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# Brandspeak

AN E-UPDATE BY BRANDCARE

## Med-ad Update

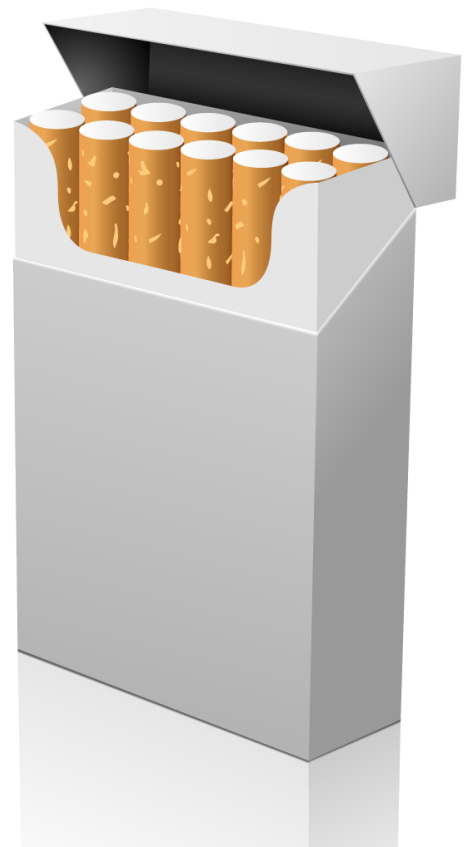
## Unbranding cigarettes- the new slogan

*Packaging of cigarettes has been one of the many reasons for luring the lower age segment to its consumption. Smoking branded cigarettes is the new style statement that teenagers tend to follow today. But can this trend be brought down by Unbranding them?*

Can non-branded plain packaged cigarettes really help in reducing the usage of cigarettes? As per a BBC report, the British government is moving towards instigating unbranded-plain packaged cigarettes in the market. Cigarette packaging is a major tool that brands use to lure customers. A good brand and packaging is often the reason why teenagers are tempted to smoke, in an attempt to appear “cool”. But plain packaging actually works on the customer’s intent to buy a packet of cigarette. Australia has already implemented this strategy, and it seems to be working pretty well there.

The cigarette companies there are closing down seeing no profit in their business.

In India, cigarette smoking constitutes a very minor segment of the overall tobacco usage. India has 35% tobacco users, out of which 9% smoke. Tobacco use is responsible for 70% of all heart disease cases, 80% of lung diseases and 50% of cancer cases. It comes with a warning sign ‘tobacco kills’, yet it’s available for Rs 2 at every nook and corner. Can packaging have an effect on the buying pattern of customers? Can the ideas implemented in Australia be replicated in India? Time will tell.



## World No Tobacco Day, 31<sup>st</sup> May, 2014

**“Tobacco use causes 10% adult deaths globally and is the sole avoidable cause of deaths globally”**

Globally, tobacco nearly kills some 6 million people each year. Among these, non-smokers are 600 thousand that die from passive smoking itself. 80% of these avoidable deaths are accountable to people from low and middle income countries.

# Cheaper Healthcare at your Doorstep



Healthcare services have reached another frontier by introducing their services at the patient's doorstep. Consider a fully functional ICU at the comfort of your home which costs one-third of the cost at the hospital. Such services are up to the industry standard and much more cost effective as compared to the services given at the hospital. Average cost per day at a private hospital is about Rs 25,000 to Rs 50,000 whereas the same services provided at home are around Rs 7,000 to Rs 10,000. The patient gets all the necessary equipment, treatment and infrastructure required for his treatment.

In a particular case in Delhi, a certain patient was admitted to ICU for over 2 months following a severe heart attack. He was bed-ridden and his prolonged stay increased his fear of getting back to his feet again. The financial stress was another cause of worry, since per day healthcare cost at a private hospital is not everyone can afford. But soon, they opted for a healthcare facility at home, wherein the entire ICU service was setup in his bedroom. After that, not only has the financial pressure gone down, but he has been able to spend more time with his family adding to his speedy recovery.

Such healthcare services include post-surgical care, physiotherapy, elderly care, pulmonary care, post-cardiac surgery care.

Nurses have to go through an intensive training program for six weeks, wherein they are taught to provide customized services at home. Post-training examination processes are conducted to ensure that the services taught are in line with the industry standards. An experienced nutritionist is also appointed to ensure a healthy diet plan for the patient. Cloud based technology platform and protocol driven services will drive the delivery channels to bring closer connectivity to the patients. Additional services include remote health monitoring, tele-health, diagnostics, rehabilitation, and wellness therapeutics which would be launched in phases depending on the demographics.

India has an estimated market of \$ 2 billion in home healthcare services and is expected to grow at a CAGR of 20%. Currently, the home-based services has a huge untapped demand but is dominated by unorganized local players. By 2018, India will have more than 200 million people above the age group of 65 and the rising demand for elderly care would constitute a huge chunk of healthcare services. Big brands and investors have started showing interest in this sector. All companies providing home health care services are operating right now in Tier-1 cities. They are crawling up the learning curve and as soon as they get their business model in place, they would start exploiting Tier-2 and Tier-3 cities too.

THE CARE IN  
HEALTHCARE



According to a recent Brandcare survey of healthcare consumers, time given by a physician to a patient is one of the most important satisfaction parameters in a patient-physician relationship or rather what's left of it.

To view full article, visit:  
<http://brandspeak.brandcare.net/2013/08/05/where-did-the-care-go/>



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