SPECIALTY PLAYBOOK

Maternity is a relationship, not a package

Families choose early, decide as a family, and judge you on trust, the doctor, safety and cost clarity.

Swipe →

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THE TRUST ISSUE

54.1%

of births in private hospitals are C-sections, against 16.9% in public ones, per NFHS-6

That gap makes transparency about birth decisions and costs a question families ask online.

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REFRAME

"

The delivery is the middle of the relationship, not the end of a sale. The weeks after decide whether the family brings the baby back.

Ask where in the journey you lose the family's trust, not how to sell more packages.

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HOW FAMILIES DECIDE

Early, and with the whole family

- The obstetrician's reputation, a friend's word and distance do the work
- Partners, parents and in-laws weigh in, grandparents read reviews
- By the time a package campaign lands, many have decided
- They buy being listened to, a clean room, a bill that matched

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CHANNELS

Where the budget belongs

- Doctor pages: experience, languages, timings, anaesthesia and NICU backup
- Package pages that explain inclusions, exclusions, what changes cost
- Antenatal classes, tours and parent groups, never sales events
- WhatsApp updates through pregnancy with explicit consent

Late-stage discounts aimed at families booked elsewhere rarely switch anyone.

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Admission, discharge, and after

PRE-ADMISSION	Message confirming paperwork, insurance and what to bring
DISCHARGE	Agreed with operations, slow discharge undoes months of goodwill
AFTER BIRTH	WhatsApp line for new parents, trained staff, clinical escalation
FOLLOW-UP	Paediatric booking with the baby's records already in place

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COMPLIANCE

Lines that are never crossed

- Any wording offering sex determination, including gender scan, PCPNDT Act
- Patient stories about abortion care, MTP Act s.5A
- Cure claims on miscarriage, contraception, menstrual disorders, DMR Act
- A low normal-delivery package without explaining what changes cost

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MEASURE

The lifetime relationship

- Antenatal registration bookings and antenatal-to-delivery retention
- Package estimate requests and conversion
- Delivery families who book your paediatric services
- Families returning for a second delivery, tracked over years
- Experience scores at booking, admission and discharge

Needs a CRM that links mother, baby and family under one household record, with consent.

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WHERE TO START

Listen, then fix the joins

1. Call families who delivered recently, walk through the whole journey
2. Link mother and baby records
3. Pre-admission message and post-discharge check-in
4. Written, explained estimates
5. Only then look at campaigns

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READ THE FULL GUIDE

Maternity and gynaecology marketing, in full

- NFHS-6 facts, PM-JAY and IRDAI maternity rules
- Content planned around the pregnancy calendar
- Paid media, classes, discharge and follow-up design
- gauravphogat.com/obstetrics-gynaecology-marketing-playbook-india

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