HOSPITAL LAUNCH

Hospital launches fail quietly

The building opens on time, the inauguration gets coverage, and the OPD stays half empty. Here is the 12-month fix.

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Gaurav Phogat
gauravphogat.com



THE TIMELINE

Four phases, each with an exit test

12-6 MONTHS	Foundations: catchment, lead specialties, website, profile, CRM
6-1 MONTHS	Pre-launch demand: doctors, referrers, community, content
MONTH 0	Launch PR, paid search by specialty, contact centre at full strength
DAYS 1-90	Cost per treated patient by specialty, budget shifts

Gaurav Phogat
gauravphogat.com



WHAT DIGITAL OWNS

Agree the scope in writing, early

- The unit's identity in search and maps
- Its pages on the group website
- Doctor content
- Enquiry-to-appointment path, contact centre and CRM
- Launch communication

Not signage, not the opening event, not whether the cath lab is commissioned on time.

Gaurav Phogat
gauravphogat.com



12-9 MONTHS OUT

Freeze the name, listing and number

1. **Freeze the naming convention: group name plus locality**
   Must match board resolution, registration, GST, signage, bank account
2. **Claim the map listing as soon as there is a board outside**
   Use Google's opening date feature and let it age
3. **Allocate the phone number now, publish that one on day one**
4. **Register with the aggregators and insurance directories that carry volume**

Gaurav Phogat
gauravphogat.com



PLAN FOR SLIPPAGE

The opening date will move

- No creative with a date burned in until confirmed twice
- No countdown anywhere
- If the plan compresses, compress the back end, not the front
- Facilities list stays honest: if MRI is phase two, do not say MRI

In my experience a hospital opening slips at least once, usually by four to eight weeks.

Gaurav Phogat
gauravphogat.com



6-4 MONTHS OUT

Build doctor page machinery before doctors sign

- A doctor page template and a collection process ready
- Photo, qualifications, registration number, OPD timings, languages
- Medical services approves clinical claims, not marketing
- Each signed contract becomes a two-day path to a live page
- Book a photographer every fortnight in the final quarter

Gaurav Phogat
gauravphogat.com



4 WEEKS OUT

Contact centre and CRM readiness

- Unit exists in the CRM as a routable destination before media spend
- Script are you open and do you have my insurance
- Pre-agreed transfer for services not yet live
- Test the whole path in the regional language
- Run a soft dial-in week to find breakages early

Gaurav Phogat
gauravphogat.com



LAUNCH MONTH

Distribution and readiness, not creative

1. PR with a clear story on lead specialties and doctors
2. Paid search by specialty and doctor name, measured on bookings
3. No new build in the last three weeks: verify and rehearse
4. One named person who can change a webpage within the hour

Ask early patients for private feedback. Since 6 October 2026 NMC bars requesting reviews for promotion.

Gaurav Phogat
gauravphogat.com



THE LESSON

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The listing is the single asset that decides whether someone two kilometres away can find you in the first week. Do not treat it as a five-minute job.

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

The hospital launch marketing plan, in full

- The month-by-month 12-month checklist
- Empanelment communication and payer lists
- What must be live on day one, and what can wait
- gauravphogat.com/hospital-launch-marketing-plan

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