



REFERRAL DEVELOPMENT CASE STUDY

Client	IFOCUS Healthcare Pvt. Ltd.	Duration	5 Months
Consulting Service	Referral Development & Branding	Project	Basic Referral Marketing (BRM)
Project Lead	Dr. Harika Regani	Consultant	Tabor Team

Executive Summary

Tabor was engaged to strengthen the referral ecosystem, improve doctor engagement, increase brand visibility, and establish a structured referral development process. During the five-month engagement, measurable improvements were achieved in professional outreach, branding, and referral generation.

Please Note:

This engagement did not involve a traditional P.R.O. model commonly practised across India. Tabor introduced a Referral Liaison Officer whose role extended far beyond routine doctor visits (calls). The Liaison Officer conducted scheduled one-to-one meetings with referral doctors, delivering structured presentations using a MacBook and professionally designed presentation decks to build relationships, improve referral awareness, and establish long-term professional engagement.

Client Challenge

- Limited structured engagement with referral doctors.
- Inconsistent branding and communication.
- Lack of systematic follow-up with referring doctors.
- Limited visibility among healthcare professionals.
- Low Configuration of Practice(CPB) that is patients who are coming are not taking high value treatments

Project Objective

Develop a sustainable referral development system that improves awareness, strengthens professional relationships, enhances market visibility, and contributes to measurable business growth.



Tabor's Consulting Methodology

- Daily Assessment & Referral Mapping
- Branding Strategy Guidance
- Continual Doctor Training Programme on branding
- Structured Follow-up
- Performance Monitoring & Improvement

Project Snapshot

Activity	Performance
Professional Presentations	153
Follow-up Visits	86
Existing Referring Clients Met	19
Total Calls	258
New Referral Sources Generated	28
Locations Covered	Multiple
Newsletter Distribution	800+ Doctors

Business Outcomes

- ₹5,06,298 revenue generated through field engagement of just one executive during the first five months.
- 258 professional interactions completed.
- 153 presentations delivered. (not calls)
- 800+ doctors reached through newsletters.
- Referral relationships strengthened and market visibility improved.



Before vs After

Before	After
No structured doctor engagement	258 professional interactions
Limited presentation system	153 structured presentations
Minimal referral communication	800+ doctors reached
Inconsistent follow-up	Regular relationship management

Key Contributions of Mr Hariz, Liaisoning Officer

- Conducted weekly BNI representation.
- Introduced structured doctor meetings.
- Implemented brochure, newsletter and referral-pad distribution.
- Introduced presentation-based detailing.
- Established systematic follow-up.
- Enhanced market visibility.

Client Impact

"The structured referral development approach significantly improved our professional visibility and strengthened our engagement with referring doctors."

— Dr Harika

Could Your Hospital Achieve Similar Results?

Tabor helps hospitals improve referrals, branding, patient acquisition, operational excellence, and sustainable growth through structured healthcare consulting.

Contact us:

www.taboronline.com