

CASE STUDY

terna | Advanced
HOSPITAL | Affordable
Healthcare



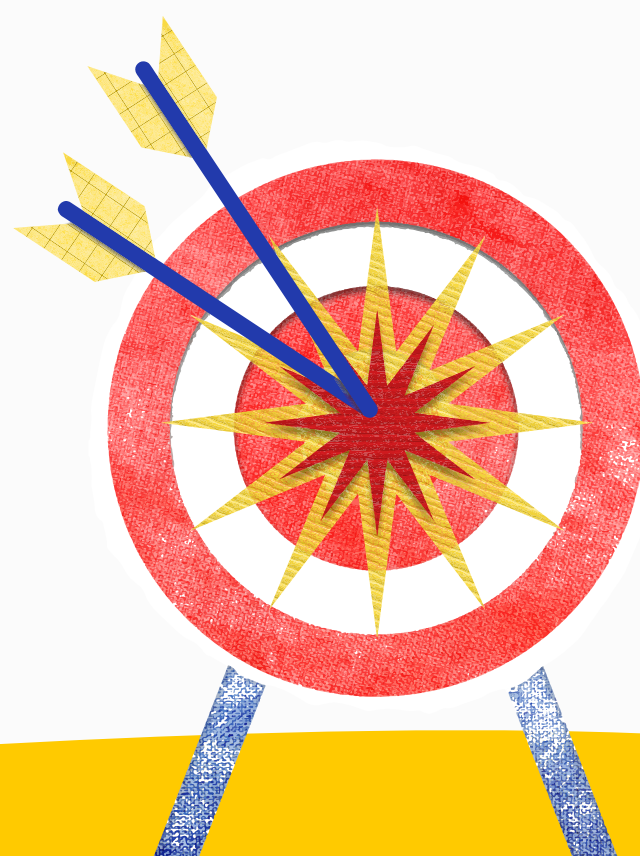
CAMPAIGN OBJECTIVE



Increase Health Checkups for
Terna Hospital



Awareness About health
checkup



IDEA NARRATIVE

To help people keep a track of their health,
To make them take the right actions at the right time, To
enable them to lead a risk-free & healthy lifestyle...

Terna brings Affordable & Preventive Health Check Ups to all!
Checkups to help them prioritize their health above all,
Checkups to stop the carelessness & negligence, To make
them realize that....

#LaaparwahiPadegiBhaari





**Attack
is not the best
form of defence**

#LaaparwahiPadegiBhaari

Book a trustworthy
Healthy Heart check up now



**Don't let your
work goals
put your health
goals on hold!**

#LaaparwahiPadegiBhaari

Book an affordable
Health Checkup Now



**For how long
will you neglect
your health?**

#LaaparwahiPadegiBhaari

Affordable preventative
health check-ups for healthy living

Know more



**Waiting for a
health alarm
from your body?**

#LaaparwahiPadegiBhaari

Enquire now

about affordable **preventive
health check-up**

Have multiple priorities, but **'health' isn't one of them?**

#LaaparwahiPadegiBhari

Offering a range of affordable health check-ups



MASTER Health Check-up

to evaluate the health of your vital organs and metabolism

₹ 2499

[Know more](#)



SILVER Health Check-up

to examine major organs & immunity

₹ 3499

[Know more](#)



GOLD Health Check-up

to examine major organs & maintain a healthy body

₹ 5500

[Know more](#)



HEALTHY HEART Health Check-up

to detect coronary artery disease at an early age

₹ 1999

[Know more](#)



WELL WOMEN Health Check-up

to examine female organs & overall health of women

₹ 1499

[Know more](#)



Step towards a healthier life with **Navi Mumbai's Most Trusted Hospital**

Free expert medical consultation available

[Know more](#)

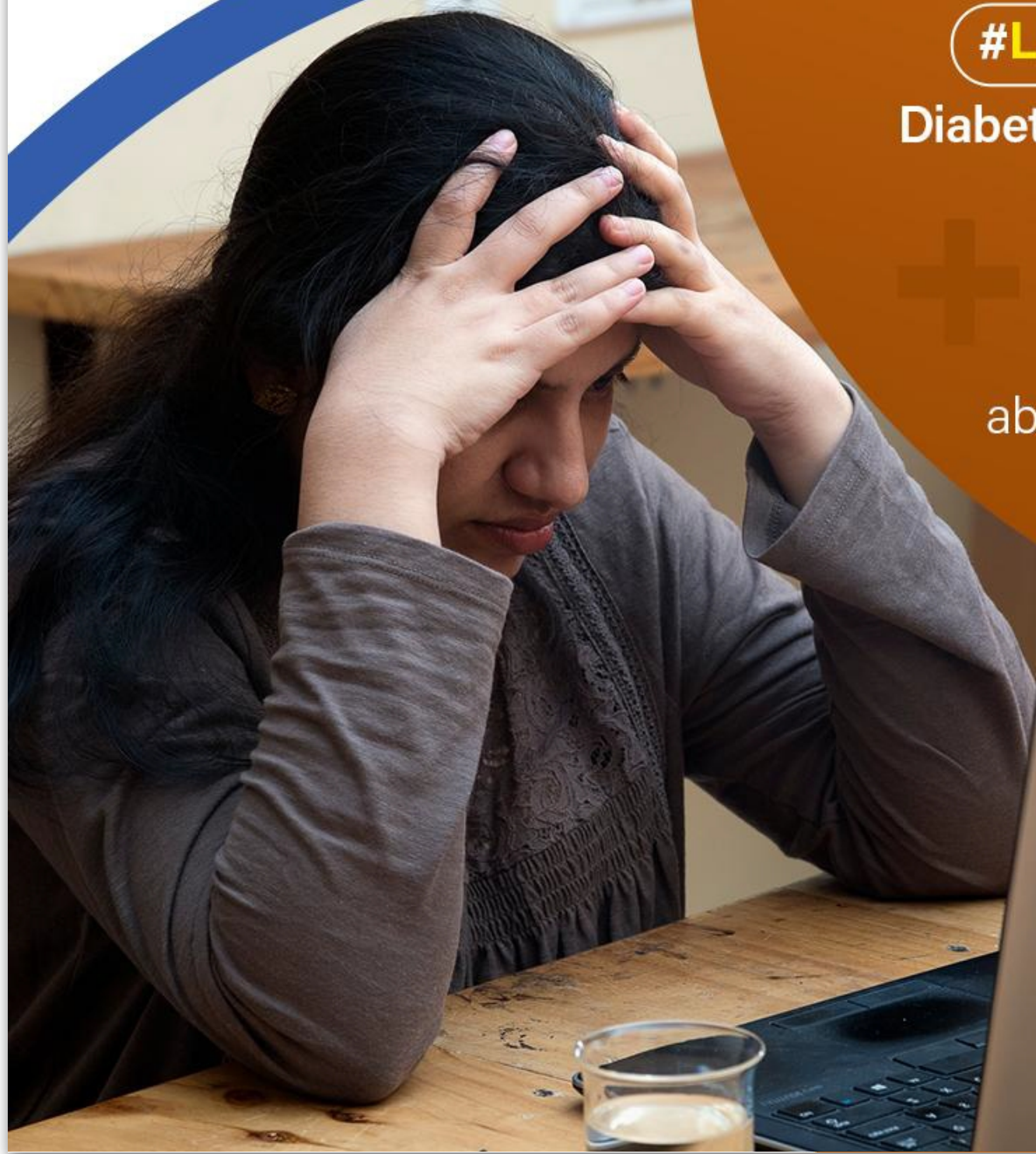




**Health issues
increase as you age!**
Ensure that you identify them
at an early stage.

#LaaparwahiPadegiBhaari

Book an affordable
Health Checkup Now




**Playing
multiple roles but
compromising your
health goals?**

#LaaparwahiPadegiBhaari

Diabetes | Cardiac Risk | Thyroid
and more.

Know more

about affordable Well Women
Health Checkup Package



Why Choose Us? Packages About Terna

Your IGNORANCE may COST MORE than a routine HEALTH CHECK-UP

#LaaparwahiPadegiBhari

Trusted Healthcare Brand
in Navi Mumbai
(recognized by Bombay Times)

Leading Healthcare Brand
in Navi Mumbai
(recognized by Bombay Times)

Book Preventive Health Checkup Packages

Enquiry Form

Name

Email

Mobile

Package Name

City

REQUEST A CALL BACK



WHY CHOOSE US?

We are committed to delivering precision in diagnosis with exceptional care

- Best practices to ensure clinical excellence
- Affordable pricing with quality care
- Reliable and accurate test results
- All Important Test Parameters Covered
- Esteemed doctors for consultation

SELECT A HEALTH CHECK-UP PACKAGE SUITABLE FOR YOU

MASTER
Health Check-up Package

Price: ₹ 2499

VIEW PACKAGE DETAILS

ENQUIRE NOW

SILVER
Health Check-up Package

Price: ₹ 3499

VIEW PACKAGE DETAILS

ENQUIRE NOW

GOLD
Health Check-up Package

Price: ₹ 5500

VIEW PACKAGE DETAILS

ENQUIRE NOW

HEALTHY HEART PACKAGE
Health Check-up Package

Price: ₹ 1,999

VIEW PACKAGE DETAILS

ENQUIRE NOW

WELL WOMEN PACKAGE
Health Check-up Package

Price: ₹ 1,499

VIEW PACKAGE DETAILS

ENQUIRE NOW

YOUR SAFETY IS OUR PRIORITY

We have taken stringent steps to ensure the safety of our staff and visitors during the current COVID-19 crisis.



Daily Temperature Checks



Hand Sanitization



Use of Masks & Gloves



Social Distancing



Periodic Surface Sanitization

'I DON'T NEED A HEALTH CHECK-UP, I AM PERFECTLY FINE'

Most of us think like that but do you know that medical experts recommend a precautionary health check-up at least once a year? Here's why



Early detection of any medical problem



More effective treatment



Family history of disease



Past medical history



Updating medical record for future references



Lifestyle that exposes you to health risks



Expert guidance on living a healthy life



ABOUT TERNA HOSPITAL

Recognised as the trusted and the leading brand of Navi Mumbai (by Bombay Times), we aim to provide quality healthcare services at an affordable cost and make these services accessible to all under one roof in the vicinity of Navi Mumbai. Backed by modern medical infrastructure and quality care of patients, we are very proud to achieve the milestone of becoming a preferred choice of hospital for the community.

We are a 250-bedded multi-specialty tertiary care hospital where our expert medical professionals, skilled nurses and technologists use state-of-the-art facilities and provide quality healthcare services with distinctive care and accuracy.

With our motto 'Our Patient Comes First', we assure you the highest standard of safety and clinical excellence for all your healthcare needs.

📍 Terna Speciality Hospital & Research Centre, Centre Plot No. - 12, Sector - 22, Opp. Nerul Railway Station, Phase II, Nerul(W), Navi Mumbai - 400706

✉ info.tsh@ternahospital.org

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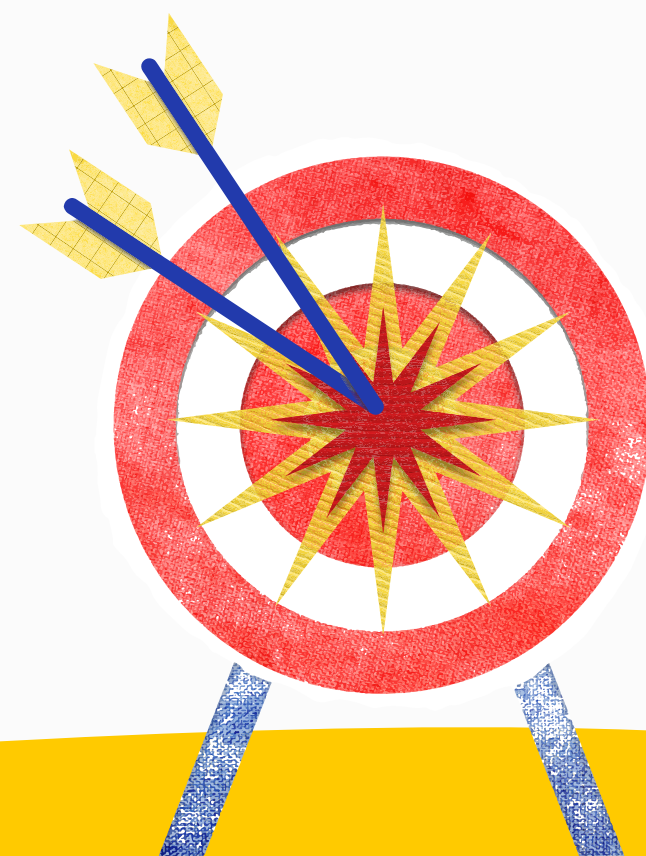
CAMPAIGN OBJECTIVE



Increase footfall for OPD & surgery at Terna Hospital



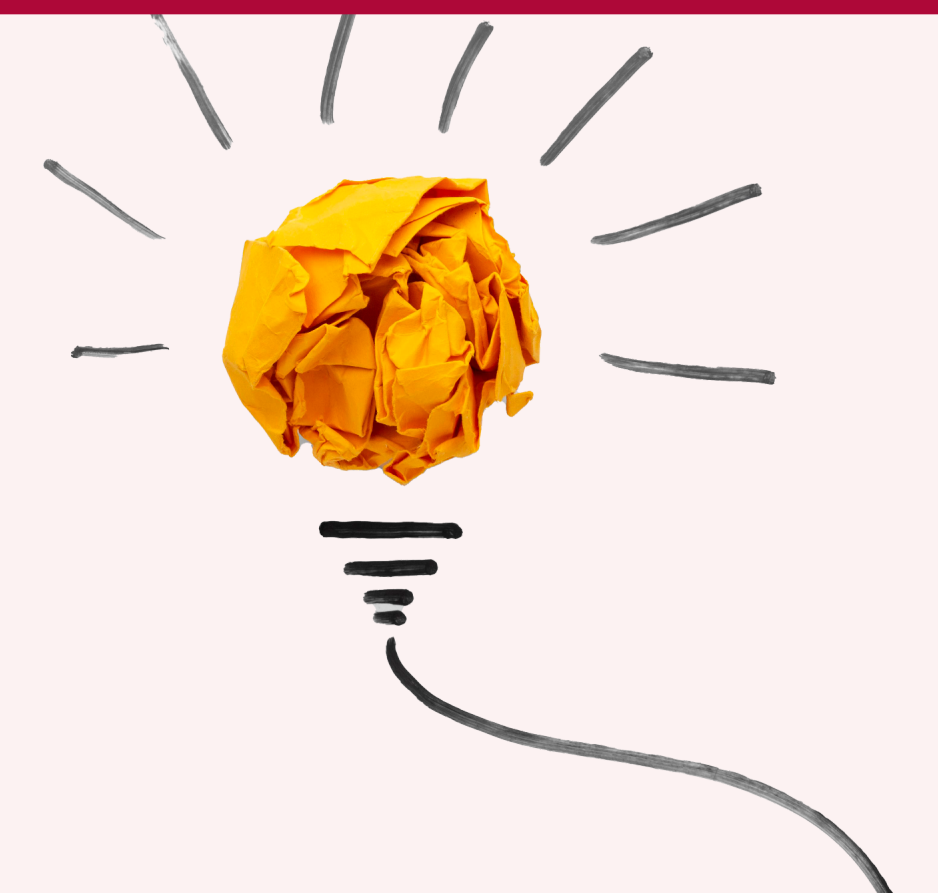
Awareness
About Terna Hospital in the
vicinity of Navi Mumbai



IDEA NARRATIVE

With the combination of high-end medical techniques and clinical expertise. With a commitment to deliver quality healthcare at affordable prices. Through advanced medical equipment and excellent experience in various medical treatment,
Terna Hospital ensures that each person gets personalized care and expert consultation,
With the capability of operating critical medical and surgical procedures, Terna Hospital has always ensured....

#HealthcareMeinNoSamjhota



EYE

20
200

200 FT
61 M

1

WISH

20
100

100 FT
30.5 M

2

TO READ

20
70

70 FT
21.3 M

3

THIS

20
50

50 FT
15.2 M

4

#HealthcareMeinNoSamjhota

with **reliable eye check up** at just **INR 150 /-**

Book an appointment now



Cherish the
joy of movement
once again

#HealthcareMeinNoSamjhota

with **reliable physiotherapy treatment** at just **INR 199 /-**

Book an appointment now



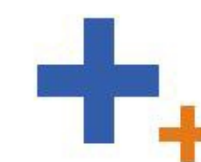
Looking for
expert medical
consultation?

#HealthcareMeinNoSamjhota

Book appointment

with our
eminent doctors

All COVID-19 protocols followed



Trustworthy
Medical
Consultation

with effective treatment

#HealthcareMeinNoSamjhota

Book an appointment

All COVID-19 protocols followed

100,000+
Happy Patients
50,000+
Successful Surgeries

Envisioning a healthier world
through personalized care
#HealthcareMeinNoSamjhota

Know more
about Terna Speciality Hospital



**Most
equipped
& modern
facilities**

for clinical surgery in
Navi Mumbai

#HealthcareMeinNoSamjhota

Enquire now





Envision a healthier future for your eyes!

#HealthcareMeinNoSamjhota

with a reliable eye check up at **₹150 only!**

Enquire Now



Advanced & reliable medical facilities for critical surgeries

#HealthcareMeinNoSamjhota

Total Knee Replacement | Hernia
Coronary Angiography | Gallstone
and more.

Enquire Now



Affordable check ups & Expert consultation
for various medical conditions

#HealthcareMeinNoSamjhota

Diabetes Clinic
at just ₹ 399

Blood Pressure Clinic
at just ₹ 299

Knee Clinic
at just ₹ 299

Piles Clinic
at just ₹ 299

terna HOSPITAL | Advanced Affordable Healthcare

Backache Clinic
at just ₹ 299

Menstrual Clinic
at just ₹ 299

Fever Clinic
at just ₹ 299


Allergy & Asthma Clinic
at just ₹ 299

Get in touch with
Navi Mumbai's Most Trusted Hospital


Book an appointment now



terna HOSPITAL | Advanced Affordable Healthcare



Why Choose Us? About Terna



EXPERT & TRUSTED MEDICAL CONSULTATION
for Timely Diagnosis & Effective Treatment

#HealthcareMeinNoSamjhota

Book an Appointment with our expert doctors

Trusted Healthcare Brand in Navi Mumbai
(recognized by Bombay Times)

Leading Healthcare Brand in Navi Mumbai
(recognized by Bombay Times)

Enquiry Form

Name

Email

Mobile

Consulting for


dd-mm-yyyy

BOOK APPOINTMENT


SELECT A CLINICS SUITABLE FOR YOU

DIABETES CLINIC <small>Clinic Package</small>	BACKACHE CLINIC <small>Clinic Package</small>	KNEE CLINIC <small>Clinic Package</small>
Price: ₹ 399 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW	Price: ₹ 299 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW	Price: ₹ 299 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW
ALLERGY & ASTHMA CLINIC <small>Clinic Package</small>	PILES CLINIC <small>Clinic Package</small>	BLOOD PRESSURE CLINIC <small>Clinic Package</small>
Price: ₹ 299 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW	Price: ₹ 299 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW	Price: ₹ 299 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW
FEVER CLINIC <small>Clinic Package</small>	MENSTRUAL CLINIC <small>Clinic Package</small>	PHYSIOTHERAPY CLINIC <small>Clinic Package</small>
Price: ₹ 299 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW	Price: ₹ 299 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW	Price: ₹ 199 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW
EYE CLINIC <small>Clinic Package</small>		
Price: ₹ 150 <small>VIEW CLINIC DETAILS</small> ENQUIRE NOW		


WHY CHOOSE US?



Quality Consultation At affordable rates




Easily Accessible Opposite to Nerul Railway station



Eminent & dynamic team of consultants & doctors Patient centric healthcare advice

ABOUT TERNA HOSPITAL



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terna HOSPITAL
Advanced Affordable Healthcare

Facilities Clinical Surgeries Testimonials Our Priorities About us



Trusted Healthcare Brand
in Navi Mumbai (recognized by Bombay Times)

Leading Healthcare Brand
in Navi Mumbai (recognized by Bombay Times)

Enquiry Form

Patient Name

Email

Phone

City

Clinical Surgeries

Enquire Now

25+ YEARS OF
#HealthcareMeinNoSamjhota
WITH Exceptional Surgical Excellence & Expertise

#HealthcareMeinNoSamjhota

with top-of-the-line equipment and facilities

<p>Most Affordable & Quality Healthcare Most economical in Navi Mumbai</p>	<p>High Quality Cath Lab & state-of-the-art Operation Theatre Latest technology for modern medical infrastructure</p>	<p>Eminent & Experienced Surgeons Specialized medical knowledge and training</p>
<p>FDA Audited and Inspected Blood Bank Each unit of collected blood is preserved with care</p>	<p>Modern Diagnostic Imaging Training Pertaining to highest standard of healthcare guideline</p>	<p>Well-Equipped ICU for Critical Care Recognized as the best in Navi Mumbai</p>

Get In Touch

TOP QUALITY CLINICAL SURGERIES

 Laser Varicose Veins	 Varicocele	 Uterine Fibroids	 Diabetic Foot Ulcer
 Piles, Fissure, Fistula	 Hernia	 Ear drum	 Fess

...

HEALED AND HAPPY PATIENTS

<p>Binry Dcruz</p> <p>I am addressing this as team, because I want to thank not just the doctors who rendered service but the entire staff, nurse & all the support function. I was always horrified about hospitals but my experience with Terna hospital changed my outlook.</p> <p>Thank you, team. The work you do is so important! And you excel at your work in every way possible.</p>	<p>Rupali Patil</p> <p>Minimum medicine and maximum effect. I went to Terna Specialty Hospital for Blood pressure problem. After hearing patiently, doctors suggested just one tablet to me instead of my earlier three tablets. And it works for me. My blood pressure is more stable than before. Also supportive staffs are really professional.</p> <p>Thank you Team Terna!</p>	<p>M. K. Ramakrishna</p> <p>Just two words to express my heartfelt gratitude for all the care taken in the past few days first of all, a big thank you to Dr. Bharat Agarwal without his proper diagnosis and prompt action my condition could have turned really bad.</p> <p>Thank you, once again!</p>
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OUR PRIORITY

Clinical Excellence + Patient Care = **SPEEDY RECOVERY**

13000 Happy Patients	7000 Surgeries Done	140 Medical Experts & Professionals	33 Total Beds
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AND IT RESULTED INTO..



37.88%

Rise in Brand Recall



31.46%

Quality Leads



THANK YOU

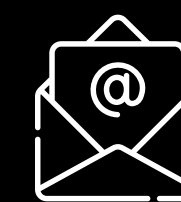
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