HEALTHCARE PR

Press release distribution in India, compared

Three products sold as one, four named providers, and when a hospital should actually pay for it.

Swipe →

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WHAT YOU BUY

Three different products in one bundle

FEED DELIVERY	Into newsroom and agency feeds; coverage never promised
POSTINGS	Your text published unedited on partner sites, guaranteed
DATABASE	Emails to a journalist list; reach depends on relevance

None replaces a reporter choosing to cover your story after a relevant pitch.

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PROVIDERS

Reach claims in the vendors' own words

BUSINESS WIRE	India affiliate: names PTI, ANI, UNI, IANS as partners; price on request
PR NEWSWIRE	India operations: 440,000+ newsrooms, a global figure; costs vary
NEWSVOIR	5,000+ media points; projects from Rs 10,000 to Rs 5,00,000
RESELLER PACKAGE	India PR Distribution: at least 75 news sites, from INR 4,999

As read on vendor pages, 28 September 2026. Inclusion is not a recommendation.

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GUARANTEED MEANS

"

A guaranteed posting is a paid placement of your text, carrying a line that the agency takes no editorial responsibility for it.

An August 2025 ASCI update requires clear disclosure on paid media posts. Plan on readers seeing the difference.

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WORTH IT WHEN

When a wire earns its cost for a hospital

- Listed company results, acquisitions, leadership changes
- National or international announcements
- An official, indexed version of the news
- Supporting direct pitches, not replacing them

Poor value for a local service launch, a doctor joining or an awareness-day message.

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CAUTIONS

Distributed releases go out unedited, permanently

- No outcome, safety or technology claim without clinical sign-off
- No doctor quotes that promote the doctor
- No patient details without consent covering syndication
- No exaggeration: AI assistants read syndicated pages too

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ASK EVERY VENDOR

Same questions, in writing

1. Which of the three products does this package include?
2. Which specific sites, with a sample posting and its disclaimer?
3. Is the newsroom figure India-specific or global?
4. Will your news desk edit or refuse health claims?
5. Does the report show journalist pickups or just postings?

A vendor reporting only posting counts is reporting what it controls.

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WORKFLOW

Most distribution problems are workflow problems

1. Write down the objective; it decides the product
2. Finish clinical, leadership and consent review first
3. Confirm the site list and languages in writing
4. Align website, Business Profile, social and contact centre
5. Pitch named reporters in parallel; staff release day

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READ THE FULL GUIDE

Press release distribution in India, in full

- Notes on reading each provider's claims
- Checking a vendor's recent healthcare releases
- Reporting paid postings apart from earned stories
- gauravphogat.com/press-release-distribution-services-in-india-compared

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