

BRANDING, MARKETING & COMMUNICATION OF HOSPITAL



Amit Sontakke

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MY WORK

- Logo and Brand Communication
- Integrated Marketing Communication
- Above the line creative- Hoarding & Media planning
- Below the line Creative- Camps & promotions
- Digital work
- Marketing Collateral
- External signage
- Internal branding & External Branding
- Illustration of Event backdrop & stall
- Example of microsite & Blogs

CREATIVE'S

Key Features

1. Complete assessment and recommendations after 100-150 day trial
2. No pay beyond 100-150 day trial period
3. Personalized health management plan
4. Personalized health management plan
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20. Personalized health management plan

Aleris Center For Care
Preventive & Chronic Care

... (text continues) ...

Why we care about Diabetes in India?

Diabetes is a chronic condition that affects millions of people worldwide. In India, the prevalence of diabetes is rising rapidly, and it is now one of the leading causes of death. The impact of diabetes is significant, and it is important to take action to prevent and manage the disease.

Why we care about Diabetes in India?

Diabetes is a chronic condition that affects millions of people worldwide. In India, the prevalence of diabetes is rising rapidly, and it is now one of the leading causes of death. The impact of diabetes is significant, and it is important to take action to prevent and manage the disease.

What we offer in Weight management

- Sustainable Weightloss
- Nutrition Awareness
- Health Coaching
- Group Discussion
- Specialist & Doctor consultation
- Online Program
- Goal Tracking
- Incentives or Goal Achievements
- Individualized Nutrition Therapy
- Lifestyle Changes
- Personal Health Record
- Reward Motivation
- Report Sharing
- Assistance Program
- Stress Management
- Clinical Psychologist

What you get

Awareness and Education

By offering a unique set of integrated programs and educational activities, more individuals in the future know their health status, adopt healthier lifestyles, weight management and reduce the risk for developing chronic diseases or high-risk medical conditions.

Experienced and highly educated professionals partner with clients to develop, implement and manage customized solutions for group educational activity, team building, corporate wellness, workshops etc.

Health Coaching

- Aleris Health Coaching offers a comprehensive approach to behavior change based on reducing risk for various health conditions.
- Individuals are empowered to make meaningful and lasting changes in their lifestyles.
- A personalized approach is designed to meet people "where they are" in their readiness to change.
- Coaching is driven by individual needs.
- Flexible, multichannel communication is offered, including private email, face to face consultation and telephone.

Value Added Services

- Newsletter
- E-mails
- Health Risks
- Health Reports

In a nut shell our programs and services are designed with "you" at the core.

Aleris Mind & Body
Weight Management Program

What you get

Awareness and Education

By offering a unique set of integrated programs and educational activities, more individuals in the future know their health status, adopt healthier lifestyles, weight management and reduce the risk for developing chronic diseases or high-risk medical conditions.

CREATIVE'S

Alere

HOW WILL YOU BENEFIT?

Corporate

Enduring Health For Every Person-Healthy Employees

- Lower Disease Prevalence
- Reduced Absenteeism
- Reduced Incidences Of Disabilities
- Lesser Hospitalization Admissions
- Improved Productivity

Employee

- Healthy But Ignorant Employees Get Identified And Aware About The Condition.
- Informed Health Decision For The Employees At Risk.
- Know Disease Population – Gets Educated For Self Management Of Disease And Therapy Compliance.
- Very High Risk Employees Get Home Health Management And Rehabilitation.
- Aid To Maintain Healthy Lifestyle.
- Longer & Healthier Lives For Patients Due To Improved Disease Knowledge.
- Improved Medication & Reduced Cost Of Care.

Alere

Smart, Connected, Empowering

Employee Health Management & Well Being

Alere Health, world wide is dedicated for managing Health of people

Communication:

Alere Health, India
BPTP Park Centra,
NH8, Opp 32nd Milestone,
Gurgaon-122001 (HR), India
+91-124-4569000 (o)
+91-124-4569011 (fax)
www.alere.com

Do you know?

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STANDEES

Alere™ Health
Healthy Living Starts Here
alere.com

Visit Stall No. 7 and get FREE*



Body Composition Analysis
& Body Mass Index

Blood Pressure Measurement



Cholesterol & Sugar check

Physician Consultation



Dietician Consultation

*conditions apply

Alere™ Health
Healthy Living Starts Here
alere.com

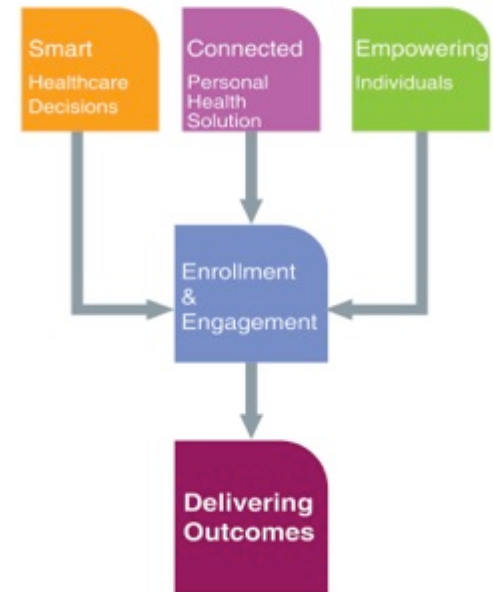


Alere™ Health Management

By actively connecting diagnostics and health management services through individualized personal health support solutions, Alere™ Health gives participants, providers and payers the tools they need to make smarter healthcare choices. The result? We're empowering people to begin and stay on the path to better health.

Alere™ Health
Healthy Living Starts Here
alere.com

Smart Connected Empowering



SIDE EXTERNAL BRANDING



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CREATIVE FOR EMAIL CAMPAIGN

SUBJECT: Get the Most From Your Doctor Visit

[Graphic] Feel Good About Your Next Doctor's Visit. Be Prepared!

Feeling bad? Time for an annual exam? To get the most out of your visit with your doctor, here's a quick checklist that will help you talk to your doctor.

What should I bring?

All of the medications you are currently taking in their original bottles. This includes prescription drugs, over-the-counter medicines and vitamins.

Any x-rays or recent test results.

Your insurance card.

A copy of your Personal Health Record. This will help you compile your health information in one document.

Be prepared to:

State your reason for the visit to your doctor. Make a list of the top three things you want to discuss.

Tell your doctor about any recent changes in your health like headaches or sore muscles.

Be honest about whatever is concerning you.

Make sure you understand your diagnosis and treatment.

Have questions or concerns about visiting your doctor? Call Nurse A nurse will listen to your concerns, answer your questions and help you create a plan so you get the most out of your visit.

Call Nurse Line at (1800) xxx-xxxx or chat with a nurse on website

E-MAIL - Illustration

SUBJECT: Is It Time to Go to the Doctor...or Not?

***[Graphic:]* A Word to the Wise: Is It Time to Go to the Doctor?**

- Sometimes you may find yourself in a situation where you aren't quite sure if you need immediate medical attention or not. Especially with the rising cost of health care, it is reasonable to consider the options.
- If you or a family member is sick, We can help you decide what to do at no charge to you. You can get the support you need when you're faced with situations, like understanding a diagnosis, exploring your treatment options or deciding if a trip to the doctor or ER is necessary.
- We wants to help you become a better health consumer. A nurse can provide information to help you treat minor problems at home. They can also help you understand the tests, medications or treatment options that your doctor advises.
- Call NurseLine and speak to an experienced nurse who can help you prepare for your doctor visits and help you understand your treatment plan after your visit.
- **Call at (800) xxx-xxxx.**

EMAIL CAMPAIGN



A coffee-themed email campaign graphic. On the left, a white coffee cup sits on a saucer against a dark background. Surrounding the cup are various coffee-related terms in white text: latte, mocha, artificial sweetener, sugar, soy milk, half-n-half, espresso hot, 2% milk, french vanilla, vanilla bean, frappuccino, cream, cinnamon, hazelnut, columbian, decaf, whipped cream, instant, french roast, fresh ground, chocolate, and house blend. On the right, the text reads: "Imagine having your health information as custom-made as your cup of Joe." Below this, it says: "Now you can! Test-drive your NEW health website at www.yourwebsite.com. Here's what you'll find:" followed by three bullet points: "A custom-made homepage with recommendations, tools and trackers that can help you meet your health goals.", "Information and tools that are updated based on your preferences, activities and health data. You decide what you want to see!", and "Fun tools and resources that can help you take action to live healthier!". At the bottom right, it says: "Experience it for yourself. Visit www.yourwebsite.com today." The Alera logo is in the bottom left corner.



A cholesterol-themed email campaign graphic. At the top, a hand pours oil from a bottle labeled "LDL" into a yellow funnel. Below this, a red banner reads: "DON'T CLOG UP YOUR ENGINE WITH HIGH CHOLESTEROL." Below the banner, a line graph shows cholesterol levels. The text reads: "The higher your cholesterol level, the greater your risk for heart disease or a heart attack." Below the graph, four categories are listed with their respective ranges: "Total Cholesterol: Less than 200 mg/dL", "Bad Cholesterol: Low-density lipoproteins (LDL): Less than 100 mg/dL", "Good cholesterol: High-density lipoproteins (HDL): 40 mg/dL or higher", and "Triglycerides: Less than 150 mg/dL". Below the graph, the text reads: "Keeping your internal engine running smoothly and cholesterol levels in check are key. You may be eligible to participate in the Alera Disease Management program. Once enrolled, you'll work with a nurse to learn realistic ways to help lower your cholesterol and manage or improve your condition." Below this, it says: "Call (800) xxx-xxxx to check eligibility or enroll online at www.yourwebsite.com. 100% Free. 100% Confidential." The Alera logo is in the bottom left corner.

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SIDE SIGNAGE



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FRONT SIGNAGE



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INTERNAL BRAND PATTERN



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INTERNAL BRANDING



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SPECIALIST ROOM



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CLASS ROOM



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PANTRY



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ILEBOTOMIST CORNER



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CONFERENCE ROOM



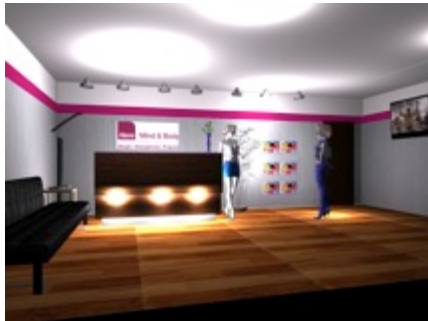
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COMMUNICATION AREA



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INTERNAL BRANDING



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MALL BRANDING

Alere Center For Care
Preventive & Chronic Care

Multi Speciality
Clinic &
Diagnostics
center now in
Nirman Vihar




Specialists at our center:

- Ophthalmologist
- Gynaecologist
- Physician
- Cardiologist
- Dietician


Alere Center For Care:
E-359, Ground Floor,
Nirman Vihar, Vikas Marg,
Opp. V3S Mall, Delhi.
Ph: 46021717

Alere Center For Care
Preventive & Chronic Care


Services offered



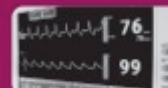
Pathology



X-ray



Multi Speciality
Consultation



ECG & TMT

Alere Center For Care:
E-359, Ground Floor,
Nirman Vihar, Vikas Marg,
Opp. V3S Mall, Delhi.
Ph: 46021717

CABLE ACTIVITY

Alere Center For Care
Preventive & Chronic Care

20% Off on All Services Pathology (Blood, Urine, Sputum, Stool Testing)

Services Offered

011-46021717
011-46021707

E-359, Ground Floor, Vikas Marg, Opp. Nirman Vihar Metro Stn. Exit 3

World's Leading Health Care B

00:05

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ONLINE COUPONS

The screenshot shows the GetItHotDeals website interface. At the top, there's a navigation bar with the site logo "HOT DEALS FREE, Fresh & HOT!", a search bar set to "Delhi", and social media links. A progress bar indicates the user is at step 01 of a 4-step process to get a free deal. The main content area features a coupon for "Get 81% Off On Health Check-up & Consultation" at the Alere Center For Care in Delhi. The coupon includes a list of features, a "FREE DEAL" badge, and buttons for "Get this Deal" and "Gift a Deal". A sidebar on the left lists various categories like Shopping, Health & Beauty, and Electronics. The bottom of the page shows a Windows taskbar with the time 10:58 AM.

HOT DEALS
FREE, Fresh & HOT!

Delhi Search a Deal

Need Assistance?
call 24x7 **4444 4444**

TOP CATEGORIES

- Shopping
- Health & Beauty
- Electronics
- Home & Decor
- Holiday & Travel
- Real Estate
- Eating out
- Education
- Lifestyle
- Vehicles
- Food & Groceries

get a **FREE** Deal in 4 easy steps

- 01 View deal
- 02 Get this deal
- 03 SMS/Email Deal
- 04 Deal for **FREE**

Get best deals in your city with GetIt Hotdeals App
NOW AVAILABLE ON [App Store] [Google Play] **Download Now**

Deals near me

Health & Beauty » Alere Center For Care in Delhi

Get 81% Off On Health Check-up & Consultation

Save 81%

FREE DEAL

Get this Deal **Gift a Deal**

Valid upto November 26, 2012

Features

- 2 Decade of International experience.
- World class Radiology, Pathology, Cardiology and Specialist Consultations.
- Multi speciality clinic and diagnostic center.
- Enables individuals to make smarter healthcare decisions.

Editor's Choice ★★★★★

User Review ★★★★★

E-359, Ground Floor, Vikas Marg, Nirman Vihar, Delhi - 110092
[View Location\(s\) over map](#)

Description **Locations** **Reviews** **Merchant**

Features:

- > 2 Decade of International experience

Happy Diwali

Refer a Friend

Feedback

Get deals on your mobile with the **HOT DEALS App!!**
Download Now

powered by [bookmyshow.com](#)

10:58 AM

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Visual Style

Alere Brand Guidelines

Color Palette

Primary Color Palette

The primary color palette for Alere makes a bold statement. The Alere cranberry is warm and humanistic, while the silver/gray accent colors speak to the technology and innovation characteristics of the brand. The overall look/feel is smart, confident and visually balanced. This palette should be used for all brand communications.

Cranberry



PANTONE 228 C
PANTONE 221 U
C 5 M 100 Y 0 K 40
R 151 G 0 B 94
HTML 97005e

Light Gray



PANTONE 7543 C
PANTONE 7543 U
C 8 M 0 Y 0 K 25
R 181 G 194 B 201
HTML b5c2c9

Dark Gray



PANTONE 7544 C
PANTONE 7545 U
C 10 M 0 Y 0 K 43
R 145 G 157 B 165
HTML 919da5

Black



C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HTML 000000

Gray Gradient



25% Light Gray 100% Light Gray
The Gray Gradient is made with values of the Alere Light Gray.

Secondary Color Palette

The secondary palette should be used as accent colors only. These colors should represent no more than 10% of the total color used on all brand applications. These colors should never replace or be substituted for the primary color palette.

Green



PANTONE 368 C
PANTONE 382 U
C 48 M 0 Y 100 K 0
R 146 G 200 B 62
HTML 92c83e

Purple



PANTONE 7440 C
PANTONE 513 U
C 26 M 70 Y 0 K 0
R 187 G 106 B 171
HTML bb6aab

Orange



PANTONE 715 C
PANTONE 130 U
C 0 M 43 Y 100 K 0
R 250 G 160 B 27
HTML faa01b

Periwinkle



PANTONE 7452 C
PANTONE 7452 U
C 53 M 38 Y 0 K 0
R 124 G 146 B 202
HTML 7c92ca

Turquoise



PANTONE 319 C
PANTONE 319 U
C 68 M 0 Y 28 K 0
R 52 G 191 B 194
HTML 34bfc2

CREATIVE FOR BTL OR CAMPS



ALERE BRINGS YOU FREE HEART CHECKUP CAMP.

To check the health status of your heart, walk in from 2nd to 8th November, 2012 and get the following Heart Package **ABSOLUTELY FREE***:

- o Height
- o Blood Pressure
- o ECG
- o Physician Consultation
- o Weight
- o BMI
- o Body Composition Analysis

2nd-8th Nov, 2012

Get 50% off on Cardiologist Consultation* and 20% off on all other services*.

Services Offered:

Pathology | Stress Test | Specialist Consultation | X-ray | Health Check-up Packages | Dietician Consultation

Alere Center For Care, E-359, Ground Floor, Nirman Vihar, Vikas Marg, Delhi.
Tel : 011-46021717 / 07, Toll Free : 1800-102-5373

(A unit of Alere Medical Pvt. Ltd.)

*Condition Apply.

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OTHER PACKAGES:

<p>Alere Heart Check</p> <p>Cardiology Physician, MD - (Inpatient Outpt. Visit) Cardiologist, MD - (Inpatient Outpt. Visit) Nurse, Health Care Support, Dietician Consultation, Diagnostic Consultation, Blood Testing</p> <p>2,495* ₹ 700*</p>	<p>Alere Heart Screen</p> <p>Cardiology Physician, MD - (Inpatient Outpt. Visit) Cardiologist, MD - (Inpatient Outpt. Visit) Nurse, Health Care Support, Dietician Consultation, Diagnostic Consultation, Blood Testing</p> <p>2,995* ₹ 1495*</p>
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Services Offered: Pathology | Stress Test | Specialist Consultation | X-ray | Health Check-up Packages | Dietician Consultation

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एलेर द्वारा आयोजित फ्री हार्ट चेकअप कैम्प।

अपनी दिल की जांच करने के लिए 2 नवंबर से 8 नवंबर, 2012 तक आएं और निम्नलिखित हार्ट पैकेज **ABSOLUTELY FREE*** प्राप्त करें:

- o ECG
- o Blood Pressure
- o Height
- o Physician Consultation
- o Weight
- o BMI
- o Body Composition Analysis

2nd - 8th Nov, 2012

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सेवाएं दी गई हैं: रक्त जांच | स्ट्रेस टेस्ट | विशेषज्ञ परामर्श | X-रे | स्वास्थ्य जांच पैकेज | आहार विशेषज्ञ परामर्श

Alere Center For Care, E-359, Ground Floor, Nirman Vihar, Vikas Marg, Delhi.
Tel: 46021717/07, Toll Free: 1800-102-5373.

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ALERE BRINGS YOU FREE HEART CHECKUP CAMP.

2nd to 8th November, 2012


FREE PACKAGE INCLUDE :

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*Condition Apply

BTL CREATIVE



Center For Care
Preventive & Chronic Care

Limited Registration. Call us NOW.

Alere brings you FREE Diabetes Checkup Camp

Control diabetes before it controls you, to check your diabetes status walk in from 19th-30th November, 2012 and get the following Diabetes package **ABSOLUTELY FREE***:

- Height
- Weight
- Blood Pressure
- Body Mass Index
- Fasting Blood Sugar
- Physician Consultation

Get 50% off on Diabetologist Consultation* & 20% off on all other services.

एलेर द्वारा आयोजित फ्री डायबिटीज चैकअप कैम्प

इससे पहले की डायबिटीज आपको कंट्रोल करे, आप इसे कंट्रोल में रखें। अपनी डायबिटीज की स्थिति को जीव के लिए 19 से 30 नवंबर, 2012 तक आएं और निम्नलिखित डायबिटीज पैकेज का लाभ प्राप्त करें।

एलेर डायबिटीज कैम्प

19-30 नवंबर, 2012

डायबिटीज/डिबेट डॉक्टरों पर 50% छूट अन्य सभी सेवाओं पर 20% की छूट करें।



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Preventive & Chronic Care

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OTHER PACKAGES:

<p>Alere Diabetes Check</p> <p>Glucose Fasting, Glucose PP, Glycosylated Hemoglobin (HbA1c), Cholesterol Total, Creatinine, Diabetic Consultation, Physician Consultation</p> <p>₹3400/- ₹750/-</p>	<p>Alere Diabetes Scan</p> <p>Glucose FPP, Glycosylated Hemoglobin (HbA1c), Microalbuminuria, Lipid Profile, Creatinine, BUN, Diabetic Consultation, Diabetologist Consultation</p> <p>₹3485/- ₹1200/-</p>
<p>एलेर डायबिटीज पैक</p> <p>Glucose Fasting, Glucose PP, Glycosylated Hemoglobin (HbA1c), Cholesterol Total, Creatinine, Diabetic Consultation, Physician Consultation</p> <p>₹3400/- ₹750/-</p>	<p>एलेर डायबिटीज स्कैन</p> <p>Glucose FPP, Glycosylated Hemoglobin (HbA1c), Microalbuminuria, Lipid Profile, Creatinine, BUN, Diabetic Consultation, Diabetologist Consultation</p> <p>₹3485/- ₹1200/-</p>

Services Offered: Pathology | Stress Test | Specialist Consultation | X-ray | Health Check-up Packages | Dietician Consultation

Alere Center For Care, E-359, Ground Floor, Nirman Vihar, Vikas Marg, Delhi. Tel: 011-46021717/07

Center For Care
Preventive & Chronic Care

Alere Brings You Free Diabetes Checkup Camp.
19th to 30th November, 2012

Free Package Include :

- Height
- Body Mass Index
- Weight
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- Blood Pressure
- Physician Consultation

Get 50% off on Diabetologist Consultation* & 20% off on all other services.



LEAFLET CREATIVE

How are you?

Our range of wellness and beauty services, preventive checks and products ensure that the kids, Dada, Dadi and everyone in your family is feeling great, feeling fit, feeling healthy.

Introducing India's first Health and Wellness centre.




<p>PRODUCTS</p> <ul style="list-style-type: none"> DENTAL CARE MOTHER CARE SKIN CARE BABY CARE HAIR CARE BEAUTY CARE BODY CARE TOOTHBUSH ULTRASOUND PREVENTIVE CARE LIFESTYLE / FITNESS OPTICAL SHOP 	<p>PREVENTIVE</p> <ul style="list-style-type: none"> SCHEDULED CHECK COMPY-ENGINE EXCUTIVE PRE-EMPLOYMENT PEDIATRIC X-RESSCARE DIABETIC CARDIAC HEALTH INSURANCE TRAVEL VACCINATIONS 	<p>WELLNESS</p> <ul style="list-style-type: none"> BRANDSTEEN CLINIC ANTENATAL CLINIC BABY CLINIC ADOLESCENT CLINIC DIET MANAGEMENT <p>BEAUTY</p> <ul style="list-style-type: none"> DERMATOLOGY SKIN CONSULTATION ACNE MANAGEMENT SKIN REJUVENATION LONG TERM HAIR REDUCTION REMOVAL OF WARTS AND SKIN TAGS 	<p>COSMETIC DENTISTRY</p> <ul style="list-style-type: none"> BLEACHING VENEERS CROWN AND BRIDGES SPACES ORNAMENTAL DENTISTRY SLIM CARE WISDOM TOOTH REMOVAL TOOTH IMPLANTATION SKIN PIERCING ALLERGY MANAGEMENT
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To find out more about our services and products visit www.manipalcareandcure.com or email at howareyou@manipalcareandcure.com Call 280079 - 3889 3379

Manipal **Cure & Care**
NURTURING LIVES
Manipal Towers, # 14, Airport Road, Bangalore 560 008, Karnataka, India.

AV Health Care
Proactive Medical Partner



100% Guarantee

AV Health Care
Proactive Medical Partner

28/15, Manjappa Naidu, 14th Cross, 1st Stage, Airport Road, Bangalore - 560014, India
E: howareyou@manipalcareandcure.com www.manipalcareandcure.com

A one stop shop for all your medical needs

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BTL CREATIVE

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- o Height
- o Blood Pressure
- o ECG
- o Weight
- o BMI
- o Body Composition Analysis
- o Physician Consultation

2nd-8th Nov, 2012

Get 50% off on Cardiologist Consultation* and 20% off on all other services**.

Services Offered:

Pathology | Stress Test | Specialist Consultation | X-ray | Health Check-up Packages | Dietician Consultation

Alere Center For Care, E-359, Ground Floor, Nirmal Vihar, Vasant Marg, Delhi

Alere Center For Care
Preventive & Chronic Care

Limited Registration. Call us NOW

ALERE BRINGS YOU FREE HEART CHECKUP CAMP.

To check the health status of your heart, walk in from 2nd to 8th November, 2012 and get the following Heart Package **ABSOLUTELY FREE***:

- o Height
- o Blood Pressure
- o ECG
- o Weight
- o BMI
- o Body Composition Analysis
- o Physician Consultation

2nd-8th Nov, 2012

Get 50% off on Cardiologist Consultation* and 20% off on all other services**.

OTHER PACKAGES:

<p>Alere Heart Check</p> <p>Cardiology (MD) Consultation, ECG, Stress Test, Chest X-ray, Ultrasound, Diabetic Foot Exam, Nutrition, Dietician Consultation, Health Coaching</p> <p>2,495** ₹ 1950-</p>	<p>Alere Heart Screen</p> <p>Cardiology (MD) Consultation, ECG, Stress Test, Chest X-ray, Ultrasound, Diabetic Foot Exam, Nutrition, Dietician Consultation, Health Coaching</p> <p>2,495** ₹ 1499-</p>
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Services Offered: Pathology | Stress Test | Specialist Consultation | X-ray | Health Check-up Packages | Dietician Consultation

Alere Center For Care, E-359, Ground Floor, Nirmal Vihar, Vasant Marg, Delhi.

Tel: 4802171707, Toll Free: 1800-100-5573.

Alere Center For Care
Preventive & Chronic Care

Limited Registration. Call us NOW

एलरे द्वारा आयोजित फ्री हार्ट चेकअप कैम्प।

अपनी दिल की सेहत जांचने के लिए 2 नवंबर से 8 नवंबर, 2012 तक आएं।
हमारे दिल को स्वस्थ रखने के लिए आएं।

फ्री हार्ट चेकअप में शामिल है:

- o Height
- o Blood Pressure
- o ECG
- o Weight
- o BMI
- o Body Composition Analysis
- o Physician Consultation

2nd-8th Nov, 2012

Get 50% off on Cardiologist Consultation* and 20% off on all other services**.

अन्य पैकेज:

<p>Alere Heart Check</p> <p>Cardiology (MD) Consultation, ECG, Stress Test, Chest X-ray, Ultrasound, Diabetic Foot Exam, Nutrition, Dietician Consultation, Health Coaching</p> <p>2,495** ₹ 1950-</p>	<p>Alere Heart Screen</p> <p>Cardiology (MD) Consultation, ECG, Stress Test, Chest X-ray, Ultrasound, Diabetic Foot Exam, Nutrition, Dietician Consultation, Health Coaching</p> <p>2,495** ₹ 1499-</p>
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सेवाएं: रोगी जांच | स्ट्रेस टेस्ट | विशेषज्ञ परामर्श | एक्स-रे | स्वास्थ्य जांच पैकेज | आहार विशेषज्ञ परामर्श

Alere Center For Care, E-359, Ground Floor, Nirmal Vihar, Vasant Marg, Delhi.

Tel: 4802171707, Toll Free: 1800-100-5573.

Alere Center For Care
Preventive & Chronic Care

ALERE BRINGS YOU FREE HEART CHECKUP CAMP.

2nd to 8th November, 2012

FREE PACKAGE INCLUDE :

- o Height
- o Blood Pressure
- o ECG
- o Weight
- o BMI
- o Body Composition Analysis
- o Physician Consultation

Get 50% off on Cardiologist Consultation* and 20% off on all other services**.



BELOW THE LINE CREATIVE



Let Diet be your Medicine

Diet can work as a crucial tool when it comes to manage your disease condition like Obesity, Cardio Vascular Disease, Diabetes and PCOD. There are studies which clearly showcases that a balanced diet can, not only manage these disease condition, but also can prevent them in happening. Thus Alere has organized a Nutrition camp in which you can avail the diet services at a discounted price.

Height, Weight, Body Mass Index & Body Composition Analysis	₹500	FREE
Nutrition Assessment, Consultation & Risk analysis	₹500	₹199
Alere Nutri-talk	₹2500	₹2000

FREE Home Sample Collection

Services Offered:
Pathology | Stress Test | Specialist Consultation | X-ray | Ultra Sound
ECG | ECHO | Health Check-up Packages | Dietician Consultation
Alere Center For Care, E-359, Ground Floor, Nirman Vihar, Vikas Marg, Delhi,
Tel: 011-46021717/07



Disclaimer: The offers mentioned herein are valid only in pre-determined periods, as specified. Any requests for variation in the number of test in the specified panel would make the panel null and void and price offer would not stand good. (See benefit under section 80-D)



Limited Registration. Call us now.

5th Jan -17th Jan, 2013

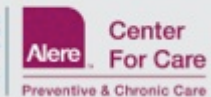
Parent Check up camp at 85% off

"Health is wealth" and who knows it better than the you. But there are some early symptoms indicating bigger problems which you tends to ignore. Some symptoms are pain in the hands, knees, legs, breathlessness, swollen ankle, chest & abdominal pain etc. Alere thus, brings a special check up camp in which you can get yourself screened by a physician and can also check your numbers of Sugar and Lipid profile. This can help you in early detection of any disease condition.

Lipid Profile	₹455
Fasting Blood Sugar	₹70
Physician Consultation	₹250
Total	₹795
Special Offer Price	₹100

FREE Home Sample Collection

Services Offered:
Pathology | Stress Test | Specialist Consultation | X-ray | Ultra Sound
ECG | ECHO | Health Check-up Packages | Dietician Consultation
Alere Center For Care, E-359, Ground Floor, Nirman Vihar, Vikas Marg, Delhi,
Tel: 011-46021717/07



Disclaimer: The offers mentioned herein are valid only in pre-determined periods, as specified. Any requests for variation in the number of test in the specified panel would make the panel null and void and price offer would not stand good. (See benefit under section 80-D)

HEALTHY LIFE CAMP



With these packages avail Tax Benefit Under Section 80-D.

Offer Valid till 17th Feb

For Healthy Life spend only 30 mins @ Alere

In today's busy lifestyle health is one aspect which is often neglected because of lack of time. Our Instant Results & Early Diagnosis will help you know symptoms indicating towards bigger health problems which might occur in future. Keeping this in mind Alere has designed a package, which within 30 mins will show you the path towards Healthy Life.

Lipid Profile	+	Physician Consultation	+	ECG	+	Sugar
₹455		₹250		₹150		₹70
Total						₹925
Special Offer Price						₹250

SPECIAL PACKAGES:

Health @ 30 mins Profile (Male)

CBC, Erythrocyte Sedimentation Rate (ESR), ASD - Rapid, Rheumatoid factor (RA test), Anti Nuclear Antibody, Calcium; Lipid Profile: Triglycerides, HDL - Cholesterol, Direct, Total Cholesterol, LDL-Cholesterol - Calculated, VLDL Cholesterol; Risk ratios; Liver Function Profile: Albumin, Bilirubin (Direct, Direct & Total) Protein, SGPT, SGOT, ALP, GGT; Kidney Function Test Basic: Urea, Uric Acid, Creatinine, Electrolytes (Na, K, Cl); Glycosylated Hemoglobin (GHb/HbA1c), Vitamin - B12, Prostate Specific Antigen (Total), Glucose - Fasting, Amylase, Physician Consultation, Dietician Consultation

₹5000

Health @ 30 mins Profile (Female)

CBC, Erythrocyte Sedimentation Rate (ESR), ASD - Rapid, Rheumatoid factor (RA test), Anti Nuclear Antibody, Calcium; Lipid Profile: Triglycerides, HDL - Cholesterol, Direct, Total Cholesterol, LDL-Cholesterol - Calculated, VLDL Cholesterol; Risk ratios; Liver function Profile: Albumin, Bilirubin (Direct, Direct & Total) Protein, SGPT, SGOT, ALP, GGT; Kidney Function Test Basic: Urea, Uric Acid, Creatinine, Electrolytes (Na, K, Cl); Glycosylated Hemoglobin (GHb/HbA1c), Vitamin - B12, CA153 - Breast Cancer marker, Glucose - Fasting, Physician Consultation, Dietician Consultation

₹5000

Get 20% off on all Services*

Services Offered:
Pathology | Stress Test | Specialist Consultation | X-ray | Ultra Sound
ECG | ECHO | Health Check-up Packages | Dietician Consultation
Alere Center For Care, E-359, Ground Floor, Nirman Vihar, Vikas Marg, Delhi.
Tel: 011-46021717/07

Alere Center For Care
Preventive & Chronic Care

For Healthy Life Spend only 30 mins @ Alere

Lipid Profile	₹455
Physician Consultation	₹250
ECG	₹150
Sugar	₹70
Total	₹925
Special Offer Price	₹250

With these packages avail Tax Benefit Under Section 80-D.
Offer Valid till 17th Feb

Alere Center For Care
Preventive & Chronic Care



For Healthy Life Spend only 30 mins @ Alere

Lipid Profile	₹455
Physician Consultation	₹250
ECG	₹150
Sugar	₹70
Total	₹925
Special Offer Price	₹250

CORPORATE & RWA ACTIVATIONS



Alere Center
For Care
Preventive & Chronic Care

Guiding you on the path to better health.

Presenting a unique camp to help you assess your current state of wellness. Using expert counseling and analysis, we will assist you in planning your Health.



Health Planning Zone

Walk in for the following free services:

- Blood Pressure • Blood Sugar • Height
- Weight • Body Composition Analysis
- Dietician Consultation • Health Packages at Subsidised Rates - For Spot Booking

Date: 11th January, 2013
Time: 11:30 am-1:30 pm

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HOARDING

6x4feet hoarding



For Illustrations purpose only


Documents are Private & confidential and Not for circulation without permission

HOARDING



Documents are Private & confidential and Not for circulation without permission

RWA ACTIVATIONS



Alere Center For Care
Preventive & Chronic Care

Free Health Check-up Camp

Guiding you on the path to better health.
Presenting a unique camp to help you assess your current state of wellness. Using expert counseling and analysis, we will assist you in planning your Health.

Health Planning Zone

Walk in for the following free services:
• Blood Pressure • Height • Weight • Body Composition Analysis • Dietician consultation

Date: 10th February, 2013
Time: 9:00 am-1:00 pm
Venue: Welcome Room, Mavilla Apartment

Also get following packages at subsidized rates

Diabetes Screen Glucose F & PP & Glyco Hb	Rs. 350	Thyroid Profile T3,T4,TSH	Rs. 180
Hypertension Panel Calcium, Phosphorus, Lipid Profile: Triglycerides, HDL, Cholesterol, Total Cholesterol, LDL, Cholesterol, Cholesterol VLDL, Risk ratios, Kidney Panel: Blood Urea Nitrogen (BUN), Uric Acid, Creatinine, Electrolytes: Sodium, Potassium, Chloride, Complete Urine Analysis, Glucose -Fasting	Rs. 575	Comprehensive Preventive Health profile Lipid Profile, Triglycerides, HDL, Cholesterol, Direct, Total Cholesterol, LDL, Cholesterol - Calculated, VLDL, • Cholesterol Risk ratios, Liver Profile, Albumin, Bilirubin, Indirect, Direct & Total, Protein, Alanine Transaminase (ALT/SGPT), Aspartate Aminotransferase (AST/SGOT), Alkaline Phosphatase (ALP), Gamma Glutamyl Transferase (GGT), Iron Deficiency, Iron, Ferritin, Iron Binding Capacity - Total (IBC), % Saturation, Intrinsic Intrinsic, MCV, T & Z Acid/Alk, Hepatitis B Surface antigen (HBsAg), Hepatitis C Virus (HCV) Antibody, Cardiac Profile, Creatinine Kinase (CK), Creatinine Kinase MB (CK-MB), Lactate Dehydrogenase (LDH), Aspartate Aminotransferase (AST/SGOT), Thyroid Profile, Triiodothyronine Total (T3), Thyroxine - Total (T4), Thyroid Stimulating hormone (TSH) (recheck Profile), Creatinine, Uric Acid, Blood Urea Nitrogen (BUN), Calcium, BUN/Creatinine Ratio, Microalbumin, Urinary Creatinine, Microalbumin/Creatinine Ratio, Diabetes, Glucose F&PP, Glycated Hemoglobin (HbA1c), Microalbuminuria	Rs. 2640
Liver Function Test & Kidney Function Test AST (SGOT), ALT (SGPT), Alkaline Phosphatase, Bilirubin Direct, Bilirubin Indirect, Bilirubin Total, GGT, LDH, Albumin, Globulin, A/G Ratio & Total Protein, BUN, Creatinine, BUN/Creatinine Ratio, Electrolytes, Uric Acid, Urinalysis	Rs. 975		

Alere Center For Care: E-359, Ground Floor, Nirman Vihar, Vikas Marg, Delhi.
Tel: 011-46021717/07, M:7838206589



Health Planning Zone

Guiding you on the path to better health.

Walk in for the following free services:
• Blood Pressure • Height • Weight • Body Composition Analysis • Dietician consultation

Alere Center For Care
Preventive & Chronic Care

Date: 10th February, 2013
Time: 9:00 am-1:00 pm
Venue: Welcome room, Mavilla Apartment

For Details Call
1800-102-5373

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CREATIVE FOR SALES PROMOTIONS

पैरेंट चेक अप कैम्प-85 प्रतिशत की छूट

Healthy Parent Profile
Lipid Profile + Fasting Blood Sugar + Physician Consultation

Lipid Profile	₹455
Fasting Blood Sugar	₹70
Physician Consultation	₹250
Total	₹775
Special Offer Price	₹100

OTHER PACKAGES:

Healthy Mother Profile
ASO-Rapid, Rheumatoid Factor (RA test), Anti Nuclear Antibody, Calcium, Zinc, Lipid Profile: Triglycerides, HDL-Cholesterol, Direct, Total Cholesterol, LDL-Cholesterol-Calculated, VLDL-Cholesterol, Risk ratios, Liver Function Profile: Albumin, Bilirubin (Indirect, Direct & Total) Protein, SGPT, SGOT, ALP, GGT, Kidney Function Test Basic: Urea, Uric Acid, Creatinine, Electrolytes (Na, K, Cl), Glycosylated Hemoglobin (HbA1c), Vitamin-B12, Glucose-Fasting, USG Whole Abdomen, 2D-Echo, X-Ray Chest PA View, ECG, Physician Consultation, Ophthalmologist Consultation

Healthy Father Profile
ASO-Rapid, Rheumatoid Factor (RA test), Anti Nuclear Antibody, Calcium, Zinc, Lipid Profile: Triglycerides, HDL-Cholesterol, Direct, Total Cholesterol, LDL-Cholesterol-Calculated, VLDL-Cholesterol, Risk ratios, Liver Function Profile: Albumin, Bilirubin (Indirect, Direct & Total) Protein, SGPT, SGOT, ALP, GGT, Kidney Function Test Basic: Urea, Uric Acid, Creatinine, Electrolytes (Na, K, Cl), Glycosylated Hemoglobin (HbA1c), Vitamin-B12, Glucose-Fasting, USG Whole Abdomen, 2D-Echo, X-Ray Chest PA View, ECG, Physician Consultation, Ophthalmologist Consultation

FREE Home Sample Collection

Center For Care Preventive & Chronic Care

Parent Check up camp at 85% off

Healthy Parent Profile
Lipid Profile + Fasting Blood Sugar + Physician Consultation

Lipid Profile	₹455
Fasting Blood Sugar	₹70
Physician Consultation	₹250
Total	₹775
Special Offer Price	₹100

OTHER PACKAGES:

Healthy Mother Profile
ASO-Rapid, Rheumatoid Factor (RA test), Anti Nuclear Antibody, Calcium, Zinc, Lipid Profile: Triglycerides, HDL-Cholesterol, Direct, Total Cholesterol, LDL-Cholesterol-Calculated, VLDL-Cholesterol, Risk ratios, Liver Function Profile: Albumin, Bilirubin (Indirect, Direct & Total) Protein, SGPT, SGOT, ALP, GGT, Kidney Function Test Basic: Urea, Uric Acid, Creatinine, Electrolytes (Na, K, Cl), Glycosylated Hemoglobin (HbA1c), Vitamin-B12, Glucose-Fasting, USG Whole Abdomen, 2D-Echo, X-Ray Chest PA View, ECG, Physician Consultation, Ophthalmologist Consultation

Healthy Father Profile
ASO-Rapid, Rheumatoid Factor (RA test), Anti Nuclear Antibody, Calcium, Zinc, Lipid Profile: Triglycerides, HDL-Cholesterol, Direct, Total Cholesterol, LDL-Cholesterol-Calculated, VLDL-Cholesterol, Risk ratios, Liver Function Profile: Albumin, Bilirubin (Indirect, Direct & Total) Protein, SGPT, SGOT, ALP, GGT, Kidney Function Test Basic: Urea, Uric Acid, Creatinine, Electrolytes (Na, K, Cl), Glycosylated Hemoglobin (HbA1c), Vitamin-B12, Glucose-Fasting, USG Whole Abdomen, 2D-Echo, X-Ray Chest PA View, ECG, Physician Consultation, Ophthalmologist Consultation

FREE Home Sample Collection

Center For Care Preventive & Chronic Care

Parent Check up camp at 85% off

Lipid Profile ₹455

Fasting Blood Sugar ₹70

Physician Consultation ₹250

Total ₹775

Special Offer Price ₹100

Limited Registration. Call us now.

Parent Check up camp

5th Jan -17th Jan, 2013

Healthy Parent General Profile
Arthritis Profile: RF, ASO, ANA, CA, CRP, Calcium, Uric Acid, Phosphorus; Cardiac Profile: CPK, CK-MB, LDH, SGOT; Complete Health Profile: CBC, ESR, Lipid, Liver and Kidney Profile (Basic); Urine Routine, Glucose-Fasting; Thyroid Profile: T3, T4, TSH, Glycosylated Hemoglobin (GHb/HbA1c), Vitamin-B12

₹5405 ₹3500

Healthy Mother Profile
ASO-Rapid, Rheumatoid factor (RA test), Anti Nuclear Antibody, Calcium, Zinc; Lipid Profile: Triglycerides, HDL-Cholesterol, Direct, Total Cholesterol, LDL-Cholesterol-Calculated, VLDL-Cholesterol, Risk ratios; Liver Function Profile: Albumin, Bilirubin (Indirect, Direct & Total) Protein, SGPT, SGOT, ALP, GGT; Kidney Function Test Basic: Urea, Uric Acid, Creatinine, Electrolytes (Na, K, Cl), Glycosylated Hemoglobin (GHb/HbA1c), Vitamin-B12, Cytology-PAP, Glucose-Fasting, USG Whole Abdomen, 2D-Echo, X-Ray Chest PA View, ECG, Physician Consultation, Ophthalmologist Consultation, Gynaecologist Consultation

₹6060 ₹5000

Healthy Father Profile
ASO-Rapid, Rheumatoid Factor (RA test), Anti Nuclear Antibody, Calcium, Zinc; Lipid Profile: Triglycerides, HDL-Cholesterol, Direct, Total Cholesterol, LDL-Cholesterol-Calculated, VLDL-Cholesterol, Risk ratios; Liver Function Profile: Albumin, Bilirubin (Indirect, Direct & Total) Protein, SGPT, SGOT, ALP, GGT; Kidney Function Test Basic: Urea, Uric Acid, Creatinine, Electrolytes (Na, K, Cl), Glycosylated Hemoglobin (GHb/HbA1c), Vitamin-B12, Prostate Specific Antigen (Total), Glucose-Fasting, USG Whole Abdomen, 2D-Echo, X-Ray Chest PA View, ECG, Physician Consultation, Ophthalmologist Consultation

₹8600 ₹5000

Parent Check up camp at 85% off

Lipid Profile ₹455

Fasting Blood Sugar ₹70

Physician Consultation ₹250

Total ₹775

Special Offer Price ₹100

FREE Home Sample Collection

Center For Care Preventive & Chronic Care

Parent Check up camp at 85% off

Lipid Profile ₹455

Fasting Blood Sugar ₹70

Physician Consultation ₹250

Total ₹775

Special Offer Price ₹100

FREE Home Sample Collection

Center For Care Preventive & Chronic Care

Call: 46021717/07

PRINT PLAN- DELHI

Publication	Lang.	Circulation	Size	Space	Inserts	Card Rate	Nego. Rate	Card Rate	Nego. Cost	Position
								Amount (Rs.)	Amount (Rs.)	
HT City	English	225000	33.2cm(w) x 52cm(h)	1726.4	1	245	96	422,968	166,390	Any Page
South Zone			(Full Page)							
Delhi Times	English	275000	32.9cm(w) x 25cm(h)	823	1	255	115	209,865	94,999	Any Page
South Zone			(Half Page)							
What's Hot	English	550000	16cm(w) x 25cm(h)	400	1	1050	450	420,000	180,000	Early RHS
Delhi										
									441,389	
						Gross Amount Rs.				

PRINT PLAN- BANGALORE

Publication	Lang.	Circulation	Size	Space	Inserts	Card Rate	Nego. Rate	Card Rate	Nego. Cost	Position
								Amount (Rs.)	Amount (Rs.)	
Jai Nagar Plus (Bangalore Times)	English	225000	32.9cm(w) x 25cm(h) (Half Page)	823	12	500	250	4,938,000	2,469,000	Any Page
Times Wellness	English	350000	16cm(w) x 25cm(h)	400	6	600	400	1,440,000	960,000	Wellness Page
Metro Life (Deccan Hearld)	English	175000	16cm(w) x 25cm(h)	400	9	780	350	2,808,000	1,260,000	Early RHS
						Gross Amount Rs.			4689,000	

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STALL DESIGN

by

Maripal **Cure & Care**
NURTURING LIVES

Opening soon

INDIA'S FIRST HEALTH AND WELLNESS CENTRE

FEEL BEAUTIFUL

COSMETIC DERMATOLOGY:

- ACNE MANAGEMENT
- SKIN REJUVENATION
- LONG TERM HAIR REDUCTION
- LASER TREATMENT FOR WARTS AND SKIN TAGS
- SKIN PIERCING

COSMETIC DENTISTRY:

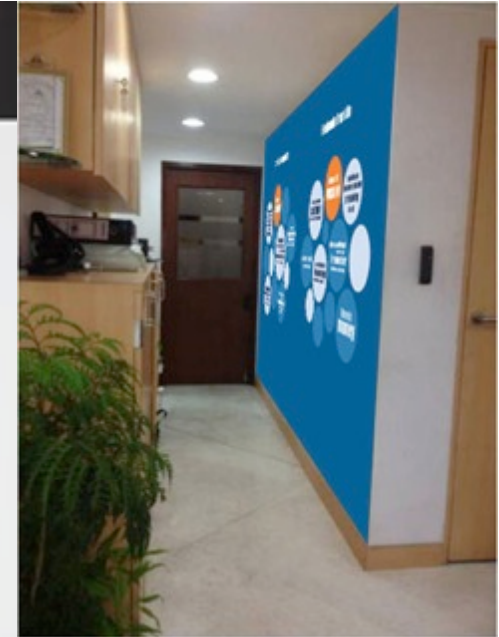
- BLEACHING
- VENEERING
- CROWNING
- BRIDGES... AND MORE

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MICROSITE- DOCTORS PORTFOLIOS

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FEW ILLUSTRATION



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MARKETING PLAN- CENTER FOR CARE



MARKETING PLAN- MIND & BODY



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POOJA ON SOFT LAUNCH



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THANK YOU

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Amit_sontakke@yahoo.com
+919820676723

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