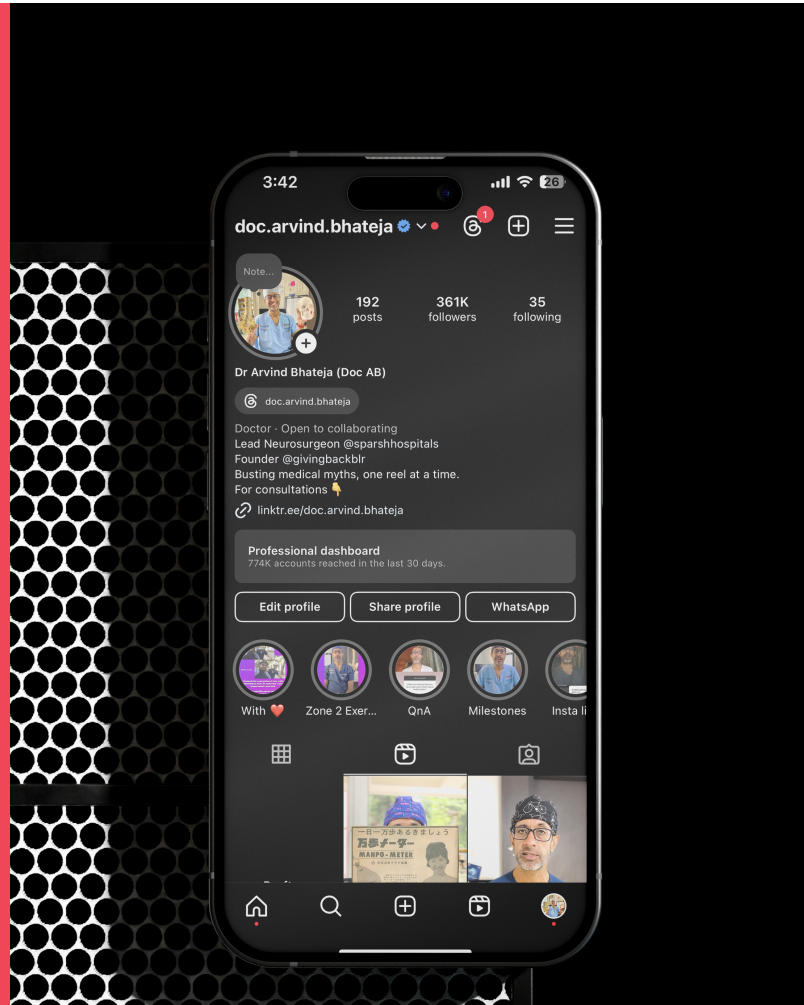


The Challenges of Healthcare Marketing

Mistrust, Misinformation and Miscommunication*

*As per Statista survey in 2019, *over 60 percent* of Indian respondents found it difficult to trust hospitals due to reasons such as unnecessary treatments and lack of quality service.

Over 39 percent of the respondents did not trust doctors, insurance and pharmaceutical companies.



To mitigate these challenges, *Socio360 consulted with Doc AB* by setting up an Instagram verified account to gradually and organically build trust as a content creator in healthcare.

In less than *2 years*, this has proven to be an innovative, category creating campaign in the healthcare sector with a focus on education rather than sales.

What we do

Socio360 decided that it was crucial to position Doc AB as a trusted healthcare leader in the Neuro world and to highlight educational and informative content in the form of short format videos and reels.

Doc AB and his family have a legacy to be proud of Over 60 years in their home city, Bangalore. Curating this exceptional neurosurgeon, showcasing his expertise to increase consultations and build brand awareness to raise donations for his charity Giving Back was the foundation of our marketing strategy.

Doc AB (as he is known in the neuro circles) stresses on the fact that "prevention is better than cure" and has built trust as a preventive healthcare advisor and keeps his patients on their toes with tips and tricks to prevent unnecessary surgery as much as possible.

How we do it

- Set-up and curate his Instagram account as the key social media platform. *(This was also the space where the most misinformation is spread about healthcare)*
- Ensure that all reel topics are based on *peer reviewed publications* and can be validated from within the neurological community.
- Remove all conflict of interest by refusing to promote product sales or endorsing professional services of any sort. This gambit is contrary to the influencer model of receiving brand promotions and **maintaining a razor sharp focus on building trust.**
- Conduct regular Q&A sessions with his audience to increase reliability and to address and bust medical myths.
- Curate and create content that avoids medical advice but shares knowledge and is in compliance with all medical guidelines and respectful of regulatory authorities.

The Win: Aug 2022 - June 2024

- **3,61,000 followers**
- **50 Million Reel Views**
- **20 Million Reel Plays**
- **20,000+ clicks to consultation**

