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CONTENT SAMPLE

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At Medcare, doctors take the time to have meaningful conversations with patients and draw in other specialists as required by the treatment plan. This multi-disciplinary team works in an integrated manner, along with nurses, dieticians, rehabilitation therapists and technologists.

The availability of all important specialities in one institution means that you get comprehensive care for your health as well as convenience. Drawing on the uniquely welcoming culture of the Middle East, our staff extends the same warmth to every patient.

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The Medcare Orthopaedic Centre treats a variety of simple and complex conditions related to your muscles, bones and joints. Whether your need is diagnosis, medical care, surgery, therapy or rehabilitation, you will find the best orthopaedic specialists, facilities and care here.

For joint replacement and reconstruction, sports medicine and arthroscopic surgery, spine care and hand surgery, Medcare offers world-class orthopaedic doctors and techniques. The highly qualified orthopaedic surgeons here perform the most complex operations with the patient's best interest at heart.

We are equipped with a 24/7 orthopaedic trauma care which is best-in-class and are geared to handle paediatric surgery and care. To overcome orthopaedic problems and live an active and fulfilling life, consult the specialists at Medcare.

PROJECT MANAGEMENT AND WRITING

SECTOR: HEALTHCARE

CLIENT LOCATION: UAE

A UAE based healthcare group with over 350 establishments in 8 countries owns a premium brand of multispeciality hospitals. When they were making a new website for this hospital brand, they decided to make a site rich with information for patients. The plan involved providing information about almost 125 health conditions so that patients could be well informed and aware of their treatment options.

The marketing team of the hospital started working with a content team that had previous healthcare experience. However, they found the writing that the content team produced was too clinical and transactional. Their core brand promise of care for patients was not coming through in the content.

When this inquiry came to me, I started by studying the brand guidelines and speaking to the team to understand the brand personality better. Then I wrote some sample pages for them. This involved research about the medical conditions and writing for a non-medical audience - patients. The tone was always caring and reassuring, and I took care to share information that would not lead to self-diagnosis or treatment.

The client awarded me the project to write about all the 125 conditions, the corporate sections, and the profiles of 400 doctors. SEO keywords provided by the client were incorporated in a natural way on each page. I created a team of 3 other writers to complete this project within 2 months. British spelling was used throughout.