BUYER'S GUIDE

Best Healthcare Marketing Consultant in India: How to Choose

Eight criteria, a scorecard and ten questions to compare any shortlist.

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THE ROLE

Direction, not just campaigns

- **Which service lines to grow first**
  And how demand reaches the appointment book.
- **Enquiry to treated patient**
  The funnel is traced end to end, not stopped at the click.
- **Rules inside every message**
  NMC, ASCI and the DPDP Act shape what you can say.

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WHICH YOU NEED

Consultant, agency or in-house

- **Consultant**
  Judgement, direction and a planned exit.
- **Agency**
  Execution against a direction already set.
- **In-house head**
  Permanent ownership of patient acquisition.
- **Fractional CMO**
  Part-time ownership for a set period.

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CRITERIA 1 TO 4

What good looks like

- **Has run a healthcare function**
  Budget, team and contact centre owned.
- **Thinks in treated patients**
  Not leads, clicks or impressions.
- **Knows NMC and ASCI cold**
  Shows compliant rewrites of real copy.
- **Fluent in DPDP and consent**
  Designs it for retargeting and WhatsApp.

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CRITERIA 5 TO 8

What good looks like

- **CRM, contact centre, WhatsApp**
  Maps the journey and every handover.
- **Local search and AI answers**
  Listings, doctor pages and schema.
- **Brand and doctor architecture**
  A model by specialty, not one brand.
- **Independent with an exit plan**
  Written disclosure and a named owner.

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THE SCORECARD

0 to 2

Score each of the eight criteria

14 to 16 earns a shortlist place. 10 to 13: ask for evidence. Below 10: pass.

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RED FLAGS

End the conversation if you see

- **Guaranteed patient numbers**
  Outcomes depend on capacity and trust.
- **Channels before the funnel**
  The leak is usually after the click.
- **Scripted reviews**
  Testimonial tactics that ignore NMC rules.
- **No questions on consent**
  Patient data now sits under the DPDP Act.

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FIRST 90 DAYS

What should happen

- **Days 1 to 30: listen and trace**
  Baseline from first touch to treated patient.
- **Days 31 to 60: decide and fix**
  Close the largest leak in the funnel first.
- **Days 61 to 90: prove and hand over**
  Report against baseline, leave an owner.

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ASK THESE

Four of the ten questions

- **Which function have you run?**
  With what budget and team.
- **Show a compliant rewrite**
  Real NMC or ASCI copy, before and after.
- **Any commission or margin?**
  On any platform or agency. In writing.
- **What exists after you leave?**
  And who owns it.

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FULL GUIDE

Score your shortlist before you sign

The scorecard, all ten questions and the evidence behind them are in the full guide on gauravphogat.com.

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