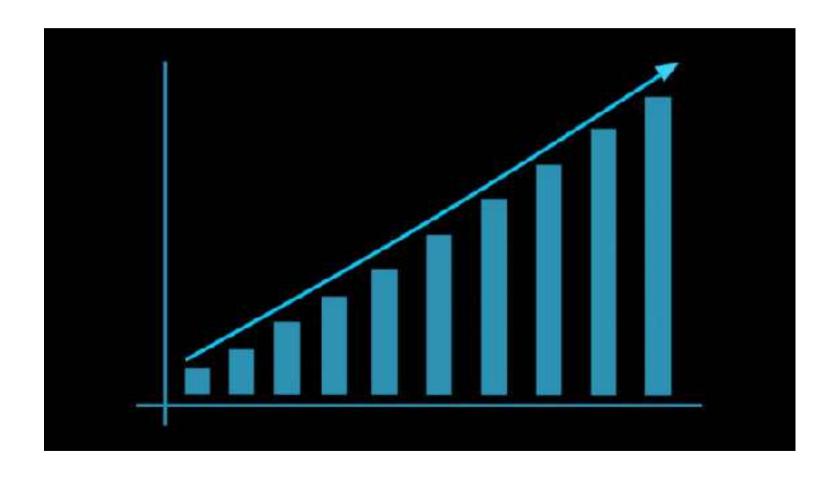
#### POWER PACKED PROJECTS







**MUMBAI** 

113, MODI ST, 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



TAKE
YOUR PRACTICE
TO NEXT LEVEL
WITH
PROFESSIONALISM



We give guarantee of outcomes provided you cooperate with us from begining to end without any deviation



## POWERFUL, TIME TESTED PROJECTS



## TO INCREASE (PATIENTS) REVENUES



TO STABILISE YOUR PRACTICE

## CLINICS / DENTISTS / SMALL DIAGNOSTIC CENTERS



BASIC REFERRAL MARKETING (BRM)

PROFESSIONAL REFERRAL MARKETING DEPT (PRMD)

**HOME TO HOSPITAL (HTH)** 

SOCIAL MEDIA CREATION
WITH VIDEO SHOOTING
-INST (SM)

PROSSIONAL CORPORATE
MARKETING & CLINIC
ADMIN (PCMA)

PR DEPT RE-DESIGNING & TRAINING (PDRT)

CUSTOM YOUTUBE CHANNEL (YTT)

CMS DIY WEBSITE (CMS)

WEB CONVERSION LEAKAGES REPORT (WCLR)

MARKETING TEAM TOOLS (MTT)

AS MARKETING &
MANAGEMENT
CONSULTANTS (AMC)

## 1st REVENUE ENHANCEMENT PROJECT

### MARKETING PROJECT



### REVENUES ENHANCING PROJECTS



BASIC REFERRAL MARKETING (BRM)



TO BEGIN REFERRALS &
BRANDING WITH LOWEST
BUDGET

## MARKETING PROJECT



BASIC
REFERRAL
MARKETING
(BRM)

## WITHOUT INITIAL MARKETING INVESTMENT

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



# WHAT WE WILL DO IN BRM PROJECT

DETAILED step by step ROSTER OF PROJECT



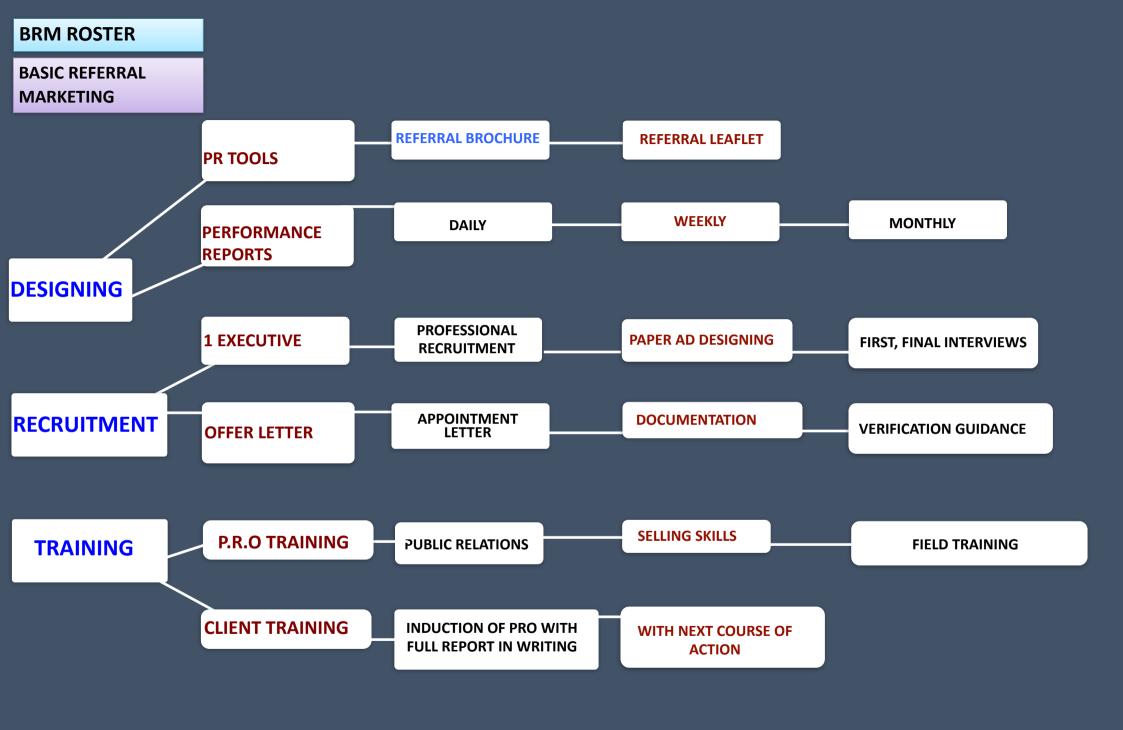
## WE WILL RECRUIT PROFESSIONALLY ONE GUY AS P.R.O.,

## FULL PROFESSIONAL TRAINING WILL BE GIVEN AS TO HOW TO INCREASE REFERRALS

WE WILL DESIGN 3 PERFORMANCE REPORTS TO BE SUBMITTED BY THE P.R.O.,

BASIC REFERRAL MARKETING (BRM)





#### WHAT THIS BASIC REFERRAL MARKETING WILL DO FOR YOU

This project will increase your clinic's branding throughout your area
 (Its professional advertisement & brand penetration)
 than run of the mill banners/posters traditional low budget clinics post at street corners



### NEXT REVENUE ENHANCEMENT PROJECT



PROFESSIONAL REFERRAL MARKETING DEPT (PRMD)

### REVENUES ENHANCING PROJECTS



PROFESSIONAL
REFERRAL
MARKETING DEPT
(PRMD)



TO INCREASE
REFERRALS
PROFESSIONALLY MEDIUM BUDGET

# DESIGNED TO GET REFERRALS IN HIGH VOLUMES WITH FULL TEAM



# PROFESSIONAL REFERRAL MARKETING DEPT (PRMD)





# OVERVIEW OF WHAT WE WILL DO IN PRMD PROJECT



### **CLINIC SWOT ANALYSIS**

### PROFESSIONAL RECRUITMENT OF 1 PROFESSIONAL P.R.O., + 1 TEAM LEADER CUM CLINIC MANAGER

WE WILL DESIGN ALL TOOLS FOR THE TEAM

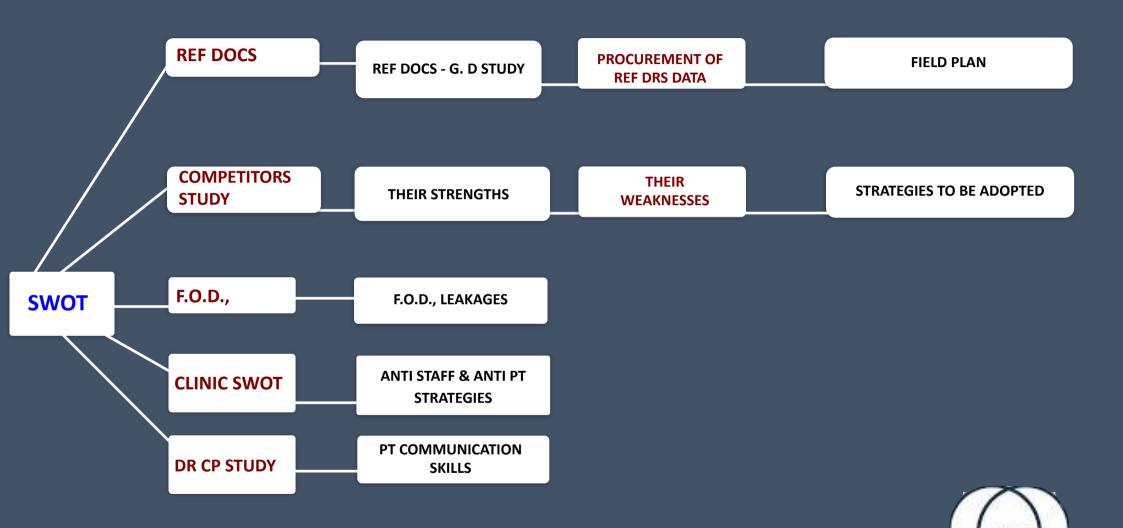
& TAKE FULL TRAINING FOR THEM & CLIENT

PROFESSIONAL REFERRAL MARKETING DEPT (PRMD)



## DETAILED step by step ROSTER OF PROJECT



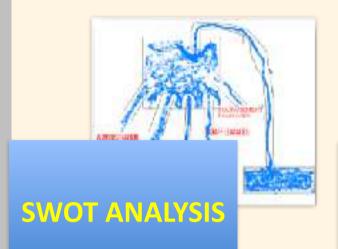


PRMD ROSTER	2 OF 3		REFERRAL	CM, TARGETS,	
PROFESSIONAL REFERR MARKETING DEPT	AL		MARKETING PLAN	CLIENT REF DOCS PERCEPTION	FINANCE PLANNING
	CLIENT MEETING		DATA PROCUREMENT FOR PROJECT	HANDING OVER THINGS REQUIRED FOR PROJECT	PRODUCT KNOWLEDGE SHEET
GROUND WORK	CLIENT HOME WORK		DAILY	WEEKLY	MONTHLY
DESIGNING	PERFORMANCE REPORTS		VISIT VS REVENUE SHEET	TO ANALYSE EXEC PERFORMANCE	TO KNOW ROI
	TEAM TOUR PROGRAM		TERRITORY PLANNING	TO COVER ENTIRE TERRITORY	
	PR MATERIAL FO	OR The second se	REF BROCHURE	TO GIVE TO REF DOCS	
	TRILAW		PT EDU LEAFLET	TO LEAVE AT REF DRS & OTHER PLACES	
	S.R FOR CLIENT		TEAM PERFORMANCE IN NUTSHELL	REF DOCS DATA, REVENUE DATA	FOR EASY DAILY REPORTING
\					
	DETAILING FILE		TO SHOW TO REFERRAL DRS	PROFESSIONALLY DESIGNED BY US	6 FULL PAGES WILL BE DESIGNED
TEAM ROOM	ROOM DESIGN WIT FULL FILE SYSTEM	Н	WITH AREA MAP & REF BASE DOTS	ROOM VISUAL MANAGEMENT	TEAM PERFORMANCE ON WHITE BOARD





#### **IN SHORT**













## 360° REFERRALS FROM MARKET



This project covers 360° referral marketing on par with medical reps covering total territory with all ref tools & team targets

PROFESSIONAL REFERRAL MARKETING DEPT (PRMD)



#### WHAT THIS MARKETING PROJECT WILL DO FOR YOU

- Referral Revenues will start increasing 3 months after finishing the project
- Your "brand name" among referral doctors & pts will soar high
- You will settle in practice must faster than you have imagined as we will be guiding you step-by-step to virtually sweep referral market share



## 3RD REVENUE ENHANCEMENT PROJECT

HOME TO HOSPITAL (HTH)

## REVENUES ENHANCING PROJECTS



HOME TO HOSPITAL (HTH)



TO INCREASE CLINIC'S
BRANDING & PTS RAPIDLY
RIGHT FROM HOMES

# HOME TO HOSPITAL (HTH)





Direct
Brand
Penetration

**HOME TO HOSPITAL (HTH)** 



### TARGETING HOMES

CONDUCTING MARKETING ACTIVITIES RIGHT AT HOMES TO INCREASE PT FOOTFALLS & BRANDING



# WHAT WE WILL DO IN THIS HTH PROJECT





### **HOME TO HOSPITAL**

1 PROFESSIONAL P.R.O., RECRUITMENT

#### **FULL TRAINING WITH LIVE CAMP**

CAMP TOOLS, PT PAMPHLETS, TEAM PERFORMANCE REPORTS

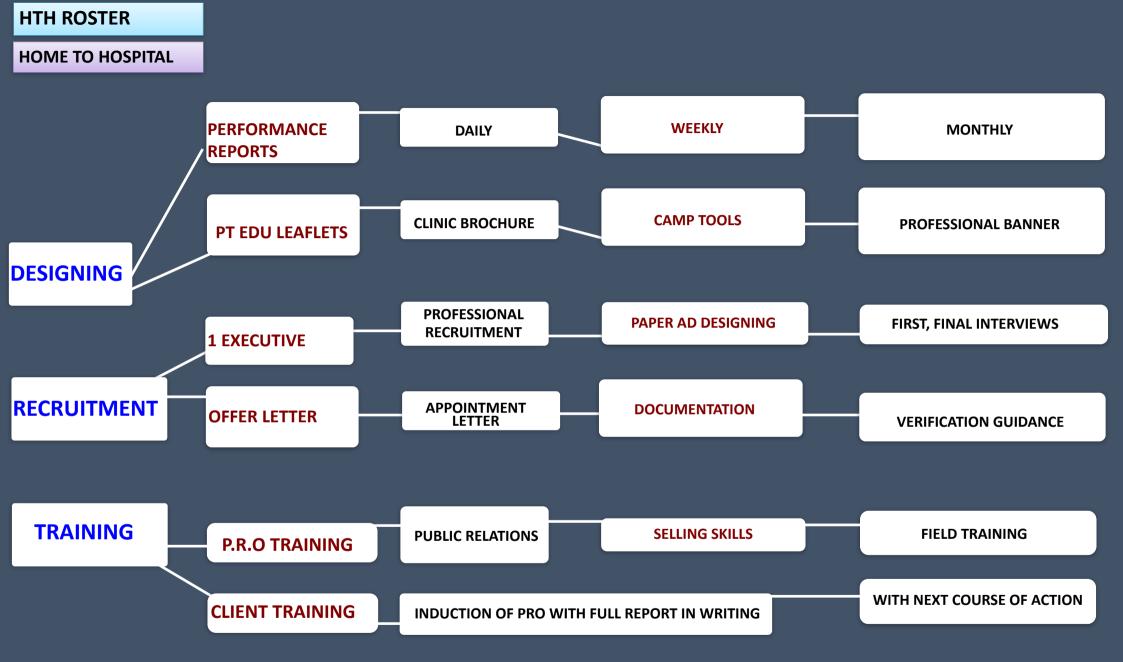


**HOME TO HOSPITAL (HTH)** 

# WHAT WE WILL DO IN HTH PROJECT

DETAILED step by step ROSTER OF PROJECT





#### WHAT THIS HOME TO HOSPITAL WILL DO FOR YOU

- Walk-ins will increase drastically (pt footfalls)
- Your brand name will soar in your area as we will be guiding you to capture market share strategically
- Paid pts will increase with high paying pts in large nos



#### NEXT REVENUE ENHANCEMENT PROJECT





SOCIAL MEDIA CREATION (SM)



THIS WILL INCREASE
YOUR BRANDING AMONG
HIGH PAYING PTS

# NO CLINIC CAN SURVIVE WITHOUT SOCIAL MEDIA PRESENCE



# WHAT WE WILL DO IN THIS SOCIAL MEDIA PROJECT



#### WE WILL FIRST STUDY YOUR CLINIC

#### **DESIGN PROFESSIONAL INSTA**

WE WILL ALSO PROFESSIONALLY SHOOT 3
VIDEOS & EDIT THEM WITH ANIMATIONS &
POST THEM WITH SHORTS IN SOCIAL
MEDIA

SOCIAL MEDIA CREATION (SM)



#### WHAT THIS SOCIAL MEDIA WILL DO FOR YOU

- Your brand name will increase
- People in the vicinity of your area will know more about you than your competitors
- Pt footfalls will increase
- Pts going out of your clinic for 2nd opinions will decrease as info in your social media will keep them with you, such as testimonial videos



#### NEXT REVENUE ENHANCEMENT PROJECT



## PROSSIONAL CORPORATE MARKETING & CLINIC ADMIN (PCMA)





## WE WILL BE DOING 4 SUB PROJECTS IN THIS MEGA PROJECT



#### PRMD PROJECT



#### **SOCIAL MEDIA**



HOME TO HOSPITAL PROJECT



## **CLINIC STABILISATION**



DESIGNED TO
INCREASE TOTAL
BRANDING &
REVENUES FOR
YOUR CLINIC



#### REVENUES ENHANCING PROJECTS



PROSSIONAL
CORPORATE
MARKETING & CLINIC
ADMIN (PCMA)

NO BUDGET LIMIT TO
COVER 360° AREA FOR
WHOLE AREA
PENETRATION

HTH= HOSPITAL TO
HOME
SM= SOCIAL MEDIA

#### **SWOT ANALYSIS**

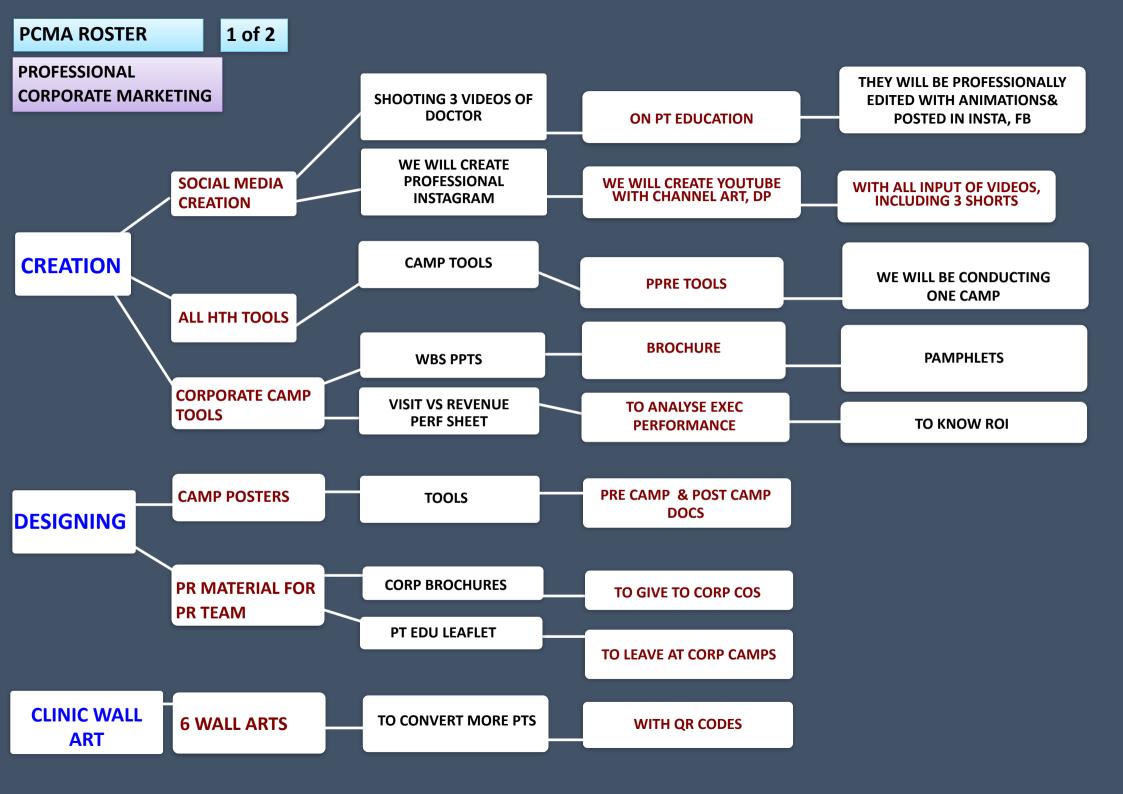
### 1+1 PROFESSIONAL P.R.O., + TEAM LEADER CUM CLINIC MANAGER RECRUITMENT

ALL TOOLS INCL SOCIAL MEDIA, CAMPS, MARKET INDEPTH WORK + BRANDING ACTIVITIES AT HOMES

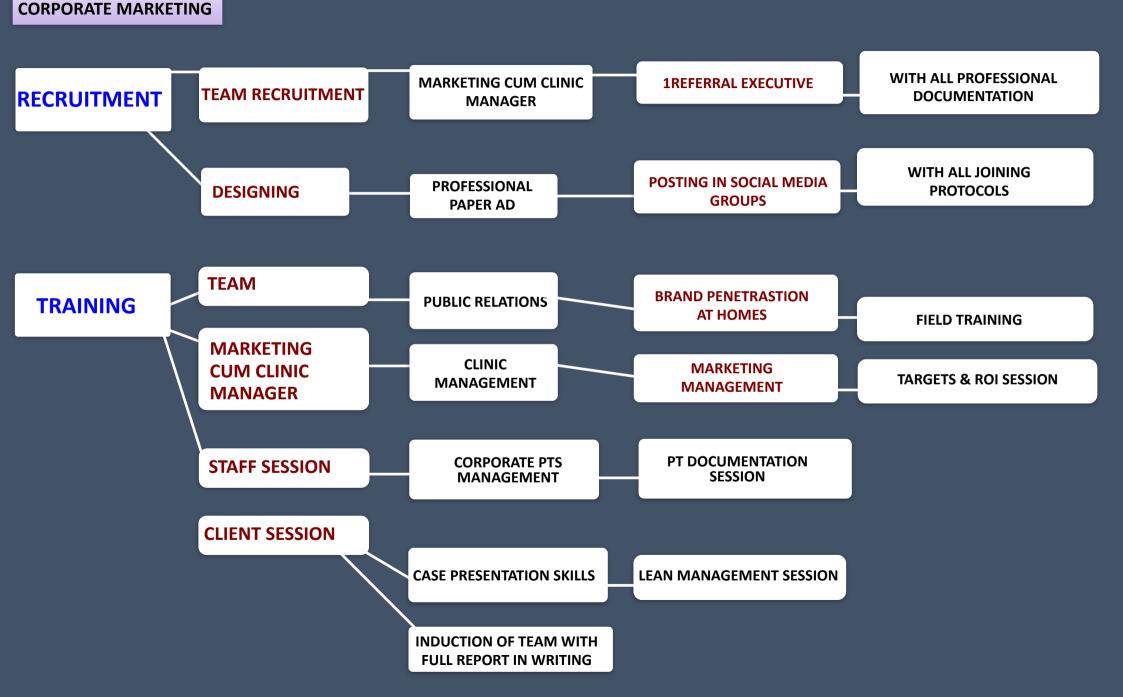
**FULL TRAINING** 

PROSSIONAL CORPORATE
MARKETING & CLINIC ADMIN
(PCMA)





PCMA ROSTER 2 of 2
PROFESSIONAL



#### WHAT THIS PROSSIONAL CORPORATE MARKETING & CLINIC STABILISATION PROJECT WILL DO FOR YOU

- Full market penetration will be done by this team
- Increase of referral, direct pts & paid pts in bulk
- Clinic becomes robust as we will be training staff and correct errors in reception



#### Next REVENUE ENHANCEMENT PROJECT



# PR DEPT RE-DESIGNING & TRAINING (PDRT)



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





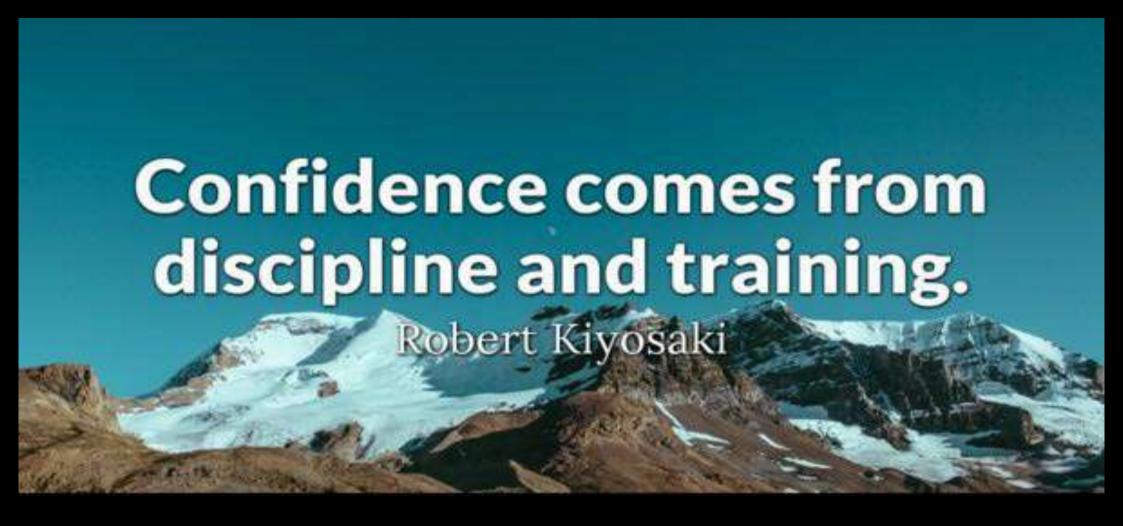
DESIGNED TO
RE-DESIGN & UPDATE
EXISTING YOUR P.R.Os
TO GET GREAT
REFERRALS
(HIGHER TARGETS)



#### 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



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



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



CLICK ABOVE TO GO TO VIDEOS PAGE





#### How does clinic benefit from this training?

- Team will do more targets easily
- Referral branding of the clinic will shoot manifold because team will be trained inside out in referral \$ales



#### NEXT REVENUE ENHANCEMENT PROJECT



## PROFESSIONAL YOUTUBE CHANNEL WITH CHANNEL ART, DP, THUMBNAILS (YTT)



## YOUTUBE CHANNEL WITH THUMBNAIL



## YouTube









WHAT WE ARE
GOING TO DO IN
PROFESSIONAL
YOUTUBE CHANNEL

WE WILL STUDY YOUR CENTRE AND CREATE
CONVERSION BASED CONTENT IN ABOUT US SECTION

WE WILL CREATE 'ABOUT US' SHORT VIDEO ABOUT YOUR CENTRE WITH ALL TITLES, ANIMATIONS

WE WILL DESIGN PROFESSIONAL CHANNEL ART & PROFILE PICTURE

04 WE WILL UPLOAD 3 VIDEOS WITH TITLES & CREATE CUSTOM THUMBNAILS FOR EACH OF THEM

05 WE WILL CREATE CUSTOM UNIQUE HANDLE (USER NAME) FOR THE CHANNEL

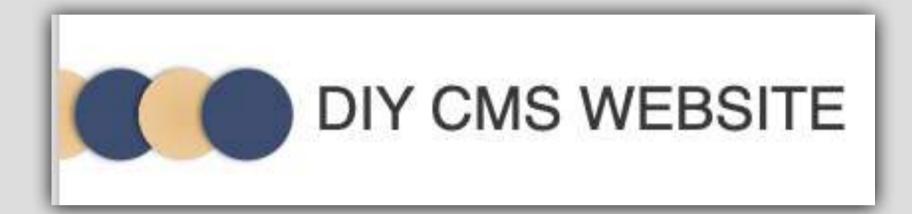
#### What is the use of YouTube Channel?

- Conversions will increase as pts and public will be knowing your treatments / facilities in close angle
- These channel will increase your clinic's visibility in Google when people search your related treatment / speciality
- Pts going for second opinions will decrease as the videos in this channel will satisfy their doubts as this channel will also contain videos such as testimonials from former pts



#### NEXT REVENUE ENHANCEMENT PROJECT





# 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!

## NO NEED OF ANY WEB DESIGNER

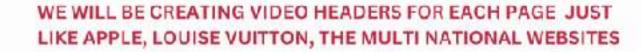
YOU UPLOAD YOUR INFO AT EASE! 03

YOU CAN UPLOAD
ALL YOUR VIDEOS &
CONTENT INSTANTLY

TOTALLY USER
FRIENDLY WEBSITE



WHAT EXACTLY WE ARE GOING TO DO IN CMS DIY WEBSITE ?





WE AS MANAGEMENT CONSULTANTS WILL BE CREATING PROFESSIONAL SCRIPT (CONTENT)



THIS WEBSITE WILL BE DESIGNED TAKING INTO VISITOR CONVERSIONS INTO ACCOUNT

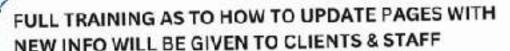
WHAT EXACTLY WE ARE GOING TO DO IN CMS DIY WEBSITE\* WE WILL BE EMBEDDING VIDEOS DIRECTLY INTO WEBSITE AFTER PROFESSIONAL EDITING

WE WILL CREATE WEBSITE THAT IS LIGHTING FAST WITH MINIMUM OF 70+RATING IN GOOGLE PAGE SPEED TEST



THIS WEBSITE WILL BE ANTI-HACKING SITE WITH FULL SECURITY PLUGINS

\*Depending on package clients opt features vary









SPEEEEED
WEBSITE WITH
70+ GOOGLE
RATING

### What is the use of CMS DIY Website?

- Conversions will increase as pts and public will be knowing your treatments / facilities in close angle
- This website will increase your clinic's visibility in Google when people search your clinic with words such as 'clinics near me', or 'cardiologist near me'
- Since website contains who you are inside out (your resume) patients going out to your competitors for second opinions will decrease drastically and patients will be sticking to you & come back for treatments compared to a clinic without website and with zero presence in social media



### NEXT REVENUE ENHANCEMENT PROJECT



# IF YOU ARE ALREADY HAVING WEBSITE!

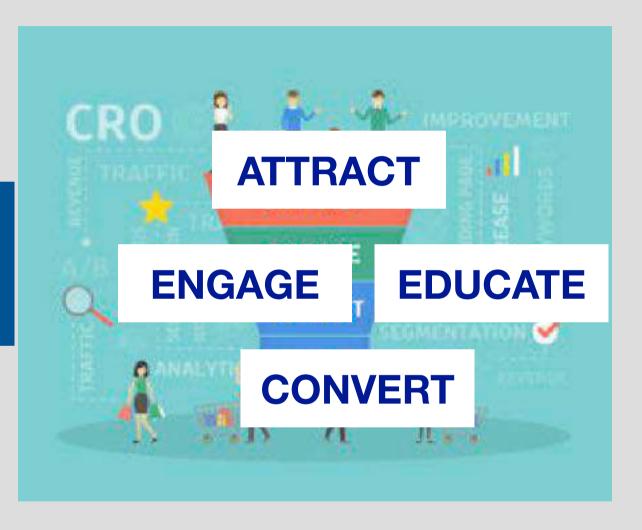


## **WEB CONVERSION LEAKAGES**+ WEB RE-DESIGN (WCLR)

THRU THIS WEB CONVERSION
LEAKAGES PROJECT, WE WILL
GIVE YOU DETAILED ERROR
REPORT AS TO WHERE TO
UPDATE YOUR WEBSITE SITE
WITH FULL PPT



PURPOSE OF ANY WEBSITE IS TO





MOST OF THE WEBSITES ARE FULL OF CONTENT & THEY ARE BORING, AGE OLD COPYCAT, TRADITIONAL WEBSITES, 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!!

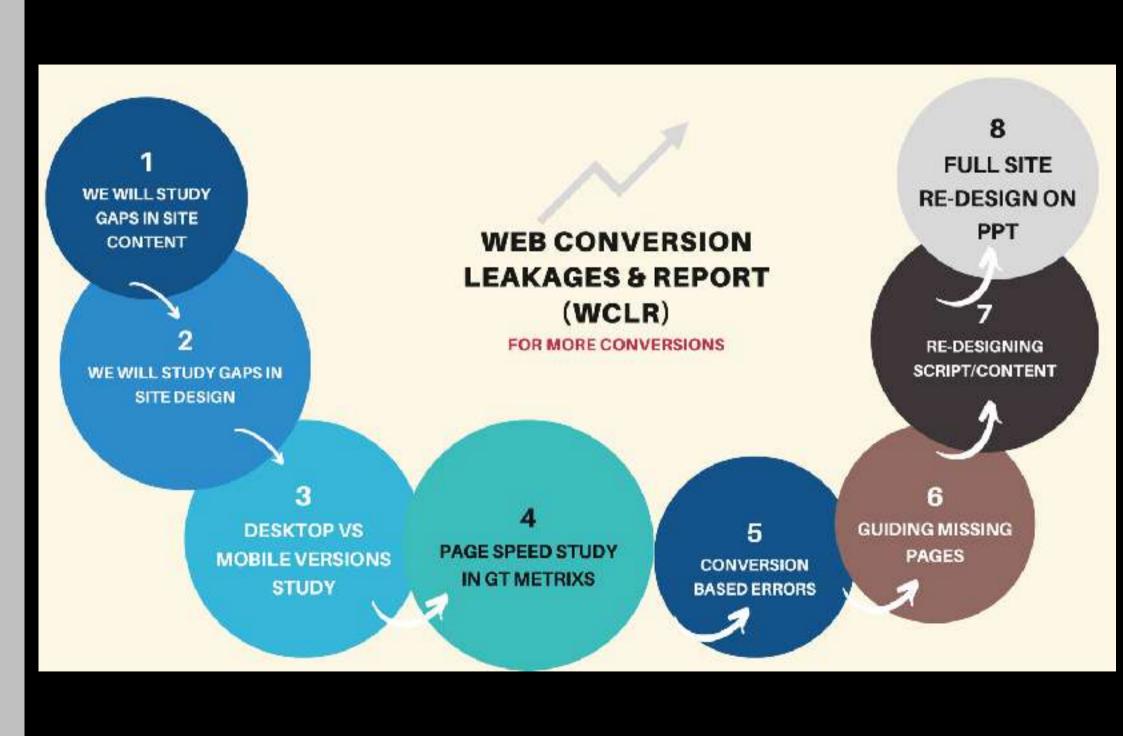
@They are NOT conversion based



We will study your website for conversion based leakages and re-design site on PPT and give you full report & we will guide your web designer to correct the site

WEB CONVERSION LEAKAGES
+ WEB RE-DESIGN (WCLR)





What is the use of we studying your website & giving report??

- Your website will become highly interesting and conversion based site as we will be studying your website and giving you full PPT as to how to convert this into conversion-based website
- Since all errors in your website design & layout will be corrected by your web designers your conversions and patient footfalls will increase



### NEXT REVENUE ENHANCEMENT PROJECT



## MARKETING TEAM TOOLS

TO PERORM BETTER



PROFESSIONAL DETAILING FILE (PDF)



PERFORMANCE REPORTS (PR)



REFERRAL BROCHURE (RB)

### N E X T P R O J E C T

PR TEAM PRESENTATION FILE (PTF)



## P.R.O., DEATILING 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



# ALL MEDICAL REPS DO MEET QUALIFIED DOCTORS



WITH A DETAILING/ PRESENTATION FILE/TAB IN HAND



### PITY IS

ALMOST ALL SO CALLED P.R.Os DO MEET QUALIFIED DOCTORS WITHOUT A DETAILING/PRESENTATION FILE/TAB IN HAND





# THATS WHY THE REFERRALS ARE MINIMAL



# WE TABOR WITH 25+ YRS IN MARKET

WILL DESIGN
PROFESSIONAL
PRESENTATION/
DETAILING FILE FOR
YOUR P.R.Os



# STEP BY STEP PROFESSIONAL VISUAL PRESENTATION



# 6 NOS OF SOFT COPY, A4SIZE PAGES IN COLOUR PROFESSIONALLY DESIGNED

FOR A CONVERSION BASED DETAILING PRESENTATION FILE

### P.R.O PRESENTATION FILE



READY TO USE IN FIELD

READY TO USE IN TAB

HIGHLY QUALITY
JPEGS AS SOFT COPY
FOR IPAD
PRESENTATION

### NEXT REVENUE ENHANCEMENT PROJECT



#### MONTHLY GUIDANCE

AS MARKETING CUM
MANAGEMENT
CONSULTANTS (AMC)



### REVENUES ENHANCING PROJECTS



AS MARKETING CUM
MANAGEMENT
CONSULTANTS (AMC)



MONTH AFTER MONTH
TRAINING MARKETING
PEOPLE & GUIDING CLINIC
FOR HIGHER REVENUES

#### MONTHLY GUIDANCE

AS MARKETING
CUM MANAGEMENT
CONSULTANTS
(AMC)

MON THRU FRI **EVERYDAY** PROS MONITORING, CHECKING DPRS

6 FULL HOURS EVERY WEEK
AT CLINIC & MONITORING
P.R.Os.PERFORMANCE

SOCIAL MEDIA UNLIMITED
VIDEOS EDITING, UPLOADING

MONTHLY SHOOTING 3
VIDEOS, + YOUTUBE, INSTA
MANITENANCE



What benefits does clinic get as we become your consultants?

- Since we will guiding you month after month, you will reach your vision in no time
- You will become robust in terms of clinic administration and as a practitioner
- Patient footfalls will increase and your brand name will shoot
- With us as your consultants, what might take 10-20 years to achieve can be accomplished in just 3 to 5 years.



### **NEXT**



## POWERFUL, TIME TESTED PROJECTS



## TO STABILISE YOUR PRACTICE

## CLINICS / DENTISTS / SMALL DIAGNOSTIC CENTERS

### BRAND STABILISATION

**UP TO 10 STAFF** 



BRAND STABILISATION INITIATION (BSI)

PRIMARY BRAND ANALYSIS (PBA)

ISO 9001:2015
ACCREDITATION WITH PRESS
NOTE (ISO)

PROFESSIONAL ADMIN DEPT (PAD)

QR CODE PACKAGE (QRP)

**CLINIC BROCHURE (CB)** 

PRACTICE MANAGEMENT SESSION (PMS)

WALL ART (WA)

DIGITAL WALL ART (DWA)

F.O.D., TOOLS, PT RECALL REGISTERS + STAFF TRANING (FTST)



## FIRST BRAND STABILISATION PROJECT



# BRAND STABILISATION INITIATION (BSI)

LOW BUDGET
PROJECT TO START
WITH



THIS WILL DETECT
PRIMARY ERRORS
INTERNALLY



### **BSI PROJECT**

This will guide you to correct all branding errors

360°

BRAND STABILISATION INITIATION (BSI)

WHAT WE ARE GOING TO

DO FOR YOU

**IN BSI PROJECT** 



## 7 PROJECTS IN ONE **PROJECT TO COVER** 360° WORKS













PRIMARY BRAND ANALYSIS (PBA)

WEB CONVERSION LEAKAGES & REPORT (WCLR)

YOUTUBE CHANNEL WITH THUMBNAILS (YTT)

QR CODE PACKAGE (QRP)

360° WORKS



STAFF TRAINING BROCHURE (ST)

DIRECTOR PMS & SWOT SESSION (PMS)





















YOU NEED FULL **PERSONAL** PRESENTATION TO **UNDERSTAND** THESE, SO PLEASE DO CALL US















## 2ND BRAND STABILISATION PROJECT

PRIMARY BRAND ANALYSIS (PBA)



## REVENUES ENHANCING PROJECTS



PRIMARY BRAND ANALYSIS (PBA)



IN THIS PROJECT WE WILL STUDY YOUR CLINIC'S BRANDING LEAKAGES THAT HAMPER ITS GROWTH

## WHEN THERE ARE LEAKAGES IN BRANDING

HIGH PAYING PTS WILL NOT WALK-IN, WHAT YOU WILL BE GEETTING IS LOW TREATMENTS PREFERRING PTS



### **BRAND LEAKAGES IN CLINICS**

WE FIND MANY <u>CONVERSION ERRORS</u>
IN SOCIAL MEDIA & WEBSITES OF CLINICS

+ MANY ANTI-BRANDING THINGS IN CLINIC



## BRAND LEAKAGES IN HOSPITALS



MOST OF THE DOCTORS ARE NOT PROFESSIONALS IN

PROPER CASE PRESENTATIONS



TO CONVERT THEM TO GET TREATED (OT) THERE BY

MISSING THEM FOR COMPETITORS



## WHAT WE WILL DO IN THIS PBA PROJECT



## PRIMARY BRAND ANALYSIS (PBA)

WE WILL STUDY ANTI PT & ANTI STAFF CLIMATE

## WE WILL STUDY BRAND PROMOTION TOOLS

AND WE WILL GIVE YOU FULL REPORT WHERE TO CORRECT



## NEXT BRAND STABILISATION PROJECT





## ISO 9001:2015 ACCREDITATION

## WUTH FULL TRAINING

& DOCUMENTATION



## WHAT BENEFITS CLIENTS GET

## @ THE END

ISO QMS 9001:2015 CERTIFICATION



## OOODWILL AMONG EDUCATED PTS WILL INCREASE

THIS WILL INCREASE PAID PTS

CLIENTS CAN ATTACH THIS CERTIFICATE FOR EMPANELMENTS AND TIEUPS

 STAFF GETS MOTIVATED TO WORK IN A GLOBALLY ACCREDITED ORGANISATION

THIS NEWS IS ACCEPTABLE TO THE PRESS & MEDIA

 IT HAS LOT OF VALUE WHEN DEALING WITH OFFICIAL COMMUNICATIONS WITH ISO LOGO IN LETTERHEADS & IN POSTERS







## ISO CERTIFIED





TATA MAIN HOSPITAL

GERTIFIED TO ISU 2001:2008

Sile Sear ±



Home | Sitemap

About TMH

Services Departments & Staff

Hospital Information

Academics

Contact Us

### HMT tugcA

- The Hospital
- GM's Message
- TOM at TMH
  - Quality Objective
  - TQM practices
  - Quality Management System
- Milestones
- Reach Us
- About Tata Stee:



Home >> About TMH >> TQM at TMH >> Quality Management System

Quality Management System

Tata Main Hospital certified to the ISO 9001 2008 Quality Management Systems

The Tata Main Hospital (TMH), Jamshedpur has been awarded the ISO 9001:2008 Certification by the Incian Registry of Quality Systems (IRGS) Mumbal.



### ISO ACCREDITATION SESSION, BANGALORE



# YOU CAN ALSO ISSUE THIS NEWS IN PRESS & MEDIA



## ISO CERTIFICATION IN NEWS

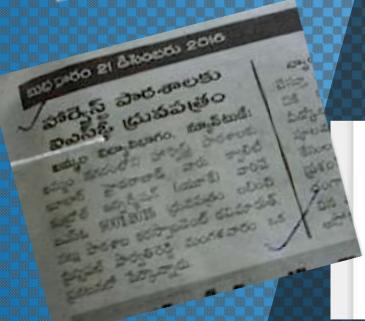






## 'హార్వెస్ట్'కు ఐఎస్వో సల్టిఫికెట్

ఖమ్మం ఎడ్యుకేషన్: నగరంలోని హార్వెస్ట్ పాఠశాలకుటాయర్ హైదరాబాదు క్వాలిటీ కంట్రోల్ ఇన్ఫర్మేషన్ వారిచే ఐఎస్ ఓ నర్విఫికెట్ ప్రదానం చేసినట్లు ఆపాఠశాల కరస్పాండెంట్ , టిన్సిపాల్ రవిమారుత్, పార్వతీరెడ్డి తెలిపారు. తెలంగాణ రాష్ట్రంలో మొట్టమొదటి ఐఎస్.జో 9001-2015 పాఠశాల తమ పాఠశాల కావడం గమనార్తమన్నారు. నర్దిఫికెట్ను టాయార్ సంస్థ రోజారియో అందచేసి మాట్లాడారు. అన్ని సౌకర్యాలు ఉన్నందున ఐఎస్.జో సర్దిఫికెట్ అందించామన్నారు. ఈకార్యక్రమంలో వైస్ట్ పిన్సిపాల్ నాగేశ్వరరావు, ఉపాధ్యాయులు తదితరులు పాల్గొన్నారు.





### 'హార్వెస్ట్'కు ఐఎస్ఏో సల్టిఫికెట్

అమ్మంఎడ్ముకోషన్ నగకులోని హార్కెస్ట్ పాఠశాలనలాయన్ హైలిరాజాలు క్వానిటీ కుబ్లోలే ఇన్ఫర్మేషన్ జారిటీ అఎస్ ఓ నట్టిపికిట్ ప్రజానం చేసినల్లు అపాఠశాల కరస్స్టాం మొట్ , ప్రిస్సెపోల్ రహహాడత్, పార్పటీరెడ్డి తెలిపారు. తెలంగాణ తామ్లులో మొట్టమొందటి అఎస్ట్ పో 1008-2003 పాఠశాల తమ పాఠశాల కావరం గడుతార్మనున్నారు. నట్టప్రెకిట్ను ఆంయార్ సంస్థ రోజారియో అందరేస్ మా ఆంట్లారు. అన్ని పోకర్యాలు ఉన్నందను అఎస్ట్లో నట్టప్రెకెట్ అంటునాడున్నారు. తతార్యక్రమంలో వైస్ట్మ్మ్మ్మ్మ్మ్మ్మ్ సాగేశ్వరశావు, ఉప్పాత్యాయులు తరతరులు పాల్మాన్నరు.

## Nagubandi Dental Hospital gets ISO certificate

OUR BUREAU

Khammam Nagobendi Multi-speciality Dental Hospital got ISO 9001-2005 certificate from Quality Council International and this is the first over bospital to receive such honour, said Nagubandi Kiranku-

men, renowned dentist in a press not ercleased here on Thursday. He expressed his happiness over the recognisation and saidst one a pride for the Khanman district. Indian Dental Association along with dental experts appreciated the hospital management on the occasion.





### నాగుబండి వైద్యశాలకు ఐఎస్ఓ గుల్తంపు



### ధ్రువపత్రం అందుకుంటున్న కిరణ్కుమార్

ఖమ్మం వైద్యవిభాగం : నగరంలోని నాగుబండి మల్టీ స్పెషాలిటీ దంత వైద్యశాలకు క్వాలిటీ కౌన్సిల్ ఇంటర్నేషనల్ ఐఎస్ఓ గుర్తింపు

## ISO NEWS IN PRESS

#### LATEST ISO 9001:2015 CERTIFICATION TO AN UPMARKET DIAGNOSTIC CENTRE

## Acad to rugues SIN-RATE TOOLOG BUTCH MODELLIN PROCESS OFFICERS - Series abbout at Butto Chile will d'uncome de ಚುತ್ತಾಹಂ ಅಂದುಕುಂಟು රාත්රි හැක්රියාව

### **శ్రీబివ్య దయాగ్మస్టిక్స్ కు ఐఎస్**వో గుల్తింపు

టోనీ నగరంలోని గ్రీకిన్న కంటాగృత్తికే సంద కోట ఎకమ్మిల్లో అంట్స్ నగర్ గర్గున్న అమెరంటు అంటే కొట్టారి. అంట్స్ నగర్ గర్గున్ని మంటే గ్రీకినికి అంటానే మర్గు అవకారం కంటాగృత్తికే యాటమార్గానికి గట్టునికి మధీల అంటుందారు. ఈ గట్టున్నారికి గ్రీకిన్న కంటాగృత్తికే సంజనికే గాన్ మాలనిని గట్టునికి ఉన్నేకి సంజన్ అంటుందిన అనుందినికి మధీలు మధిల అంటుందిన అనుందినికి కార్యులు మధిల అంటుందిన అనుందిని బాటాక్ గుర్శకు చేరింది. దేశారుకి మరిలుదారు. అట్టులో ఎమ్మీలో సినికింది. దేశారుకి మరిలుదారు. అట్టులో ఎమ్మీలో సినికింది. ఇది అన్నకు కార్యులోనుందో స్థిమాల చేరుకుంటి, ఇది పోరాక్సారు.





## ISO NEWS IN PRESS



## NEXT BRAND STABILISATION PROJECT



## REVENUES ENHANCING PROJECTS



## PROFESSIONAL ADMIN DEPT (PAD)



THRU THIS PROJECT THE CLINIC'S EFFICIENCY
WILL INCREASE

# WHAT WE WILL DO IN THIS PROFESSIONAL ADMIN DEPT (PAD) PROJECT



## WE WILL RECRUIT ONE GUY AS CLINIC MANAGER

## & TRAIN HIM/HER IN CLINIC MANAGEMENT

WE WILL ASLO DESIGN HIS/HER
PERFORMANCE REPORTS & RELATED DOCS

PROFESSIONAL ADMIN DEPT (PAD)



## NEXT BRAND STABILISATION PROJECT



## QR CODED POSTERS 4 IN ONE DESIGN PACKAGE



IN THESE

MODERN DAYS

PEOPLE DON'T

HAVE TIME



TO TYPE, THEY JUST SCAN AND GET INFO



## 4 IN ONE QR CODE PACK







WEBSITE QR CODE POSTER 2/2 FT





LOCATION QR CODE POSTER 2/2 FT

- CHARLES TO THE WAR TO THE PARTY OF THE PAR

**A3 QR CODE POSTER** 



2 CORPORATE LETTER HEADS WITH QR CODES

## NEXT PROJECT

## CLINIC BROCHURE



NEXT WE DESIGN

# CONVERSIONBASEDHOSPITALBROCHURE





COMES WITH EXCLUSIVE QR CODE

#### HOSPITAL BROCHURE



#### HOSPITAL BROCHURE

# BROCHURE TO EDUCATE PTS & VISITORS





WE WILL SEND YOU
HARD COPY TOO IN
130 GSM PRINT





#### **READY TO PRINT**

A MUST BROCHURE FOR TO KEEP AT RECEPTION & FOR ADVERTISING



02

HIGHLY
CONVERSION
BASED BROCHURE

#### NEXT BRAND STABILISATION PROJECT



# PRACTICE MANAGEMENT SESSION (PMS)



THIS WILL MAKE
DOCTORS
BETTER
PRACTITIONERS



### ON SITE



## WORKSHOP

FOR DOCTOR DIRECTORS

PRACTICE MANAGEMENT SESSION



(PMS)

#### **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 CLINIC

PRACTICE MANAGEMENT SESSION (PMS)



# WE COVER TOPICS LIKE

- HOW TO PROMOTE A BRAND,(CLINIC)
- OHOW TO MANAGE COMPETITION,
- OHOW TO MANAGE STAFF,
- OAND HOW TO MANAGE A CLINIC
- **OHOW TO MANAGE MARKETING**

#### WE COVER TOPICS LIKE

- OAND HOW TO INCREASE THEIR REFERRALS
- **OHOW TO MANAGE SOCIAL MEDIA**
- WHAT IS LEAN HEALTHCARE,SPACE MANAGEMENT ANDCHANGE MANAGEMENT
- **ORECRUITING AND MANAGING**

#### WE COVER TOPICS LIKE

 WHAT ARE ALL ADMIN AND MARKETING LEAKAGES WE FOUND ELSEWHERE



HOW TO AVOID HAPPENING TO

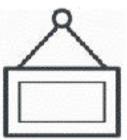
#### NEXT BRAND STABILISATION PROJECT

#### **NEXT PROJECT**

# WALL ART (WA)



THIS GIVES LOT
OF VALUE TO
PTS
CONVERSION



When pts, visitors, Consultants or officials visit your center, they watch what is on the walls We will transform your place into great looking place with full value based visual management which will be of value to pts and bring goodwill to your center

### WALLART FOR YOUR CENTER







Since 25 full yrs.

## PROFESSIONAL SIGNAGE FOR YOUR CENTER



#### Professionally designed

Wall art of your CENTER

6 nos of \*12/18 sheets designed professionally





### WALL ART





#### NEXT BRAND STABILISATION PROJECT



#### NEXT PROJECT

CONVERSION ENHANCEMENT PROJECT

DIGITAL WALL ART (DWA)

Pts and visitors do watch what is on your TV

WE WILL CREATE PROFESSIONAL
VIDEO OF YOUR CENTRE AFTER
TAKING INPUT FROM YOU, INTO A
PLEASING VIDEO WITH ALL
GRAPHICS AND ANIMATIONS,
EDUCATING PTS WITH CONVERSION
AS MAIN FOCUS

**DIGITAL WALL ART (DWA)** 



#### NEXT BRAND STABILISATION PROJECT



## REVENUES ENHANCING PROJECTS



F.O.D., TOOLS, PT RECALL REGISTERS + STAFF TRANING (FTST) THESE TOOLS & TRAINING
HELP CLINIC TO BECOME
ROBUST IN BRANDING



# WHAT WE WILL DO IN THIS F.O.D., TOOLS, PT RECALL REGISTERS + STAFF TRANING (FTST) PROJECT



# WE WILL TRAIN YOUR STAFF IN PT COMMUNICATION SKILLS, ETHICS

# WE WILL DESIGN PT RE-CALL, PT METRICS REGISTERS

WE WILL TRAIN STAFF IN SPACE MANAGEMENT

F.O.D., TOOLS, PT RECALL REGISTERS + STAFF TRANING (FTST)



### LIVE PROJECTS



