



HEALTHCARE · BRAND STRATEGY · DIGITAL · PERFORMANCE MARKETING

# Everyone saw a college hospital. We built a *centre of excellence*.

How Core Ideas transformed a leading multispecialty hospital's reputation from "run by interns" to one of India's most respected private hospitals — building their entire marketing function from scratch over four years.

CLIENT	SECTOR	ENGAGEMENT	SCOPE
Leading Multispecialty Hospital	Healthcare	2020 - Present 4+ years · Ongoing	Brand · Digital · Marketing · Strategy

## THE SITUATION

One of India's biggest multispecialty hospital and medical college complexes — but patients saw a teaching institution run by trainee doctors, not a world-class healthcare destination. When Core Ideas came on board, the hospital had no social media presence, no separate website, no marketing team, no sales processes, and no digital infrastructure. Everything had to be built from zero.

**1 website** Shared with the medical college — no separate hospital identity, no differentiation

**0 handles** No social media presence of any kind across any platform when Core Ideas came on board

**0 processes** No marketing team, no sales processes, no agencies, no digital infrastructure — n

## World-class hospital. *Wrong reputation.*

The hospital had invested heavily in advanced infrastructure — modern OTs, ICUs, organ transplant programmes, and top specialists. But the public didn't know any of this. The institution shared its identity with a medical college, and patients assumed they'd be treated by students and interns. That perception was costing the hospital real patients, real revenue, and real growth — every single day.

### WHAT THE PUBLIC BELIEVED

- Hospital run by trainee doctors and interns
- No distinction between college and hospital
- Not a destination for serious or complex treatment
- No visible proof of quality, specialists, or outcomes

### WHAT WAS ACTUALLY THERE

- Top specialist doctors across multiple departments
- State-of-the-art OTs, ICUs and critical care
- Complex organ transplant capabilities
- Infrastructure at par with top private hospitals

### ADDED COMPLEXITY

#### **A legacy institution with deep roots — resistance came from every direction.**

The institution was founded and run by a family with decades of history and strong community ties. Many staff had long tenures and were deeply accustomed to existing ways of working — which meant resistance to change was deep and structural. Every step forward required navigating both institutional inertia and the family's trust. Core Ideas had to build credibility internally before anything external could work.

## Separate the hospital completely. *Then make it undeniable.*

### CORE IDEAS — THE STRATEGIC DECISION

*"The infrastructure was world-class. The story being told was twenty years behind. Our job wasn't marketing — it was reintroduction. Give the hospital its own identity, lead with proof of excellence, and build the foundation before spending a rupee on ads."*

The hospital and medical college had to stop sharing the same face. A standalone hospital brand — its own website, its own social presence, its own tone — that led with doctors' credentials, treatment outcomes, and infrastructure. Once that foundation was in place, paid marketing had something real to amplify.

## Six things we built *that didn't exist before.*

<p><b>01</b></p>	<p><b>Separate hospital brand &amp; website</b></p> <p>Created a standalone hospital identity entirely distinct from the medical college — leading with doctors, specialities, infrastructure, and patient outcomes.</p>	<p><b>02</b></p>	<p><b>Social media — from zero</b></p> <p>Built the hospital's entire social media presence from scratch across platforms. Content strategy, tone of voice, and consistent publishing cadence that built public trust over time.</p>
<p><b>03</b></p>	<p><b>Internal marketing &amp; sales team</b></p> <p>Defined roles, hired professionals, trained staff, and introduced sales processes where none existed. Created accountability structures in an institution unused to them.</p>	<p><b>04</b></p>	<p><b>PR, advertising &amp; media</b></p> <p>Launched PR campaigns positioning key doctors as thought leaders. Targeted advertising that gradually shifted public perception from teaching hospital to specialist destination.</p>
<p><b>05</b></p>	<p><b>Performance marketing campaigns</b></p> <p>Data-driven digital campaigns focused on high-value specialities — organ transplants, complex surgeries, critical care — driving 40%+ YoY growth in private patients.</p>	<p><b>06</b></p>	<p><b>Strategy beyond marketing</b></p> <p>Provided inputs on operations, patient experience, and institutional communications — professionalising the organisation end-to-end, not just its marketing output.</p>

### HOW WE WORKED

#### **Closely with the family — the final decision-makers on everything.**

In a family-run institution, trust is earned slowly and lost quickly. Core Ideas worked directly with the founders at every stage — not around them. Bringing them along on every major decision meant slower early momentum but a far stronger foundation. That relationship is what made four-plus years of continuous progress possible.

## From invisible to *nationally recognised*.

<h3>40%+ YoY</h3> <p>Consistent growth in private patients driven by performance marketing — year on year</p>	<h3>Organ transplants</h3> <p>Carved a national niche in complex organ transplant surgeries — a speciality built through reputation and reach</p>
<h3>National accolades</h3> <p>Multiple awards and recognitions across India — establishing the hospital as a peer to top private institutions</p>	<h3>Zero → full stack</h3> <p>Entire marketing function built from scratch: brand, digital, social, PR, performance, team &amp; processes</p>

## What a Fractional CMO actually does *when the foundation doesn't exist*.

Most marketing engagements start with a brief and a budget. This one started with nothing — no website, no handles, no team, no processes, no trust from staff, and a deeply entrenched institutional culture resistant to change. Core Ideas was simultaneously strategist, builder, diplomat, and performance partner.

What we built wasn't a campaign. **It was an entire marketing organisation** — the strategy, the people, the infrastructure, the external agencies, and the institutional relationships to make it all work. Four years later, it's still running and still growing.

#### FOR FOUNDERS & BUSINESS LEADERS

If a deeply traditional, change-resistant institution with zero digital presence can be transformed into a nationally recognised centre of excellence in four years — the same strategic thinking applies to any organisation where reputation, trust, and growth are misaligned. The sector changes. The discipline does not.

## Building something that needs more than marketing?

We work with a small number of clients at a time. If the fit is right, let's talk.

[START THE CONVERSATION](#)

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