



Practo Case Study

Practo Corporate tie ups × OBVEUS

The opportunity

Practo

A digital health start-up founded in 2008, Practo bridges the gap between patients and health providers in a unique way.

Context

Practo individually had a lot of footfalls and clicks. They were looking at innovative ways to communicate their corporate ties ups with companies.

The Plan

Through various forms of communication, Practo wanted to make their corporate communication journey seamless. Here's how Obveus came into play.

PRACTO x OBVEUS

Phase 1

Target Audience

Practo wanted to venture into corporate plans. During Covid, companies wanted to make their employees feel safe and secure to work.

Phase 2

Being Seen

Creating interesting communication was a great way to attract the right audience. Team Obveus planned and designed various ways to tap into this audience.

Phase 2

Increase conversion

Practo continued the conversation with the corporate entities. With a 20% open rate, an average of 12-15% CTOR and a 3% CTR, emailers did really well as a campaign.



**TCS and Practo forging health
and wellbeing together**

#HealthierWorkplaces for all

Announcement of
TCS and **Practo**.



**Good Health
at your Fingertips
with Practo**

Good health is a right and not a privilege.
Practo brings you renowned and proficient doctors experts
in their fields of specialty.

Avail consultation for the following specialties

- OP
- Diet and Nutrition
- Dental
- Physiotherapy
- Counseling

You can also order medicines or book diagnostic tests for you
and your family from the comfort of your home.

- Medicine delivery available
in over 1,100 cities in India
- Get diagnostic tests done
for home, accredited labs
- Avail discounts on
medicines
- Free home sample
collection
- Effective prices and
discounts

Understand the importance of health and wellness better with
Practo's Complimentary Webinars.
Delight with our upcoming topics, live Webinars, health,
diet and nutrition and more.

Register Now!

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Call +91-800-100-9993 | Email: support@practo.com
Privacy Policy

Creatively talking about all the advantages you get with Practo at your fingertips. The Practo, Vmart membership creative had a CTA designed in the emailer to register.

Now you and your loved ones have access to a comprehensive health plan!

As a member of the Fiserv family, we value your health and well-being. As an important step, we have partnered with Practo to offer Corporate Health Plans best suited for the healthcare needs of you and your families.

Read more to understand your healthcare plan and its many benefits.

**YOUR
HEALTHCARE
PLAN!**



Free online consultation with doctors - 8 per month, per family*

- Connect with a doctor in less than 180 seconds
- Consult via audio, video or text - anytime, anywhere
- Get access to quality care across 23 specialties



Flat 20% discount on

- online medicine deliveries (prescription medicines) & diagnostic Tests at home



Free Q&A sessions

- With verified doctors
- AI-enabled Health Feed curated by healthcare professionals



Access to 1L+ doctors network

- pan-India for in-person appointment booking

*up to four adults and two children



Exclusive Discounted offer for Fiserv employees from Practo for RT-PCR and Antibody check (Home sample collection)

Steps to book your RT-PCR tests



- To start, Fiserv employees have to mail/call Concierge team (corporateconcierge@practo.com or call 080 4568 3291)
- The Concierge team will revert to the user within 15 mins
- In these 15 min, the Concierge team will collect all the details such as appointment date and time, address, other specifics etc. via call/mail
- Post confirmation on slot availability, the Concierge will reach out to the employee and initiate the payment process, post which the confirmation mail is sent to the employee
- Order will be collected by phlebo
- Reports will be generated within 24 hours (*Subject to the covid-19 situation)

Watch here

Steps to activate your plan

Activate my plan!

Finserv tied up with Practo for their employees health benefits. We designed an emailer that spoke about the advantage the employees and their families would enjoy. All emailers had a CTA to register, activate plan or know more about the plan.

WORLD CANCER DAY



Every person matters,
and every person counts

World Cancer Day is celebrated to raise awareness and encourage prevention, detection, and treatment.

While technology has made detection and treatment of Cancer much better over the years, there are barriers for many people worldwide to access the care they need.

The theme 'Close the care gap' aims at identifying and addressing these barriers.

What is Cancer?

Cancer is a disease in which abnormal cells divide uncontrollably and destroy body tissue.

Signs and Symptoms of Cancer

Fatigue or extreme tiredness that doesn't get better with rest

Weight loss or gain for reasons unknown

Swellings or lumps in the body

Persistent cough and hoarseness

Unusual bleeding and bruising for no apparent reasons

Cancer can affect anyone, and early detection can help prevent it further.

To know more, ask a doctor

Book your RT-PCR test with Practo's Concierge Services



Dear Kyndryl,

We hope that you and your loved ones are well!

The surge in Covid-19 cases has made fulfilling home collection requests challenging for labs across India.

You can now opt to book an RT-PCR test via the Practo app and Concierge services.



How does the Concierge service work?



Contact the Concierge team via email at corporateconcierge@practo.com or call 080-45683291

The Concierge team will reach out for patient and test details



The Concierge will connect with the nearest lab partner to book an appointment

On confirmation of appointment, the Concierge sends the employee a payment link to confirm the booking



Upon successful payment, booking details are shared with employees via SMS and email

A Phlebotomist collects the samples. Reports are sent via email within 24 hours



Any changes in schedule should be intimated one hour before the appointment

Our focus is on bringing you the best medical assistance in these uncertain times.

Secure your employees and their loved ones with Practo Corporate COVID-19 Care plans



Feeling the Heat?

It is habitual to misunderstand a common flu to something serious. Clear your doubts with our timely & precise RT PCR test reports.

Your Companion in Isolation!

Stay all by yourself
Enrol in our curated 14 Day home isolation plan

Ring Ring... and We're There!

- We are at your service 24/7 through our dedicated help desk.
 - Ambulatory support
 - Bed finder facilities.
- You can choose to call us, chat with us or send us an email.

Hello Doctor!

- 90% of all teleconsults are video consults
- Turn that camera on, put a smile on and feel free to speak to your doctor.

Think Language is a Barrier?

- You can choose your preferred languages from a list of 15+ languages before consulting any doctor.

Instant Home Delivery of Everything That Can Help You Defeat COVID-19

- We deliver medical equipment too
- O2 support systems (Oxygen Concentrators, Oxygen Cylinders)
- Covid Home Care Kits.
- Home ICU Setup
- All covid care logistics to your doorstep.

TCS COVID-19 Helpline - How to avail the benefits?

Call: +91 74061 32211

Practo has a dedicated line exclusively for TCS Associates to help them with COVID-19 related Medical emergencies.

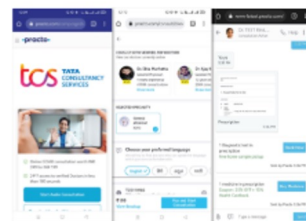
The helpline has 5 call options:

- Press 1** to initiate an Online COVID-19 doctor consultation
- Press 2** to schedule an RT-PCR Test
- Press 3** to get homecare and isolation services
- Press 4** to get ambulance services for emergencies
- Press 5** for any other assistance

Online Doctor Consultation

- User calls the helpline number
 - Reviews on SMS with the Doctor Consult link
 - User clicks on the link
 - User selects the "Start Audio/Video consultation" option
 - User reviews the cart
 - User makes payment
 - Initiates the online COVID-19 consultation
- a. The doctor reviews the Prescription and completes the consultation
b. Once the consultation is complete, the free 7 days follow up period is activated for the user
c. Users can also order Medicines and Lab tests

Representation of the online consult service



Book an RT-PCR (COVID-19) Test

- The user calls the helpline, presses 2, and gets connected to Practo Care Buddy
- Practo Care Buddy notes the requirement, name, email, number, address with pin code
- The Practo Team connects with partner labs on the service availability
- Practo Care Buddy connects back to the employee to update the serviceability/scheduling of the pickup
- If serviceable, the payment link is shared with the employee for booking

Once the order is confirmed with the vendor, the booking details are shared with the employee

- Loop is closed

NOTE: Some Required Roles will be applicable



You are in safe hands

With you from Surgery till Recovery.

- Expert surgeons with 10+ years of experience
- Advanced medical technology for improved outcomes
- Follow-up consultations & tips for a speedy recovery



**Claim a Free
Consultation**
from your Pharmacist

www.practo.com/care | +91 98765 43210

Practo Announced **Rahul Dravid** as their first ambassador with a campaign marking its foray into secondary care services. This campaign 'You're in good hands' spoke about safe surgery procedures under Practo.

practo•care
SURGERIES

You are in safe hands



**With you from
Surgery till Recovery.**

200+
Surgeons

100+
Hospitals

20,000+
Satisfied
Patients

25+
Cities
Across India

**Claim a Free
Consultation**
from your Pharmacist



We designed the standee that went outside most of the revered medical stores for people to know about the Practo Safe Surgeries to create a buzz about the same.



These danglers were created to market their campaigns in corporate offices, medical stores as well as consulting medical offices.



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We also created countertops giving relevant information about the safety, advances technology and the post procedures followed by Practo.

THE RESULT

Today, Practo has a tie up with more than 1000 corporate conglomerates.

During Covid, online consultations were at its peak, Practo digital revenue increased Practo by 50%

Practo saw a 60% increase of members during the period of 2021-2022

1000

partnerships

10x

growth

50%

digital increase

35%

clinic increase

More

memberships

Practo saw a 10x rise during Covid alone.

Today, 35% of the doctors suggest online appointments through Practo.

And thank you too, for giving this a patient read!

Let us know if you'd like to peruse more inspiring case studies from our workbook.
We are also attaching our profile with this presentation.

TEAM OBVEUS hopes we have fanned some possibilities in your mind over how we can collaborate. Have a splendid day ahead!

The warmest regards,



Making brands stand up and be counted
Strategy / Marketing / Engagement breakthroughs
Media-neutral ideas. Multimedia expressions

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