

THESE PROJECTS ARE SUITABLE FOR

**FOR ALL SMALL & MEDIUM SIZED HOSPITALS
UPTO 100 STAFF**

FOR DIAGNOSTIC, IMAGING CENTRES

FOR LOSS MAKING HOSPITALS

JUST OPENED / ABOUT TO OPEN A HOSPITAL

For Hospitals who are in red (Losses)

**Suitable for any healthcare to check
their processes & update themselves,**

So that they will not go into red (losses)



SINCE 1996

MUMBAI

DADDY HOUSE, FORT

HYDERABAD

RAMU TOWERS, A.C.GUARDS

WE ARE IN THE MARKET
SINCE 25 YRS

DEVELOPING OUR CLIENTS

BEING PARTNER WITH THEM



TABOR PROJECT TEAM AT WORK





MARKETING STAFF TRAINING



CLIENTS TRAINING- PMS



STAFF TRAINING

PURPOSE OF
OUR PROJECTS
FOR YOU



25 yrs in Market

www.taboronline.com

PURPOSE OF
OUR PROJECTS
FOR YOU



YOUR
BRAND
ESTABLISHMENT &
HIGHEST
REVENUES

THE
METAMORPHOSIS OF

Your Practice®




25 yrs in Market

www.taboronline.com

OVERVIEW

THESE ARE FULL PROJECTS
DONE @ YOUR PLACE

OVERVIEW

- We ourselves will create Marketing Team & HOSPITAL teams thru professional recruitment
 - They will be your employees, like your receptionists & other staff
- 

OVERVIEW

- We will train them

- We will design all Systems/Tools inside your
HOSPITAL

- THESE ARE FULL PROJECTS DONE @ YOUR PLACE

**THE
SECRET
SAUCE**

**TO BECOME HIGHLY
PREFERRED
HEALTHCARE**

YOU NEED

**HIGH PAYING PTS
(HIGHER CPB)**

**ROBUST SYSTEMS &
OWNERSHIP BASED,
EFFICIENT STAFF**

**‘OUTCOMES’ FROM
OUR LIVE PROJECTS
FOR YOUR
HOSPITAL**

* Terms Apply

**YOUR OVERALL
BRAND NAME IN THE
MARKET WILL START
SOARING HIGH**



**YOUR PRACTICE WILL
BEGIN TO INCREASE
MANIFOLD THRU
HIGH MARGIN PTS**

**YOUR PATIENTS WILL
BEGIN TO EXPERIENCE
YOUR PLACE AS
WORLD-CLASS
ADMINISTERED PLACE**

* Terms Apply

TERMS

TOTAL SURRENDER OF
HOSPITAL TO US



2 WAYS

WE CAN HELP YOU



2 WAYS

WE CAN HELP YOU

**TO INCREASE REVENUE-
LEAN MARKETING PROJECTS**



**MARKETING
PROJECTS**

**TO CORRECT ANTI-BRAND
THINGS INSIDE YOUR HOSPITAL &
SPRUCE UP ADMINISTRATION
INTO LEAN ADMINISTRATION**



**ADMIN
PROJECTS**

FIRST PROJECT

BRAND STABILISATION INITIATION (BSI)

**This Project is
foundation Project
to kick-start any
improvement
process in any
hospital**

**BRAND STABILISATION
INITIATION (BSI)**



N E X T

**TO CORRECT
ANTI-BRAND
(ANTI-PT)
THINGS INSIDE**

Basic Brand Leakages Correction

This project will correct basic, primary brand leakages and we will conduct Lean Healthcare workshops to the staff and client

BRAND STABILISATION INITIATION (BSI)



DIVERSION IN PRACTICE



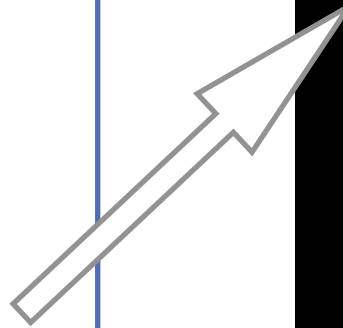
LEADS TO
LOW MARGIN
PRACTICE (**LMP**)

DIVERSION IN PRACTICE



BRAND ERRORS
IRK MODERN PTS AND
EFFICIENT STAFF

**THESE LEAD
TO
LOW MARGIN
PRACTICE
(LMP)**

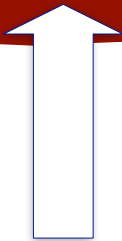


BRAND STABILISATION INITIATION (BSI)

- **WE WILL STUDY BASIC BRAND LEAKAGES INSIDE YOUR HOSPITAL STARTING FROM RECEPTION TO YOUR CPS -
(CASE PRESENTATION SKILLS)**
- **NEXT WE WILL STUDY YOUR BRAND TOOLS**
- **WE WILL STUDY PT DATA MINING & ASSIMILATION**
- **@ THE END WE WILL GUIDE YOU TO ARREST THESE
LEAKAGES THRU 8 MAJOR WORKS IN THIS BSI
PROJECT**

Next
Correction
of

**FRONT OFFICE DESK
(F.O.D., (RECEPTION))**



**FRONT OFFICE DESK
(F.O.D., (RECEPTION))**



- In this BSI we will be focusing on F.O.D.,
To Correct many errors
- We guide clients to design
Standardised Work
- 5S Workshop will be done
- We will Induct Pt related G.D.P data
- System of metrics data mining for brand
evaluation
- **FULL TRAINING OF THIS DEPT IS MAIN
FOCUS IN IBS**

Starts from
Here

PRIMARY
PROBING
OF YOUR
HOSPITAL

SWOT FULL
REPORT

5S WORKSHOP

CLIENT PMS
SESSION

**BRAND
STABILISATION
INITIATION (BSI)**

KAIZEN
WORKSHOP

F.O.D., UPDATE

CONTROL OF
DOCUMENTS

STAFF ETHICS &
CS WORKSHOP

**NEXT
PROJECT**

**PROFESSIONAL CORPORATE
MARKETING DEPT (PCMD)**

Drawing

Corporate High CPB pts

This project designed to sweep High Pt market from top corporate companies, Public sector banks & Govt institutes

PROFESSIONAL CORPORATE MARKETING DEPT (PCMD)



Corporate pts volumes are in huge, in crores, where high paying pts generate, This increases IP base drastically

**PROFESSIONAL CORPORATE
MARKETING DEPT (PCMD)**



**NEXT
PROJECT**

HOUSE TO HOSPITAL (HTH)



Direct Brand Penetration

Scientifically created Project designed to sweep Walk-In Pt market right from homes -professionally

HOUSE TO HOSPITAL (HTH)



**NEXT
PROJECT**

**TOTAL BRAND CAPTURE
(TBC)**

Re-Designing Total Branding

This is AIO (All in One)
Branding Project covering all
marketing projects + we design
total brand tools

TOTAL BRAND CAPTURE (TBC)



**NEXT
PROJECT**

**DESIGNED TO
RE-DESIGN & UPDATE
EXISTING MARKETING DEPT
TO GET GREAT
DR REFERRALS
(HIGHER TARGETS)**



**PR DEPT
RE-DESIGNING &
TRAINING
(PDRT)**



**THIS WILL MAKE
YOUR TEAM GET
MORE REFERRALS
& get more targets!**



PRO TRAINING

MOST OF THE PROs are
not trained in
professional PR
Training

That's why They don't
do much sales, **they**
move like failed
executives
with no targets

Confidence comes from discipline and training.

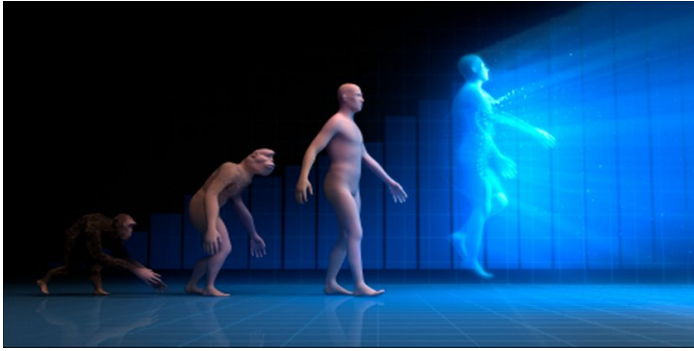
Robert Kiyosaki



REFRESHER TRAINING TO
MARKETING TEAM

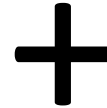


Professional Refresher Training To Sales People



WHAT DO WE COVER IN THIS WORKSHOP

- SWOT ANALYSIS OF TEAM
- ETHICS
- ATTITUDE
- COMMUNICATION SKILLS
- PROFESSIONAL SELLING SKILLS
- ROLE PLAYING
- \$ALES LEAKAGE
- FIELD PLANNING



- DESIGN OF TAILOR-MADE PERFORMANCE REPORTS
- DESIGN & ERECTION OF TOUR PROGRAM
- CLIENT TRAINING ON MARKETING STRATEGIES

We will study your team- their targets, tools they have, strategies they are adopting, etc.,



We will give full report to the management

PROFESSIONAL PRO TRAINING FOR HIGHER REFERRALS



SALES TRAINING IN PROGRESS

**PL WATCH VIDEO IN
VIDEOS SECTION PAGE
IN OUR WEBSITE**



Click above to go
to VIDEOS PAGE

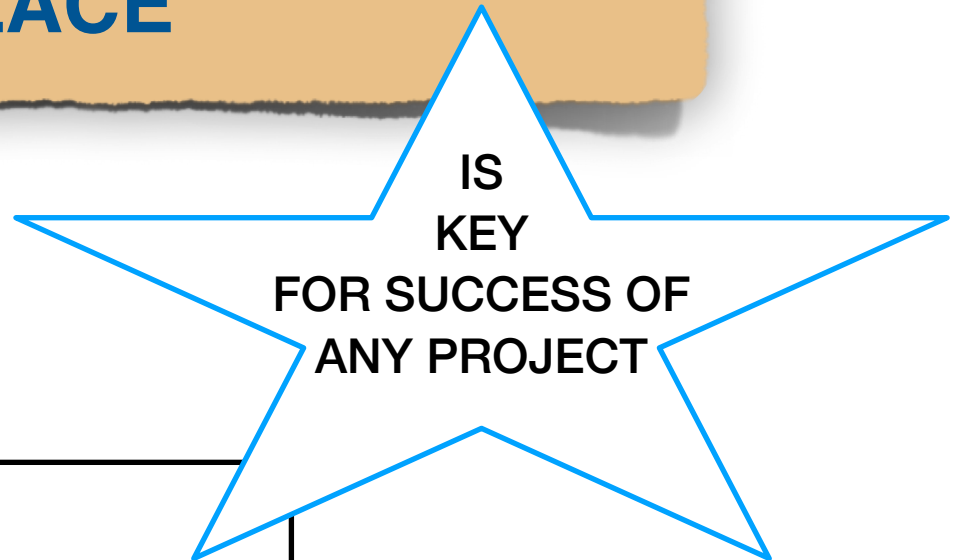


NEXT

ADMINISTRATION PROJECTS

TO HAVE

**ROBUST SYSTEMS &
OWNERSHIP BASED,
EFFICIENT STAFF INSIDE YOUR
PLACE**



ADMIN PROJECTS

FIRST ADMIN PROJECT

BRAND MANAGEMENT PROJECT (BMP)



**AIO BRAND
MANAGEMENT
PROJECT (BMP)**

This Project is top-end
AIO
ALL-IN-ONE
PROJECT COVERING ALL
ASPECTS OF YOUR
BRAND MANAGEMENT
(ADMINISTRATION)

There are many
Visible basic
anti-brand
things in
hospitals

**NO PROPER
SYSTEMS in
traditional hospitals**

**NO PROPER
RECRUITMENTS &
TRAINING OF STAFF**

**WITHOUT
PROFESSIONAL
SYSTEMS**

**MEDICAL ERRORS
WILL TAKE PLACE**

- **Staff will be inefficient, mischievous & fraudulent**
- **There will be more & more loitering of staff & Pts, which is common in all traditional units**
- **MAINLY COSTS WILL GO UP because of lack of professional modern systems!!!!**

CASE STUDY

RECENTLY we were
asked to restore a
hospital that went into
Rs12 crores loss!!!

Correction of Visible Leakages

All visible, basic leakages will be corrected along with full recruitments & trainings

BRAND MANAGEMENT PROJECT (BMP)



WHAT THIS **BMP** PROJECT WILL DO FOR YOU

- **Your Hospital's overall performance will shoot to high level**
- **Pt attritions will be minimal**
- **Costs will go down**
- **Your Hospital will begin to look professional in the eyes of modern pts and staff**
 - **As like corporates as will be doing Space Management & Visitors Management**

NEXT PROJECT

MICRO PRACTICE LEAN (MPL)

TABOR MPL PROGRAMME



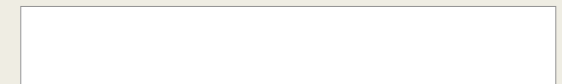
Hospital is a
complex institute!!
Like a big factory



PROFESSIONAL

SYSTEMS

**IT IS THE BAD SYSTEMS
LEADING TO
LOSSES IN HEALTHCARE
THESE DAYS**



Reducing Costs & Increasing Operational Excellence

We will install world-famous Lean Healthcare incorporating many Lean Systems

MICRO PRACTICE LEAN (MPL)



NEXT PROJECT

AS MANAGEMENT
CONSULTANTS (AMC)

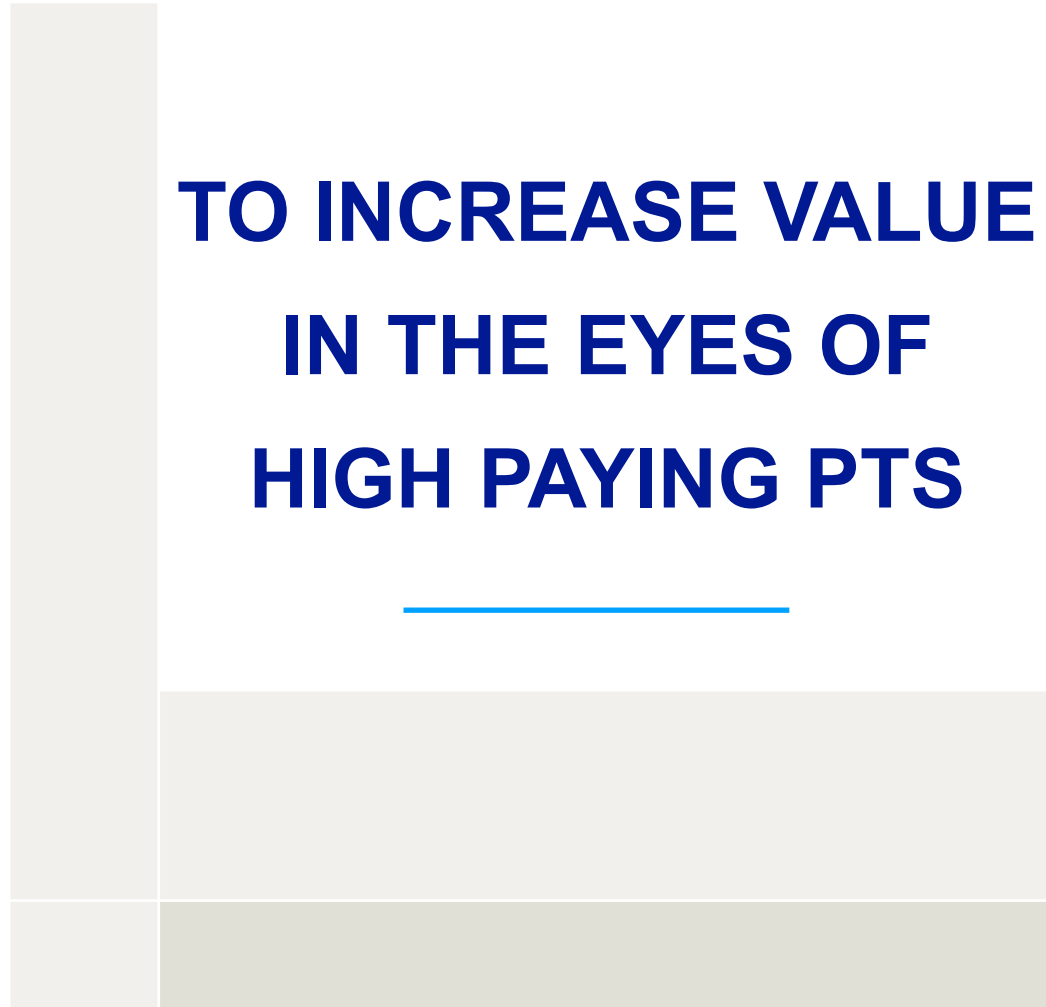
Month after Month Professional Guidance

We will update your practice on monthly basis guiding you & staff esp marketing people and designing lean systems

AS MANAGEMENT CONSULTANTS (AMC)



**TO INCREASE VALUE
IN THE EYES OF
HIGH PAYING PTS**



**EXTERNAL THINGS
THAT ARE MUST TO
INCREASE VALUE IN
THE EYES OF HIGH
PAYING PTS**

**ACCREDITATIONS
ISO / NABH ETC.,**

WALL ART

DIY CMS WEBSITE

**WEB CONVERSION
LEAKAGES**

NEXT PROJECT

ISO ACCREDITATION WITH
AUDIT & TRAINING (SI)

ISO GLOBAL ACCREDITATION (SI)

**THIS WILL
INCREASE YOUR
VALUE AMONG
EDUCATED PTS**



ISO GLOBAL ACCREDITATION (SI)



01

**WE WILL CONDUCT AUDIT OF
YOUR HOSPITAL**

02

**WE WILL TRAIN YOUR
STAFF**

03

**WE WILL GIVE CONTROL OF
DOCUMENTS AS PER ISO TC**

04

**WE WILL ISSUE ISO
CERTIFICATE WITH PRESS NOTE**

NEXT PROJECT



PROFESSIONAL WALL ART (WA)

Pts and visitors do watch what is on the walls

We will design 6 nos of 12/18 posters professionally & beautifully to educate pts as to who you are

**PROFESSIONAL WALL ART
(WA)**



NEXT

NEXT WE SELL

LED SLIM CUT

FRAMES TO

INCREASE PT

CONVERSIONS

**WE DO SELL
CUSTOM
MADE
ACRYLIC
LAZER CUT
SLIM LED
FRAMES**



**PLEASE CLICK
'SHOP' PAGE!**

NEXT PROJECT



DIGITAL SIGNAGE (DS)

Pts and visitors do watch what is going on TV @reception

We will design full movie slides educating pts about HOSPITAL & its treatments, FULLY CONVERSION BASED Digital Wall Art

DIGITAL SIGNAGE (DS)



NEXT PROJECT



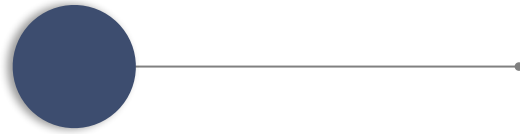
DIY CMS WEBSITE



**“GREATEST
HEADACHE IN
BRANDING
OURSELVES IN
MARKET**

**IS OUR
INABILITY TO
DESIGN WEBSITE
AND MAKE IT LIVE”**

GOOD NEWS



- **WITH OUR CMS WEBSITE,**
- **YOU YOURSELF CAN UPLOAD YOUR WEBSITE,**
- **AS SIMPLE AS**
 - **TYPING,**
 - **SELECTING PICS/VIDEOS**
 - **AND CLICKING UPLOAD**
- **IN ONE HOUR WE WILL TRAIN YOU IN THIS !**

DIY CMS WEBSITE

01

**NO NEED OF ANY WEB
DESIGNER**



02

**USER FRIENDLY
WEBSITE**

03

**YOU CAN UPLOAD
ALL YOUR VIDEOS &
CONTENT INSTANTLY**

NEXT PROJECT

**WEB CONVERSION LEAKAGES
+ WEB RE-DESIGN (WCLR)**

NEXT PROJECT

WEB CONVERSION LEAKAGES + WEB RE-DESIGN (WCLR)

IF YOU ALREADY HAVE
EXISTING WEBSITE!

WEB CONVERSION LEAKAGES + WEB RE-DESIGN (WCLR)

IF YOU ALREADY HAVE
EXISTING WEBSITE!

WE WILL GUIDE YOU AS TO
HOW TO CONVERT IT INTO
CONVERSION BASED SITE!

MOST OF THE WEBSITES ARE
FULL OF CONTENT, & **BORING**,
PATHETIC IN SPEED,
RANKS VERY LOW IN GOOGLE,
GT METRIXS, ETC.,

MUCH MORE, MOST OF THE SITES
IRKS VISITORS AND THEY LEAVE
THE SITE WITHIN FEW SECONDS!!

@ They are NOT conversion based



NEXT PROJECT

WEB CONVERSION LEAKAGES + WEB RE-DESIGN (WCLR)



Conversion website is different from content based website

We will study your website for conversion based leakages and re-design site on PPT and give you full content

**WEB CONVERSION LEAKAGES
+ WEB RE-DESIGN (WCLR)**



NEXT PROJECT

— PRACTICE MANAGEMENT SESSION (PMS)

ON SITE

WORKSHOP



**FOR DOCTOR
DIRECTORS**

**PRACTICE MANAGEMENT
SESSION**

(P M S)





Transformation of doctor to know what is to manage a HOSPITAL professionally and in the most cost effective way is the purpose of this PMS workshop

To Increase practice skills and know world- famous Lean Healthcare

Powerful workshop conducted only for doctor directors to know what is practice branding and how to take-off in practice

**PRACTICE MANAGEMENT
SESSION (PMS)**



WHAT THIS PM SESSION WILL DO FOR YOU

- You will become street-smart in handling practice, esp staff
- Dr will know world-famous Lean Healthcare being practiced by all top hospitals in the world
- Many tools we will be using to educate you as to how to take off in practice
- **ALL THESE YOU WILL KNOW THRU POWERFUL VIDEOS & PPTs & DOCUMENTS**

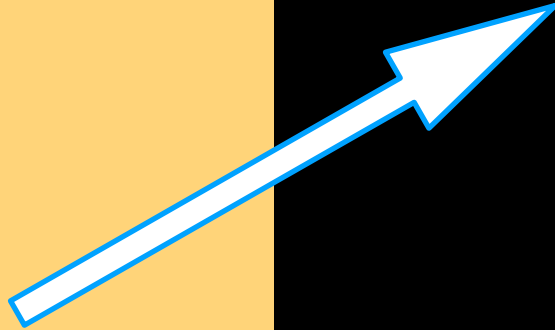
**PRACTICE
MANAGEMENT FULL KIT
(PMFK)**



**THIS WILL MAKE
DOCTORS
STREET SMART**



**NEXT
WE SELL
THRU OUR
WEBSITE**

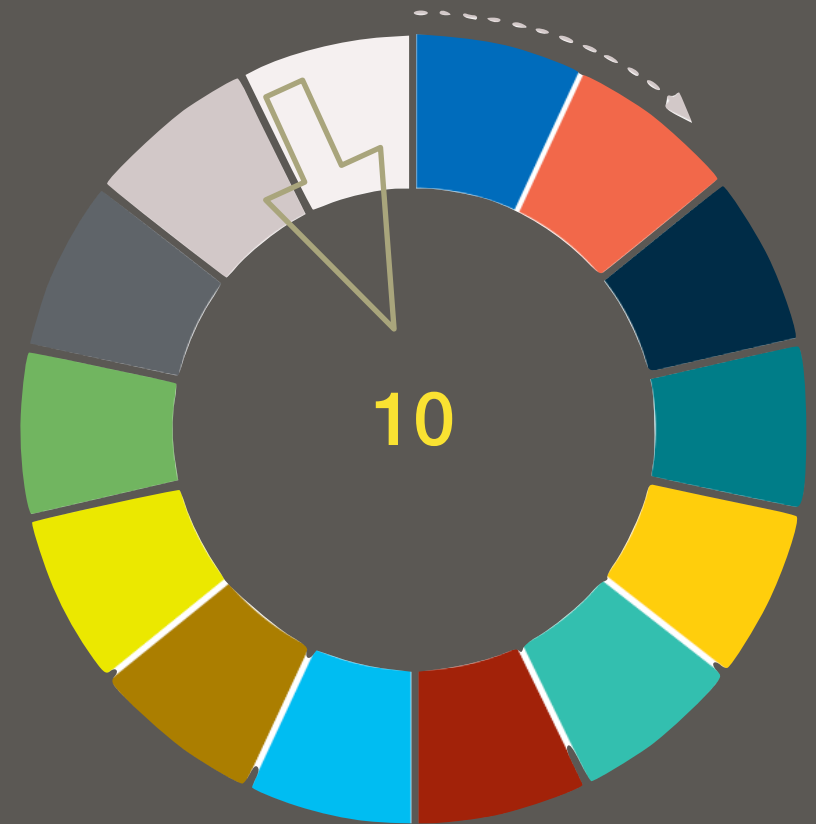


● DOCTORS SHOULD KNOW
PRACTICALLY AS TO

- HOW TO PROMOTE A BRAND,
- HOW TO MANAGE
COMPETITION,
- HOW TO MANAGE STAFF,
- AND HOW TO MANAGE A
HOSPITAL

10 major things in Practice, A MUST TO SURVIVE IN MODERN DAY PRACTICE

If one wants to have
successful Practice



Components In Practice

10 things in all

- **ORGANISATIONAL CULTURE**
- **FRONT OFFICE DESK**
- **PR DEPT**
- **REVENUE MANAGEMENT**
- **DR PRESENTATION SKILLS**
- **SYSTEMS INSIDE HOSPITAL**
- **BRAND PROMOTION TOOLS**
- **ACCREDITATIONS**
- **STAFF MANAGEMENT**
- **LEAN MANAGEMENT**

**PRACTICE
MANAGEMENT
FULL KIT
(PMFK)**

- **ORG CULTURE DESIGN**
- **FRONT OFFICE DESK**
- **PR DEPT**
- **REVENUE
MANAGEMENT**
- **DR PRESENTATION
SKILLS**
- **SYSTEMS INSIDE
HOSPITAL**
- **BRAND PROMOTION
TOOLS**
- **ACCREDITATIONS**
- **STAFF MANAGEMENT**
- **LEAN MANAGEMENT**

* **WE WILL SEND VERY
DETAILED
PRESENTATION AS TO
WHAT EACH TOPIC IS
& HOW TO EMBED
THIS IN YOUR**

* **WE WILL ALSO BE
SENDING DOCS
RELATED TO EACH
TOPIC TO INSTALL AT
YOUR PLACE**

REMEDY ?



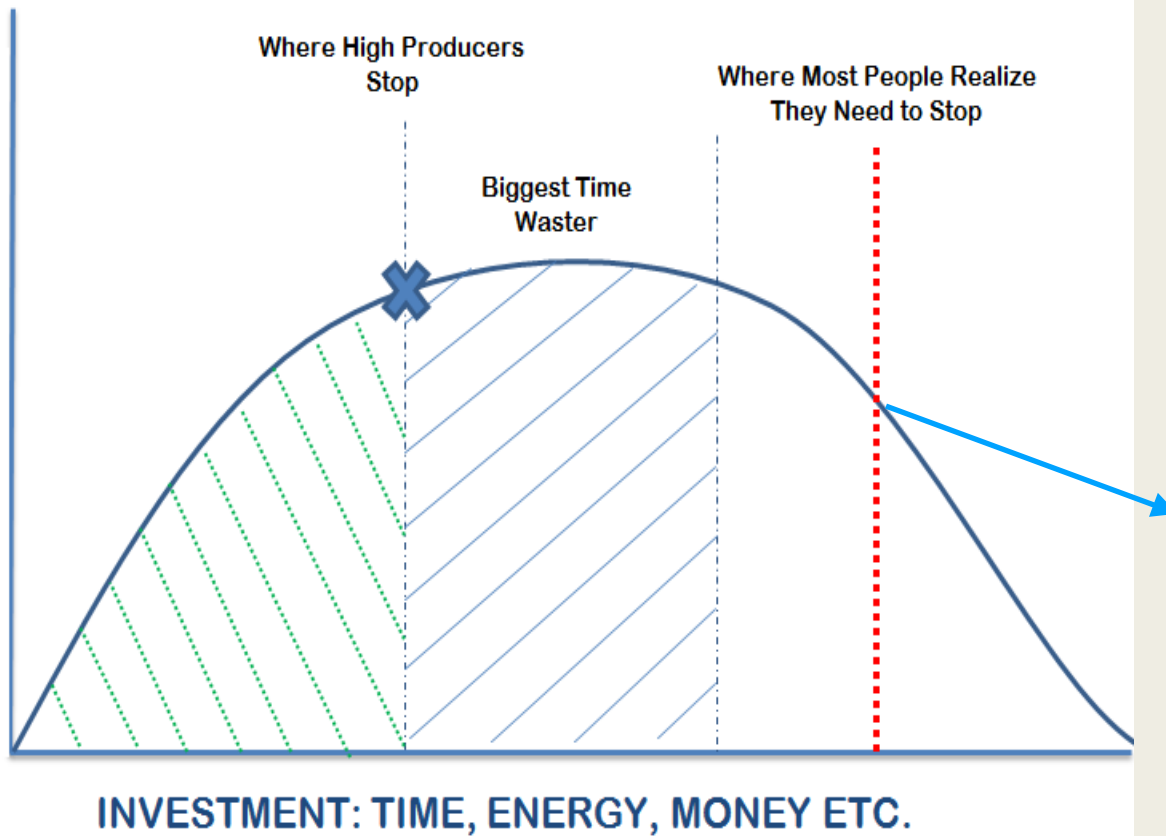
**IF YOU ALWAYS DO
WHAT YOU ALWAYS DID,
YOU'LL ALWAYS GET
WHAT YOU ALWAYS GOT.**

- HENRY FORD



VERY FEW DOCTORS WAKE UP BEFORE LOSS OF PT BASE

Law of Diminishing Returns



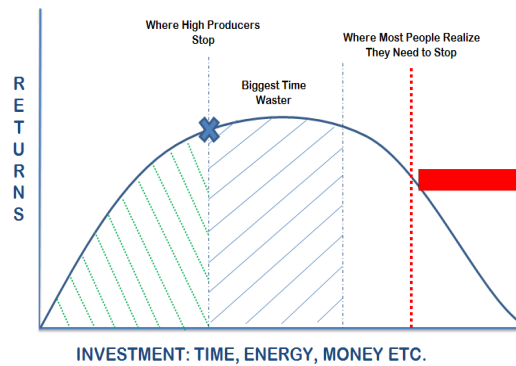
Many DOCTOR
DIRECTORS WAKE
UP HERE WHEN
THERE IS HUGE
LOSS OF PT BASE

**ACTUALLY
PITY IS**

ACTUALLY PITY IS



Law of Diminishing Returns



99% OF PEOPLE CALL US
"ONLY"
WHEN THEY GO INTO RED
(LOSSES)



**HIGH PROFIT
MAKING
COMPANIES DO
CHECK THEIR
PROCESSES**

**AND RE-BRAND
THEMSELVES
VERY OFTEN**

**WHICH IS OPPOSITE IN ALMOST ALL
TRADITIONAL HOSPITALS**

IDEAL INVESTMENT RATIO

IDEAL INVESTMENT RATIO

70% OF TOTAL MONEY SHOULD GO FOR ERECTING HOSPITAL, BUYING EQUIPMENT, ETC.,



30% OF TOTAL MONEY INVESTED SHOULD GO FOR BRANDING

LEST PUBLIC WILL NOT KNOW YOU

LIVE PROJECTS

10-20 YRS TO SETTLE IN PRACTICE



3-5 YRS
SETTLING IN PRACTICE

**With Us You
settle In The
Quickest
Possible
time**



25 yrs in Market

TERMS APPLY



PL NOTE

- Hospital industry is multi-crore industry all over the world
- Its also very sensitive as outcomes are not guaranteed due to various factors
 - So its a place where pts get discontented easily
- Competition is severe, and cash pts are becoming minimal like in US,
- So we can help you to re-design your practice with our 25+ yrs presence in market

OUR VISION

**YOU BECOME TOP
BRAND AMONG
OTHERS**



WE WILL HELP YOU TO MINIMISE COMPETITION!!!



25 yrs in Market

www.taboronline.com

STEPS OF OUR ASSOCIATION

STEP 1

STEP 2

STEP 3

STEP 4

**THERE ARE 4 STEPS
OF OUR
ASSOCIATION**



STEPS OF OUR ASSOCIATION

THERE ARE 4 STEPS OF OUR ASSOCIATION

STEP 1

WE WILL COME ALL THE WAY FROM HYDERABAD TO YOUR PLACE & **GIVE YOU PRIMARY PRESENTATION**

ITS FREE, IF IN HYDERABAD/MUMBAI

STEP 2

WE WILL GIVE YOU PRIMARY PAPERS

ITS FREE

STEP 3

WE WILL GIVE YOU FULL FILE PROFESSIONAL PRESENTATION WITH **PRACTICE MANAGEMENT SESSION**

ITS CHARGEABLE

3 FULL HOURS

Rs 35k

2k USD

STEP 4

BLOCKING DATES & SIGNING PAPERS

HOME WORK FOR PROJECT WILL START

**DO YOU WANT
MORE INFO ?**

EMAIL US

<https://taboronline.com/contact-us/>

CALL US: +91= 98669 37170

WE WILL SEND DETAILED INFO

