HMS CONSULTANTS | HEALTHCARE MARKETING STRATEGY CONSULTANTS

Hospital Marketing Strategy Plan

How to use the template, in one page

Start here: 5 steps

1. Open the Google Sheet and choose **File > Make a copy**. Work only in your own copy.
2. Patient Journey Check: rate the 6 stages. Fix the weakest stage before you spend more on ads.
3. 12-Month Plan: replace the suggested activities with your priority service lines.
4. Budget: enter your monthly budget and adjust the split across channels.
5. KPI Scorecard: enter the 7 numbers every month and review in the first week.

The 8 parts of an integrated healthcare marketing system

1 Positioning	What you stand for, and for whom
2 Target audience	Which patients, for which services
3 Key messages	Plain-language points you want understood
4 Channel strategy	Which channel carries which message
5 Content plan	Educational, accurate, consistent
6 Enquiry handling	Who answers, how fast, where it is logged
7 Follow-up and experience	What happens after the enquiry and the visit
8 Measurement	What you track and how you improve

The 7-number monthly scorecard

1. Total enquiries | 2. Enquiry source | 3. Average response time | 4. Enquiries that became appointments | 5. Appointments that became patients | 6. Revenue by service line | 7. Where patients dropped out.
A system creates data. Data creates learning. Learning creates better decisions.

Fix these basics before you spend more

Is your Google Business Profile accurate, including timings and holiday hours? Are calls answered? Is WhatsApp monitored with a response time? Are enquiries tracked by source? Do you know how many enquiries become appointments? Does your website, Google profile and social pages show the same information?

Keep it ethical

Healthcare marketing in India must follow the NMC ethical advertising guidelines (public notice, 6 October 2026). Avoid offers or discounts, testimonials, influencer or third-party promotion, success-rate claims and before-and-after images. This guide is not legal advice. Consult a qualified healthcare lawyer.

Want a strategy built for your hospital or clinic?

Book a free 30-minute call: hmsconsultants.in/contact-hms-consultants
Hospital Marketing Audit: hmsconsultants.in/services/hospital-marketing-audit
Full guide: hmsconsultants.in/blog/integrated-healthcare-marketing-strategy