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SAHARA STAR HOTEL, MUMBAI



**CONSUMER-LED STRATEGIES
DRIVING HEALTHCARE GROWTH**
CELEBRATING HEALTHCARE EXCELLENCE

Presented by



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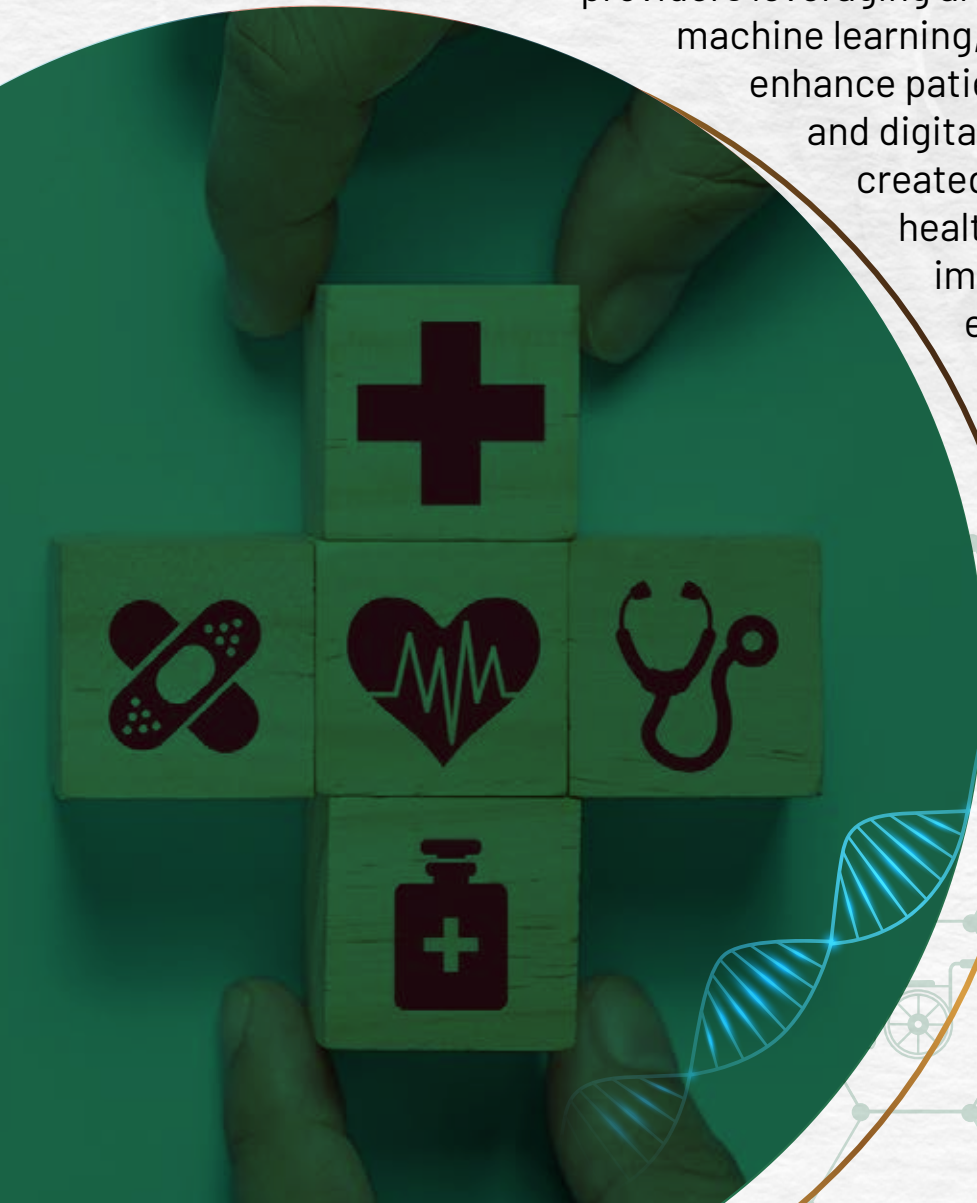
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A CONSUMER-DRIVEN SHIFT IN HEALTHCARE

The healthcare landscape is witnessing a fundamental transformation driven by evolving consumer behaviour and technological advancement. Modern consumers have become increasingly proactive about their health, prioritizing preventive care and wellness over traditional reactive healthcare approaches. This shift has been particularly pronounced in response to the challenges posed by contemporary sedentary lifestyles and increasing health awareness. The rising consciousness about health risks has created unprecedented demand for innovative healthcare solutions and preventive care services.

The Indian healthcare sector reflects this transformation, with the hospital market projected to expand from US\$ 98.98 billion in 2023 to US\$ 193.59 billion by 2032, growing at an 8.0% CAGR. This growth is powered by technological integration, with healthcare providers leveraging artificial intelligence, machine learning, and telemedicine to enhance patient care. Smart devices and digital health platforms have created a more connected healthcare ecosystem, improving accessibility and efficiency while enabling healthcare organizations to deliver more sophisticated and personalized care solutions.



THE NEW HEALTHCARE CONSUMER: INFORMED, CONNECTED, AND EMPOWERED

Today's healthcare consumers are well-informed decision-makers who actively research healthcare options, compare services, and seek recommendations from healthcare professionals, family, and peers. They demonstrate a deep understanding of medical conditions, treatment options, and healthcare technologies, while expecting seamless integration of technology in healthcare delivery. This elevated consumer awareness has prompted healthcare organizations to develop innovative products and services, implement advanced technological solutions, and create personalized patient experiences that align with modern lifestyle needs.

The Most Recommended Healthcare Brands 2025-26 celebrates organizations that have successfully adapted to these changing consumer dynamics. These healthcare providers have distinguished themselves by recognizing and responding to the evolving healthcare landscape, where preventive care, technological integration, and personalized service delivery have become paramount. Their achievements in advancing healthcare delivery through innovation and patient-centric approaches mark a significant milestone in the industry's evolution, promising a future where healthcare is more accessible, personalized, and effective.



PARAMETERS: SHAPED BY IN-DEPTH RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide consumer study conducted by LeadCap Ventures, with brands appraised on the following parameters:



1. Reputation and Credibility:

- a. Track Record: Brand's history in the healthcare industry.
- b. Certifications and Accreditations: Certifications from recognized health and safety organizations (e.g., ISO, NABH, FDA, WHO)

2. Quality of Care

- a. Standards Compliance: Standards of treatment and service excellence
- b. Safety Assurance and Consistency in delivering superior outcomes.

3. Feedback and Reviews

- a. Testimonials
- b. Patient Success Stories
- c. Expert Backing: Brands recommended by reputed doctors and healthcare professionals

4. Innovation and Technology

- a. Adoption of cutting-edge medical advancements
- b. Investment in research and development

5. Affordability and Value

- a. Balance between cost and quality
- b. Transparent pricing and financial accessibility

CATEGORIES:

- Hospitals
- Medical device manufacturers
- Medtech Solution Providers
- Diagnostic labs
- Pharmaceutical companies
- Ayurvedic, Homeopathic medicine manufacturers
- Biopharma, Nutrition and related segments
- Over-the-counter Drugs (OTC) Companies
- Wellness and personal care brands
- e-healthcare solutions
- Traditional and Alternative Medicine (AYUSH)

WHY ATTEND?

Gain critical insights from leading healthcare experts on how to navigate the dramatic shift in consumer behaviour

Expand your professional network by connecting with fellow brand managers, marketers, and industry thought leaders

Engage in dynamic, thought-provoking discussions on the latest trends and strategies in brand development and trust-building.

Position your brand as one of the Most Recommended Healthcare Brands, a testament to unwavering commitment and authenticity



ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



**Social
Media**



Digital



Print



Television



**Bespoke
Experiences**

ABOUT MARKSMEN DAILY

Marksmen Daily is a leading and fastest growing digital knowledge platform committed to showcasing stories that engage, inspire, and captivate the imagination. Through crisp, bite-sized information, this new-age website breaks down the world around us by uncovering the latest business happenings, highlights trends to keep an eye on, and demystifies all things complex.

MarksmenDaily.com has been very well-received and gets over 175,000 visitors a month and is already very well received by industry executives and general populace.

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