

Healthcare Social Media Portfolio

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IDEAS REACH HERE — An Initiative by
Reach Media



Social accounts that turn patients into proof.

Reach Media runs the Instagram, YouTube and LinkedIn accounts of hospitals, dental chains and fertility centers across India — built on ten years of healthcare-only marketing, not generalist guesswork. We're the dedicated social wing of Reach Media : strategy, content, community and paid social for healthcare brands ready to be seen, heard and chosen.

10+

Years, health
care only

65+

Healthcare
brands built on

50cr+

Ad spend
managed

4

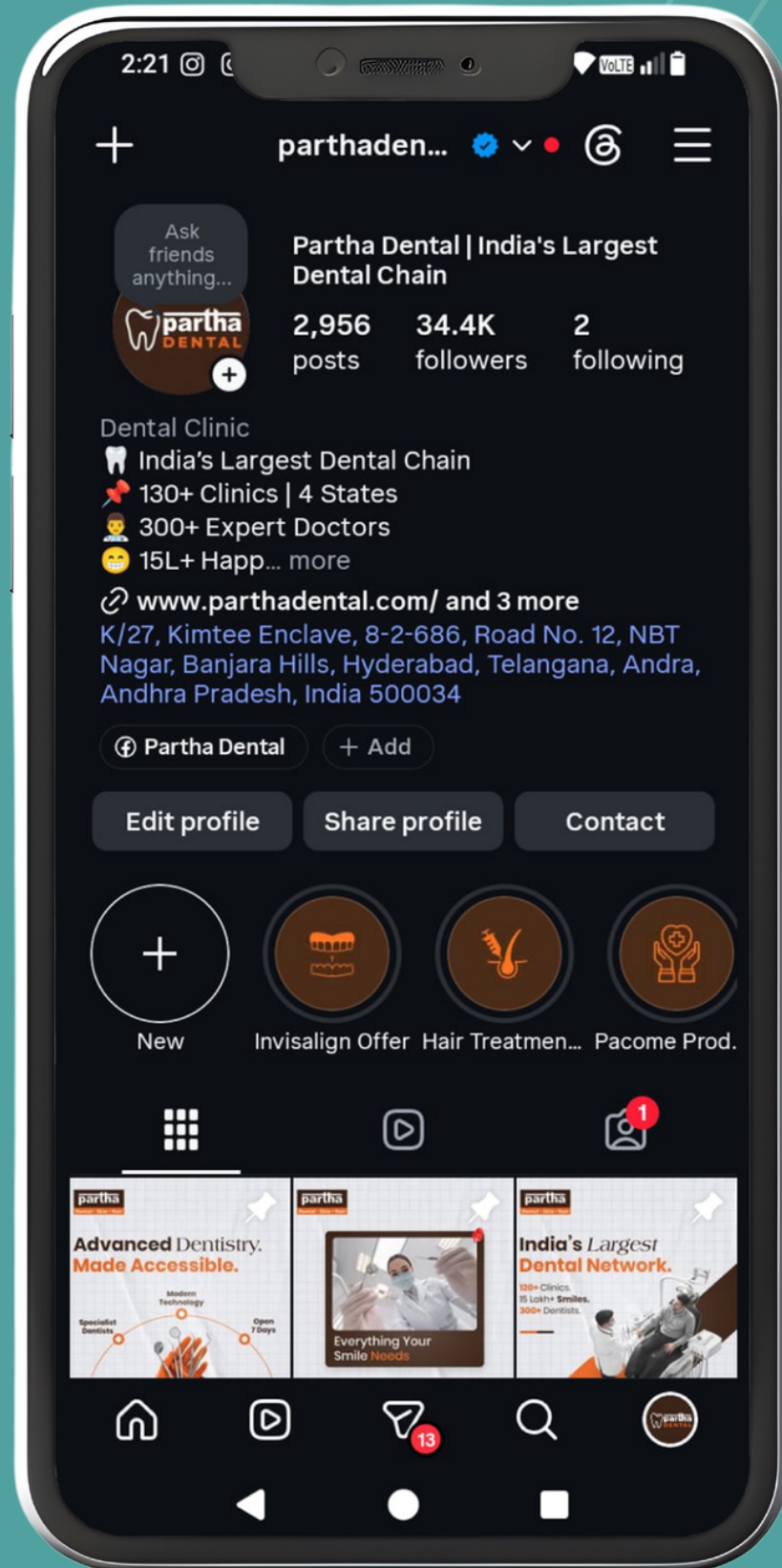
Categories
we specialize in

ACCOUNTS WE RUN

Real numbers, real accounts — Instagram.

A snapshot pulled straight from the dashboards, not projections.

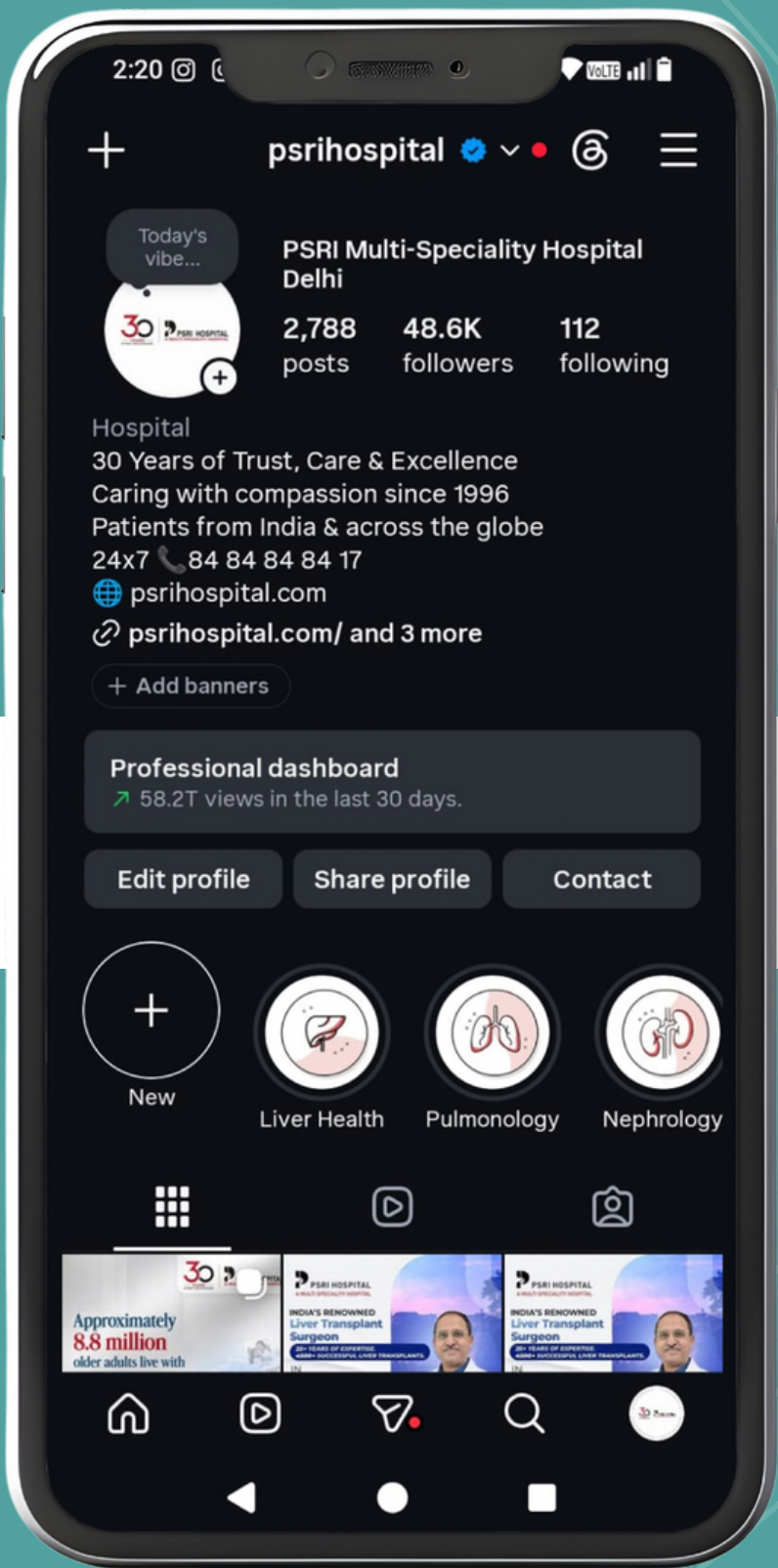
ACCOUNTS WE RUN



34.4K
followers



37.2M+ reach in
90 days

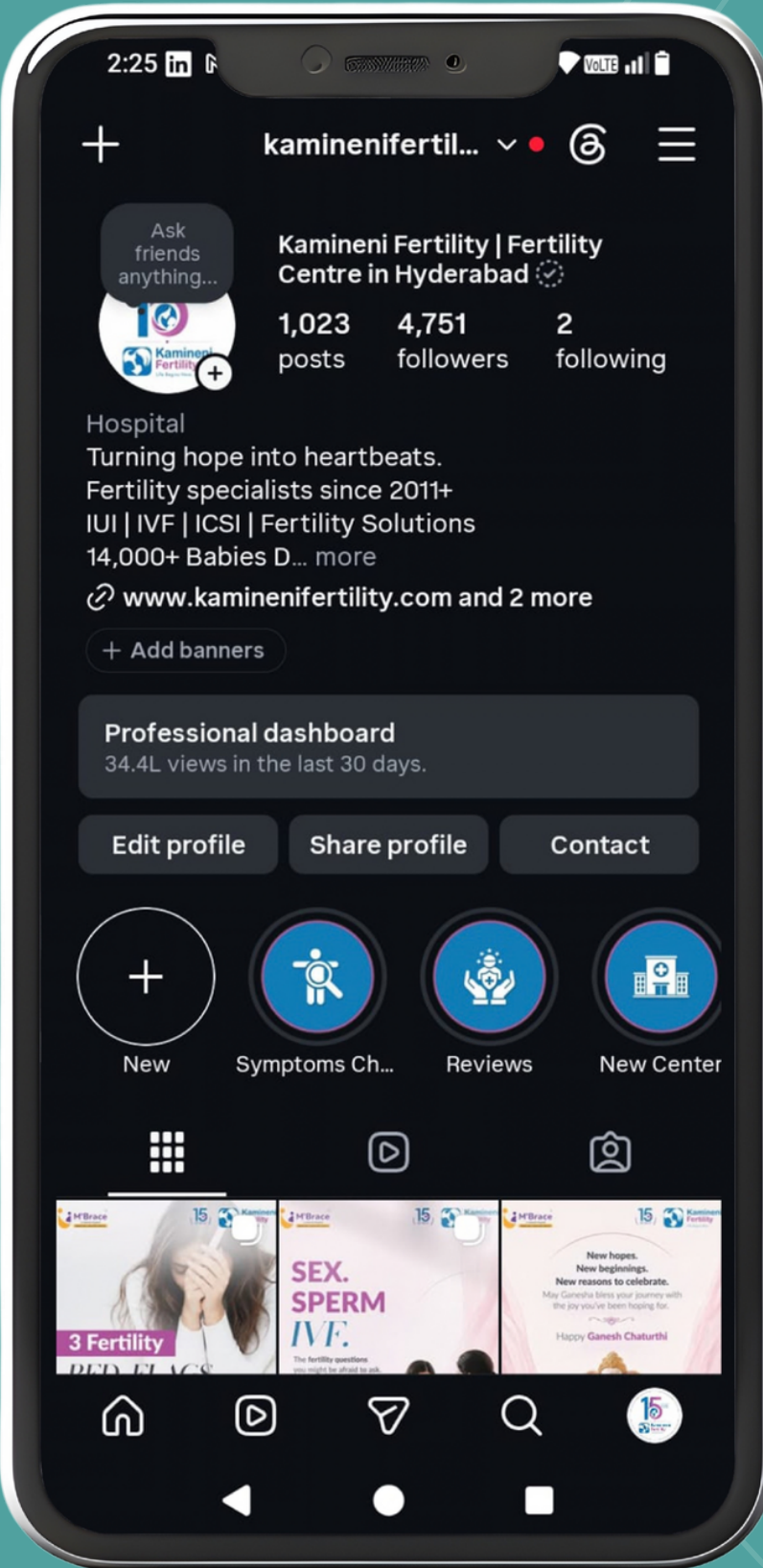


48.6K
followers



Verified
30 years of trust

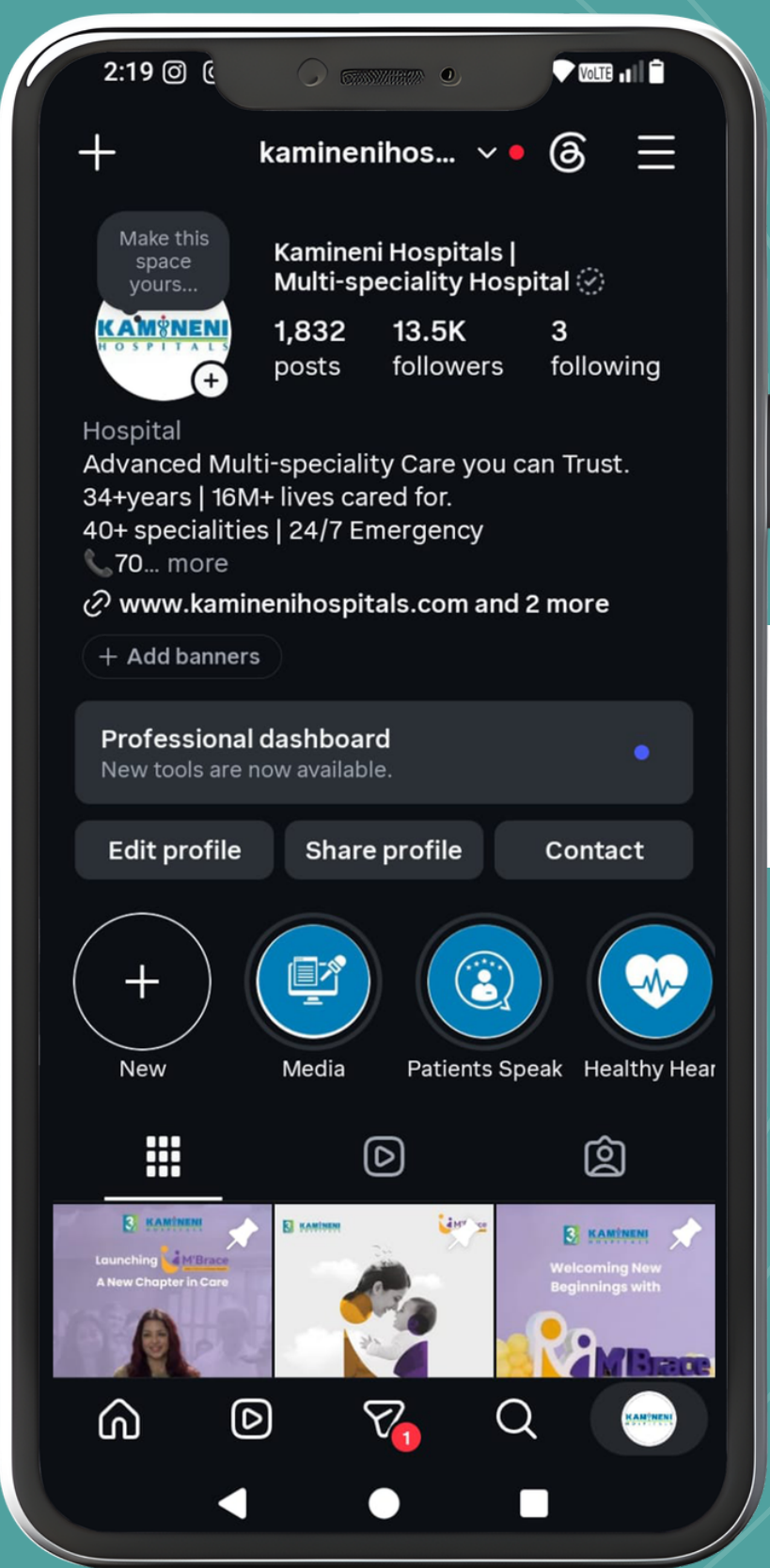
ACCOUNTS WE RUN



4.7K
followers



3.4M+ views
in 30 days

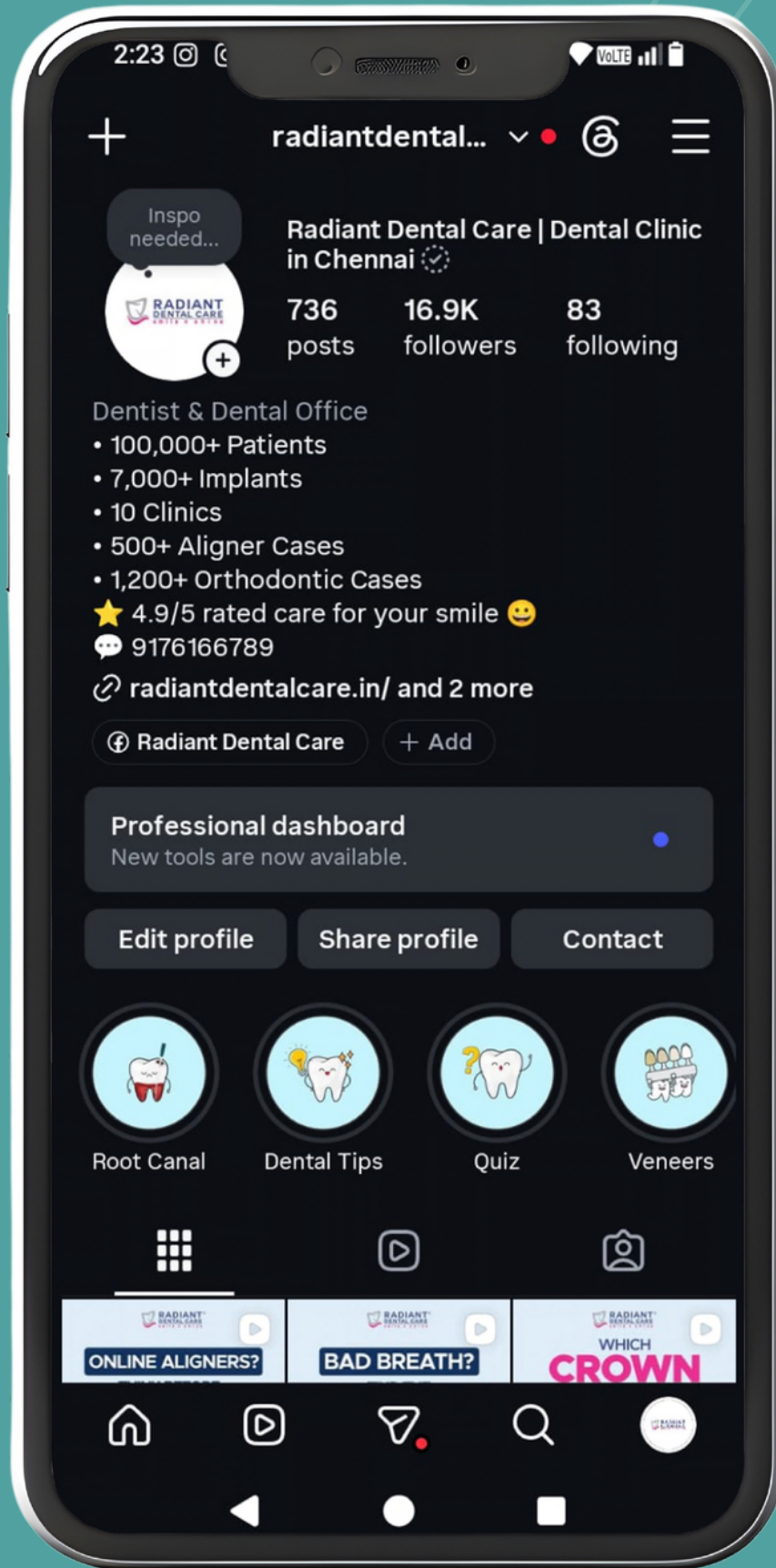


13.5K
followers



16M+ lives cared for

ACCOUNTS WE RUN



16.9K
followers



4.5M+ reach
in 90 days

118K+

Combined Instagram community

17K+

Combined LinkedIn followers

268K+

Combined YouTube subscribers

13.1M

Our most viral record — 30 days

YOUTUBE & LINKEDIN

177K subs PSRI Hospital (YouTube)



85.2K subs Eledent Dental (YouTube)



6.4K subs Kamineni Hospitals (YouTube)



12K PSRI Hospital (LinkedIn)

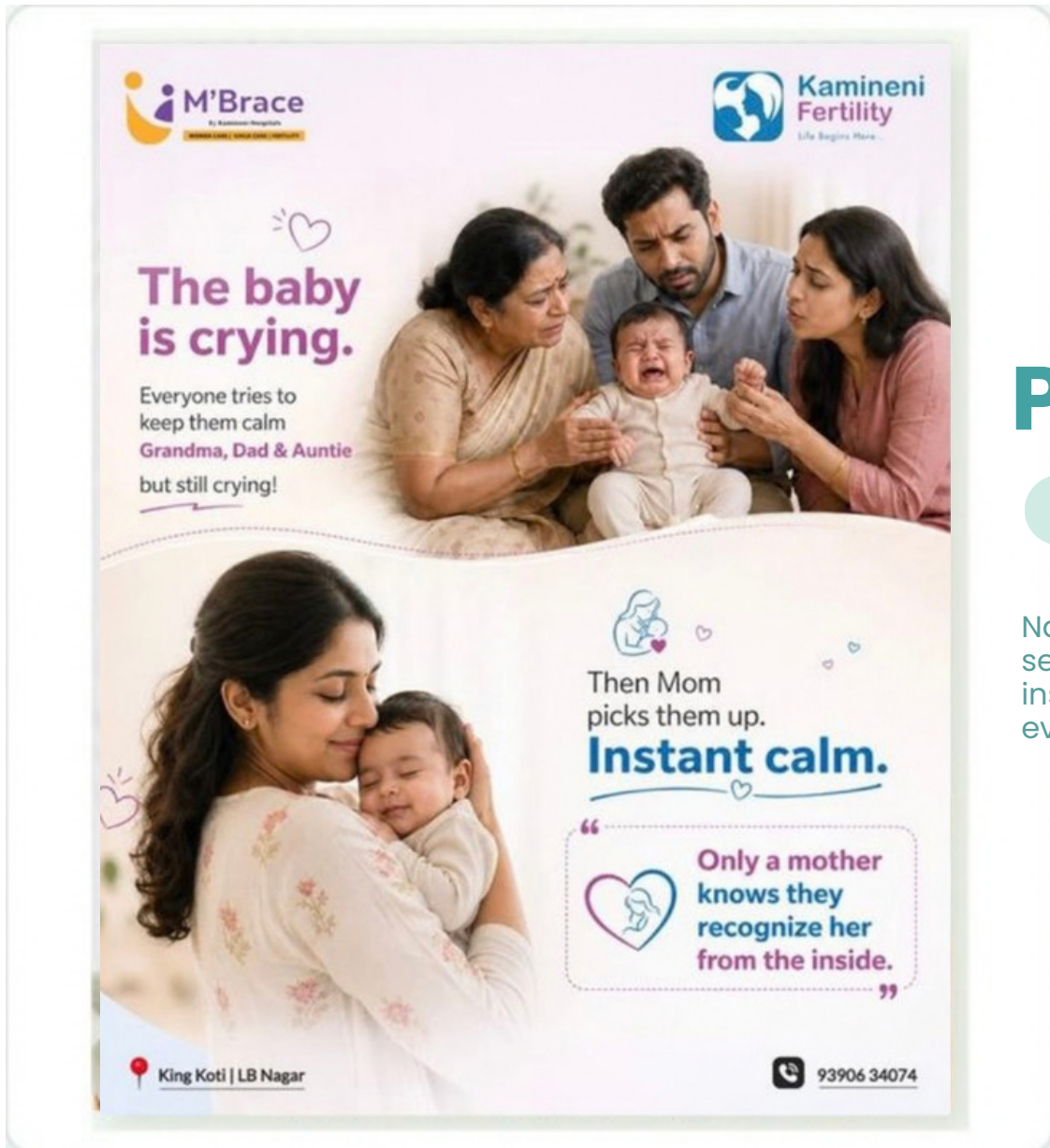


SELECTED WORK



**Campaigns built to move
behavior, not just
impressions.**

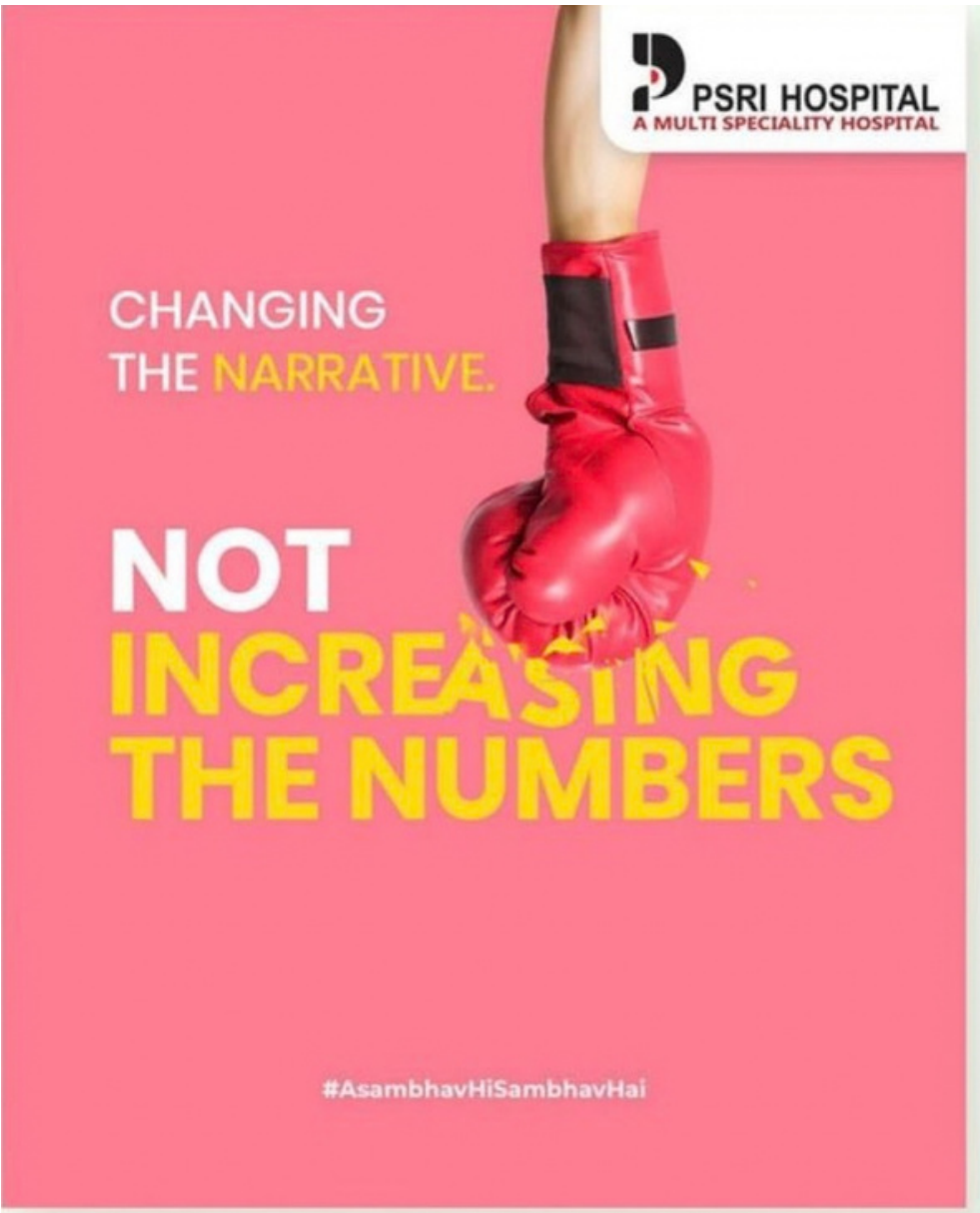
SELECTED WORK



Partha Dental

DENTAL CHAIN

Naming the workaround before selling the fix — “Here keep adjusting instead of fixing” outperformed every offer-led creative tested.



PSRI Hospital

MULTI-SPECIALITY

A breast cancer campaign built to move behavior, not harvest sentiment — early screening framed as a decision, not a reminder.

90-day reach 37.2M+ · +4,451 followers

48.6K followers · verified account

SELECTED WORK



Kamineni Fertility • M'Brace

FERTILITY

The longest, most private consideration cycle in healthcare needs presence, not pressure — empathy-led storytelling that stays until she's ready.



Sravani Hospitals

MULTI-SPECIALITY

Parent-first health education that earns the second opinion — specific, seasonal, and never asking for the appointment first.

3.4M+ views in 30 days

Ongoing pediatric education series

SELECTED WORK

Radiant Dental Care

DENTAL CHAIN

Oral health data used to create urgency, paired with a clearly priced treatment offer so the next step is obvious.



90-day reach 4.5M+ · +983 followers

Kamineni Hospitals

MULTI-SPECIALITY

A workplace mental-health series carried across carousels — five frames of attention earned before a single ask, built for saves and shares over reach.



Employer framing, not patient framing

WHERE WE FOCUS

Four categories. That's it.

Multi-Speciality Hospitals

PSRI · Fortis · Kamineni · Livasa · Sravani · Medipulse

Eye Hospitals

PSRI · Fortis · Kamineni · Livasa · Sravani · Medipulse

Dental Practices

Partha · NDC · Radiant · Clove · Eledent · Asian Dental

Fertility Centers

Seeds of Innocence · Orchid · Kamineni Fertility · Garbh

End-to-end, on the account.

No handoffs to a vendor you've never met — one team across strategy, content and reporting.

1

Strategy & Planning

Monthly topicals, campaign concepts and content calendars built around what the category searches for.

2

Content Creation & Design

Statics, reels, stories and carousels — decks, scripts and shoots managed start to finish.

3

Daily Account Handling

Scheduling, posting and day-to-day account management across every platform you run.

4

Paid Media Management

Boosting and ad budgets managed against leads and consults, not vanity reach.

5

Copywriting

Hooks, captions and scripts written for how patients actually search and speak.

6

Community Management

Comments, DMs and reviews handled with a healthcare-appropriate tone, every time.

7

Influencer & Creator Collaboration

Doctor-led and UGC content sourced and briefed for credibility, not just reach.

8

Analytics & Performance Reporting

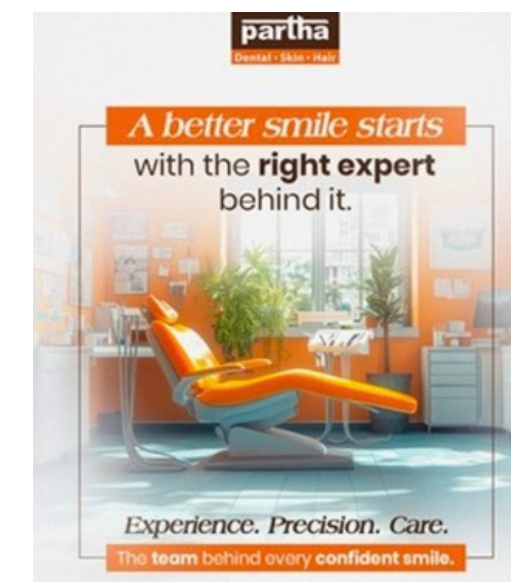
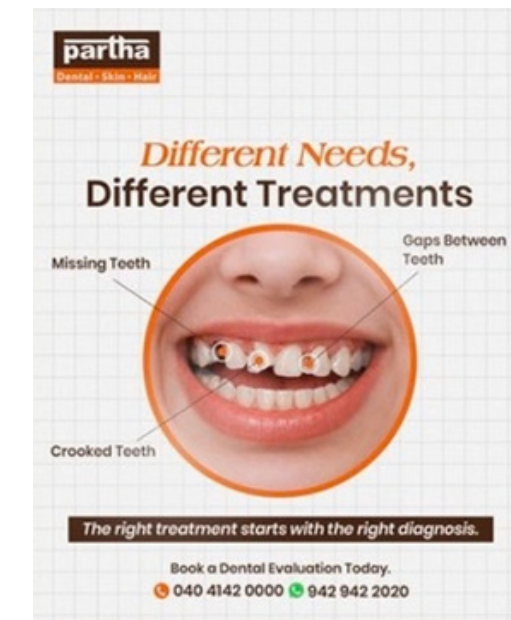
Monthly reporting that shows what moved, what didn't, and what's next.

DIGITALWORK

Partha Denta

DENTAL PRACTICES & CHAINS

Naming the workaround before selling the fix — "Here keep adjusting instead of fixing" outperformed every offer-led creative we tested.

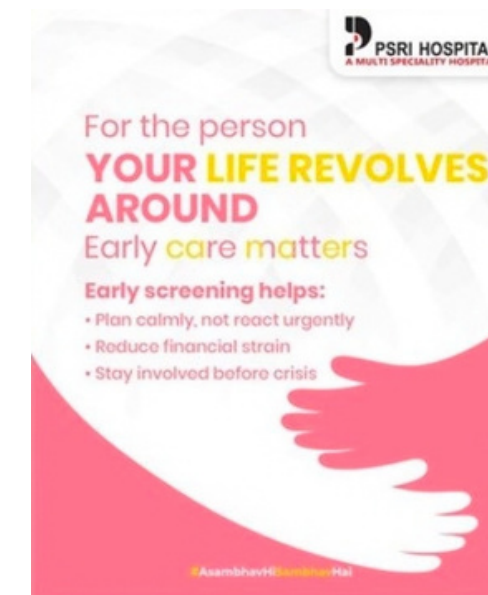
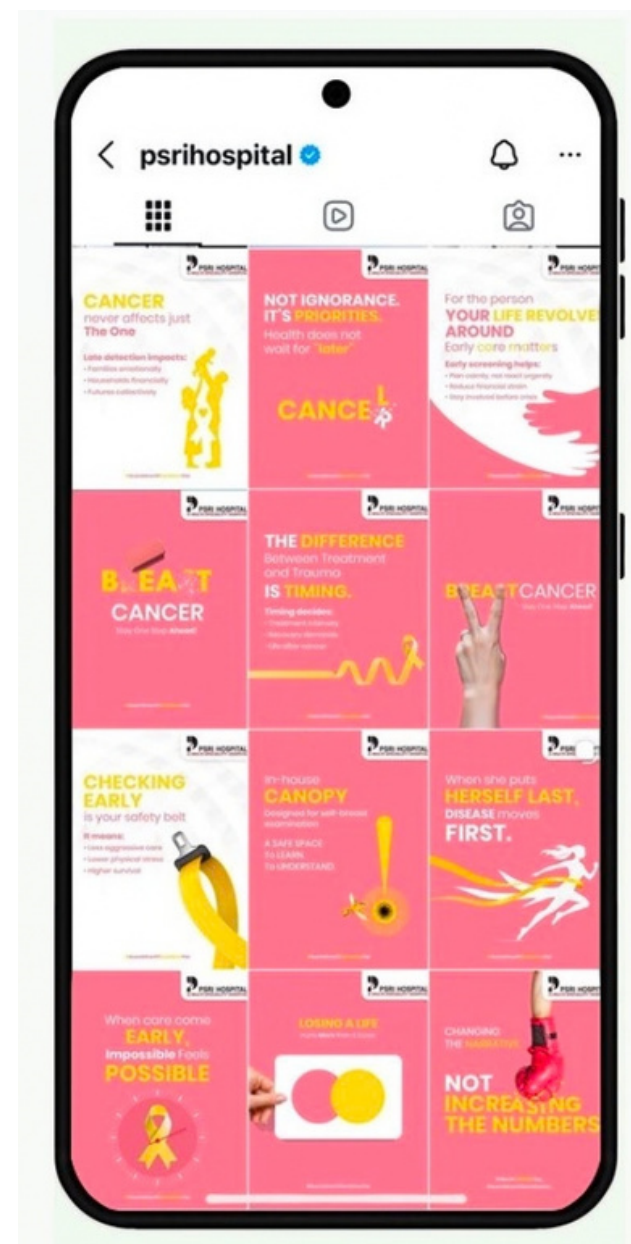
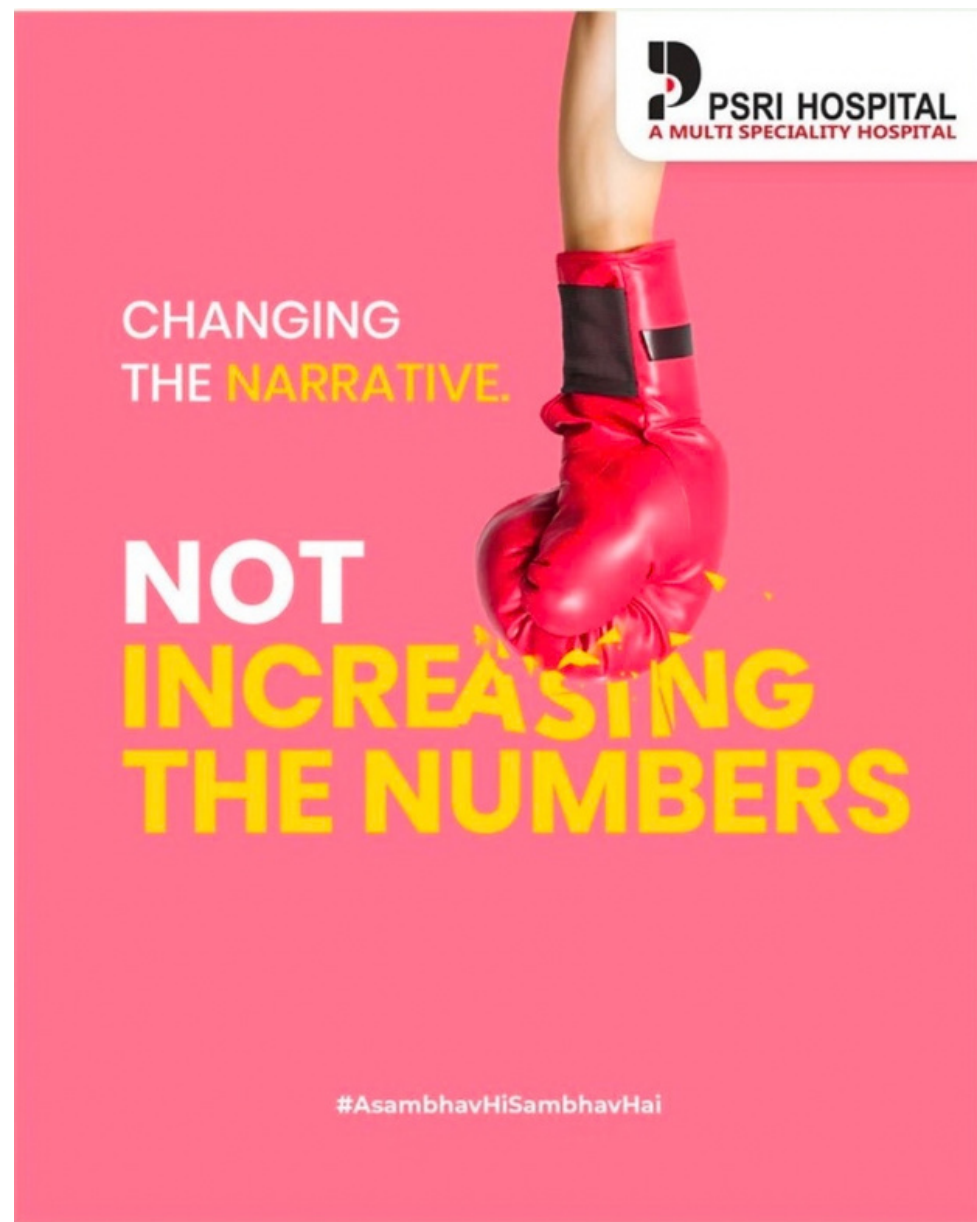


DIGITALWORK

PSRI Hospital

MULTI-SPECIALITY HOSPITALS

A breast cancer campaign built to move behavior rather than harvest sentiment: early screening framed as a decision, not a reminder.



DIGITALWORK

Sravani Hospitals

MULTI-SPECIALITY HOSPITALS

Parent-first health education that earns the second opinion — specific, seasonal, and never asking for the appointment first.



NABH **Sravani Hospitals**
Multi-specialty Excellence

Junk food in winter? Unhealthy.
Junk food in summer? Dangerous.

42°C heat + Processed food is **Toxic**

- **Sodium + Heat =** Dehydration doubles
- **Sugar + Heat =** Energy crashes faster
- **Preservatives + Heat =** Gut inflammation spikes
- **Zero nutrition + Heat =** Gut Immunity collapses

Your child's body is already fighting the heat.
Don't make it fight their food too.

#HealthForAll

Maybe, Surgical Evaluation needed.

*T&C Apply



sravanihospitals_india

LEADING UROLOGY & RENAL CARE

This or That?

LEADING & RENAL CARE

Dr. Adinarayana Balagolla

When not doing for the kidneys, it's more than just fatigue.

It could be **Chronic Fatigue Syndrome**.

She's not just a nurse.

Some conditions don't wait. Neither should you.

Motherhood is the ultimate multi-specialty.

A mother's instinct. That no medical degree can teach!

Some things can only be **Felt & Hard**.

IF MODERN Problems NEED MODERN SOLUTIONS

350 million people have it.

That moment when you can't catch your breath?



NABH **Sravani Hospitals**
Multi-specialty Excellence

10 years ago, pediatricians treated:

- Fever, cough, stomach infections

Today, we're treating:

- Tech neck in 5-year-olds
- Metabolic syndrome in pre-teens
- Sleep disorders from blue light exposure
- Anxiety disorders in primary school
- Vision problems by age 6
- Adenoids missed for years through surgery



NABH **Sravani Hospitals**
Multi-specialty Excellence

Don't understand this wrong!

BUT

Childhood hasn't changed.

Childhood environments have.

Swipe →



NABH **Sravani Hospitals**
Multi-specialty Excellence

A mother's instinct
That no medical degree can teach!

#HealthForAll



NABH **Sravani Hospitals**
Multi-specialty Excellence

Some things can only be **Felt & Hard**

#HealthForAll

Her drawer has the answers:

- Pain balm
- Knee pain since 2019
- Antacid strips
- Nightly acidity
- Paracetamol
- Weekly headaches
- Eye drops
- Fading vision

This Mother's Day, replace that drawer with a real consultation.

*T&C Apply

Kamineni Fertility

ERTILITY CENTERS

The longest consideration cycle in healthcare needs presence, not pressure. Empathy-led storytelling that stays until she is ready.



M'Brace
By Kamineni Fertility



Kamineni Fertility
Life Begins Here...

The baby is crying.

Everyone tries to keep them calm
Grandma, Dad & Auntie
but still crying!



Then Mom picks them up.
Instant calm.

“ Only a mother knows they recognize her from the inside. ”

King Koti | LB Nagar

93906 34074

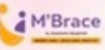


kaminenifertilityhyd



Follow





M'Brace
By Kamineni Fertility



Kamineni Fertility
Life Begins Here...

Before her child can **say anything**, she already **understands** everything.

- Now we're changing your diaper.
- Let's wash your little hands.
- Time to eat, my love.
- They can't talk back yet. But she talks anyway.

She learned a language that has no dictionary.

Only A Mother Bonds with Someone She's Never Seen But Knows Completely.



King Koti | LB Nagar 93906 34074



M'Brace
By Kamineni Fertility



Kamineni Fertility
Life Begins Here...

They **don't need to be carried.**

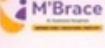
One step. Two steps. Three.

She watches them walk away and toward her at the same time.

Only a mother knows what the first step really means.



King Koti | LB Nagar 93906 34074



M'Brace
By Kamineni Fertility



Kamineni Fertility
Life Begins Here...

Some things can't be explained. **Only felt.**

Some moments belong to no one else. **Only her.**

Some feelings have no words. **Only knowing.**

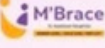
This **Mother's Day**, we're celebrating the feelings words can't reach.

Coming soon.

#OnlyAMotherKnows



King Koti | LB Nagar 93906 34074



M'Brace
By Kamineni Fertility



Kamineni Fertility
Life Begins Here...

World Pre-Eclampsia Day

Pre-eclampsia doesn't always look dramatic. But it's **always serious.**



Know the signs. **Speak up immediately.**

- High BP
- Severe headaches
- Vision issues
- Swelling

King Koti | LB Nagar 93906 34074

Radiant Dental Care

DENTAL PRACTICES & CHAINS

Oral health data used to create urgency, paired with a clearly priced treatment offer so the next step is obvious.



+91 9513446186

www.radiantdentalcare.in

INDIA & ORAL CANCER

The Numbers That Demand Attention

Oral Cancer

is The 2nd Most Common Cancer in The Country

1st Among Men in India

THIS IS NOT JUST DATA.

THESE ARE MISSED SIGNS.

Every sign matters

Your #MouthMatters



5:51 PM | 73.2KB/s

radiantdentalcare_official

Follow

Victory looks radiant in Blue. History witnessed. Champions crowned.

Dear Women, We have a little plan for you! March Special Offer 10% Off

How Long Do Dental Implants Last?

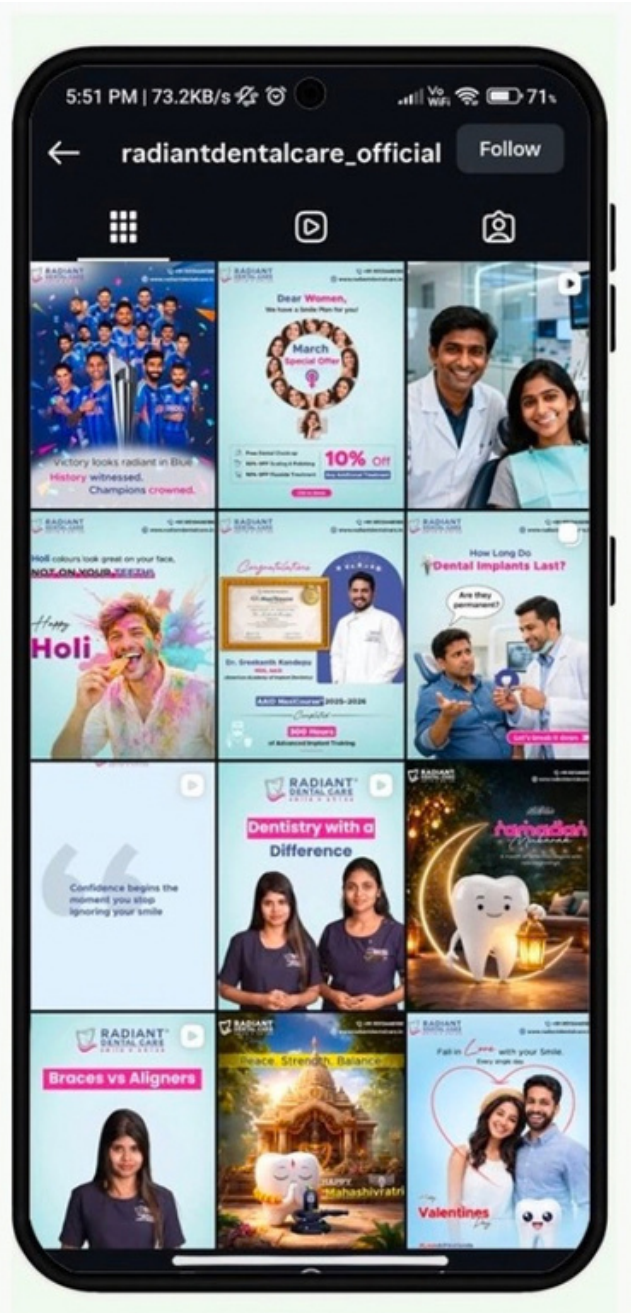
Happy Holi

Confidence begins the moment you stop ignoring your smile

Dentistry with a Difference

Braces vs Aligners

Valentines



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www.radiantdentalcare.in

Does Eating Feel Uncomfortable Because of a Missing Tooth?

Tooth struggling to chew food

Tooth comfortably enjoying a meal

Dental Implants Restore Strength and Comfort

Single implant & crown starting at ₹29,999



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Jihvā Nirlekha

The Daily Tongue-Scraping Ritual.

Scrape away toxins



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Every Age New Stage

Same dentist you can trust.

Seniors Dentures & sensitivity care

Adults Gum Care & stress prevention

Teens Braces & hygiene habits

Kids Prevent cavities early



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Children's Month Special!

Happy Smiles for Little Ones

50% off on Fluoride & Sealant Treatments

Prevent cavities before they start!

Offer valid till 30th November



DIGITALWORK

Kamneni Hospitals

MULTI-SPECIALITY HOSPITALS

A workplace mental-health series carried across carousels — attention earned over five frames before anything is asked for.



WHY IT WORKED

- Five frames of attention before a single ask
- Employer framing, not patient framing
- One idea per frame, readable at thumb speed
- Built for saves and shares, not for reach

WORKING TOGETHER

What an engagement actually looks like.

The parts most credentials decks leave out, because they are the parts clients are actually anxious about.



What we need from you

- Access to analytics, ad accounts and GMB
- One decision-maker who can approve pages
- Two hours of doctor time a month for content
- Honest numbers on what a patient is worth



What you get, monthly

- A live dashboard you can open any day
- One review call against the day-one baseline
- Leads, calls, consults and cost per patient
- A written recommendation for the month ahead



What we will not do

- Report impressions or reach as a result
- Hide a losing channel until you notice it
- Bill for media we cannot attribute
- Promise a ranking we do not control

Ready to be seen, heard & chosen?

Tell us which platform is underperforming and we'll show you what your audience is actually asking for.



Call +91 91828 31207



WhatsApp +91 91459 65775



An initiative by Reach Media · onboarding across South India, expanding to Pune, Mumbai, Bengaluru & Delhi.