

CASE STUDY

Boosting Patient Acquisition for a Multi-Specialty Hospital



General Medicine



Diabetology



Cardiology



Orthopedics



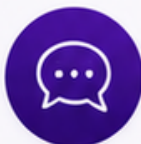
More Patients



Higher Footfall



Better Outcomes



2,480

Patient Inquiries
Generated



942

Confirmed
Appointments



612

First-Time
Patients



41%

Increase in
OPD Footfall



34%

Reduction in
Cost per Lead

Building a Predictable Patient Acquisition Engine



Discover



Inquire



Book



Consult



Become
a Patient



Location

Pune, Maharashtra



Campaign Duration

90 Days



Primary Objective

Increase new patient registrations,
improve OPD footfall & optimize
marketing spend

BUSINESS CHALLENGES & DOCNEX SOLUTION FRAMEWORK

Turning patient inquiries into lifelong relationships

BUSINESS CHALLENGES



Low Digital Visibility

Patients in the local area were unaware of the hospital's services.



Poor ROI Tracking

Limited visibility into campaign performance and ROI.



Walk-In Dependency

High reliance on walk-ins led to inconsistent patient inflow.



Weak Online Inquiry Flow

Low conversion of online inquiries into appointments.



Rising Competition

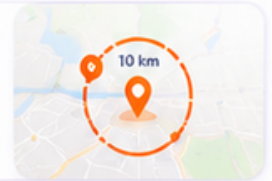
Growing presence of large hospital chains in the local market.

DOCNEX SOLUTION FRAMEWORK



1. Hyperlocal Awareness

Targeted campaigns within a 10 km radius to reach the right patients.



2. Specialty-Focused Campaigns

Customized messaging for Diabetology, Cardiology, Orthopedics & General Medicine.



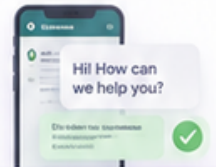
3. Optimized Lead Capture

High-converting landing pages that capture patient inquiries seamlessly.



4. WhatsApp Engagement

Instant responses, reminders, and appointment confirmations via WhatsApp.



5. Automated Lead Nurturing

Smart automation to follow up and nurture leads until appointment confirmation.



6. Real-Time Performance Tracking

Live dashboard to track leads, appointments, attendance & ROI in real time.



OUR APPROACH. YOUR GROWTH.

Docnex combines data, technology, and healthcare marketing expertise to deliver a steady flow of qualified patients and measurable business growth.



Target Right Patients



Drive Quality Inquiries



Convert to Appointments

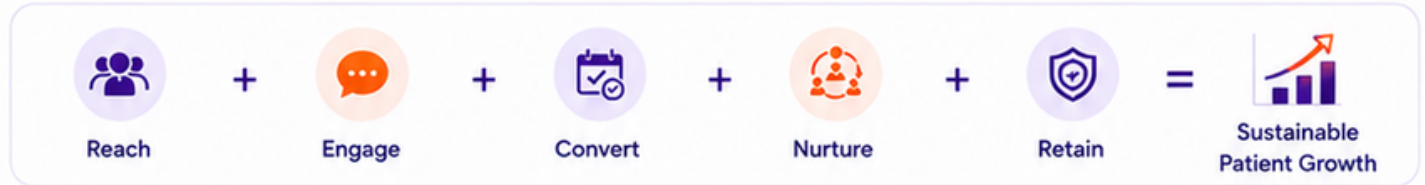


Increase OPD Footfall



THE DOCNEX PATIENT ACQUISITION ECOSYSTEM

Connecting the right patients to the right care



MULTI-CHANNEL AWARENESS

Reaching patients where they spend their time.

- Google Ads
- Meta Ads
- YouTube
- Local SEO
- Display Network
- Community Outreach

SPECIALTY CAMPAIGNS

Targeted messaging for Diabetology, Cardiology, Orthopedics & General Medicine.



CRM & LEAD MANAGEMENT

Centralized lead tracking, team assignment & activity management.

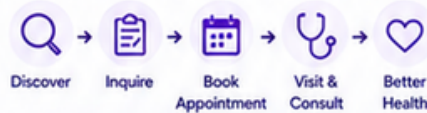


LANDING PAGES & FORMS

Optimized pages for each specialty to capture high-intent inquiries.

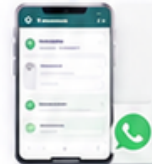


PATIENT JOURNEY



WHATSAPP ENGAGEMENT

Instant responses, appointment booking, and reminders via WhatsApp.



AUTOMATED NURTURING

Smart follow-ups, reminders & re-engagement to reduce drop-offs.



ANALYTICS & DASHBOARD

Real-time visibility into leads, appointments, attendance & ROI.



WHY IT WORKS

- Hyperlocal targeting for high-intent patients
- Specialty-focused messaging for relevance
- Faster engagement through WhatsApp
- Automation that improves conversions
- Data-driven optimization for better results

SPECIALTY-FOCUSED COMMUNICATION



DIABETOLOGY
Diabetes management & lifestyle care.




CARDIOLOGY
Preventive heart checkups & risk assessment.




ORTHOPEDICS
Joint pain, back pain & injury consultation.




GENERAL MEDICINE
Fever, infections & routine health concerns.



CAMPAIGN PERFORMANCE

Turning interactions into healthy outcomes



4,85,000

Targeted Impressions
Delivered



1,42,000

Unique Patients
Reached



18,600

Landing Page
Visits



2,480

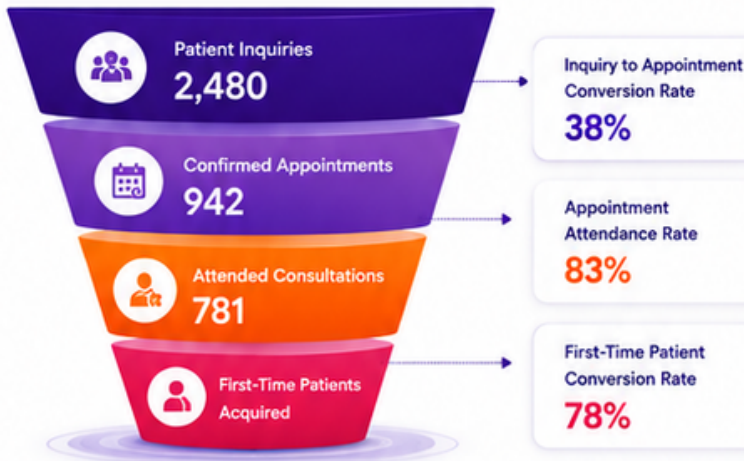
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PATIENT ACQUISITION FUNNEL



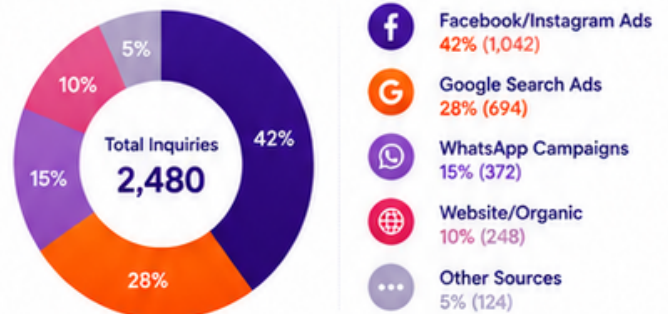
LEAD GENERATION & CONVERSION



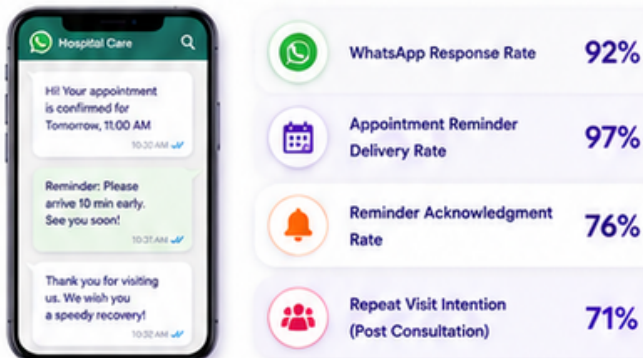
SPECIALTY-WISE CONSULTATION GROWTH



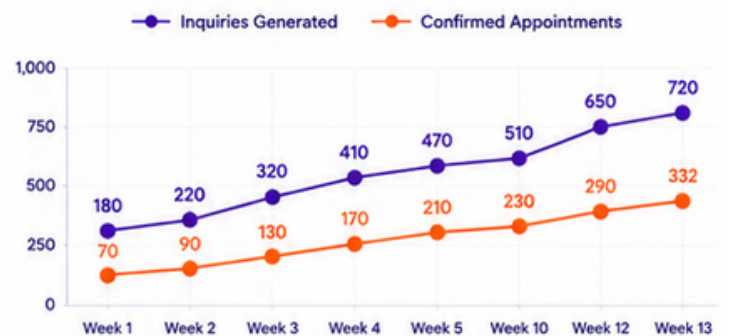
CHANNEL PERFORMANCE OVERVIEW



ENGAGEMENT & RETENTION HIGHLIGHTS



CAMPAIGN PERFORMANCE TREND (90 DAYS)



In just 90 days, the hospital built a strong pipeline of quality inquiries, improved OPD utilization, and achieved measurable patient growth.



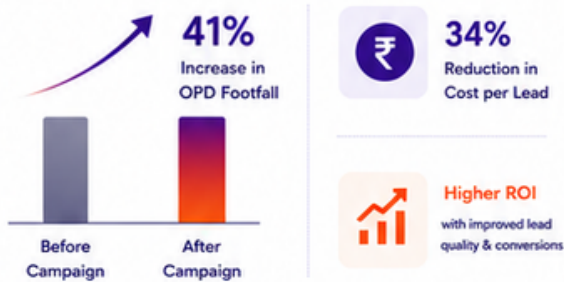
BUSINESS IMPACT & OUTCOMES

Delivering measurable growth and long-term value

MEASURABLE IMPACT (90 DAYS)



RETURN ON MARKETING INVESTMENT



KEY SUCCESS FACTORS

Success Factor	Impact
 Hyperlocal Targeting	Focused on patients within a 10 km radius, improving relevance and footfall.
 Specialty-Based Messaging	Customized communication for Diabetology, Cardiology, Orthopedics & General Medicine improved engagement and conversions.
 Faster Follow-Ups	WhatsApp reminders and appointment confirmations reduced drop-offs and improved attendance.
 Automated Nurturing	Smart automation helped convert interested leads into confirmed appointments efficiently.
 Data-Driven Optimization	Weekly performance reviews and continuous optimizations improved lead quality and reduced acquisition cost.

CLIENT TESTIMONIAL

The Docnexus team understood our goals and delivered a steady stream of quality patients. The campaigns were well-targeted, follow-ups were seamless, and the results exceeded our expectations. Our OPD footfall has grown consistently.

Marketing Head
Multi-Specialty Hospital, Pune



KEY OUTCOMES



THE OUTCOME

Within 90 days, the Multi-Specialty Hospital established a predictable patient acquisition engine, improved OPD utilization, and achieved measurable patient growth.

The campaign demonstrated how healthcare providers can leverage Docnexus's data-driven digital marketing and automation framework to attract the right patients, improve conversions, and drive sustainable growth.

NEXT STEPS

- Scale high-performing campaigns for continued patient growth
- Expand specialty-wise programs and health checkup initiatives
- Enhance patient lifetime value through retention & re-engagement
- Leverage predictive analytics for future campaign optimization



Partner with Docnexus to grow your patient base, improve OPD performance, and deliver exceptional healthcare experiences.



Target Right Patients



Drive Quality Inquiries



Increase Appointments



Maximize Growth