INTERNATIONAL PATIENTS

The first reply decides the case

How to answer an international enquiry on WhatsApp, email or web form so the family shortlists you.

Swipe →

Gaurav Phogat
gauravphogat.com



WHY IT DECIDES

Families rank hospitals before knowing the medicine

- They write to several hospitals in one evening, across countries
- They are not comparing clinical quality yet. They are checking who is real
- The first good responder sets the bar every later message is read against
- The writer is usually a son or daughter, asked hourly if anyone replied

The reply is not an admin step. It is the product demonstration.

Gaurav Phogat
gauravphogat.com



HOW REPLIES FAIL

The same three ways, every time

- Slow: two days later, the family has moved on
- Generic: a form as a first response protects your workflow, not them
- Asking for information the family already sent

Fixing these costs almost nothing and moves more cases than any campaign.

Gaurav Phogat
gauravphogat.com



CHANNEL DISCIPLINE

Reply on the channel they used

WHATSAPP	Reply in the thread from the verified number. Never move to email
EMAIL	Same substance, named sender, then offer the WhatsApp link for documents
WEB FORM	A message from a person, not a lead. Prefer messaging if mobile given
ANY CHANNEL	Never require an account, portal or form before a human says hello

Whatever the channel, it lands in one queue and one record.

Gaurav Phogat
gauravphogat.com



THE NUMBER

One verified business number, never personal phones

- ✔ Complete profile: legal name, address, website, hours with time zone
- ✔ Published everywhere in international format as a tappable link
- ✔ One number, several agents behind it, routed by language and market
- ✔ Coordinator threads run as assigned conversations, not personal handsets

When a coordinator leaves on a personal phone, the relationship, history and documents go with her.

Gaurav Phogat
gauravphogat.com



TIME ZONES

Your desk works Indian hours. Your markets do not.

1. Roster deliberately so your top two or three markets' busy hours are covered
2. Auto-reply states working hours in their time zone and when a human answers
3. Speed matters most on the first message. After that, consistency beats speed
4. Measure time to first useful human response, not time to any reply

Gaurav Phogat
gauravphogat.com



THE FIRST REPLY

Seven things it has to carry

1. A human name, role and direct contact
2. Confirmation of what you received, in their terms
3. Written in the family's language, not a claim that you can
4. Exactly what you need next, with a reason, nothing you already have
5. What happens after, money position, and one reassurance about attendants

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gauravphogat.com



NEVER

What the first reply must not do

- **Offer a clinical view from someone not qualified to give one**
  When the consultant says otherwise, the family concludes they were misled
- **Give a price casually**
  A chat figure becomes the number they raise money against
- **Ask for what they already sent**
  A plumbing problem the CRM-based desk solves

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gauravphogat.com



WHY IT DIFFERS

"

A family abroad has only what appears on a screen. The display name, the grammar and the response time are all read as evidence that you are real.

Voice notes are the format half your market prefers. Do not treat them as a nuisance.

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

International patient enquiries, in full

- Templates, translation and keeping a human name
- Handover between coordinators, where cases are lost
- How to measure the international desk
- gauravphogat.com/whatsapp-international-patient-enquiries

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