SPECIALTY PLAYBOOK

Neurosciences: one urgent job, one considered one

Stroke awareness and emergency findability save lives. Planned neurosurgery and chronic care need credibility and follow-up.

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THE PROBLEM

1 in 5

stroke patients reached hospital within the 4.5-hour treatment window, across 30 hospitals and nearly 35,000 cases

Late arrival caused 74.5% of missed thrombolysis.

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THE BURDEN

4% to 8.2%

neurological disorders' share of India's disease burden, 1990 to 2019, with stroke the largest part

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HOW PATIENTS DECIDE

Emergency, referral, comparison, long-term

1. Sudden weakness or speech loss: nearest stroke-ready hospital, or ambulance
2. A scan or neurologist visit leads to surgery or long-term treatment
3. Planned neurosurgery: families compare surgeon, technology, cost
4. Epilepsy, Parkinson's, headache, rehab: years of follow-up

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CHANNELS

What to build first

- Map listings stating stroke-ready status and 24×7 imaging, per unit
- Stroke sign campaigns in regional languages, around World Stroke Day
- Neurologist and neurosurgeon pages: subspecialty, languages, timings
- Chronic-care education with WhatsApp medication reminders, with consent
- Referral relationships with physicians and smaller hospitals

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PUBLISH FIRST

Questions families actually ask

- Stroke warning signs and why every minute matters
- What a stroke-ready hospital has, for families
- Living with epilepsy: work, school and travel
- What to expect from brain or spine surgery
- Rehabilitation after stroke: the first three months

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COMPLIANCE

Claims that break the rules

- Cure claims for paralysis, epilepsy or brain disorders, DMR Act
- Any single treatment that reverses stroke or paralysis
- Time-window messages not reviewed by clinicians
- Recovery stories without consent, or implying typical outcomes

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THE COMMON MISTAKE

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Treating stroke awareness as a once-a-year post. Awareness only changes arrival times when it is repeated, local and in the languages families speak.

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MEASURE

Outcomes the hospital can verify

- Door-to-imaging time for suspected stroke, shared with clinical teams
- Emergency calls answered and ambulance dispatch time
- Stroke awareness reach in the catchment
- Chronic-care follow-up adherence
- Referral volume from partner physicians

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READ THE FULL GUIDE

Neurosciences marketing, in full

- Stroke arrival and burden data with sources
- PM-JAY cover and out-of-pocket rehab costs
- What a neurosurgery page must include
- gauravphogat.com/neurology-neurosurgery-marketing-playbook-india

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