



TO

**TAKE OFF
IN
YOUR
PRACTICE**

OBJECTIVE OF OUR PROJECTS FOR OUR CLIENTS



25 yrs in Market

PURPOSE OF
OUR PROJECTS
FOR YOU



YOUR
BRAND
ESTABLISHMENT &
HIGHEST
REVENUES

THE
METAMORPHOSIS OF
Your Practice®



WHAT WILL HAPPEN
AT THE END OF OUR PROJECTS
IF YOU FOLLOW
ALL OUR INSTRUCTIONS TO THE
LETTER

**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**

**OUR
OUTCOMES
FOR YOU**

*** Terms Apply**





MUMBAI

DADDY HOUSE, FORT

HYDERABAD

**RAMU TOWERS,
A.C.GUARDS**



**SINCE
1996**

**WE ARE IN THE MARKET
SINCE 25 YRS**

**AUTHORISED INDIAN
ASSOCIATES FOR QUALITY
VERITAS LIMITED, UK**

www.taboronline.com



TABOR TEAM JUST
RECRUITED FOR A CLIENT

BSI PROJECT
TRAINING





MARKETING STAFF TRAINING



CLIENTS TRAINING- PMS



STAFF TRAINING

**POWERFUL,
TIME
TESTED
PROJECTS**

**FOR SMALL &
MEDIUM SIZED
HOSPITALS/
CT/MRI,
IMAGING
CENTRES**

**UPTO 100
STAFF**



4 WAYS WE CAN HELP YOU

**MARKETING
PROJECTS**

**ADMIN
PROJECTS**

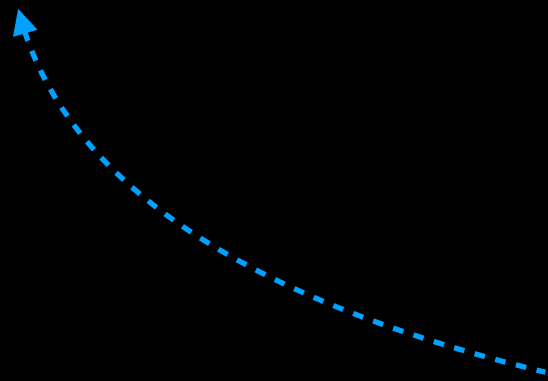
**BRAND
ENHANCEMENT
PROJECTS**

**PRACTICE
ENHANCEMENT
TOOLS**





**MARKETING
PROJECTS**



**THESE
PROJECTS
WILL
INCREASE
YOUR IP/
TREATMENTS**



**BRAND
ENHANCEMENT
PROJECTS**



**THESE
PROJECTS
WILL
BRING
VALUE TO
YOUR
CENTRE**

ADMIN PROJECTS



**THESE
PROJECTS WILL
HELP YOU IN
ADMINISTRATION
INTERNALLY**



**PRACTICE
ENHANCEMENT
TOOLS**



**THESE
TOOLS WILL
MAKE YOU
STREET-
SMART
DOCTOR
OF YOUR
PRACTICE**



PLEASE NOTE

**THESE ARE ONLY
HEADINGS**

CONTACT US FOR FULL INFO

**TERMS FOR OUTCOMES
FROM OUR PROJECTS**

**TOTAL SURRENDER OF
YOUR CENTRE TO US**



**THESE ARE FULL FLEDGED SLIDES,
MOST IDEAL TO SEE ON**

**LAPTOP
DESKTOP**

IPAD

OR

**PLEASE TAKE PRINT OUTS &
GO THRU THEM**

THE SECRET SAUCE

**THE
SECRET
SAUCE**

**TO GET HIGH
ADMISSIONS & HMP
(HIGH MARGIN
PRACTICE)**



TO GET HIGH
ADMISSIONS & HMP
(HIGH MARGIN
PRACTICE)

YOU NEED

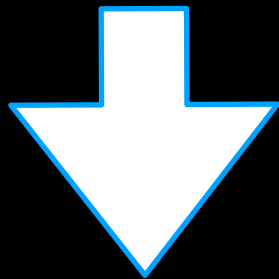


YOU NEED

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graph TD; A[YOU NEED] --> B[HIGH PAYING PTS (HIGHER CPB)]; A --> C[ROBUST SYSTEMS & OWNERSHIP BASED, EFFICIENT STAFF];
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**HIGH PAYING PTS
(HIGHER CPB)**

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

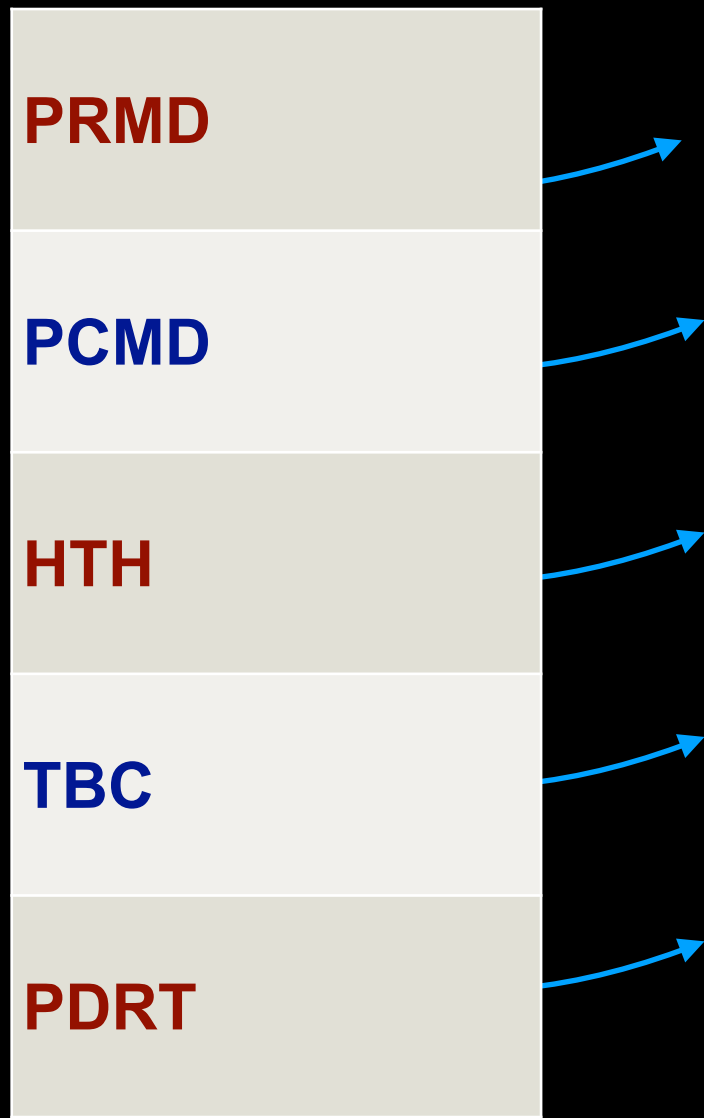


MARKETING PROJECTS

WITHOUT PROFESSIONAL TARGET BASED MARKETING

NO HEALTHCARE CAN
GET PATIENTS EITHER
REFERRALS OR
WALK-INS IN BULK

MARKETING PROJECTS



MARKETING PROJECTS

PRMD

**PROFESSIONAL REFERRAL
MARKETING DEPT (PRMD)**

PCMD

**PROFESSIONAL CORPORATE
MARKETING DEPT (PCMD)**

HTH

HOUSE TO HOSPITAL (HTH)

TBC

TOTAL BRAND CAPTURE (TBC)

PDRT

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

MARKETING PROJECTS

PRMD



**PROFESSIONAL REFERRAL
MARKETING DEPT (PRMD)**

**WHAT BENEFITS
YOU GET OUT OF
THIS PROJECT**



WHAT THIS PROJECT WILL DO FOR YOU

- Referral Revenues will start increasing manifold after 3 months from the date of finishing of project
- Your “brand name” among referral doctors & pts will soar high
- Your brand name will increase more and more as this team will be conducting on-site camps & promotional activities all throughout your geographic area

PRMD



**PROFESSIONAL REFERRAL
MARKETING DEPT (PRMD)**

**DESIGNED TO
GET REFERRALS IN
HIGH VOLUMES
WITH FULL TEAM &
FULL TOOLS**

OVERVIEW



**WHAT THINGS
WE DO IN THESE
'MARKETING
PROJECTS' ?**



THINGS IN ALL

1

**FIRST WE WILL STUDY
YOUR HOSPITAL FOR
BRAND ERRORS
THRU SWOT ANALYSIS**

3

**THEN WE WILL
RECRUIT MARKETING
TEAM THRU STRINGENT
RECRUITMENT
PROCESS**

2

**THEN WE WILL DESIGN
'TOOLS' NECESSARY FOR
MARKETING TEAM
TO GO TO FIELD**

***PROJECTS CONTENTS DEPEND ON WHAT TYPE OF PROJECTS CLIENTS SIGN**



4

**THIS TEAM WILL GO
THRU MANDATORY
DOCUMENTATION &
VERIFICATION PROCESS**

6

**WE WILL TRAIN
THEM INSIDE OUT IN PR
SKILLS & HOW TO GET
MAXIMUM REFERRALS
AND CORPORATE
PTS**

5

**THEN WE WILL DESIGN
THEIR TARGETS, & OTHER
TOOLS TO GO TO FIELD**

7

**WE WILL TAKE THEM
TO THE FIELD & TRAIN THEM
PRACTICALLY AS TO HOW TO
GET REFERRALS & CORPORATE
SEMINARS/ TIE-UPS**

9

**LASTLY WE WILL
TRAIN CLIENT AS TO HOW
TO MANAGE A MARKETING
TEAM AND HOW TO ARREST
BRAND LEAKAGES AT
HOSPITAL**

8

**WE WILL DESIGN SALES
REGISTERS, VISIT VS REVENUE
REGISTERS FOR CLIENTS &
MANAGER'S PERFORMANCE
REPORTS**

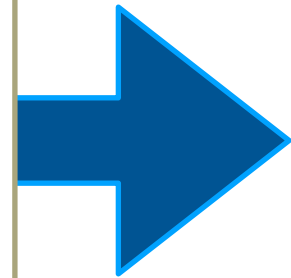
PROFESSIONAL REFERRAL MARKETING DEPT (PRMD)

**THIS WILL
INCREASE
REFERRAL
BRANDING**



STEP BY STEP

ROSTER OF PROJECT



YOU MAY NOY
UNDERSTAND THEM

YOU NEED
PROFESSIONAL
PRESENTATION



PROFESSIONAL REFERRAL
MARKETING DEPT

GROUND
WORK

DESIGNING

SYSTEMS

TEAM ROOM

CLIENT
MEETING

CLIENT HOME
WORK

PERFORMANCE
REPORTS

TEAM TOUR
PROGRAM

PR MATERIAL FOR
PR TEAM

REF CAMP TOOLS

REF DOCS
SEMINAR TOOLS

S.R FOR CLIENT

PPRE SYSTEM

ROOM DESIGN WITH
FULL FILE SYSTEM

REFERRAL
MARKETING PLAN

DATA
PROCUREMENT

DATA MINING OF
REF DOCS

VISIT VS REVENUE
PERF SHEET

TERRITORY PLANNING

REF

PRE & PO

PRE & PO
TO

TEAM PERFO
IN NUTS

IP PT FEEDBACK SYSTEM

WITH AREA MAP & REF
BASE DOTS

CM, TARGETS,
CLIENT REF DOCS PERCEPTION

CENTRE'S FULL DATA FOR
PRMD PROJECT

TO KNOW & PLAN EXACT
TERRITORY TOUR PLAN

TO ANALYSE EXEC
PERFORMANCE

REF

PRE & PO

PRE & PO
TO

TEAM PERFO
IN NUTS

IP PT FEEDBACK SYSTEM

REF D

IP FEED
IN

ROOM VISUAL
MANAGEMENT

THINGS TO GET READY FOR
PROJECT

+ PRODUCT KNOWLEDGE SHEET

DAILY, WEEKLY & MONTHLY
REPORTS

TO KNOW ROI

REF

PRE & PO

PRE & PO
TO

TEAM PERFO
IN NUTS

IP PT FEEDBACK SYSTEM

REF D

IP FEED
IN

TEAM PERFORMANCE
ON WHITE BOARD

YOU NEED
PROFESSIONAL
PRESENTATION TO
UNDERSTAND THESE
MEGA PROJECTS

WE BLOCKED
CONTENT TO PROTECT
SECRECY OF OUR
PROJECTS



NEXT PROJECT

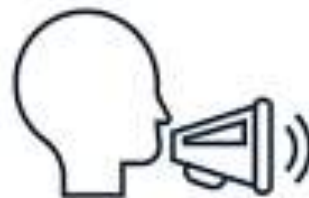


**DESIGNED TO GET
CORPORATE PTS**

**From CORPORATE
COS, STATE &
CENTRAL GOVT
OFFICES**

PROFESSIONAL CORPORATE MARKETING DEPT (PCMD)

**THIS WILL
INCREASE
CORPORATE
BRANDING**



***HMP (HIGH MARGIN PRACTICE) IS THE
OUTCOME FROM THIS PROJECT
BY GETTING CORPORATE EMPLOYEES
TO US**

***FRUITS OF THIS
PROJECT FOR YOUR
CENTER**

**YOUR CORPORATE PATIENTS WILL
START INCREASING SUBSTANTIALLY
3 MONTHS AFTER INDUCTION OF
THIS MEGA PROJECT**

**YOU AS HOSPITAL/DENTAL CENTER
OR AS CT/MRI CENTER WILL BE
MAKING MANY EMPANELMENTS,
THRU THIS DEPT**

**HIGH PAYING PTS,
WILL INCREASE
SUBSTANTIALLY**

**THESE GUYS WILL CONDUCT WBS,
WHICH EVENTUALLY BRING YOUR
BRAND AWARENESS**

**WBS=WELL BEING
SEMINARS, WHICH WE
WILL BE FORMING AND
TRAINING IN FULL**

NEXT PROJECT



HOUSE TO HOSPITAL (HTH)





VIRTUALLY SWEEPING PT MARKET

HOUSE TO HOSPITAL (HTH)

- # Direct Brand Penetration

HOUSE TO HOSPITAL (HTH)



**ONLY INNOVATION AND
MODERN MARKETING
INITIATIVES WILL GET HMP
TO THE HOSPITALS THESE
DAYS, NO SHORT CUT**

**HIGH MARGIN PRACTICE
(HMP)**



THIS HTH

IS DESIGNED TO
VIRTUALLY SWEEP **PT**
MARKET STRAIGHT
FROM HOMES, OFFICES



***OUTCOMES OF THIS HTH PROJECT FOR YOUR CENTRE**

YOUR OVERALL PATIENTS ESP
HIGH PAYING PTS WILL START
INCREASING SUBSTANTIALLY 3
MONTHS AFTER INDUCTION
OF THIS MEGA PROJECT


YOUR IP/TREATMENTS WILL
INCREASE BECAUSE OF
VIRTUAL MARKET SWEEP
THRU DIRECT MARKETING

THESE GUYS WILL CONDUCT
DIRECT MARKETING INITIATIVES
THRU MODERN SOCIAL MEDIA,
(DIGITAL MARKETING) WHICH
WILL BRING HEAVY BRAND
AWARENESS

NEXT PROJECT



TOTAL BRAND CAPTURE (TBC)



**THIS WILL
RE-WRITE YOUR
BRAND NAME IN
MARKET**



THIS PROJECT
COVERS ALL
PROJECTS
MENTIONED
ABOVE + OTHER
THINGS

TBC



TOTAL BRAND CAPTURE (TBC)

**WHAT BENEFITS
YOU GET OUT OF
THIS PROJECT**



WHAT THIS PROJECT WILL DO FOR YOU

- Revenues will start increasing manifold after 3 months from the date of finishing of project
- Your “Total Brand Name” among all sectors will soar high
- Your brand name will increase more and more minimising competition in full and increasing HIGH MARGING PTS (CASH PTS)

ALL IN ONE MEGA MARKETING PROJECT



IS DESIGNED TO LIFT
HOSPITAL BRAND
FROM 360° WAY

This
includes



SOCIAL MEDIA MARKETING



THIS PROJECT WILL
RE-WRITE THE WAY
A HEALTHCARE DOES
MARKETING

- ▶ NO FRILLS PROJECT
- ▶ Meaning Full **BRANDING TOOLS** Project
- ▶ To capture full market share
- ▶ To Minimise competition
- ▶ Professionally, Ethically & in quickest time possible

NEXT PROJECT

PDRT



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



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



&

TO TRAIN THIS TEAM TO
GET CORPORATE PTS

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
SALESMEN
WITH NO TARGETS



Confidence comes from discipline and training.

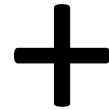
Robert Kiyosaki

REFRESHER TRAINING
TO
MARKETING TEAM



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 TO GET REFERRALS, 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**



N
E
X
T

ADMIN PROJECTS

TO SMOOTHEN YOUR
ADMINISTRATION

ADMIN PROJECTS

BSI

LEAN BSI

BMP

MPL

CMIO

RB CMIO

AMC

PMW



ADMIN PROJECTS

BSI

LEAN BSI

BMP

MPL

CMIO

RB CMIO

AMC

PMW

BRAND STABILISATION INITIATION/
LEAN/SIX SIMA

BRAND MANAGEMENT PROJECT

MICRO PRACTICE LEAN

CHANGE MANAGEMENT INSIDE OUT

RE-BRANDING WITH CMIO

AS MANAGEMENT CONSULTANTS

PRACTICE METAMORPHOSIS
WORKSHOP

FIRST PROJECT

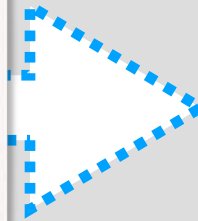
BRAND STABILISATION INITIATION (BSI)

**THIS PROJECT IS
FOUNDATION
PROJECT TO
KICK-START ANY
IMPROVEMENT
PROCESS IN ANY
HOSPITAL**

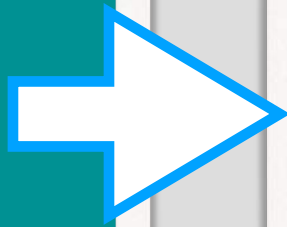
**BRAND STABILISATION
INITIATION (BSI)**



**MOTIVE/
PURPOSE
OF THIS
BSI
PROJECT**



**MOTIVE/
PURPOSE
OF THIS
BSI
PROJECT**



**TO CAUTION
YOU MAIN
PITFALLS GOING
ON IN YOUR
PLACE & TO
'INITIATE'
SOME CHANGES
INSIDE YOUR
PLACE**



TABOR
we help you grow



BRAND STABILISATION INITIATION (BSI)

**LOW BUDGET
PROJECT TO START
WITH**

**THIS WILL
CORRECT ALL
INTERNAL
LEAKAGES**



**PROJECT
DESIGNED TO
CORRECT
BRAND ERRORS**

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

What is BSI ? Why?



- **BSI- BRAND**
STABILISATION INITIATION

U N P R O F E S S I O N A L
(N O T U P D A T E D)

H E A L T H C A R E
F A L L S I N T O O N E
O F T H E S E T W O

**THERE ARE 2 TYPES OF PRACTICE
DIVERSION**



IPD

VS

EPD

**INITIAL
PRACTICE
DIVERSION**

VS

**ESTABLISHED
PRACTICE
DIVERSION**

A blue square with the letters 'IPD' in black, positioned above a white rectangular area.

IPD

A NEWLY OPENED HOSPITAL

- **WHICH IS TOO TRADITIONAL IN
BRANDING &**
- **WHICH HAS LOTS OF ANTI-PT &
ANTI-STAFF ATMOSPHERE INSIDE AND IS
NOT PREFERRED BY EITHER HIGH PAYING
PTS OR BY EFFICIENT STAFF/
CONSULTANTS**

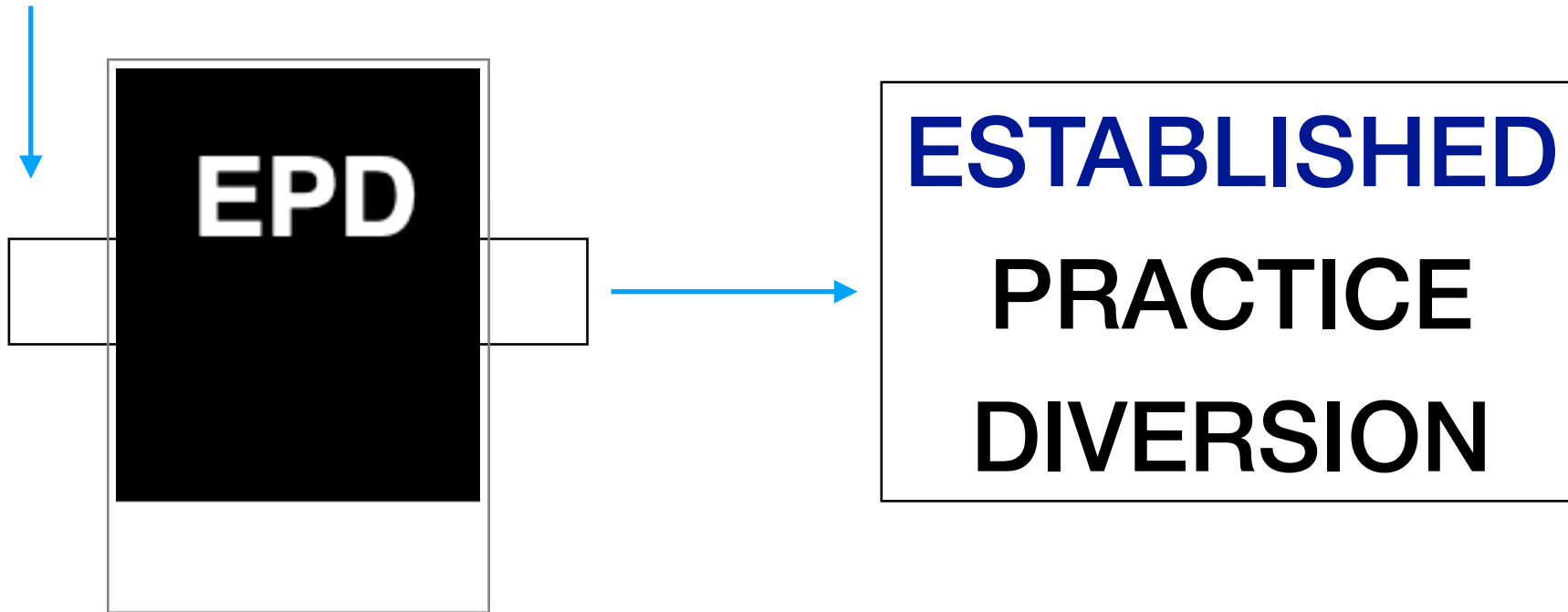
IPD

- SO PRACTICE GETS DIVERTED
FROM MAIN PATH IN GETTING
'HMP'

HMP= HIGH MARGIN PRACTICE
*FROM THE DAY ONE OF
OPENING*



NEXT



EPD



EPD

AN OLD / EXISTING HOSPITAL

WHICH HAS TOO MANY DEFECTS INSIDE
& ITS NOT ABLE TO GET HMP

BUT GETTING LMP

- LMP= LOW MARGIN PRACTICE

AS
BRAND LEAKAGES ARE TOO
MANY INSIDE

DIVERSION IN PRACTICE



BRAND ERRORS
IRK MODERN PTS AND
EFFICIENT STAFF

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



CASE STUDY

- **WE DID BSI PROJECT VERY RECENTLY FOR
JUST OPENED MILLION DOLLAR MULTI SP
OPHTHALMOLOGY HOSPITAL**
- **WHICH WAS LOOKING WORLD-CLASS WITH
PLUSH INTERIORS**



CASE STUDY



**BUT, WHEN WE DID SWOT
ANALYSIS**



CASE STUDY

**WE FOUND OUT THAT FOD, FRONT OFFICE
DESK (RECEPTION) WAS HAVING **TONS OF**
DEFECTS IN ATTRACTING NEW PTS OR
CONVERTING NEW PTS TO OT!!
(TREATMENTS)**



CASE STUDY

- **MORE SO THERE WERE MANY PATHETIC LEAKAGES IN THEIR WEBSITE & SOCIAL MEDIA!!**
- **EVEN THE RECEPTIONIST WAS FOUND TO BE UNFIT FOR THE JOB, AS SHE WAS RECRUITED THRU EASY RECRUITMENT PROCESS!!**

**THIS IS
CALLED 'IPD'**

BRAND STABILISATION INITIATION (BSI)

- **WE WILL STUDY BASIC BRAND LEAKAGES INSIDE YOUR HOSPITAL STARTING FROM RECEPTION TO CPS - (CASE PRESENTATION SKILLS) OF CONSULTANTS**
- **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**

WE
WILL DO
SERIES OF
SUB PROJECTS
TO **GUIDE YOU** TO
STABILISE YOUR BRAND

Starts from
Here

PRIMARY
PROBING
OF YOUR
PLACE

WEB CONVERSION
LEAKAGES (WCLR)

SWOT FULL
REPORT

CLIENT PMS
SESSION

BRAND STABILISATION INITIATION (BSI)

STAFF
RECRUITMENT
PACKAGE

STAFF 5S & CS
WORKSHOP

QR CODE
PACKAGE

F.O.D., UPDATE
WITH TOOLS

**& WE WILL SUGGEST YOU IN CLEAR
PPTS AND IN WRITING AS TO HOW TO
STAB | LSE YOUR HOSPITAL AS BRAND
AND TAKE -OFF IN PRACTICE**

**BRAND STABILISATION
INITIATION (BSI)**



LEAN BSI

**WE USE WORLD-
FAMOUS LEAN
METHODOLOGIES TO
DO THIS LEAN BSI
PROJECT TO ROOT
OUT THE WASTE IN
THE PROCESS**

NEXT

ADMINISTRATION PROJECT

BRAND MANAGEMENT PROJECT (BMP)

WHAT THIS BMP PROJECT WILL DO FOR YOU

- **YOUR HOSPITAL'S OVERALL PERFORMANCE WILL SHOOT TO HIGH LEVEL**
- **PTS & STAFF ATTRITIONS WILL BE MINIMAL**
- **ADMINISTRATION WILL BECOME VERY SMOOTH**
- **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**

Correction of Visible Leakages

**THIS MEGA PROJECT
CORRECTS ALL VISIBLE, BASIC
LEAKAGES **ALONG**
**WITH FULL RECRUITMENTS &
TRAININGS & DESIGNING OF
SYSTEMS INSIDE OUT****



**BIG MULTI
NATIONAL
COMPANIES**

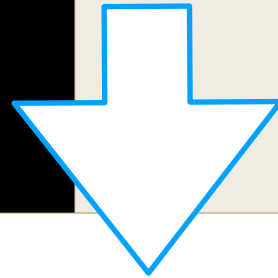


EARN BILLIONS OF DOLLARS



25 yrs in Market

BECAUSE



**THEY CONTINUALLY CHECK THEIR
PROCESSES & UPDATE THEMSELVES**

THIS IS THEIR HABIT

BUT

**THIS IS
OPPOSITE**

IN ALMOST ALL TRADITIONAL HOSPITALS

THEY REMAIN THE SAME FOR YEARS

**WITH MEDICAL ERRORS TAKING PLACE
HERE AND THERE**



CASE STUDY

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

**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!!!!**

The logo features a white L-shaped graphic on a black background. The text "AIO BRAND MANAGEMENT PROJECT (BMP)" is written in white, uppercase letters to the right of the L-shape.

**AIO BRAND
MANAGEMENT
PROJECT (BMP)**

THIS PROJECT IS TOP-END

AIO

ALL-IN-ONE

**PROJECT COVERING ALL
ASPECTS OF YOUR BRAND
MANAGEMENT
(ADMINISTRATION)**

WHAT WE DO

- **PBE SYSTEM - STAFF- PERFORMANCE
BASED EVALUATION & EXITS,INDUCTION OF
STAFF POINTS, INSTALLATION OF PB
BASED GOLD / SILVER CLUBS LIKE MNCS
DO**
- **FULL LEAN METRICS SYSTEM INSIDE
HOSPITAL**

WHAT WE DO

- **FULL CORPORATE STYLE VISITORS
MANAGEMENT- IT IS PROVED IT IS
BECAUSE UNNECESSARY CROWDS INSIDE
HOSPITAL, THAT LEAD TO MANY
AGITATIONS**
- **FULL PT. FEEDBACK SYSTEMS AT EVERY
STEP IN LINE WITH ISO TC PRINCIPLES**

**WHAT WE
DO**

- **STAFF PARTNERSHIP SYSTEM**
- **FULL IN-DEPTH COMMUNICATION SYSTEM**
- **INSTALLATION OF CARE-COORDINATORS CUM IP PROS**
- **STRICT EMPLOYEE INDUCTION TRAINING SYSTEM**
- **VERY REGULAR DNA EMBEDDED CME, SOFT SKILLS, PD SKILLS, ETC., CONTINUAL EDUCATION SYSTEM**

What other
systems we
correct

- **FULL WALL ART WILL BE DESIGNED**
- **DOCTORS/MANAGERS PERFORMANCE REVIEW SYSTEM**
- **STAFF COUNSEL & IN HOUSE POINT SYSTEM**
- **CREATION OF DOCUMENTS TO FILL COMMUNICATION GAPS THOUGHT-OUT HOSPITAL**
- **RE-DESIGN OF SPACE MANAGEMENT**

NEXT PROJECT

| MICRO PRACTICE LEAN (MPL)

TABOR MPL PROGRAMME



MPL =
MICRO PRACTICE
LEAN

ITS

WAR

ON
WASTE

Improved quality of care
at reduced costs



Correction of **INVISIBLE** Leakages

**THIS MEGA PROJECT
CORRECTS ALL INVISIBLE,
LEAKAGES **THRU INDUCTION
OF LEAN HEALTHCARE****



Reducing Costs & Increasing Operational Excellence

WE WILL INSTALL WORLD-FAMOUS LEAN HEALTHCARE INCORPORATING MANY MICRO SYSTEMS, ROUTING OUT WASTE IN 'COSTS' & IN 'PROCESSES'

MICRO PRACTICE LEAN (MPL)



Hospital is a
complex institute!!
Like a big factory

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



COST OF POOR QUALITY

- **ESTIMATED 35% OF ALL
HEALTHCARE COSTS =
“ WASTE”**

WHICH MEANS

**IF ONE SPENDS RS 1 CR
EVERY MONTH ON RUNNING
HEALTHCARE**

**RS 35 LACS IS
SPENT ON WASTE**

**RUNNING MULTI SP HEALTHCARE
IN THE MIDST OF COMPETITION
AND
WITH MANY STAFF & DIFFERENT
DEPTS IS NOT JOKE**



COMPETITION

HUGE
RUNNING
COSTS

LACK OF PROPER SYSTEMS
INSIDE HOSPITAL

HEAVY BILLS COMING MONTH AFTER
MONTH SANS HIGHER IP

MANY HOSPITALS DO FIRE FIGHTING, I.E., AFTER INCURRING LOSSES THRU LOW IP, THEY START DIGGING WHAT'S WRONG



Source: Transparency Market Research Analysts, 2016

- **WHAT WE ARE GOING TO DO**

- **IN THIS MEGA**

MICRO PRACTICE LEAN ?

WE WILL GUIDE YOU,

YOUR STAFF STEP BY STEP

**WHAT
WE COVER
IN MPL**

- **HOSPITAL OPERATIONAL EXCELLENCE**
- **INCREASE OF REVENUES AND**
- **DECREASE OF COSTS THRU**
- **EFFICIENT PATIENT PROCESS FLOWS,**
- **INCREASE OF STAFF PRODUCTIVITY**

WHAT EXACTLY WE WILL DO IN THESE PROJECTS

TABOR MPL PROGRAMME

CULTURE
ASSESSMENT

PRIMARY DEPTS
AUDITING

SWOT WITH CQ
ANALYSIS

RE-DESIGNING
SYSTEMS

HACKING
CULTURE

FULL
RECRUITMENTS

FULL WORKSHOPS
&
DOCUMENTATIONS

ALL LEAN TOOLS
INDUCTION

TRAININGS

TO UNDERSTAND THESE
COMPLICATED PROJECTS WHICH
● RUN INTO MONTHS, YOU NEED TO
CALL US FOR PROFESSIONAL
PRACTICE MANAGEMENT SESSION

NEXT PROJECT

| AS MANAGEMENT
CONSULTANTS (AMC)

AS MANAGEMENT CONSULTANTS (AMC)

**MONTH AFTER
MONTH
PROFESSIONALISM**



**IN THESE
POST
COVID
DAYS**

**ONLY RESORT TO
TAKE OFF**

**IS TO UPDATE
ONESELF**

MONTH AFTER MONTH

PROFESSIONAL GUIDANCE BY
OUR TEAM

GUIDING
CLIENTS IN BRAND
ENHANCEMENT &
IN LEAN
ADMINISTRATION

WHAT HAPPENS IF WE ARE YOUR CONSULTANTS

- **YOUR HOSPITAL WILL BEGIN TO LOOK MORE ROBUST & PROFESSIONAL AFTER 6 MONTHS OF INITIAL AMC WORK**
- **REVENUES WILL START INCREASING AS AMC COVERS 360° PROJECTS**
- **PRODUCTIVITY OF STAFF, ESP MARKETING STAFF WILL INCREASE SUBSTANTIALY**

NEXT PROJECT

CMS DIY WEBSITE (CDW)

DO IT YOURSELF
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 JUST 2 HOURS 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**

**&
DESIGN YOUR
OWN SITE**

SO WHAT exactly WE WILL DO IN CMS USER FRIENDLY WEBSITE



DESIGN OF DO IT YOURSELF (DIY) WEBSITE

CLIENT CAN UPLOAD PAGES AND ATTACH FILES JUST
LIKE GOOGLE DRIVE

NO NEED TO DEPEND ON OUTSIDE WEB DEVELOPER

INTERNATIONAL LOOK OF WEBSITE WITH ALL SOCIAL
ICONS EMBEDDED

PROFESSIONAL VIDEO SHOOT GUIDANCE FOR
VIDEOS WILL BE GIVEN

NEXT PROJECT



**IF YOU ARE
ALREADY HAVING
EXISTING WEBSITE!**

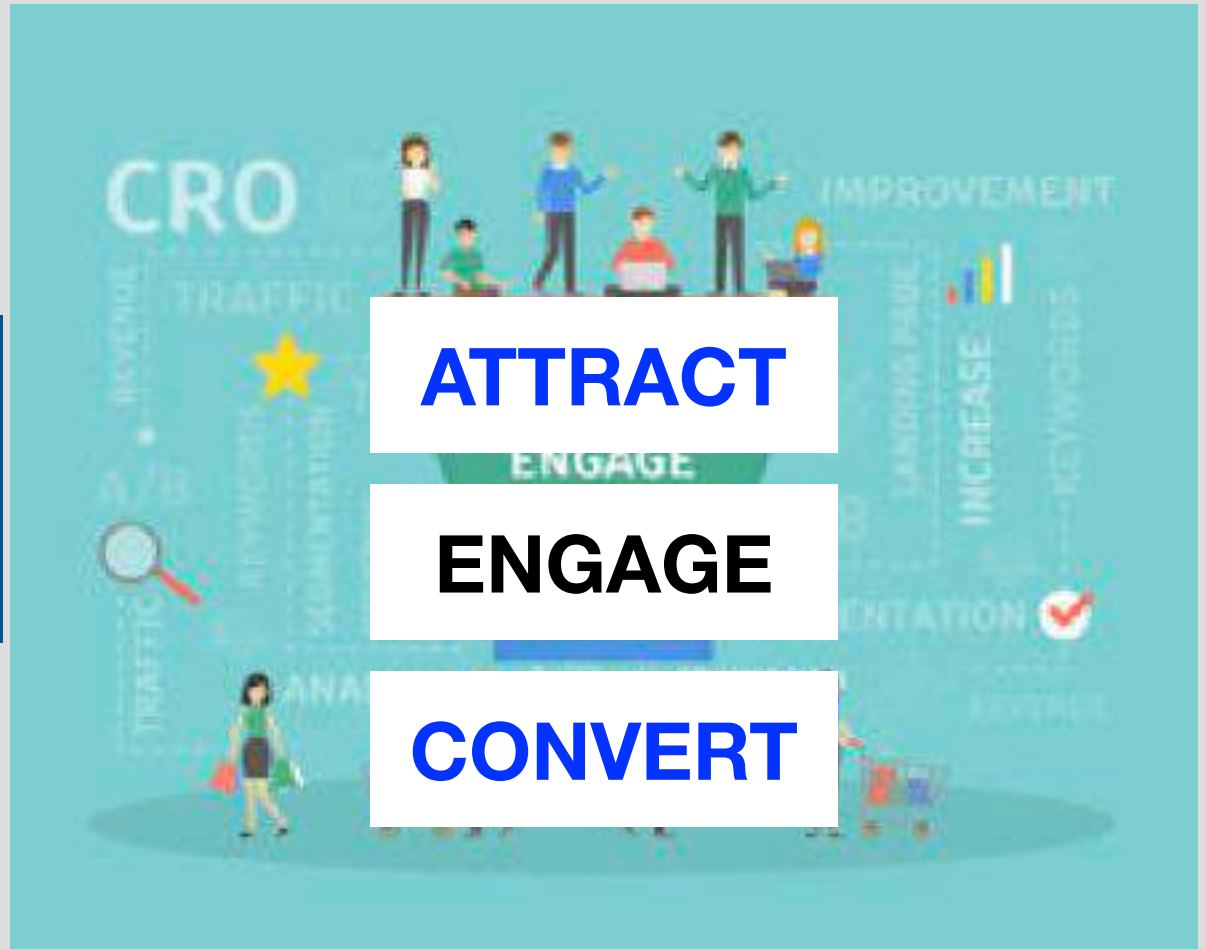
WEB CONVERSION LEAKAGES + WEB RE-DESIGN (WCLR)

**PURPOSE OF
ANY WEBSITE
IS TO**

ATTRACT

ENGAGE

CONVERT



WEB CONVERSION LEAKAGES + WEB RE-DESIGN (WCLR)

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

MOST OF THE WEBSITES ARE ANTI-CONVERSION SITES

- **THEY ARE BORING,**
- **AGE OLD COPYCAT
TRADITIONAL WEBSITES,**
- **PATHETIC IN SPEED,**
- **RANKS VERY LOW IN GOOGLE,
GT METRIXS, ETC.,**

MUCH MORE, MANY TRADITIONAL
BORING WEBSITES **IRKS VISITORS**
AND THEY LEAVE THE SITE WITHIN
FEW SECONDS!!

@They are NOT conversion based



**WE WILL STUDY YOUR WEBSITE FOR
CONVERSION BASED LEAKAGES AND
RE-DESIGN SITE ON PPT AND GIVE
YOU FULL REPORT**

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




**YOU CAN WATCH OUR
VIDEOS & READ
TESTIMONIALS GIVEN BY
OUR HONOURABLE
CLIENTS**

NEXT PROJECT



PRACTICE METAMORPHOSIS WORKSHOP (PMW)



**THIS WILL MAKE
DOCTORS
BETTER
PRACTITIONERS**



**WORKSHOP FOR
DOCTORS**



ON SITE

WORKSHOP



FOR DOCTOR
DIRECTORS

PRACTICE
METAMORPHOSIS
WORKSHOP

(P M W)



OBJECTIVE OF THIS WORKSHOP

TRANSFORMATION OF DOCTOR TO KNOW WHAT IS TO
MANAGE A HOSPITAL PROFESSIONALLY AND



DOCTORS SHOULD BECOME STREET SMART

**GREAT THING ABOUT
THIS PMS IS**

**IT IS TOTALLY ONSITE, DONE EXCLUSIVELY
FOR YOUR SPECIALTY,
JUST FOR YOUR HEALTHCARE**

**PRACTICE METAMORPHOSIS
WORKSHOP (PMW)**



BEFORE CONDUCTING THIS PMS

**WE WILL STUDY YOUR HOSPITAL FOR
BRAND ERRORS AND WE WILL UPDATE
YOU ON THIS IN 360° WAY**

**PRACTICE METAMORPHOSIS
WORKSHOP (PMW)**

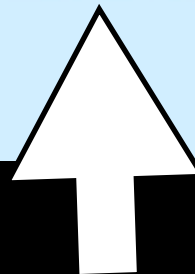


**DR WITH
MEDICAL
KNOWLEDGE**



**HOW TO MAKE A
BRAND HIGHLY
SUCCESSFUL
HOW TO INCREASE
REVENUES**

← **The Onboarding Chasm** →



**The Art &
Science of
Medical Practice
(Healing A Pt)**

VS

**The Art & Science of
Managing a Practice**

**I S T O T A L L Y
D I F F E R E N T**



CHANGE IS MUST
FROM TRADITIONAL DOC TO MODERN
STREET SMART DOC

**The Art &
Science of
Medical Practice
(Healing A Pt)**

VS

**The Art & Science
of
Managing a
Practice**

**T h i s Y o u
s t u d i e d
i n s i d e - o u t**

T H I S N O

**The Art &
Science of
Medical Practice
(Healing A Pt)**

VS

**The Art & Science
of
Managing a
Practice**

**WE WILL
TEACH YOU
THIS HERE**

**PROFESSIONAL
PRACTICE
MANAGEMENT
SESSION (PMS)**

**WE COVER
TOPICS LIKE**

- **HOW TO PROMOTE A BRAND,
(HOSPITAL)**
- **HOW TO MANAGE COMPETITION,**
- **HOW TO MANAGE STAFF,**
- **AND HOW TO MANAGE A
HOSPITAL**
- **HOW TO MANAGE MARKETING
STAFF,**

WE COVER TOPICS LIKE

- AND HOW TO INCREASE THEIR REFERRALS
- HOW TO MANAGE SOCIAL MEDIA
- WHAT IS LEAN HEALTHCARE, SPACE MANAGEMENT AND CHANGE MANAGEMENT
- RECRUITING AND MANAGING STAFF

WE COVER TOPICS LIKE

- WHAT ARE ALL ADMIN AND MARKETING LEAKAGES WE FOUND ELSEWHERE

&

- HOW TO AVOID HAPPENING TO YOU

WHAT THIS METAMORPHOSIS WORKSHOP 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

NEXT YOU CAN
SHOP WITH US



Shop With Us

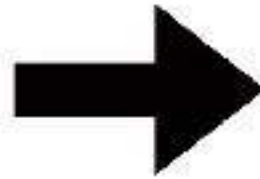
NEXT



**PRACTICE
ENHANCEMENT
THINGS YOU CAN BUY**

**STRAIGHT
FROM OUR
WEBSITE**



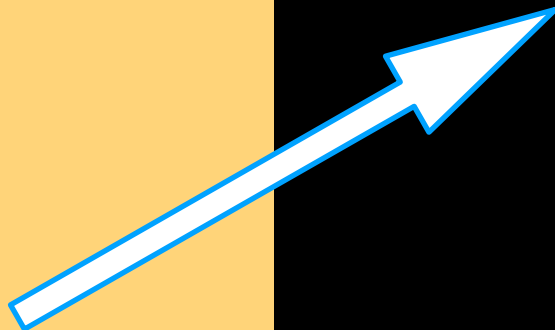




**100% PURCHASE
PROTECTION**

**WE WILL REFUND IF YOU ARE
NOT HAPPY WITH ANY OF
OUR PRODUCTS/DIGITAL
DOWNLOADS**

NEXT
WE SELL
THRU OUR
WEBSITE



PRACTICE MANAGEMENT FULL KIT (PMFK)

THIS WILL MAKE
DOCTORS
STREET SMART



DOCTORS SHOULD KNOW

PRACTICALLY AS TO

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

● HOW TO MANAGE MARKETING
STAFF,

● AND HOW TO INCREASE
THEIR BRAND

● HOW TO LEVERAGE SOCIAL
MEDIA

**THIS KIT
CONSISTS OF**



**POWERFUL STEP
BY STEP PPTS**

VIDEOS

ARTICLES

FOD TOOLS

**SOCIAL MEDIA
CONVERSION
POINTS**



Deal of the Day

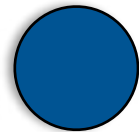
₹ **26,400** ~~₹33000~~ (20% off)
\$ **323** ~~\$404~~



MANY MORE

NEXT WE
DESIGN &
SELL YOU





QR CODE -
4 IN ONE
DESIGN PACKAGE

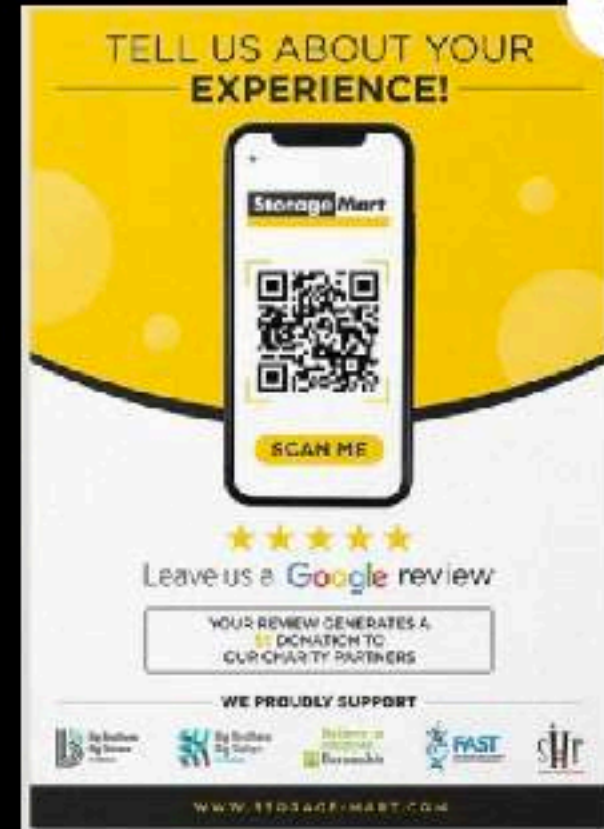
WE WILL
DESIGN
EXCLUSIVE QR
CODE + OTHER
ESSENTIAL
DESIGNS FOR
YOUR HOSPITAL





1

4
DESIGNS
IN ONE



3



2



4

1

**QR CODE WITH YOUR EMBEDDED
LOGO INSIDE**

2

2 OFFICIAL LETTER HEADS

3

2/3 FT QR CODE POSTER

4

**BUSINESS CARD WITH
QR CODE FOR CEO**

4

**DESIGNS
IN ONE**



QR CODE 4 IN ONE DESIGN PACKAGE

1



2



Deal of the Day

₹ 3740 ₹5500 (32% off)
\$ 46 \$67



Buy Now

SCAN OUR WEBSITE

3



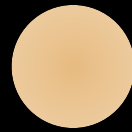
4





PLEASE CLICK
TABOR SHOP PAGE FOR
MORE INFO @ THE END

NEXT
WE DESIGN



CONVERSION
BASED
HOSPITAL
BROCHURE

HOSPITAL BROCHURE



COMES
WITH
EXCLUSIVE
QR CODE



HOSPITAL BROCHURE



HOSPITAL BROCHURE

01

READY TO PRINT

A MUST BROCHURE
FOR EXECUTIVES TO BE
GIVEN TO THE
DOCTORS POST
PRESENTATION



02

HIGHLY
CONVERSION
BASED BROCHURE



Deal of the Day

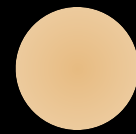
₹ 3306 ₹4350 (24% off)
\$ 40 \$53



Buy Now

NEXT
WE DESIGN

REFERRAL



BASED P.R.O.,
PRESENTATION
FILE

**P.R.O.,
PRESENTATION
FILE**

**FOR MORE
REFERRALS**

P.R.O., PRESENTATION FILE



**PURPOSE of P.R.Os
MEETING DOCTORS
IS TO GET HIGHEST
REFERRALS**

**BY
EDUCATING
VISITING DRS
THOROUGHLY**

EDUCATING VISITING DRS COMES

ONLY THRU DETAILED
PRESENTATION ABOUT
THE HOSPITAL IN
VISUAL FORMAT



Deal of the Day

₹ 17,640 ~~₹ 21,000~~ (16% off)
\$ 216 ~~\$ 257~~

ALL MEDICAL REPS
DO MEET
QUALIFIED
DOCTORS



WITH A DETAILING/
PRESENTATION
FILE/TAB IN HAND

P.R.O PRESENTATION FILE



01

**READY TO USE IN
FIELD**

02

**READY TO USE IN
TAB**

03

**HIGHLY QUALITY
JPEGs AS SOFT COPY
FOR IPAD
PRESENTATION**



Deal of the Day

₹ 17,640 ~~₹21000~~ (16% off)
\$ 216 ~~\$257~~



Buy Now

N E X T
W E S E L L



REFERRAL
BROCHURE



REFERRAL BROCHURE

IS
DIFFERENT
THAN
HOSPITAL
BROCHURE



REFERRAL BROCHURE

IS DESIGNED IN TECHNICAL/MEDICAL
LANGUAGE TO BE GIVEN TO 'A'
REFERRAL DOCTOR



HOSPITAL BROCHURE

IS DESIGNED IN LAYMAN'S
LANGUAGE FOR 'A' PATIENT/VISITOR



Medical & Health Care Tri-Fold Brochure Template 3 Color Version Volume: 207



**COMES
WITH
EXCLUSIVE
QR CODE**



Deal of the Day

₹ **3306** ₹4350 (24% off)
\$ **40** \$53

REFERRAL BROCHURE

READY TO PRINT

01

A MUST BROCHURE
FOR EXECUTIVES TO BE
GIVEN TO THE
DOCTORS POST
PRESENTATION



02

HIGH REFERRAL
BASED BROCHURE



Deal of the Day

₹ 3306 ₹4350 (24% off)
\$ 40 \$53



Buy Now



PLEASE CLICK
TABOR SHOP PAGE FOR
MORE INFO @ THE END

REMEDY ?



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

- HENRY FORD



LIVE PROJECTS

**10-20+ YEARS TO
SETTLE IN PRACTICE**

**3-5 YEARS TO TAKE
OFF IN PRACTICE**

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



25 yrs in Market

TERMS APPLY

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**

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



CALL US

FOR PROFESSIONAL
PRESENTATION **OR SEND US**
YOUR QUERIES BY CLICKING
WHATSAPP ICON,
OR PL DO CALL US

+91-98669 37170



MON-FRI