

CASE STUDY BY  
**PCG**<sup>®</sup>

PEPPER COMMUNICATIONS GROUP

[www.pcg-ww.com](http://www.pcg-ww.com)





# BACKGROUND

## PCG

PCG, which evolved from Pepper Interactive Communications, is an integrated communications firm, offering services in Public Relations, Social Media and Visual Communications. Our blend of communication strategies are meant to help you be heard among the right audiences, at the right time. We take a technology-oriented approach to communications, ensuring your message is delivered the right way.

For over a decade, we have been working with leading brands across automotive, healthcare, technology, retail and other sectors - helping brands manage their reputations.





## OUR SERVICES

As an integrated communications strategist, we know the challenges of being heard. We help build dynamic avenues that connect companies to people through engaging experiences while they meet, interact, learn, drive market growth and enhance reputation. Our proprietary P4P methodologies encompassing the critical pillars of communications - Public Relations, Social Communications, Visual Communications & Digital Outreach - help you create meaningful conversations which are heard above the noise.



# IMPACT STORY

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# BACKGROUND

## RAINBOW HOSPITALS

Rainbow Children's Hospital, established in 2000, is the only pan-India hospital chain offering multi-speciality pediatric and OB/GYN services.

Its offerings include Rosewalk Hospitals in Delhi, which one of India's most luxurious maternity hospitals. The company also operates Madhukar Rainbow Children's Hospital in Malviya Nagar, Delhi, which includes newborn and pediatric intensive care, pediatric multi-speciality services and pediatric quaternary care (including multi-organ transplants).





## Need For Awareness About Doctors & Offerings

The company needed unique positioning for Rosewalk Hospital, given that it catered to the luxury segment. It also needed further brand awareness for Madhukar Rainbow Children's Hospital, since it was new in the region.

- STEP 1 -

# STRATEGY



# STRATEGY

OVERVIEW

We needed to create interest about Rosewalk Hospital and bring it to the forefront among relevant audiences in Delhi. We focused primarily on South Delhi and Gurgaon for this brand - and deployed an integrated campaign over a period of one year. We utilised organic media stories, as well as influencers to highlight the features of the most luxurious maternity hospital in India.





# OBJECTIVE

OVERVIEW

The PR campaign had two primary objectives:

1. Creating awareness about Rainbow Hospitals
2. Creating opportunities for Doctors to be featured in various publications



-STEP 2-

# EXECUTION



# EXECUTION

While we deployed media stories in the form of contributor articles, RBMs and interviews, the highlight of the campaign was providing experientials to journalists. This was done through walk-throughs of the hospital -showcasing the expertise of each doctor at the unit, highlighting the unique facilities like a personal chef, lamaze coach etc.

We also engaged influencers to conduct walk throughs, and attend workshops with lamaze coaches, yoga therapists, and did talks on nutrition for the mother with the resident chef.



# THE IMPACT





CREATING IMPACT

Across Languages

# वैश्विक स्तर पर लगभग 1 प्रतिशत महिलाएं मिर्गी के दौरे से पीड़ित

नई दिल्ली, 17 मार्च (देशबन्धु)। महिलाओं के स्वास्थ्य से जुड़ा एक पहलु बहुत ही महत्वपूर्ण है जो प्रबंधन और जन्म नियंत्रण विधि के चयन को अक्सर नजरअंदाज करता है। इस बीमारी से पीड़ित महिलाओं को

## पीड़ित महिलाओं को हार्मोनल गर्भ निरोधकों का उपयोग करने पर परेशानी

हार्मोनल गर्भ निरोधकों का उपयोग करने पर परेशानी महसूस होती हैं। पायल चौधरी, वरिष्ठ सलाहकार, प्रसूति एवं स्त्री रोग विशेषज्ञ, रोज़वॉक हेल्थकेयर, दिल्ली ने बताया कि हार्मोनल स्तर पर मिर्गी के प्रभाव के कारण दौरे को नियंत्रित करने और प्रजनन स्वास्थ्य को बनाए रखने के लिए मिर्गी प्रबंधन गर्भनिरोधक तरीकों का उपयोग करना आवश्यक है।

विश्व स्वास्थ्य संगठन (डब्ल्यूएचओ) की एक रिपोर्ट में बताया कि वैश्विक स्तर पर लगभग 1 प्रतिशत महिलाएं मिर्गी के दौरे से पीड़ित हैं, यह एक ऐसी स्थिति है जिसमें नियमित दौरे पड़ते हैं। महिलाओं में दौरे के इलाज के लिए उपयोग की जाने वाली दवाइयां ज्यादातर हार्मोनल गर्भ निरोधकों में गंभीर बाधाएं पैदा करती हैं, जिससे वे कम सुरक्षित और प्रभावी होती हैं। इसके अलावा मिर्गी से होने वाले हार्मोनल असंतुलन के परिणामस्वरूप अनियमित मासिक धर्म चक्र और प्रजनन क्षमता में कठिनाइयां देखी गयी हैं।

गर्भावस्था को रोकने और दौरे को नियंत्रण में रखने के बीच संतुलन बनाना एक बहुत बड़ी चुनौती है। मिर्गी केदौरे पड़ने वाली महिलाओं को डॉक्टर से दवाइयों की जानकारी और भविष्य में बच्चे पैदा करने से पहले सलाह जरूर लेनी चाहिए। गर्भावस्था को रोकने के भी विभिन्न तरीके हैं जिन में से एक है शुक्राणु को अवरुद्ध करना और ऐसे उपकरण का इस्तमाल



करना जो महिला के गर्भ के अंदर जाते हैं। मिर्गी से पीड़ित महिलाओं के लिए ये अच्छे विकल्प माने गए हैं। सर्वोत्तम परिणामों की गारंटी के लिए एईडी स्तर और गर्भनिरोधक दक्षता की नियमित निगरानी भी आवश्यक है।

स्त्री रोग विशेषज्ञों, न्यूरोलॉजिस्ट और अन्य विशेषज्ञों के साथ बातचीत से हर गर्भवती महिलाओं की निजी जरूरतों का प्रबंधन होता है। प्रजनन स्वास्थ्य मुद्दों के लिए जागरूकता बढ़ाना आवश्यक है।

# Can uterine fibroids harm pregnancy? Know common symptoms and treatment

While uterine fibroids can complicate pregnancy for some women, with proper diagnosis and monitoring most pregnancies can proceed successfully.

Uterine fibroids also known as leiomyomas are non-cancerous growths in the uterus that affect many women during their reproductive years. While fibroids themselves are generally not harmful/dangerous, their presence sometimes can pose multiple challenges during pregnancy. According to Prema Sinha, Associate Consultant, Obstetrics and Gynaecology, Madhukar Rainbow Children's Hospital, Delhi, There have been many cases where fibroids often go unnoticed, as the growths are too small to cause noticeable complications. However, larger fibroids may affect conception, fetal development, or delivery.

# UNDERSTANDING THE ABSENCE OF MENSTRUAL BLEEDING, AND ITS SYMPTOMS

**Dr. C.S. MYHRETI**

Amenorrhea affects up to 5% of women of childbearing age, drastically reducing their chances of getting pregnant and putting their health at risk.

ABOUT	SYMPTOMS
<p>Medical term for absence of menstruation</p> <p>Types:</p> <ul style="list-style-type: none"> <li>Primary amenorrhea: no periods by age 16</li> <li>Secondary amenorrhea: no periods for at least 3 months in women who had periods before</li> </ul>	<p>The only amenorrhea symptom is the <b>absence of menses</b></p> <p>It can be accompanied by other symptoms specific to the underlying cause</p>
CAUSES	TREATMENT
<p>Can be directly or indirectly rooted in hormonal imbalance due to:</p> <p><b>Natural causes</b></p> <ul style="list-style-type: none"> <li>Menopause</li> <li>Pregnancy</li> </ul> <p><b>Lifestyle causes</b></p> <ul style="list-style-type: none"> <li>Excessive exercise</li> <li>Low body fat</li> </ul> <p><b>Medical causes</b></p> <ul style="list-style-type: none"> <li>PCOS</li> <li>Thyroid disorders</li> </ul>	<p>Focuses on treating the root cause, promoting hormonal imbalance, and restoring periods through:</p> <ul style="list-style-type: none"> <li>Lifestyle adjustments</li> <li>Herbal supplements</li> <li>Medications</li> <li>Psychotherapy</li> <li>Surgery</li> </ul>

**Healing Hypothalamic Amenorrhoea**

- Eating enough
- Food freedom
- Eating regularly
- Professional advice + management
- Gentle movement
- De-stressing, practising self love + patience
- Support from loved ones
- Bone health

tests to assess hormone levels, imaging studies such as ultrasounds or MRI scans to evaluate the reproductive organs, and other specialized tests as deemed necessary by a healthcare professional. Certain lifestyle changes may be advised, such as food adjustments, stress management techniques, or workout regimen adaptations.

Menstrual cycle regulation and hormonal balance restoration may require prescriptions for hormonal therapy, such as birth control tablets or hormone replacement therapy. Thus, women having amenorrhoea should consult a doctor for a thorough diagnosis and obtain individualized care that is suited to their requirements.

Menstruation could be discontinued for a variety of triggers. It does not necessarily imply that a person is infertile and cannot conceive. However, it is suggestive that women should go for an early diagnosis to address underlying issues that can restore regular menstrual cycles, promoting optimal reproductive health and overall wellness. Also starting treatment in time to prevent complications.

**DIAGNOSIS AND TREATMENT**

One should consult a doctor if they missed three periods in a row or if they are 16 years old and have not begun menstruation. It could be an indication of an underlying medical condition that requires care. Diagnosing the underlying cause of amenorrhoea typically involves a thorough medical history review, physical examination, and various diagnostic tests. These may include blood





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May 17, 2024 | Gurugram  
NOMINATE NOW

## Common breastfeeding mistakes every new mom should avoid

*Breastmilk consists of antibodies that fortify your baby's defenses, warding off allergies, obesity, asthma, and many other health concerns.*

Written by **Health Desk**  
May 2, 2024 10:24 IST

Follow Us



Dr Juhi Saxena, Lactation Consultant, Madhukar Rainbow Children's Hospital, Delhi explained that breastfeeding, as they say, is nature's perfect food and is



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**WORLD AUTISM AWARENESS DAY**

**Prevalence of Autism in India: Statistics and Estimates >>>>**

APRIL 2ND, 2024

garima\_mom\_blogger • Follow

garima\_mom\_blogger Autism is not a disease, it is a condition that occurs in children. It simply means the brain works differently from other people. @rosewalkhealthcare shared some common facts and myth around Autism in children. Parents can identify the condition by keeping these symptoms in mind and take necessary steps.

#RosewalkHealthcare  
#RainbowHospitals  
#MomBlogger  
#Hospitalcare  
#CompassioninHealthcare  
#Autism  
#Worldautismday  
#Autismawarenessday  
#Mentalhealth  
#Mentalhealthawareness  
#Autismawareness #Autismawareness

3,885 likes  
April 2

Log in to like or comment.

**Beat the Heat : Tips Mothers should follow to protect Kids this Summers!**

Rainbow Children's Hospital | BirthRight

bagrisaksham • Follow

bagrisaksham Protecting our little ones from summer's heat: staying hydrated, shaded, and vigilant. Let's ensure their health and happiness this World Health Day! 🌞  
@rosewalkhealthcare have shared Do's and Don'ts to be keep in mind to Beat the heat.

#RosewalkHealthcare  
#RainbowHospitals  
#MomBlogger  
#CompassioninHealthcare  
#Healthiswealth  
#Worldhealthday  
#Healthawarenessday  
#motherhood  
#Childhealth  
#BeattheHeat  
#Healthcare #Womenshealth  
#Healthymind #Childhealth

Liked by babymyrahisingh and others  
April 7

Log in to like or comment.





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# RESULTS

Over a period of one year, we generated over 500 organic mentions about the brand

**↑ 32%**

Positive Sentiment Increase by

**↑ 15%**

Search Trend Increase by



# Let's Discuss A Campaign That Works For YOU!

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