

A photograph of a modern hospital room, likely an operating room or intensive care unit. The room features a central operating table covered with a white sheet. Various medical devices, including monitors, IV stands with bags, and a large overhead light fixture, are visible. The walls are light-colored, and a clock is mounted on the right wall. The floor is highly reflective, showing the equipment and lights.

 **HOSPITALS**
Management

INTRO ABOUT PRODUCT

What is the product?

B2B Services helps to affix marketing methods to strategic objectives besides demonstrating their value, and attribute across channels. Implementing these services, thriving techniques can be engaged with customers consistently. They help to enhance the web presence by delivering highly targeted experiences in real-time. These services help to drive new strategies at global scale while lowering operational costs. You can increase marketing ROI, drive explicit and significant revenue besides achieving fruitful relationships with customers.

Services

Hospitals-Management provides dynamic digital marketing services designed to drive sales and build loyalty with every customer. Our services include events listing, banner advertising, email direct marketing, e-newsletters, profile listing, SEO/SMM and so on. We help our clients to create a magnetic connection with their customers and ideal prospects by delivering outstanding results.

Accelerate Time-to-market Strategies to Intensify your Brand Presence!



INTRO ABOUT PRODUCT

Benefit to Client

Sustain creating added value for your customers, while achieving cost-efficiency by choosing Hospitals Management as your advertising partner.

Benefits of choosing our services include: 1) Customer-Centric Industry Solutions to Fit Your Business 2) An explicit strategic roadmap that includes digital implementation 3) Broad Business Analytics to Achieve Greater Business Insight

Empower your Customers in a More Agile Way!

Behind the Product

Ochre Media, one of the leading online media platforms helps to accelerate brands by enhancing their visibility with award-winning business insights.

Ochre Media is the place where manufacturers, buyers and sellers are connected to develop their business connections and productivity. We help businesses to advertise their company details, market and publish their services. For the last 11 years, Ochre Media, the B2B specialist, has been in the business of creating brands through proficient advertising strategies.

In Web section, we serve various industries including **Automation, Automotive, Broadcast, Defence, Healthcare, Packaging, Pharmaceutical, Pulp and Paper, Sports, Steel, Plastics Industries.**

In Print section, we serve two industries:
Pharma Focus Asia (PFA) and Asian HHM

Ochre Media – A Prerequisite for continuous innovation!



ONLINE B2B MARKET TRENDS IN HOSPITALS MANAGEMENT

Creative business solutions are the critical source of customer insights as they contribute marginally to revenues. B2B platform creates an impact on both community building and it helps to win the market share. Hospitals Management digital solutions are driven by marketing and show a growing impact on the alignment of platforms to support the operations of healthcare.

Hospitals Management execute the marketing tasks in a more agile way, and develop a prerequisite for continuous innovation. We are open about what is happening to the business because it creates trust between the manufacturers/suppliers and the companies. Trust is vital because there's rarely time to strategise.

Our latest trends assist to gain optimum level outputs. Only 25% make a major purchase more than 11 times a month and 30% make a major purchase 2-4 times a month. Subsequently, 26% make a major purchase 5-11 times a month and 27% make a major purchase of more than \$15000 a month.



Build a Winning Business Model Through Our Market Trends!

VISITORS ATTRACTIONS

News

Be ahead of competition with our News!

Events

Maintain a Competitive Edge by Attending Events!

Projects

Be in Touch with Latest Innovations!

Reports

Our Reports Help to Acquire Knowledge on Business Insights!

Interviews

Boost your Business Productivity, Presence on Various Channels!

Articles

Acquire Knowledge in Business through Our Articles!

Press Releases

Leverage Your Company's Potential through Press Releases!

White Papers

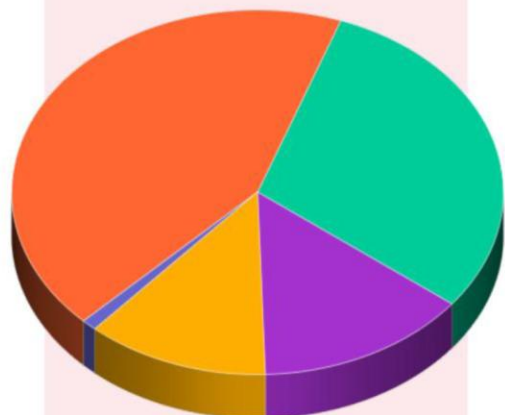
All About Knowing about the Product/Services Precisely!

Our Visitor Attractions Do Miracles for your Business Success!



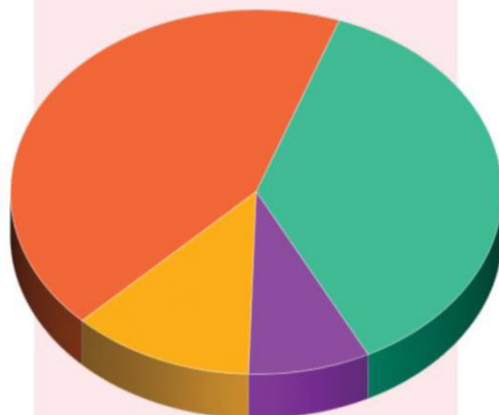
VISITORS ATTRACTIONS

Target Audience



- C Level Management.....43%
- Business Management.....30%
- Specialists.....14%
- Head of Departments.....12%
- Others.....1%

Target Market



- Geographical Reach
- Asia Pacific.....43%
- Europe.....37%
- America.....8%
- ROW.....12%



Average Page Visits

195,000+



Unique Page Visits

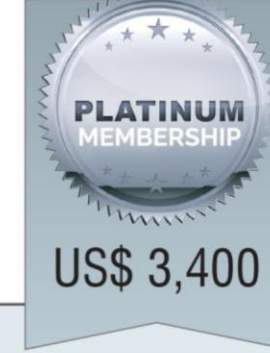
21,000+



Average Visitor Time

8+ mnts

ONLINE BUSINESS PROFILE



	Services	Silver Membership	Gold Membership	Platinum Membership
1	1000 Words Profile	✓	✓	✓
2	5 Expandable Images	✓	✓	✓
3	Product Gallery	✓	✓	✓
4	Product Video	✓	✓	✓
5	White Papers	✓	✓	✓
6	Profile Updates	✓	✓	✓
7	SEO	✓	✓	✓
8	Catalogue	✓	✓	✓
9	Product Specification	✓	✓	✓
10	Suppliers of the month Listing	✗	✗	✓
11	e-Newsletter Presence	✗	✓	✓
12	Home Page Banner	✗	✓	✓
13	Interview/Article	✗	✓	✓
14	Home Page Slider	✗	✗	✓
15	Product Launch	✗	✗	✓
16	Email Direct Marketing	✗	✗	✓
17	Banner in Product & Services	✗	✗	✓
18	e-Newsletter Banner	✗	✓	✓
19	e-Newsletter/Article/Interviews	✗	✓	✓
20	SMM	✗	✗	✓

ADVERTISING

EVENT MARKETING

Branding & Promotion

Our Branding & Promotion helps our clients to accelerate processes, develop effective strategies, and empower their healthcare businesses. Hospitals Management provides a streamlined business model that churns out the best results. We simplify your sales process and maximize your investment through our innovative solutions. From tactical social campaigns to engaging community management, we'll help you connect with customers and grow your brand.

We Offer a Solution that's Just Right for Your Business!

Video Marketing

Hospitals Management Video marketing strategies can help you to gain audience-based digital transformation. They help you to focus actively on various video channels to drive acquisitions and engagement. You can gain deep insight into your audience, deliver personalized experiences, content, and advertising. The value proposition of Hospitals Management is its potential to deliver capabilities across diverse marketing channels.

Grow, Retain, and Monetize your Audience!

News Release

Packaging-Labeling news releases enhance the operational efficiency and deliver value added services to our clients globally. They help to structure our client's business processes and provide enhanced flexibility and productivity. Our news releases act as the benchmark to increase business yield and web presence globally. They help you acquire the scalability that is required to achieve your business's ambitious growth plans.

Occupy a premium position in the marketplace with our News Release!



Article

We provide the articles to give our clients the required potential to unleash their business value. Our SEO friendly articles proactively leverage them to digitally accelerate their businesses.

Promoting Customer Centricity with Perceptive Articles!

Interviews

Our Interview section covers the interviews of key personnel of an organization. Publishing your interviews on our portal helps to manage your company's consistency on multiple digital assets.

Gain Better Insights Besides Streamlining Operations with Interviews!

ADVERTISING

E-MAIL MARKETING

Client E-mail Blast

Hospitals Management client e-mail blast is the superlative approach to business process change, organizations can better engage with customers and deliver customized products and services that drive outperformance and differentiation to business. We have a large database of industry experts, decision makers, high profile business executives and so on.

We will send bulk of emails to clients that help organizations operate with a clear business direction, using a vision and roadmap that define the way forward. Our emails would definitely help our potential clients to focus only on amplifying continuous business value for their stakeholders. Our email blast proffers new digital solutions to offer an opportunity to accelerate business value across the globe.

Stay Ahead of Competition & Generate Better Results For Clients!

Pricing Structure

Direct Marketing campaigns are charged per e-mail address and the cost is (US \$0.20) per address, for mail shots above 15,000 units. For mail shots below 15,000 units, the charge is (US\$0.25)

Booking Example:

10,000 Direct Marketing messages cost:
10,000 x US\$0.25 = US \$2,500



We Assist Our Clients to build Practical Digital Capabilities!

ADVERTISING

E-NEWS LETTER

At Hospitals Management, we understand the unique challenges of our clients that are transforming to adopt digital technologies and business models. We ensure that our processes and technology brings a triumphant strategy. Our Enewsletters will help you identify, quantify and capture your digital opportunity. We use business strategy and applied user insight to ensure that all your audience including customers, partners enjoy digital experiences that are visually stunning, elegant and intuitive of our newsletters.

You can gain insight into what customers really want and figure out where to focus at the process and experience level through our newsletters. Companies can move quickly from ideas to implemented changes and solutions as our newsletters identify your customer needs effectively. We combine a deep vertical knowledge of processes, systems, and regulations with a broad horizontal perspective and cross-disciplinary expertise to ensure your brand presence and productivity.



BannerType	Dimensions (px)	Max File Size	File Format	Rate (US\$)
Leader Board Banner	728x90	40kb	GIF & JPEG	1,200*
Top/Full Banner	468x60	30kb	GIF & JPEG	800*
Article / Interview	800 words	--	--	700*
Product launch	--	--	--	500*
Press releases	--	--	--	300*

*NOTE: Above mentioned prices are for 1 time presence

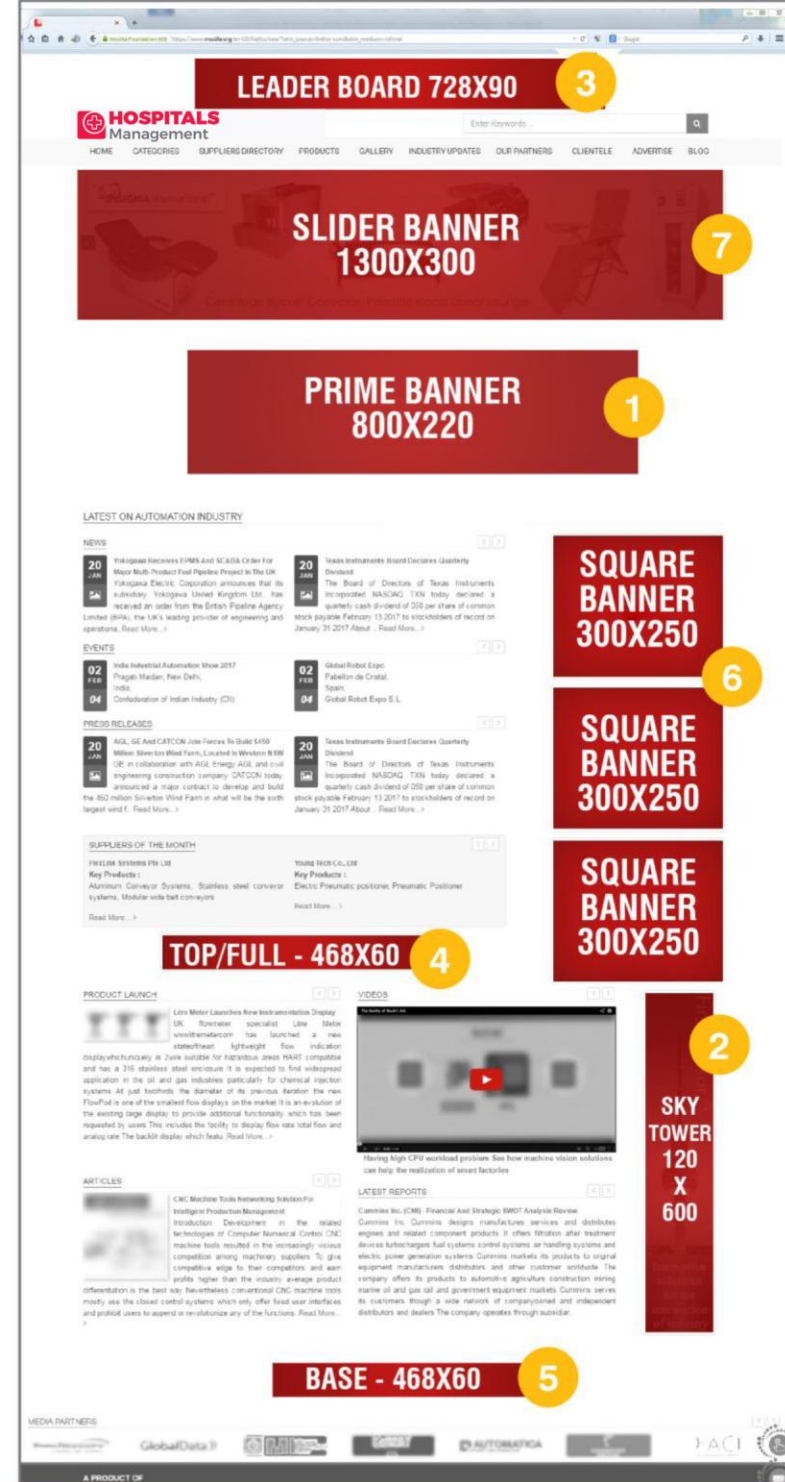
ADVERTISING BANNER

Build the Next Generation of Digitally Inspired Solutions with our Banner Ads!

Banner Type	Dimensions (pixels)	Max File Size	Rates (USD)
1 Prime Banner	800x220	50kb	2,500
2 Sky Tower Banner	120x600	50kb	2,200
3 Leader Board Banner	728x90	40kb	2,000
4 Top/Full Banner	468x60	30kb	1,500
5 Base Banner	468x60	30kb	1,000
6 Square Banner	300x250	25kb	1,200
7 Slider Banner	1300x300	50kb	1,000

NOTE: Above mentioned prices are for 30 days

File Formats: GIF & JPEG



BANNERS ON WEBPAGE

RATE CARD

CONTENT MARKETING

Product Launch (US\$ 500)

Hospitals Management work with industry leaders and futurists to help our client's design, conceptualize, prototype and build digital experiences. We launch your product with planned scope, strategy and planning to enhance your brand presence across the web. Our digital innovation showcases that we highlight pioneering solutions for digital prototyping.

Expand your Global Footprint with our Innovative Solutions!

Press Releases (US\$ 300)

Hospitals Management publishes white papers on our portal and help you ensure business continuity and manage costs. Our white papers help to showcase your latest innovations, developments, announcements and so on. Publishing white papers on our portal helps you to expand service offerings and deliver comprehensive solutions to your business and digital challenges.

Better target and connect with customers!

Interviews (US\$ 500)

We publish expert talks or interviews on our website that simultaneously increase operational efficiency and generate unparalleled business capabilities. Our highly professional interviews help to enhance profitable business possibilities.

Digitize your Customer's Experience with your Interviews!

White Papers (US\$ 300)

Hospitals Management White papers contains up-to-date product/services information that helps to engage with business communities. Our white papers advertise your company's product and service promotions, with the goal of increasing customer loyalty.

Digitalize your company's Products/Services!

Case Studies (US\$ 300)

Hospitals Management Case Studies are the consistent and efficient interactions to broaden the successful projects of your company in the digital world. They help your customers to stay in touch with you all along your journey as they provide knowledge.

Widespread your Successful Projects in the Digital World!

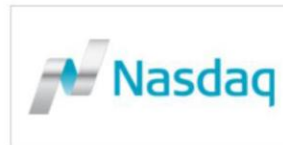
MAJOR CLIENTS



EVENT PARTNERS



KNOWLEDGE PARTNERS



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