SPECIALTY PLAYBOOK

Eye care marketing is two different markets

Cataract is high volume, covered and chosen on trust. LASIK is self-pay, researched online and chosen on technology and cost.

Swipe →

Gaurav Phogat
gauravphogat.com



THE CONTEXT

98 lakh

cataract surgeries performed in India in 2024-25, the highest in five years

Cataract causes 66.2% of blindness among Indians aged 50 and over.

Gaurav Phogat
gauravphogat.com



CATARACT VS LASIK

Same clinic, opposite buyers

AGE	Older, guided by adult children vs younger adults researching alone
PAYER	PM-JAY and insurers, lens sub-limits vs self-pay below 7.5 dioptres
DECIDES ON	Trust, convenience, clear lens pricing vs technology, surgeon, cost
MESSAGE	Lens options and cost vs suitability and evaluation

One combined campaign serves neither well. Market the two separately.

Gaurav Phogat
gauravphogat.com



HOW PATIENTS DECIDE

Four journeys into an eye hospital

1. Cataract: surgery timing, lens choice, hospital, with scheme or insurance cover
2. Refractive: research LASIK online, compare, book an evaluation
3. Chronic: glaucoma and diabetic eye disease need years of follow-up
4. Children: screening and spectacles, often prompted by school checks

Gaurav Phogat
gauravphogat.com



CHANNELS

What to build first

- Cataract pages: lens options, how they change cost, estimate request
- Separate refractive pages with suitability and evaluation booking
- Map listings per centre with timings, parking and access for the elderly
- WhatsApp reminders for glaucoma and diabetic checks, with consent
- Catchment camps with non-promotional health information

Gaurav Phogat
gauravphogat.com



PUBLISH FIRST

Questions patients actually ask

- How lens choices affect vision and cost
- Am I suitable for LASIK? What the evaluation checks
- Glaucoma: why regular check-ups matter
- Diabetes and your eyes: what to ask your doctor
- Recovering after cataract surgery: the first week

Gaurav Phogat
gauravphogat.com



AVOID

Claims that break the rules

- Drops or remedies that cure cataract or glaucoma, both DMR Act listed
- Spectacle-free guaranteed wording for refractive surgery
- Before-and-after vision claims without CCPA-grade substantiation
- Soliciting patients, unethical under the 2002 IMC regulations

Gaurav Phogat
gauravphogat.com



MEASURE

Outcomes the hospital can verify

- Cataract estimate-to-surgery conversion by lens type
- LASIK evaluation bookings and evaluation-to-surgery rate
- Follow-up adherence for glaucoma patients
- Camp-to-consultation conversion
- Review scores from elderly patients and their families

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

Ophthalmology marketing, in full

- Key eye care facts with sources
- Insurance, PM-JAY and the IRDAI refractive exclusion
- Compliance rules and the common mistake
- gauravphogat.com/ophthalmology-marketing-playbook-india

Gaurav Phogat
gauravphogat.com

