HOSPITAL DIGITAL

Your website is a booking product, not a brochure

A hospital website earns its place by producing confirmed, honoured appointments. Here is how to run it that way.

Swipe →

Gaurav Phogat
gauravphogat.com



Built for the hospital, not the patient

- Doctor profiles that list degrees but not OPD days
- Specialty pages written as encyclopaedias with no way to book
- Phone numbers that ring a general switchboard
- Forms that submit into an inbox nobody monitors on Sunday

None of these are design failures. They are symptoms of a site nobody owns as a product.

Gaurav Phogat
gauravphogat.com



FIX THESE FIRST

The five pages that carry the load

1. Doctor profiles: OPD days, unit, live slots, one booking action
2. Specialty pages: relevant doctors with availability, not text
3. Location pages: directions, parking, timings, doctors per unit
4. Health check packages: price, inclusions, preparation, date picker
5. Confirmation page: directions, what to bring, how to reschedule

Gaurav Phogat
gauravphogat.com



SLOTS, NOT FORMS

"

A form is a promise that someone will call back. A slot is a confirmed appointment.

Start with doctors whose schedules are stable. Keep callbacks as a service with a timer.

Gaurav Phogat
gauravphogat.com



AFTER THE BOOKING

Make the appointment actually happen

- WhatsApp confirmation with doctor, unit, date, time, map link
- Reminder the day before and the morning of early slots
- One-tap reschedule or cancel so the slot returns to the pool
- A delay message when the consultant is running late

Brand work, done through operations

Gaurav Phogat
gauravphogat.com



THE PHONE IN HAND

Speed, language and the relative who books

DEVICE	Mid-range Android on an uneven connection
SPEED	Decides whether the page renders before patience runs out
LANGUAGE	Translate doctor profiles, booking flow and confirmations only
RELATIVE	Book for someone else, confirm to both numbers, no account

Gaurav Phogat
gauravphogat.com



MEASURE HONESTLY

Weekly numbers, not page views

- Visitors who started a booking and who completed it
- Callback requests answered within the promised time
- Booked appointments that were honoured
- Where along the way people dropped out
  Needs web analytics joined with scheduling and the HIS

Gaurav Phogat
gauravphogat.com



DO THIS MONDAY

Three moves before any redesign

1. **Check your 20 busiest doctor profiles on a phone**
   OPD days, one booking action, real slot or callback, WhatsApp confirmation
2. **Submit callback forms yourself and time the call**
3. **Name a product owner and give them the booking funnel**
   Accountable for booked and honoured appointments

Most of it is content and configuration, not development.

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

The website as a booking product, in full

- Where search, maps and AI answers send people
- Who owns the booking product inside the hospital
- Changing the agency relationship
- gauravphogat.com/hospital-website-booking-product

Gaurav Phogat
gauravphogat.com

