeat referrals is what happened to the last patient they sent.

Gaurav Phogat
gauravphogat.com



THE FIRST CONVERSATION

Give out-of-town enquiries a separate path

- Ask early: are you travelling from outside the city?
- Route to agents trained for the longer conversation
- Collect reports over an official channel with consent
  Agents' personal phones are a DPDP exposure
- Set a separate response standard and review it weekly
  The hospital that replies first with a clear next step wins the trip

Gaurav Phogat
gauravphogat.com



WHERE THEY DROP OUT

Money uncertainty, not doubt about the hospital

- Will my insurance work in another city?
- Is the TPA empanelled? What is the deposit?
- Is the government scheme card accepted?
- Refusing to discuss cost pushes families to hospitals that will

  Estimates come from billing and clinical teams, framed as indicative

Gaurav Phogat
gauravphogat.com



TRAVEL AND STAY

Cheap fixes most hospitals leave to chance

STAY	Partner list of nearby guest houses at different price points
DIRECTIONS	From the main railway stations and bus stands
ATTENDANTS	A short note on what to expect
TIMING	Send after the appointment is confirmed, not in the first reply

Gaurav Phogat
gauravphogat.com



BUILD FIRST

Three pieces of plumbing before any campaign

1. A mandatory home-district field on every enquiry and registration
2. An out-of-town path in the contact centre and on WhatsApp
3. A referring doctor loop for the top districts
   Acknowledgement, a named contact, a summary shared back after discharge

Without these, spend in smaller cities generates calls that die quietly in a general queue.

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

Domestic medical travel, in full

- Designing the out-of-town enquiry path
- Following the family home after discharge
- Measuring travellers as a separate segment
- gauravphogat.com/domestic-medical-travel-smaller-cities

Gaurav Phogat
gauravphogat.com

