SPECIALTY PLAYBOOK

Urology and nephrology: two very different patients

Fast, discreet care for stones and prostate; reliable dialysis close to home for years; an ethical transplant pathway.

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THE CONTEXT

63,000+

people in India are waiting for a kidney, while the national programme runs 1,704 free dialysis centres

Over 18,900 organ transplants in 2024, the highest ever. Kidney disease rises with diabetes and hypertension.

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HOW PATIENTS DECIDE

Five journeys, five different needs

1. Acute: stone pain triggers urgent search and same-day requests
2. Discreet: prostate and sexual health researched privately first
3. CKD: referred patients need education and long-term planning
4. Dialysis: two or three sessions a week, so location and timing dominate
5. Transplant: families navigate donor evaluation, legal approvals, cost

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CHANNELS

What to build first

- Same-day appointment options and clear emergency information for stones
- Discreet content and private booking for men's health
- Dialysis centre listings with slots, timings, scheme acceptance
- WhatsApp dialysis scheduling, with consent
- Transplant pages that explain evaluation and legal requirements

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PUBLISH FIRST

Questions patients actually ask

- Kidney stones: when to go to emergency, what treatment involves
- Prostate enlargement: what to ask your urologist
- Starting dialysis: what the first month looks like
- Choosing a dialysis centre: questions to ask
- Kidney transplant: the legal process for living donors

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COMPLIANCE

Lines that are never crossed

- Any hint of donor matching for payment, THOTA s.19
- Cure claims for stones, prostate or impotence remedies, DMR Act
- Performance claims in men's health ads, a frequent ASCI complaint
- Sensational wording where patients want discretion

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THE COMMON MISTAKE

"

Treating dialysis as a commodity. Patients stay for years with the centre that keeps its slots, its staff and its promises.

Private dialysis competes on convenience and reliability. Explain scheme and insurance acceptance clearly.

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MEASURE

Outcomes the hospital can verify

- Same-day appointment availability for acute urology
- Dialysis slot utilisation and patient retention
- Missed dialysis sessions
- Transplant evaluation enquiries and conversion
- Discreet-booking channel usage

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READ THE FULL GUIDE

Urology and nephrology marketing, in full

- Key dialysis and transplant facts with sources
- PM-JAY cover and the free dialysis programme
- Compliance under THOTA, DMR Act and ASCI
- gauravphogat.com/urology-nephrology-marketing-playbook-india

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