

sun web service

AI-Powered Hospital Growth & Patient Management System

Helping Hospitals Generate More
Patient Appointments, Build Trust &
Automate Patient Communication.



Build Trust
with a strong
digital presence



Increase
Appointments
& Patient Visits



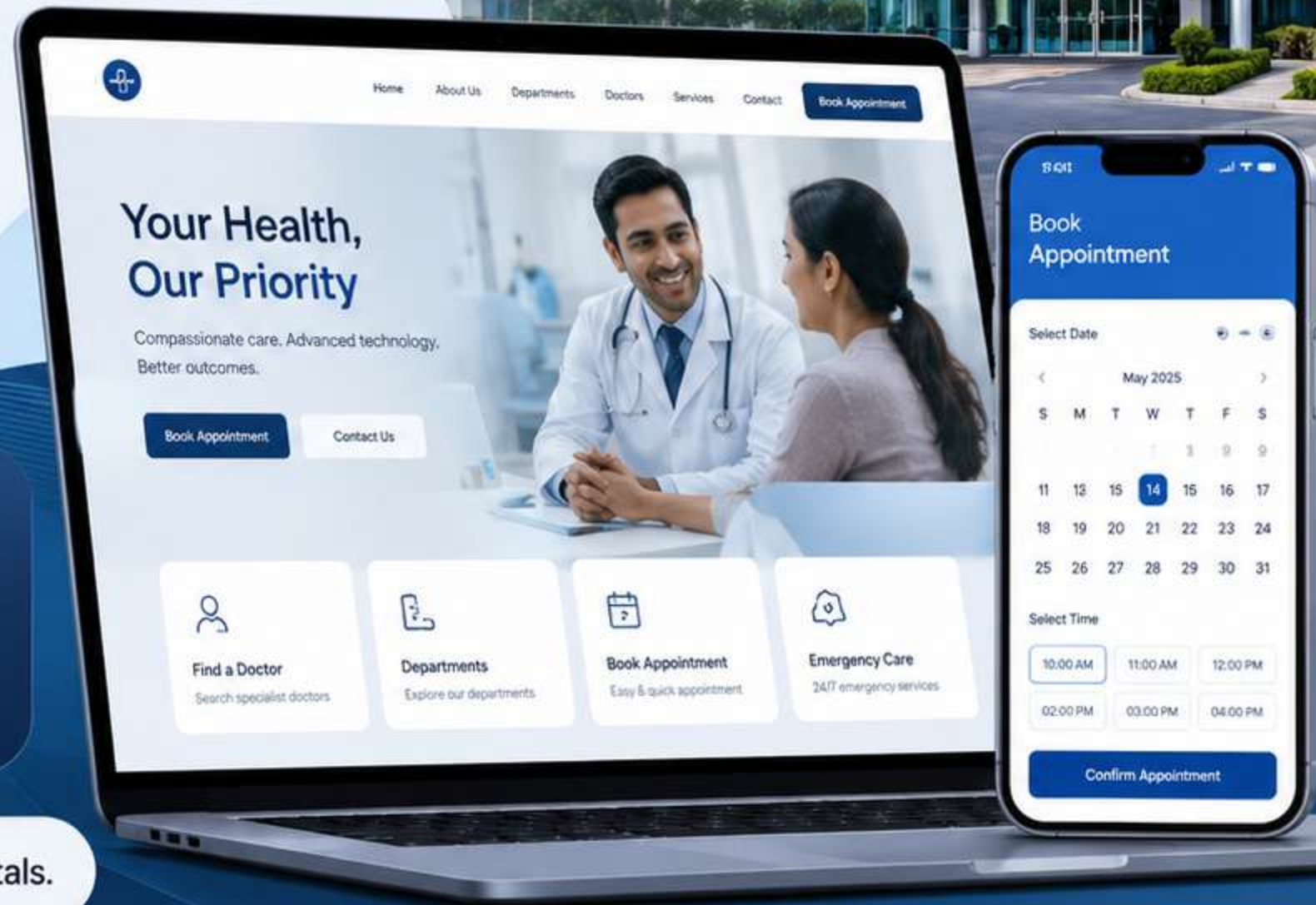
AI Automation
for 24/7 Patient
Communication



Grow Your
Hospital
Sustainably



Smarter Systems. Happier Patients. Stronger Hospitals.



! INDUSTRY PROBLEM ANALYSIS

Why Many Hospitals Lose Patients Online

Today's Patients search, compare and trust digitally. Outdated systems and manual processes are costing hospitals valuable patients and revenue every day.



- ✗ Few Appointments?
- ✗ Low Patient Trust?
- ✗ Too Many Missed Calls?
- ✗ Manual Work Overload?

VS

✗ TRADITIONAL HOSPITAL CHALLENGES

- Outdated Websites**
Poor design, not mobile-friendly and lack of essential information.
- No Online Appointment System**
Patients cannot book appointments online, leading to lost opportunities.
- Slow Patient Response**
Manual inquiry handling causes late replies and unhappy patients.
- Poor Online Trust & Visibility**
No reviews, weak presence and inconsistent information reduce patient trust.
- Manual Processes & Follow-ups**
Reliance on calls, registers and spreadsheets leads to errors and missed follow-ups.
- Low Patient Retention**
No reminders, no follow-ups and no relationship management system.

✓ WHAT MODERN HOSPITALS NEED

- Professional Digital Presence**
Modern, mobile-optimized website that builds trust and helps patients find you easily.
- Online Appointment System**
Easy booking, real-time availability and reduced waiting for patients.
- Instant Communication**
WhatsApp integration and automated replies ensure faster patient engagement.
- Trust, Reviews & Strong Visibility**
Build credibility with authentic content, reviews and a strong local presence.
- Automation & Smart Follow-ups**
AI and CRM systems to manage leads, follow-ups and patient communication.
- Higher Appointments & Patient Loyalty**
Better experience, reminders and care lead to more appointments and long-term loyalty.

The Digital Shift in Healthcare

- 77%** of patients search online before choosing a hospital.
- 70%** of patients say hospital websites influence their decision.
- 60%** of patients prefer online appointment booking.
- 3X** more appointments for hospitals with strong digital presence.

The Problem is Clear. ▶ The Solution is Digital. ▶ The Growth is Guaranteed.

How Patients Choose Hospitals Today

Today's patients are digital-first. They search, compare, check reviews and book appointments online. A smooth digital experience builds trust and brings more patients to your hospital.



Why This Journey Matters?



77% patients search online before choosing a hospital.



70% patients trust hospitals with strong digital presence.



60% patients prefer online appointment booking for convenience.



3X more appointments with a smooth digital patient journey.

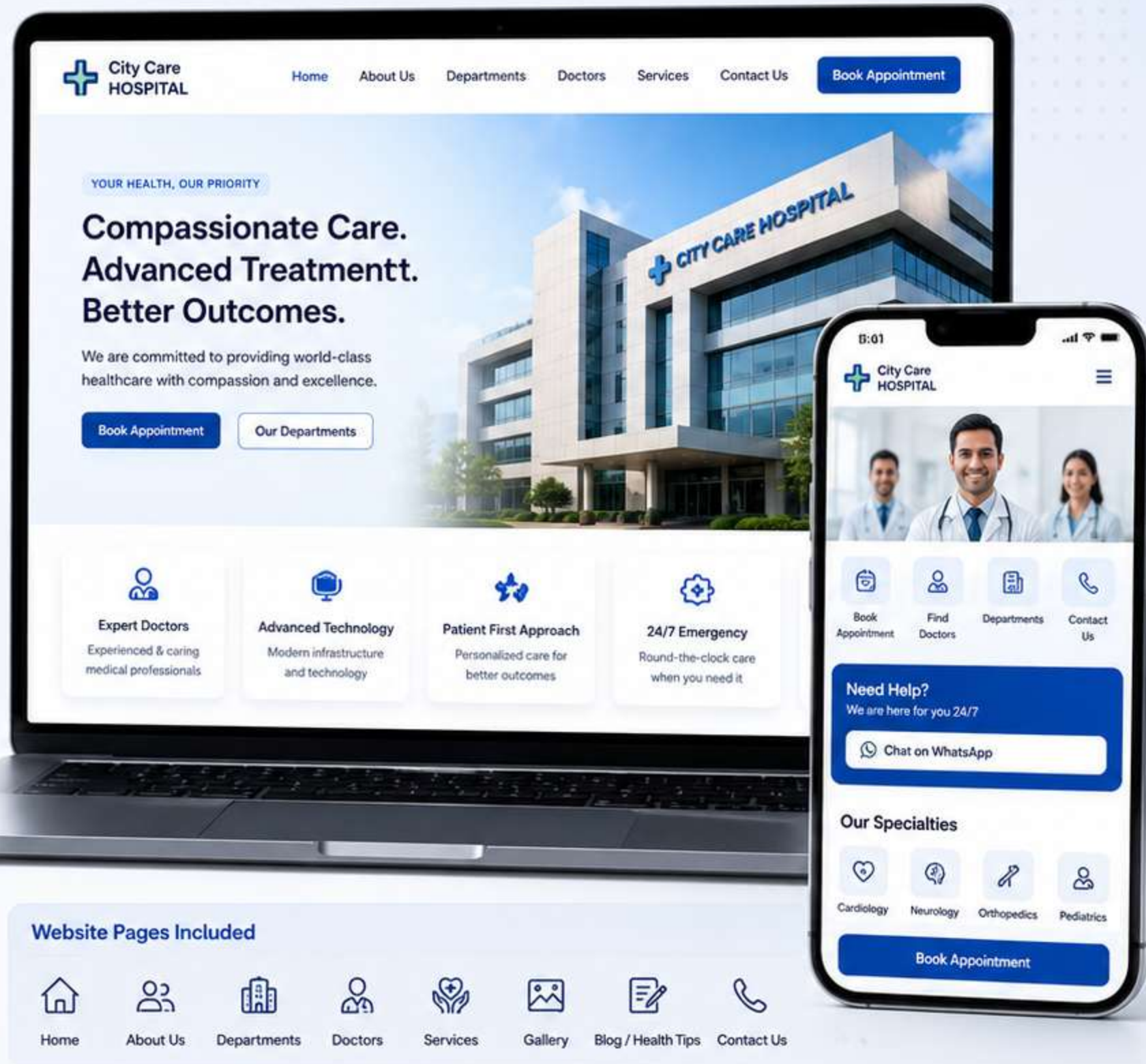
4 PREMIUM HOSPITAL WEBSITE SYSTEM

Premium Website That Builds Trust & Brings More Patients

A professional, user-friendly and mobile-optimized website that showcases your hospital, services, doctors and builds instant trust with patients.

Key Features

- Doctor Profiles**
Detailed doctor profiles with qualifications, experience & consultation timings.
- Hospital Gallery**
High-quality images & videos to showcase infrastructure, facilities & patient care.
- Departments & Services**
Showcase all departments, specialties and services in a structured way.
- Google Maps Integration**
Easy location access with directions and nearby landmarks.
- Online Appointment Booking**
Easy booking system for patients with real-time availability and instant confirmation.
- Emergency Contact**
Prominent emergency contact buttons for immediate patient support.
- WhatsApp Integration**
Instant inquiries, appointment requests and quick patient communication.
- Mobile Optimized**
Fully responsive design for seamless experience on all devices.



Website Pages Included

- Home
- About Us
- Departments
- Doctors
- Services
- Gallery
- Blog / Health Tips
- Contact Us

Benefits for Your Hospital

- Build Patient Trust & Credibility
- Increase Online Appointments
- Save Time with Automation
- Improve Patient Experience
- Strengthen Your Brand Image

STARTING FROM

₹25,000+

Premium Website for Your Hospital

One-Time Investment | Long-Term Growth

Reach More Patients. Generate More Appointments.

We use data-driven digital marketing strategies to attract the right patients, build trust and convert inquiries into confirmed appointments.



GOOGLE ADS

Expert Care.
Better Health.

Book Appointment Now

www.citycarehospital.com

facebook

Your Health
Our Priority

Book Now

Instagram

Trusted Care
For Your Family

Book Appointment

Our Digital Marketing Services

- Google Ads (Search & Display)**
Capture high-intent patients actively searching for doctors, treatments and hospitals.
- Social Media Ads (Meta)**
Target specific audiences with engaging ads on Facebook & Instagram.
- Local SEO**
Rank higher in local searches and Google Maps to get more local patients.
- YouTube Marketing**
Build awareness and trust through health tips, doctor videos and hospital promotions.
- Remarketing Campaigns**
Re-engage website visitors and convert them into appointments.
- Landing Page Optimization**
High-converting pages designed to capture leads and increase bookings.

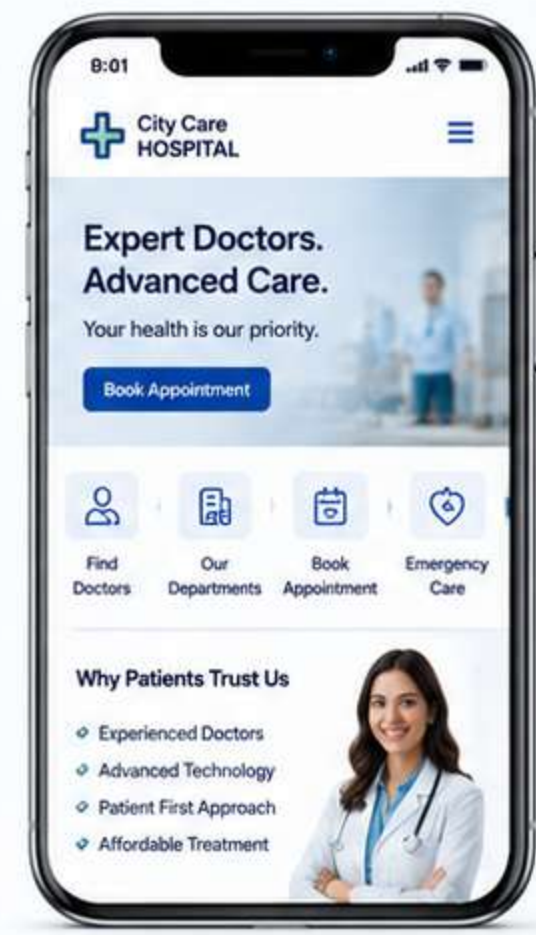
Our Patient Lead Generation Funnel



- Data-Driven Strategy
- Continuous Optimization
- Better Leads Lower Cost
- More Appointments More Growth

Why It Works

- 3X+** More Qualified Leads
- 50%+** Increase in Appointments
- 40%+** Reduction in Cost Per Lead
- Higher Patient Trust & Brand Visibility



Industries & Specialties We Promote

- Cardiology
- Neurology
- Orthopedics
- Gynecology
- Pediatrics
- Dental Care
- Eye Care
- General Medicine
- Diagnostics
- Cosmetic Surgery

Marketing Channels We Use

- Google Search
- Google Display
- Facebook Ads
- Instagram Ads
- YouTube
- Local SEO
- Email Marketing

6 AUTHENTIC HEALTHCARE CONTENT STRATEGY

Build Trust. Educate Patients. Grow Your Hospital.













We create authentic, valuable and engaging content that educates patients, builds trust in your doctors and services, and drives more appointments.



Why Content Matters in Healthcare

- 70%** of patients trust hospitals that provide helpful health information.
- 3X** more engagement with video content than text or images.
- 80%** of patients research online before choosing a hospital.
- Content-driven hospitals get more appointments & inquiries.

TYPES OF AUTHENTIC HEALTHCARE CONTENT WE CREATE

 <p>Doctor Introduction Videos</p>  <p>Build trust by showcasing your doctors' expertise, experience and approach.</p>	 <p>Treatment & Procedure Explainers</p>  <p>Simple videos that explain conditions, treatments and procedures in easy language.</p>	 <p>Health Awareness Posts & Reels</p>  <p>Short, informative content on common health issues and prevention.</p>	 <p>Patient Success Stories</p>  <p>Real patient stories build credibility and encourage others to choose you.</p>	 <p>Hospital Infrastructure Showcase</p>  <p>Showcase your advanced facilities, technology and comfortable environment.</p>	 <p>Health Tips & Expert Advice</p>  <p>Tips, Q&A and expert advice that position your hospital as a trusted guide.</p>
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OUR CONTENT ADVANTAGE

- Builds Trust & Credibility
- Increases Engagement
- Educates & Empowers Patients
- Generates More Inquiries
- Improves Online Visibility
- Drives More Appointments

CONTENT FORMATS WE USE

- Videos
- Reels
- Carousels
- Infographics
- Blogs
- Live Sessions

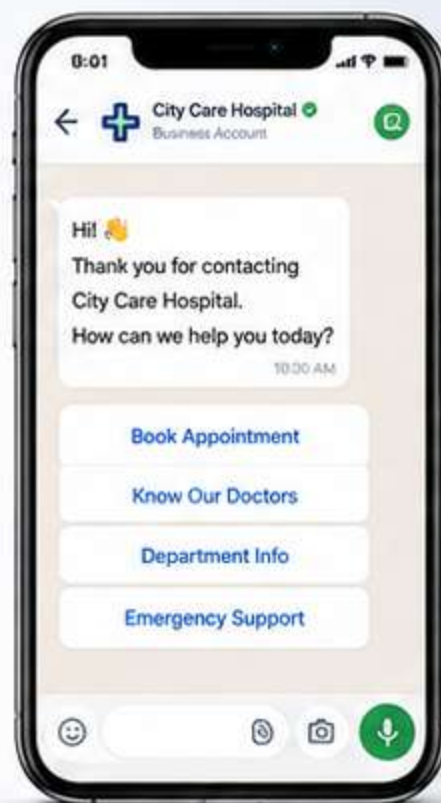
PLATFORMS WE COVER

- Facebook
- Instagram
- YouTube
- LinkedIn
- Google

7 WHATSAPP APPOINTMENT & CRM SYSTEM

Never Miss a Patient. Convert Every Inquiry into Appointment.

Our WhatsApp & CRM system ensures instant responses, smart follow-ups and complete patient management from inquiry to appointment and beyond.



WhatsApp Automation Features

- Instant Auto Replies**
Instant responses 24/7 for all patient inquiries.
- Smart Appointment Booking**
Patients can book appointments directly on WhatsApp.
- Appointment Reminders**
Automatic reminders reduce no-shows and improve show-up rate.
- Post-Visit Follow-ups**
Follow-up messages for feedback, reports and next appointments.
- Broadcast Updates**
Share health tips, offers and important updates instantly.

PATIENT JOURNEY: FROM INQUIRY TO APPOINTMENT



CRM DASHBOARD OVERVIEW

City Care Hospital CRM

- Dashboard
- Leads
- Patients
- Appointments
- Follow-ups
- Reminders
- Broadcast
- Reports
- Settings

Total Leads
1,248 +18%
This Month

Appointments
842 +22%
This Month

Today's Appointments
58 +12%
Today

Follow-ups Due
126
This Week

Appointments Overview

Lead Source

Name	Phone	Source	Status	Last Activity
Rahul Sharma	+91 98765 43210	WhatsApp	New	2 min ago
Priya Patel	+91 91234 56789	Website	Contacted	15 min ago
Amit Verma	+91 99887 66554	Facebook Ads	Appointment	1 hr ago
Neha Gupta	+91 91011 22334	Google Ads	Follow-up	2 hrs ago

10:00 AM	Appointment Reminder
12:00 PM	Report Follow-up
04:00 PM	Feedback Request
06:00 PM	Appointment Reminder

WHAT YOU GET WITH OUR WHATSAPP & CRM SYSTEM

- Centralized Patient Database**
All inquiries & patient data in one place.
- Lead Tracking**
Track every lead from inquiry to appointment.
- Team Collaboration**
Assign leads & tasks to your team.
- Detailed Reports**
Understand performance and improve conversions.
- Secure & Compliant**
Data security and privacy is our top priority.
- Integrations**
Works with your software, EMR & other tools.

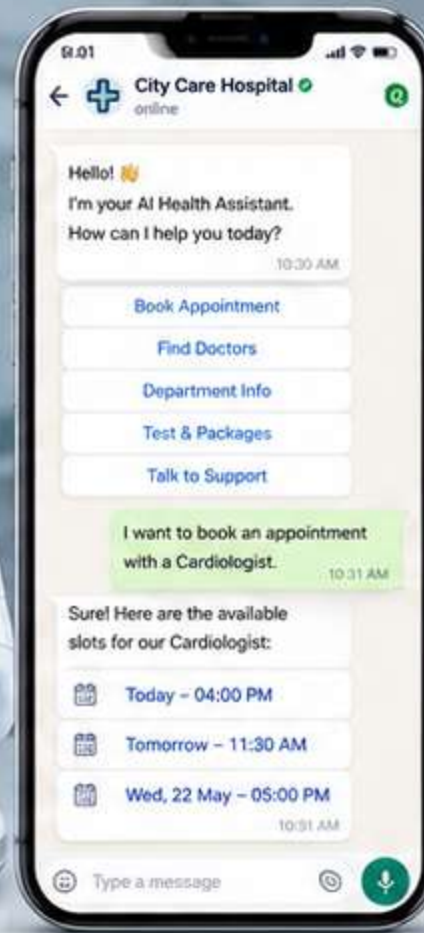
BENEFITS FOR YOUR HOSPITAL

- Instant Response**
Reply to patients within seconds.
- More Bookings**
Convert more inquiries into appointments.
- Better Patient Experience**
Smooth communication builds trust & loyalty.
- Save Time & Effort**
Automate repetitive tasks and focus on care.
- Increase Revenue**
More appointments lead to more growth.

Your patients are on WhatsApp. Be there for them 24/7.
Capture. Nurture. Convert. Grow Your Hospital.

24/7 AI-Powered Patient Communication & Appointment Automation.

Our AI system works 24/7 to engage, assist and convert patients while reducing staff workload and improving patient satisfaction.



24/7 Availability Never miss a patient inquiry	Instant Responses Respond in seconds, not hours	Smart Lead Qualification Identify serious patients instantly	Automatic Scheduling Book appointments seamlessly	Reduced Workload Your staff can focus on what matters most

AI Automation Features

- AI Chat Assistant**
Answers patient questions instantly about doctors, services, timings, fees & more.
- Smart Appointment Booking**
AI checks availability and books appointments in real-time.
- Lead Qualification**
AI collects patient details and identifies high-intent leads.
- Doctor & Department Routing**
Connects patients to the right department or specialist.
- Reminders & Alerts**
Automated appointment reminders reduce no-shows.
- Feedback & Follow-up**
AI collects feedback and follows up for better patient experience.
- Multi-Language Support**
Communicate with patients in multiple languages.

HOW OUR AI WORKFLOW WORKS



AI CAN HANDLE

General Questions Hospital info, timings, address, facilities	Appointment Booking Doctor availability, slot booking	Test & Package Info Lab tests, health packages, pricing	Insurance Queries Cashless, TPA, insurance partners	Prescription & Reports Report availability, collection info	Post-Visit Support Care instructions, follow-up guidance	Emergency Triage Identify urgent cases and alert staff
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AI IMPACT FOR YOUR HOSPITAL

- 3X** Increase in appointment bookings
- 70%** Faster response time
- 60%** Reduction in no-shows
- 50%** Reduction in front desk workload
- 40%** Lower cost per acquisition

WHY AUTOMATE WITH AI?

Improve Patient Experience	Capture More Leads 24/7	Reduce Staff Workload	Increase Appointments & Revenue	Data-Driven Decisions	Scalable & Future-Ready
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AI doesn't replace your staff. It empowers them to do more of what matters.

Start Small. Scale Digitally. Grow Continuously.

Our roadmap helps your hospital grow step-by-step with the right digital foundation, marketing, automation and brand development.



OUR LONG-TERM VISION



To make your hospital a trusted healthcare brand and the first choice for patients in your region and beyond.

OUR 4-PHASE HOSPITAL GROWTH ROADMAP

PHASE 1



WEBSITE & DIGITAL PRESENCE

- ✓ Professional hospital website
- ✓ Online appointment system
- ✓ Doctor & department showcase
- ✓ WhatsApp integration
- ✓ Google Maps & contact setup
- ✓ Mobile optimized experience

Timeline: 1 - 2 Months

PHASE 2



PATIENT MARKETING & LEAD GENERATION

- ✓ Google Ads & Meta Ads
- ✓ Social media marketing
- ✓ Local SEO & Google My Business
- ✓ Content marketing & awareness
- ✓ Lead generation campaigns
- ✓ Increase appointment inquiries

Timeline: 2 - 6 Months

PHASE 3



AI AUTOMATION & CRM SYSTEM

- ✓ AI patient communication
- ✓ WhatsApp automation
- ✓ CRM for patient tracking
- ✓ Appointment reminders
- ✓ Follow-ups & re-engagement
- ✓ Reports & performance tracking

Timeline: 6 - 12 Months

PHASE 4



HOSPITAL BRAND EXPANSION

- ✓ Build strong hospital brand
- ✓ Patient loyalty programs
- ✓ Reputation & reviews growth
- ✓ Expand services & specialties
- ✓ Community outreach programs
- ✓ Multi-location expansion

Timeline: 12+ Months

KEY FOCUS AREAS FOR CONTINUOUS GROWTH



Patient Experience

Deliver excellent care and support at every touchpoint.



Digital Presence

Stay visible, accessible and trusted online.



Smart Automation

Use AI & automation to save time, reduce workload and improve care.



Data & Insights

Track performance, analyze data and make smarter decisions.



Brand & Reputation

Build trust, get more reviews and become the preferred hospital.

THE RESULTS YOU CAN EXPECT



More Patient Inquiries



More Appointments & Admissions



Higher Patient Satisfaction



Stronger Brand Trust & Reputation



Increased Revenue & Sustainability



Long-Term Growth & Market Leadership

WHY THIS STRATEGY WORKS



Step-by-step structured growth



Data-driven smart decisions



Sustainable & scalable results



Future-ready hospital



Higher ROI on marketing

GROWTH OVER TIME



A Strong Digital Foundation Today. A Leading Hospital Tomorrow.



Together, Let's Build a Healthier Future.

Your Hospital Deserves A Powerful Digital Presence. We Make It Happen.

At Sun Web Service, we help hospitals attract more patients, build trust, streamline operations and grow continuously through innovative websites, marketing & automation.


BETTER CARE
STRONGER TRUST
HEALTHIER FUTURE



WHY CHOOSE SUN WEB SERVICE?

-  **Healthcare Focused**
We understand hospitals and patient needs.
-  **Modern & Premium**
Beautiful websites that build trust and credibility.
-  **Results Driven**
Proven strategies that bring more leads & appointments.
-  **Smart Automation**
Save time, reduce workload and improve efficiency.
-  **Ongoing Support**
We are always here for you.

COMPLETE DIGITAL GROWTH SOLUTION FOR YOUR HOSPITAL



PREMIUM HOSPITAL WEBSITE

Mobile-friendly, fast, SEO-optimized and designed to convert visitors into patients.



DIGITAL MARKETING & LEAD GENERATION

Target the right audience, generate quality leads and increase appointment bookings.



WHATSAPP & CRM AUTOMATION

Instant responses, smart follow-ups and complete patient relationship management.



AI AUTOMATION SYSTEMS

AI chat, smart booking, reminders, routing & more to streamline hospital operations.



GROWTH & ANALYTICS

Track performance, measure results and scale your hospital's growth consistently.

SPECIAL LIMITED TIME OFFER!

Get Your Premium Hospital Website
+ Digital Growth System
at a Special Price!

- ✓ Free Consultation
- ✓ Custom Strategy for Your Hospital
- ✓ Ongoing Support & Maintenance
- ✓ Scalable Solutions for Long-Term Growth



READY TO GROW YOUR HOSPITAL?

LET'S GET STARTED TODAY!

Partner with Sun Web Service and experience the power of digital transformation. More Patients. More Appointments. **Stronger Brand. Better Future.**



BOOK A FREE CONSULTATION

Call or Message us on WhatsApp Today!



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Rampurhat, West Bengal, India



We don't just build websites, we build digital success stories for hospitals.

SUN WEB SERVICE
Your Growth. Our Mission.