

## CASE STUDY

# Driving Patient Inflow for a Multispeciality Clinic Through Content Automation

Kalinga Care Multispeciality Clinic · Saheed Nagar, Bhubaneswar

## Company Overview

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Kalinga Care Multispeciality Clinic is a mid-sized hospital located in Saheed Nagar, Bhubaneswar. Despite having qualified doctors and strong infrastructure, the clinic operated in a highly competitive urban healthcare market where digital presence had become a key driver of patient acquisition. With over 100,000 patients seeking care in the region annually, the clinic recognized that traditional walk-in and referral-based models were no longer sufficient for sustainable growth.

## Objective

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To shift from a passive, referral-dependent patient acquisition model to a scalable, content-driven digital strategy — building trust with digitally aware patients, increasing OPD footfall, and establishing doctors as recognizable local healthcare authorities.

## Challenges

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### Low Digital Visibility

- The clinic had minimal social media presence and no structured content strategy.
- Competitors were becoming increasingly active online, capturing digitally aware patients.

### Inconsistent Patient Inflow

- Heavy reliance on walk-ins and personal referrals led to unpredictable monthly patient volumes.
- Monthly inquiries averaged only 1–6, far below the clinic's capacity and potential.

### No Lead Generation System

- There was no structured mechanism to convert online engagement into appointment bookings.
- The gap between patient awareness and actual inquiry remained unaddressed.

### Content Execution Burden

- Doctors lacked the time and tools to create and manage regular digital content.
- There was no dedicated team or workflow to sustain consistent content production at scale.

## Solution: AI-Powered Content Automation by Innoventsoft

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Innoventsoft implemented a comprehensive, end-to-end content automation strategy tailored to the healthcare sector. The solution required minimal involvement from the hospital while delivering maximum digital impact.

### Intent-Driven Content Strategy

- Developed content around real patient queries — symptoms, preventive care, and when to consult a doctor.
- Replaced generic promotional posts with high-intent, educational content designed to build trust and drive action.

### Scalable Video Production Pipeline

- Created and distributed 30+ short-form videos per month across Instagram, YouTube Shorts, and Facebook.
- Combined real doctor-led videos for credibility with AI-generated explainers for volume and consistency.
- Fully automated pipeline — from topic selection to scheduling and posting — requiring near-zero hospital resources.

### Conversion-Optimised CTAs

- Each content piece included clear calls-to-action: WhatsApp chat and direct appointment booking links.
- Ensured a smooth, frictionless journey from patient awareness to inquiry to confirmed appointment.

## Results

Within three months of implementation, Kalinga Care Multispeciality Clinic experienced a measurable transformation across all key performance indicators.



### Centralized Digital Performance

- Instagram following grew by over 200% within 90 days of content rollout.
- Video views scaled from hundreds to thousands, significantly improving organic reach.

### Dramatic Inquiry Growth

- Monthly patient inquiries increased from 1–6 to 80–120, representing a 15x–20x improvement.
- WhatsApp and appointment CTAs drove a measurable conversion pipeline for the first time.

### OPD Footfall & Specialty Impact

- OPD footfall increased by 25–35%, with the highest growth observed in gynecology and pediatrics.
- Doctors gained local recognition, with patients frequently referencing videos during consultations.

### Financial Returns

- A monthly investment of ₹15,000 generated an estimated revenue increase of ₹1.5–2.5 lakhs per month.
- Delivered a consistent 10x–15x return on investment within the first quarter.

NET ANNUAL ROI	
Monthly Investment	₹15,000 / month
Revenue Impact	₹1.5 – 2.5 Lakhs / month (estimated)
ROI	10x – 15x within first quarter
Time to Results	< 90 Days from go-live

## Conclusion

Innoventsoft transformed Kalinga Care Multispeciality Clinic from a passive, referral-dependent practice into a digitally empowered healthcare brand. By combining AI-powered content automation with doctor-led video production, the clinic now operates a predictable, scalable patient acquisition system — without adding operational burden to its medical team.

The results demonstrate that hospitals of any size can compete in the digital landscape when equipped with the right content infrastructure. Innoventsoft's platform enables hospitals to grow patient inflow by automating high-quality, doctor-led content that builds trust, strengthens brand authority, and drives continuous digital engagement.

**Innoventsoft** | A GenAI Content Platform

*Enabling hospitals to grow patient inflow through automated, doctor-led digital content.*