HMS
HEALTHCARE MARKETING STRATEGY

90-Day Clinic Marketing Plan

A week-by-week plan to get your clinic found, trusted and booked, inside the NMC advertising rules. About 2 hours a week.

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12

Weeks. Three months. One clear task for every week.

Inside this plan

The plan at a glance 3

Before day 1: baseline 4

Month 1, weeks 1 and 2 5

Month 1, weeks 3 and 4 6

Month 2, weeks 5 and 6 7

Month 2, weeks 7 and 8 8

Month 3, weeks 9 and 10 9

Month 3, weeks 11 and 12 10

Your weekly 2-hour rhythm 11

Front desk script and enquiry log 12

Google profile and post calendar 13

NMC-safe rules for clinics 14

Budget: time first, spend second 15

Day-90 scorecard 16

Get help running it 17

Sources and disclaimer 18

The plan at a glance.

Most clinics market in bursts: a post, an ad, then silence. This plan sets a steady rhythm: fix the basics, become visible, then build referrals.

1	**Month 1: Foundation** Credentials, Google profile, website basics, a front-desk script and an enquiry log. Goal: nothing leaks.
2	**Month 2: Visibility** Educational content, short videos, patient handouts and a steady Google presence. Goal: be found for what you treat.
3	**Month 3: Referrals and growth** Colleague referrals, community talks, reminders and a review of what worked. Goal: a repeatable system.

Rules of the plan

- **Educate, do not promote.** Every public post teaches something.
  Para 5.1
- **One owner per task,** with a date.
- **No offers, results, testimonials or before-and-after images.**
  Para 8.1
- **Time first, spend second.** Nothing in this plan needs paid ads. Add them only after the basics score well.

HMS Prescription

Write the date of day 1 and day 90 on this page. Share the plan with your front desk.

Before day 1: take a baseline.

You cannot see progress without a starting point. Fill this in once, in 45 minutes.

Measure	Where to find it	Today
Appointments last month	Appointment book	____
New patients last month	Registration records	____
Where new patients heard of you	Ask at registration	____
Missed calls per week	Phone log	____
Google profile views and calls	Google Business Profile	____
Google rating and review count	Google Maps	____
Website visits per month	Analytics	____
Social followers (for reference only)	Each platform	____

Collect your access

Google Business Profile, website admin, social accounts, domain, phone system. Put every login in one place the clinic controls, not on a staff member's phone.

Rx

HMS Prescription

Fill the baseline today. Keep it private. These numbers are for your decisions, never for posting (Para 8.1(iii)).

Month 1: Foundation

Weeks 1 and 2

Week 1: Credentials

☐ Write your disclosure block: name, qualifications, registration number (Para 3.2, Expl. III)

☐ Add it to the website, Google profile and every social bio

☐ Write your one-sentence positioning: specialty, conditions, city

Owner: _____ Done by: _____ Notes: _____

Week 2: Google profile

☐ Claim and verify the Google Business Profile

☐ Set categories, hours, phone, address and services

☐ Add real photos of the premises, with no patient identifiable (Paras 6.1 to 6.4)

Owner: _____ Done by: _____ Notes: _____

Goal: credentials and Google are right everywhere.

Check by the end of these two weeks: A stranger can verify who you are on every profile.

Rx

HMS Prescription

Do these tasks in your two weekly sessions. Mark each box done on the weekly page.

Month 1: Foundation

Weeks 3 and 4

Week 3: Website basics

☐ One page per main service, with one action: call or WhatsApp

☐ Doctor page with qualifications and registration

☐ Remove testimonials, offers and superlatives (Para 8.1)

Owner: _____ Done by: _____ Notes: _____

Week 4: Front desk

☐ Agree a call and WhatsApp script

☐ Same-day callback rule for missed calls

☐ Start the enquiry log: date, source, outcome

Owner: _____ Done by: _____ Notes: _____

Goal: nothing leaks between the first call and the booking.

Check by the end of these two weeks: Every enquiry from this week is in your log with a source.

Rx

HMS Prescription

Do these tasks in your two weekly sessions. Mark each box done on the weekly page.

Month 2: Visibility

Weeks 5 and 6

Week 5: Content engine

☐ Choose four content pillars: explain, bust myths, prevent, teach

☐ Draft eight posts in one 60-minute session

☐ Add the disclosure block to every caption

Owner: _____ Done by: _____ Notes: _____

Week 6: Patient handouts

☐ Make a one-page handout for your three most common conditions

☐ Share them in clinic and by WhatsApp on request

☐ Keep language plain; no promises (Para 8.1(iii))

Owner: _____ Done by: _____ Notes: _____

Goal: you have a content system, not one-off posts.

Check by the end of these two weeks: Eight posts are drafted and carry your disclosure block.

Rx

HMS Prescription

Do these tasks in your two weekly sessions. Mark each box done on the weekly page.

Month 2: Visibility

Weeks 7 and 8

Week 7: Short video

☐ Record one 60-second video answering a common question

☐ Put name and registration on screen and in the caption

☐ Cut two more clips from the same session

Owner: _____ Done by: _____ Notes: _____

Week 8: Reviews, privately

☐ Collect feedback privately at checkout

☐ Reply to every public review in neutral words, never confirming a person was a patient (Para 7.4)

☐ Do not ask for, incentivise or share reviews for promotion (Expl. V)

Owner: _____ Done by: _____ Notes: _____

Goal: proof that you teach, in short form.

Check by the end of these two weeks: One video is live and every public review has a neutral reply.

Rx

HMS Prescription

Do these tasks in your two weekly sessions. Mark each box done on the weekly page.

Month 3: Referrals and growth

Weeks 9 and 10

Week 9: Referral map

☐ List your top 20 referrers, with last referral date

☐ Send each a short thank-you and a clinical summary where permitted

☐ Never link payment or gifts to patient referrals (Paras 8.1(vii), (viii))

Owner: _____ Done by: _____ Notes: _____

Week 10: Colleague meetings

☐ Offer a short case discussion or CME for local doctors

☐ Share a clinic information sheet with services and timings (Para 8.2(ii))

☐ Book two meetings this month

Owner: _____ Done by: _____ Notes: _____

Goal: colleagues know what you treat and who to send.

Check by the end of these two weeks: Your top 20 referrers are listed, each with an owner.

Rx

HMS Prescription

Do these tasks in your two weekly sessions. Mark each box done on the weekly page.

Month 3: Referrals and growth

Weeks 11 and 12

Week 11: Community talk

☐ Offer one public-health talk: school, society, workplace (Para 8.2(iii))

☐ End with education only, no pitch or discount

☐ Record a clip, share it with the disclosure block

Owner: _____ Done by: _____ Notes: _____

Week 12: Reminders and recall

☐ Send reminders before visits and follow-up after

☐ Recall chronic-care patients on schedule

☐ Review the log: which sources gave appointments?

Owner: _____ Done by: _____ Notes: _____

Goal: a repeatable system you can run without us.

Check by the end of these two weeks: Reminders and recall run weekly, and the log shows sources.

HMS Prescription

Do these tasks in your two weekly sessions. Mark each box done on the weekly page.

Your weekly 2-hour rhythm.

Two sessions: one to plan and do, one to publish and review.

Day Mon	**Plan**	Pick this week's task from the plan
Day Tue	**Do**	Work the task for 45 minutes
Day Wed	**Check**	Run the NMC check on anything public
Day Thu	**Publish**	Post or share. Reply to comments
Day Fri	**Review**	Update the enquiry log. Note what patients asked
Day Sat	**Share**	Second post or handout
Day Sun	**Rest**	Nothing. Consistency beats bursts

> **Three-point check before anything goes public.**
>
> 1. Does it teach? 2. Does it carry name, qualification and registration? 3. Is there no offer, result or patient identity?

Rx

HMS Prescription

Block both weekly sessions in your calendar for all 12 weeks, today.

Front desk script and enquiry log.

Most clinics lose more patients at the phone than online. Fix this before anything else.

Call script (30 seconds)

"Good morning, [Clinic name], this is [Name]. How can I help?"
1. Ask the reason for the visit, in the patient's words.
2. Offer the nearest two slots. Confirm name and mobile.
3. Say: "You will get a reminder on WhatsApp. Please bring previous reports."
4. Ask: "How did you hear about us?" Record the answer.

Enquiry log: one row per enquiry

Date	Source	Reason	Booked?	Came?
____	Google / referral / social / other	____	Y / N	Y / N
____	____	____	Y / N	Y / N
____	____	____	Y / N	Y / N

- ✓ Reply to WhatsApp within 15 minutes in working hours.
- ✓ Call back every missed call the same day.
- ✗ Never confirm or discuss a patient on a public channel.
  Para 7.4

HMS Prescription

Print the script. Keep it at the front desk. Start the log tomorrow morning.

Google profile and post calendar.

Google Business Profile: complete it

- ✓ Category: your specialty. Add secondary categories only if true.
- ✓ Hours, emergency line, holiday hours kept current.
- ✓ Description: specialty, conditions, qualifications and registration. Facts only.
  Para 3.2
- ✓ Services listed in plain words. Real premises photos.
  Paras 6.1 to 6.4
- ✗ No offers, superlatives or patient photos.
  Para 8.1

A simple 4-week post calendar

Week	Post 1 (Explain)	Post 2 (Prevent or Myth)
1	What is [condition]?	5 myths about [condition]
2	When to see a doctor for [symptom]	Is [home remedy] safe?
3	How [test] works, step by step	Seasonal care: monsoon, winter
4	Questions to ask your doctor about [condition]	Clip from your last public talk

Rx

HMS Prescription

Fill the first two weeks of the calendar with your own conditions. Add your disclosure block under every post.

NMC-safe rules for clinics.

Based on the NMC guidelines of 6 October 2026. The short list for a clinic.

You can

- Publish educational content
  Para 5.1
- Announce address, timings and fees factually
  Paras 8.2(ii), 9.3
- Give public-health talks and lectures
  Para 8.2(iii)
- Show credentials and registration
  Para 3.2, Expl. III

You cannot

- Run offers, discounts or festival deals
  Para 8.1(x)
- Use testimonials or share reviews
  Para 8.1(xi); Expl. V
- Show before-and-after images
  Para 8.1(v)
- Claim “best”, guarantees or success rates
  Para 8.1(iii), (ix)
- Pay per patient lead
  Para 8.1(vii), (viii)

? Free health camps: promotion of your practice through the camp is risky. Keep posts educational, with no inducement. The guidelines do not settle every case; take the cautious reading.
Para 8.1(x)

? Agency or freelancer help: you remain responsible for what is posted in your name. Approve every post.
Para 4.4

Rx HMS Prescription

Search your own site and profiles for the words: best, offer, discount, guarantee, testimonial. Remove each one.

Budget: time first, spend second.

A clinic can complete this plan with almost no spend. Put money in only where the baseline shows a gap.

Item	When it is worth paying
Website fixes	If the site is slow, not mobile-friendly or has no clear call to action.
Professional photo and video	Once: one clear photo, one set of short clips. Reuse everywhere.
Content help	If you cannot find 2 hours a week. You still approve every post.
Call tracking or booking tool	When missed calls and no-shows are a measured problem.
Paid search	Only after Google profile, site and front desk score well, and only as information, not offers.

- ✗ Paying any person or agency per patient lead or referral.
  Paras 8.1(vii), (viii)
- ✓ Judge any spend by cost per appointment from your enquiry log.
- ✓ Ask every vendor to confirm in writing that they follow the NMC guidelines.
  Para 4.4

Rx HMS Prescription

Decide your monthly marketing hours first, in writing. Set a rupee budget only after the month-1 baseline.

Day-90 scorecard.

Compare with your baseline. Keep it private; do not publish patient numbers.

	Measure	Day 0	Day 90
1	Appointments per month	____	____
2	New patients per month	____	____
3	Missed calls called back same day	____%	____%
4	Google profile calls and views	____	____
5	Google rating and new reviews	____	____
6	Website visits to service pages	____	____
7	Referrals from colleagues	____	____
8	Educational posts published	0	____

Review in three questions

1. Which source gave the most appointments? Do more of it.

2. Which task did we skip? Why?

3. What is the plan for the next 90 days?

HMS Prescription

Book the day-90 review in your calendar now. Invite your front desk lead.

Get help running it

Want HMS to run this with you?

HMS Medical Practice Growth turns this plan into a done-with-you programme for your clinic: a baseline audit, the 90-day calendar, scripts, and a monthly review.

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About the author

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HMS Consultants is a healthcare marketing consultancy, not a law firm. The compliance notes are not legal advice.

> **Knowing is Knowing, Doing is Doing™**

Sources and disclaimer.

Primary text

NMC Ethics and Medical Registration Board, Public Notice No. R-13014/01/2024-Ethics, 6 October 2026: *Guidelines on Ethical Advertising and Public Communication by Hospitals/Medical Institutions and Registered Medical Practitioners*. Paragraph numbers refer to it. The text was read from the copy published by Medical Dialogues.

medicaldialogues.in/pdf_upload/2026/10/07/nmc-guidelines-on-ethical-advertising-and-public-communication-478642.pdf

Related HMS guides

NMC Compliance Guide for Doctors. Doctor Personal Brand Playbook. Hospital Marketing Audit Checklist. hmsconsultants.in/blog

How to use this plan

The weekly tasks are HMS's practical advice from its work with clinics. They are not NMC requirements, apart from items that cite a paragraph. Where the guidelines are silent, HMS suggests the cautious reading.

Disclaimer

This plan is general information for doctors and clinics. It is not legal advice, and HMS Consultants is not a law firm. Results vary. The NMC may issue clarifications. Take legal advice on your specific content. Edition 1, 13 November 2026.

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