BRAND STRATEGY

Hospital brand vs doctor brand

The hospital makes the promise. Doctors supply the proof. Otherwise you rent your patient base to whoever leaves next.

Swipe →

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WHY DOCTORS WIN

Three reasons the doctor brand dominates in India

- Referrals are personal: a GP refers to a named specialist
- Trust is scarce: a named human feels safer than a billing department
- Senior surgeons can move groups and take admissions with them

Accept all of it as true. The strategy still has to change.

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THE COST

What doctor-led marketing costs a group

- A patient base that walks out with the doctor
- Forty different standards of photography, claims and tone
- Compliance lines crossed by unit teams under pressure
- The second surgeon, nursing and cath lab never get built up
- Budget spent keeping doctors happy, not acquiring patients

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THE MODEL

Brand first, doctors as proof

- ✔ Service lines are the marketing unit, with named doctors inside
- ✔ Doctors tiered inside one brand system
- ✔ The group owns the digital assets it funds
- ✔ Institutional proof built deliberately: accreditation, nursing, outcomes

Doctors still lead on medical content, referral relationships and high-consideration decisions.

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WHO OWNS WHAT

Write the split down

DOCTOR PAGE	Hospital. Updated, not deleted, when the doctor leaves
HOSPITAL VIDEOS	Hospital, with the doctor credited and usage terms agreed
PERSONAL HANDLES	Doctor. Hospital may support, never controls
REPUTATION	Doctor. Publications and talks, amplified with consent
PATIENT RECORDS	Hospital, under data protection law. Not a marketing list

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ACCOUNTS

Neither side holds the other's password

- Personal handles registered to the doctor's own phone and email
- Hospital staff get delegated access through business tools, logged
- Hospital-run doctor playlists are clearly hospital assets
- No new account in a doctor's name without written agreement

An account created on a marketing executive's phone is lost when that person leaves.

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THE EXCHANGE

What the hospital funds, and gets back

PRODUCTION	Hospital uses footage; doctor gets a licence for personal channels
PROFILE, SEO	Enquiries routed to the hospital booking path
PAID PROMOTION	Tracked enquiries to the hospital; audience growth for the doctor
REVIEW SUPPORT	Hospital name protected; doctor gets a second check

Paid promotion of a doctor's personal post is a hospital advertisement in substance.

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Consent travels with the asset

1. Consent form names both hospital and doctor channels as permitted uses
2. States the duration and the right to withdraw
3. One shared folder, owned by the hospital, per asset

   Raw footage, edits, captions, consent record, reviewer sign-off

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Writing down the mechanics early is not a sign of distrust. It is what lets the hospital invest more generously, because it knows what it is investing in.

Informal fails when the content becomes valuable, a new marketing head arrives, or the doctor moves.

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READ THE FULL GUIDE

Hospital brand vs doctor brand, in full

- The doctor tier system inside one brand
- Joint formats, attribution and exit terms
- The one-page annexure that covers most of it
- gauravphogat.com/hospital-brand-vs-doctor-brand-building-both

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