SPECIALTY PLAYBOOK

Oncology marketing: the family is the customer

Trust, clarity and support for frightened families. Second opinions, navigators, regional language and honest financial guidance.

Swipe →

Gaurav Phogat
gauravphogat.com



THE SCALE

15.7 lakh

estimated new cancer cases in India in 2025. About 1 in 9 Indians will develop cancer.

Treatment spans months and modalities, and many patients travel to cities for care.

Gaurav Phogat
gauravphogat.com



FOUR QUERY TYPES

What families search after a diagnosis

1. Clinical: what the stage means, what the options are
2. Practical: cost, duration, day care, admission
3. Comparative: this hospital vs that, this city vs metro
4. Financial: insurance, schemes, cashless packages

A service line that only answers the first group has built content for the wrong moment.

Gaurav Phogat
gauravphogat.com



INTAKE

The fix was not a smarter form. It was a form that asked first: who are you calling for?

One case has several contacts, numbers, languages and cities. A one-number CRM loses it at the first handover.

Gaurav Phogat
gauravphogat.com



BUILD THIS

Document upload is the front door

- Upload reports, scans, prescriptions, handwritten notes
- Stated turnaround and a named reviewer or coordinator
- Plain-language reply on next step and cost before travel
- Path: upload, response, teleconsultation, then travel
- Measure each step, not just enquiries to admissions

Gaurav Phogat
gauravphogat.com



REGIONAL LANGUAGE

Staff the languages of your catchment

- The searcher types English. The payer and patient often do not.
- Families choose the coordinator who called back in their language
- Practical pages outperform clinical ones in every language
- Estimates, reminders and discharge summaries in the family's language

Gaurav Phogat
gauravphogat.com



ABOVE THE LEGAL FLOOR

Judgement calls in oncology

- No lead forms on pages explaining what a stage means
- No retargeting someone who read about advanced disease
- No lookalike audiences built from oncology enquiries
- No patient stories that imply an outcome is typical

Drug-name pages need a written policy signed off by medical affairs.

Gaurav Phogat
gauravphogat.com



REPORT BY COHORT

Last-click attribution does not work here

WINDOW	Enquiries opened in a month, tracked over ninety days
STEPS	Upload to response to teleconsult to visit to treatment
SOURCE	Distance and referring doctor
PITCH	Take it to the CFO as a pipeline, not a lead report

Gaurav Phogat
gauravphogat.com



Where to start

1. Classify six months of search and enquiry data by intent
2. Rebuild intake around who are you calling for, plus upload
3. Rewrite the contact-centre script for a relative holding a report
4. Make the tumour-board summary a standard document
5. Write practical pages in the top three regional languages

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

Oncology marketing, in full

- Turning the tumour board into a visible product
- Financial counselling as a funnel step
- The dashboard metrics and compliance rules
- gauravphogat.com/oncology-marketing-playbook-india

Gaurav Phogat
gauravphogat.com

