

A guide to...

Advance Booking Coupon

Thyrocare[®]

World's largest preventive care laboratory

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Introduction to the Manual

» Purpose of the manual

This Manual is designed with the purpose to strengthen the knowledge of an individual/reader about the concept of Advance Booking Coupon. This manual will give you an insight on its benefits, the target audience, preventive care profiles of Thyrocare and incentivized promotion through Advance Booking Coupon.

We strongly believe that better understanding of the ABC concepts and product knowledge will lead to improved marketing and promotions. This manual will also equip you with the knowledge needed to market and promote the brand – Thyrocare.

» Target Audience:

This manual is aimed at a specified target group which includes:

- » Marketing professionals
 - » Agencies »
 - » Insurance agent



- « Business associates
- « Direct Sales Associate
- « Medical Representative

- » Medical Professionals
 - » Ayurvedic/Homeopathic Doctors »
 - » Nurses, Compounders, DMLT's



- « Retail Outlets / Medical shops
- « Chemist / Pharmacist

- » Students / Housewives »



- « Unemployed / Under employed

Module 1

Thyrocare

» Concept

Thyrocare is the industry leader, trend setter and innovators in Indian Diagnostic industry. A company with a network of more than 1000 dedicated franchise and 20,000 Service Centers across the country, certified ISO 9001-2008, accredited by NABL (National Accreditation Board for Testing and Calibration Laboratories) and to keep it ready to take on the global market, in 2007, it has been accredited by the College of American Pathologists (CAP), a global accrediting organization.

Thyrocare's centralized lab, located in Navi Mumbai is processing 2,00,000 investigations in a day and it has a capacity to process 5,00,000 investigations per day in its current facilities in Mumbai. This unique, single laboratory model could take on the entire country market, using its innovative and intelligent logistics. It believes that by having centralized operations, the same standards of quality control and accuracy in reporting can be maintained. Barcoding, Bidirectional interfacing ensures error-free and stress-free reporting. Using an air cargo



driven logistics for incoming specimens, the laboratory receives every night, same night, before midnight, from 90% of Indian geography.

A laboratory which started with no automations has within 10 years transformed to 100% Total Laboratory Automation. With best of the brands occupying the floor, Thyrocare gives the best of the quality for preventive care. By rightly blending biotechnology and information technology, Thyrocare brought world class diagnostic services to every nook and corner of the country at costs which almost anyone can afford.

» About Preventive Care

With growing stress levels at work, competition, frequently eating out, fast food syndrome there is also a steady growth of lifestyle related diseases like heart problems, diabetes and cancers all of which if not checked in time would lead to delirious consequences. Moreover health problems often arise when least expected. The silent mode of disease development within one's body and its sudden expression often leaves one with only question in mind... WHY ME?

» Why Preventive Care?

In times of very expensive hospital care and treatment in general, it is wiser to focus on prevention of any disease at all or at least intervention at the early stages of the disease. We at Thyrocare have always believed and preached that Prevention is much better than cure and hence have introduced innovative and cost effective ways to create awareness of leading a healthy and cheerful life.

» Why Thyrocare?

- Leader, Innovator and Trendsetter in the diagnostic industry
- One laboratory for the entire nation.
- 2, 00,000 sq.ft. state of the art fully automated lab
- Best Network all over India 900+ franchisees
- Best quality at the most competitive price
- World's largest preventive care laboratory
- Home collection for every sample
- highly trained manpower to deliver service
- Fast and reliable reporting
- Service across India
- Simple 5 minute check-up

» Where Preventive care available ?

It is available at Thyrocare. A company with a network of more than 1000 service providers has a reach in almost every part of the country. We provide home service to the patients within city limits. Our trained Blood Collection Technician will come to your customer's home and collect the specimen as directed by our head office. The reports will be sent to the customers from CPL, Navi Mumbai within 2-3 working days. The customer will also receive reports in email ID.

Module 2

ABC Concept

» What is ABC ?

ABC (Advance booking coupons) is an opportunity for an individual / agency / associate or anyone who wants to be a part of growing healthcare industry to earn substantial instant margins by selling Thyrocare's Preventive Healthcare packages. It allows a promoter to collect incentives in advance for Aarogyam D packages. These coupons include special discount offer to the customer with a handsome margin to the promoter. Customer has to buy the coupons from the promoter by paying booking amount and balance amount to Thyrocare Service Provider (TSP) at the time of sample collection. This coupon is valid for 30 days from the Date of Booking.

» Objectives :

- To create a network of promoters to spread awareness on preventive care
- To provide cost effective care solutions to common man
- To make the promoters to earn decent margins for their efforts in preventive care promotion.

» Benefits to Customer :

- Customer will get special offers on preventive health care packages.
- Comprehensive panel of diagnostic tests to understand the health status accurately.
- Home Service at free of cost.
- Awareness on preventive care tests.

» Benefits to ABC Promoter :

- A Promoter can earn decent margins by selling preventing care tests through ABC booklet.
- A promoter can have a useful experience about the market challenges in selling health care packages.
- A Promoter will realize the margins when the customer books for the service.
- A promoter will become a part of the fastest growing healthcare industry.
- A promoter will have repeated business from the network of his own customers.

» Who can promote?

- Marketing professionals / Agencies
- Business associates / Direct Sales Associate
- Medical Professionals
- Retail Outlets / Medical shops,
- Students / Housewives
- Unemployed / under employed
- Anyone interested in the concept

Module 3

ABC Profile Significance

» Vitamin D :

Estimates suggest that over one third of the world's population suffers from anemia, with India to be one of the countries with very high prevalence. It is seen that 70-80% in children, 70% in pregnant women and 24% in adult men in India have basic deficiency of minerals and vitamins which make them anemic. We need Vitamin D for strong bones. Vitamin D allows the body to absorb calcium. Without it, the bones become brittle and weak. In adults, too little Vitamin D can lead to malformed bones and osteoporosis. In children, Vitamin D deficiency causes many cases of rickets - a bone disease.



» HbA1c (Glucose Memory Test) :

Blood sugar testing which is quite commonly used for Diabetes detection is not however, ideal to monitor a patient's control over Diabetes. HbA1c or Glycosylated Hemoglobin test provides a precise and a broader picture of your overall glucose control for the last 90 days. It is the measure of glucose which is bound to the hemoglobin (inside RBCs) in an irreversible manner and hence would be present as long as the life of the RBC. The American Diabetes Association advises this test mandatory every year - four times for a diabetic patient.



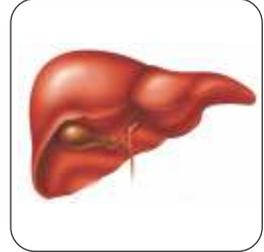
» Cholesterol Profile :

Though lipids are important for survival, their high values can lead to blockage of the various blood vessels, which ultimately results in various body dysfunctions including heart failure. Early detection is hence advisable to keep your cholesterol under check and heart healthy.



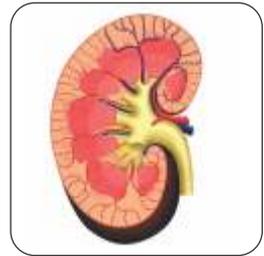
» Liver Profile :

Liver also known as body's chemical factory, performs several functions ranging from converting complex molecules to simpler units to synthesis of immunoglobulins and various other biomolecules essential for fighting infection and toxic injury. Liver Profile measures various molecules in the blood reflecting whether the liver is functioning normally or not thereby helping us to measure the liver injury.



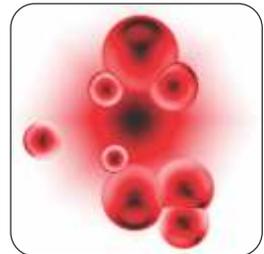
» Kidney Profile :

The kidney plays an important role in maintaining the fluid and electrolyte balance by retaining the required substances and excreting undesired substances in the form of urine and thus maintaining the pH, for the optimum functioning of the body. It also plays a vital role in regulating blood pressure by reabsorption and excretion of electrolytes and regulates the workload on heart.



» Iron Deficiency Profile :

Deficiency of iron is important to detect, as it can lead to anemia. Anemia is nothing, but inadequate supply of oxygen to the cells, which is indicated by hemoglobin level.

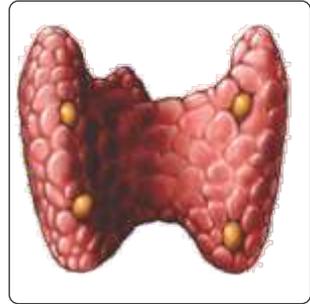


» Thyroid Profile :

The principal function of the thyroid gland is the synthesis and secretion of thyroid hormones, Thyroxin (T4) and Tri-Iodothyronine (T3), which circulate in the body through the blood stream and aid in overall body metabolism. The synthesis and secretion of these two hormones is controlled by another hormone called TSH (Thyroid Stimulating Hormone) from pituitary gland. The values of Thyroid function tests help in evaluating function of the thyroid gland - hypothyroidism or hyperthyroidism.

The signs and symptoms of Thyroid disorders are:

- swelling in the neck
- difficulty in swallowing
- intolerance to cold
- fatigue
- hoarse voice
- dry skin
- mood swings
- depression
- forgetfulness
- heavy menstrual periods.



» Hemogram :

Hemogram means a complete story of Blood Components in terms of various Blood Cells in their sizes, volumes and counts. It is also called as Complete Blood Count (CBC) which is very common and important laboratory test for all major diseases in their initial diagnosis. In this study depending upon the analyzer used, one can give from 5 to 15 various blood parameters like Hemoglobin, Red Blood Cells (RBC), and White Blood Cells (WBC) which has Lymphocytes, Monocytes, Basophils, Neutrophils and Eosinophils. Various metabolic illnesses and infections can be identified when one has a complete Hemogram. Infact, 90% of the patients who get hospitalized undergo this test. Also, hemogram testing is useful in diagnosis and treatment of Leukemia, Iron-deficiency, Vitamin B12 deficiency etc. Hence, Hemogram is a very basic and useful test to assess basic well being of a person.



Module 4

ABC Promotions

» Potential of Preventive Care Market :

- With sedentary lifestyle and technology driven life – preventive care has become a necessity
- Preventive care helps save hospital bills that runs into thousands and lakhs along with pain and suffering
- Heart diseases, Diabetes, Vitamin D deficiency are evidently on the rise, hence timely diagnosis can prevent you from the associated complications
- We spend on skin, size, hair, gadgets, clothes, food – But what about our health?
- When did you last think that this body – the machine that runs 24 hours all along needs to be checked for its efficiency?
- The average age of Indian population is 27, which will be above 30 in coming years, So preventive care has a huge potential to grow.

» Target Audience :

- People who are above age of 30 & obese people
- Those who own 2 wheeler or 4 wheeler
- Those who work mostly indoors under stressful conditions
- Those who lead sedentary Lifestyle
- Those who prefer junk food
- Those who lack physical activity
- Those who have familial history of Diabetes, heart disease or other lifestyle disease

» Promotional Tools :

- ABC booklet itself is an effective promotional tool; it contains all the necessary information of profiles.
- Other promotional tools include (Available on request):
- Handbills
- Posters
- Thyrocare Umbrella
- Thyrocare Cap and T shirts
- Visual Aid

» Potential locations for promotion:

- Offices
- Associations
- Housing Societies
- Health Clubs
- Industries / Factories
- Medical shops

» How to approach a customer?

- Smile and say excuse me – May I have 2 min's to explain my product
- Introduce yourself – Name, designation.
- Introduce company
- Talk about need for Preventive care
- Why Thyrocare preventive care check-up
- About the package
- About the rates
- Lead servicing details
- Doubt solving

» How to deal difficult customers?

• Uninterested

1. Say a thank you and give them your handbill
2. Ensure in short you have conveyed your points
3. Don't irritate or persuade them repeatedly

• Customers who don't understand

1. Give them website details
2. Give them company number 022 2762 2762 / 3090 0000, We can convince them
3. Ask them to show the handbill to their family doctor and get back to you.
Show them contact detail on Handbill, where it is written

Website : wellness.thyrocare.com

Call : 022-3090 0000/2762 2762

SMS : 9870 666 333

e-mail : info@thyrocare.com

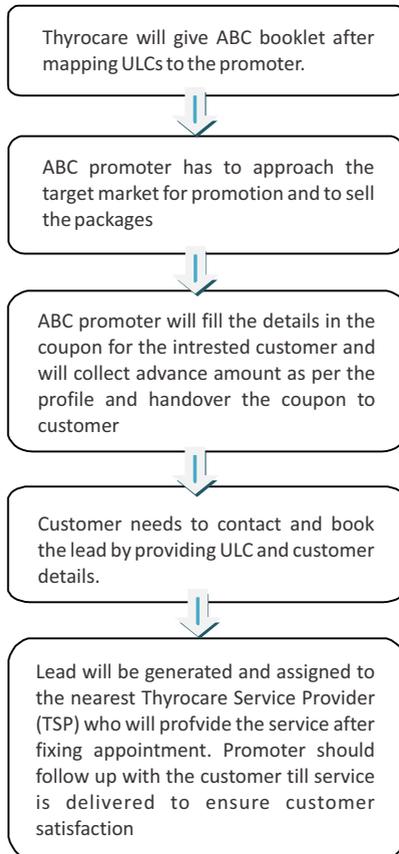
Module 5

Lead booking & execution

➤ Process Flow:

- Ask customer to SMS ABC to 9870666333
or
Call to 022-3090 0000 and tell your ULC code and NAPME
- TSP will fix appointment as per the convenience of the customer.
- Free home Service is available in selected cities within city limits
- TSP will deliver the reports within 3-4 working days.

Lead booking and execution:



Note: Customer has to avail service within 30 days of the purchase of coupon.

Module 6

Communications to company



» Communications to company

Contact details:

Mail the queries to abc@thyrocare.com

Call to 022 2762 2762 or 022 3090 0000

» FAQs

1. How can a customer avail additional tests with promoted package ?

Ans : The additional tests can be requested to the service provider and availed at the catalogue price. However ABC Promoter is not eligible for extra margins for the same.

2. Any training support from the company on Marketing ABC ?

Ans : Send SMS "ABC" to 9870 666 333. The company will get back with details

3. Does Customer pay extra for Home Service ?

Ans : NO

4. Negotiation in the offer rate of the packages offered?

Ans : Promoter on his discretion can pass on any amount as additional discount out of his own margin. Thyrocare service provider's share of ₹1000/- remains fixed.



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