

**SANOVA**

Faith Driven Healing Clinically Delivered.

Your digital companion on every journey.

A doctor who stands beside you at every stage of care—listening, understanding, and guiding you with empathy and expertise. From prevention and diagnosis to treatment and recovery, the focus is on building trust, ensuring clear communication, and supporting your physical and emotional well-being.



SANOVA PRIVATE LIMITED



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<https://sanova.co.in/>

Your Trusted Digital Partner



VISION



To become a trusted digital healthcare platform delivering accessible, efficient, and patient-centered medical services anytime, anywhere.



MISSION

To empower patients and healthcare providers through innovative digital solutions, ensuring quality care, continuous monitoring, and seamless communication.



OUR GOALS

- Provide easy online access to qualified doctors and healthcare services
- Ensure timely diagnosis, consultation, and follow-up care
- Enhance patient experience through secure and user-friendly technology
- Promote preventive healthcare and health awareness

CONTACT US



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**FOR MORE
INFORMATION**

WHAT IS THE DIGITAL SUPPORT CARD?

A Digital Support Card is a digital or physical card that contains a QR code. It connects patients directly to a doctor's profile or support system.



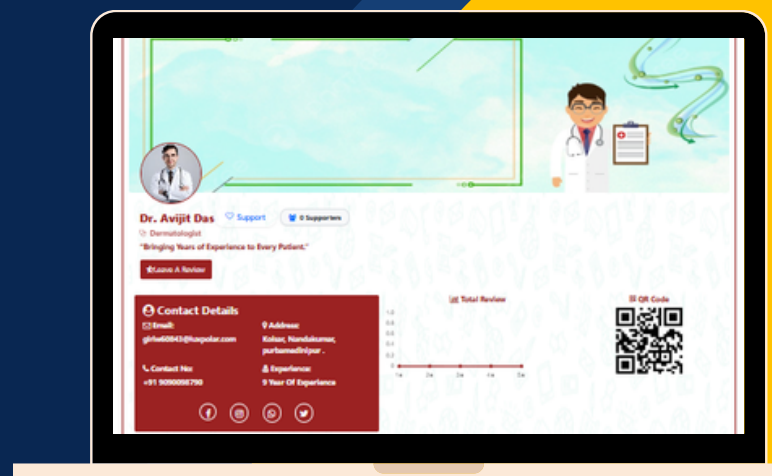
✓ How the QR Code Works

- The doctor has a unique QR code.
- The patient scans the QR code using a mobile camera or scanner.
- The QR code opens a doctor's profile page / support page.
- The patient can:
 - View doctor details
 - Access follow-up support
 - Submit feedback or reviews



✓ How Doctors Use the Support Card

- Doctor provides the card after consultation (physical or digital).
- The QR code links to:
 - Patient follow-up system
 - Prescription history (optional)
 - Communication/support portal
- Helps doctors:
 - Track patient engagement
 - Improve service based on feedback
 - Build trust and long-term connection



DIGITAL HEALTHCARE & MARKETING INTEGRATION



for Doctors on Sanova Digital Healthcare Platform

Sanova integrates digital healthcare services with smart marketing tools to help doctors improve patient care, visibility, and engagement on a single platform.

1. Digital Healthcare Features

- Online appointment booking
- Telemedicine (video/audio consultations)
- Electronic Health Records (EHR)
- E-prescriptions and lab integration

2. Marketing Integration

- Doctor profile optimization (specialization, experience, reviews)
- Search visibility within platform and SEO support
- Patient review and rating system
- Targeted promotions and health campaigns

3. Benefits for Doctors

- Increased patient reach and visibility
- Efficient practice management
- Improved patient trust through reviews
- Data-driven insights for better decision-making

4. Patient Engagement Tools

- Automated reminders (appointments, medications)
- Health tips and notifications
- Feedback and review system
- Personalized communication

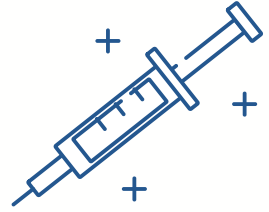


TRUSTED & VERIFIED SYSTEM



Trust is the foundation of **healthcare**. That's why our system ensures **complete transparency** and verification:

OUR SERVICE



1. Google Sign-In API (Social Media Login)

Enable users to securely log in using their **Google account**, reducing the need for manual registration and improving user experience.

Key Points:

- One-click login with **Google credentials**
- Secure OAuth 2.0 **authentication**
- Reduces **password management** issues
- Faster **onboarding** for doctors & patients
- Trusted and widely used login system

2. National Medical Commission (NMC Doctor Verification API)

Verify doctor credentials directly from official **NMC records** to ensure authenticity and build trust on your platform.

Key Points:

- Real-time doctor **registration verification**
- Ensures only licensed doctors are onboarded
- Enhances platform credibility and trust
- Helps prevent fake profiles
- **Supports** compliance with medical regulations

3. MSG91 (SMS Gateway API)

Automate SMS notifications for **appointments, reports, OTPs**, and confirmations to keep patients informed.

Key Points:

- Instant SMS delivery for alerts and updates
- OTP **verification** for secure login
- Appointment **confirmation** messages
- Bulk messaging support
- High delivery rate across India



4. Cashfree Payments (Payment Gateway API)

Enable secure and seamless **online payments** for consultations, services, and bookings.

Key Points:

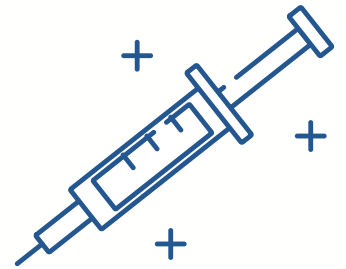
- Supports UPI, cards, net banking, wallets
- **Fast** and **secure** transactions
- Instant payment confirmation
- Easy refund and **settlement options**
- Ideal for clinic and healthcare billing

5. Google Maps Platform (Tracking & Location API)

Integrate location-based services for **tracking clinics**, doctors, and patient navigation.

Key Points:

- Real-time location tracking
- Clinic and doctor **location mapping**
- Route navigation and directions
- Distance **calculation** for patients
- Improves accessibility and **user** convenience



6. Sanova Trusted & Verified Platform

Sanova is a secure and trusted **digital healthcare platform** designed to deliver reliable medical services with **transparency and authenticity**. By integrating a trusted verification symbol API, Sanova ensures that users can instantly recognize verified services, secure connections, and authentic healthcare information.

Key Points:

- **Trusted & verified** platform identity
- Secure API-based verification system
- Real-time trust badge validation
- Enhanced **patient confidence and security**
- Verified healthcare service authentication
- Professional and reliable **digital presence**





APR

(ADJUSTED PATIENT RATIO)

APR Adjustment Patient Ratio ensures optimal distribution of patients among healthcare **professionals based** on case complexity, improving care quality, efficiency, and safety.

- **APR (Adjusted Patient Ratio)** provides a detailed overview of yearly activities, service efficiency, and patient engagement.
- A smart dashboard delivers **actionable insights**, helping Chamber performance improve and expand operations.



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HOW TO APR EFFECT ON PLAN (Adjusted Patient Ratio)?

In healthcare operations, APR (Adjusted Patient Ratio) is used to account for differences in patient complexity, acuity, or workload rather than simply counting the number of patients.

Formula:

$$APR = \frac{\text{Adjusted Patient Appointments}}{\text{Actual Patient Appointments}} \times 100$$

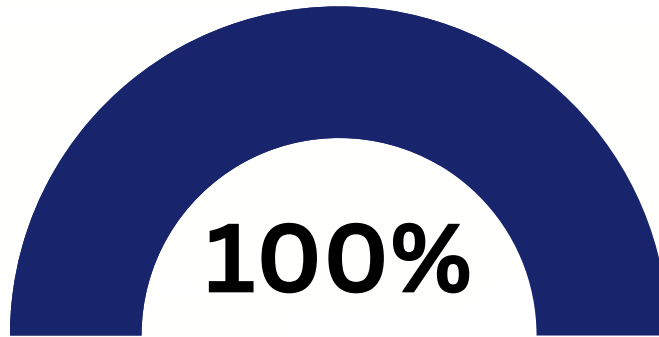
An APR greater than 1.0 indicates your chamber is growing to digital chamber. And APR less than 1.0 indicates your chamber is not growing to digitalized. and 100% APR is indicates you chamber is fully digitalized.

Example 1:

- Actual Patients = 300
- Adjusted Patients = 300

$$APR = \frac{300}{300} \times 100 = 100\%$$

Interpretation: **Str** Carry forward Lavish Plan in next month and **your chamber fully digitalized.**

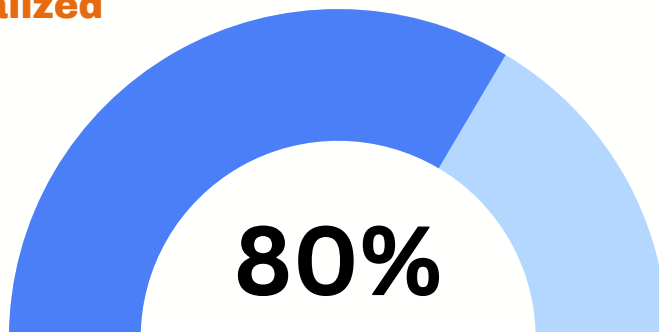


Example 2:

- Actual Patients = 300
- Adjusted Patients = 240

$$APR = \frac{240}{300} \times 100 = 80\%$$

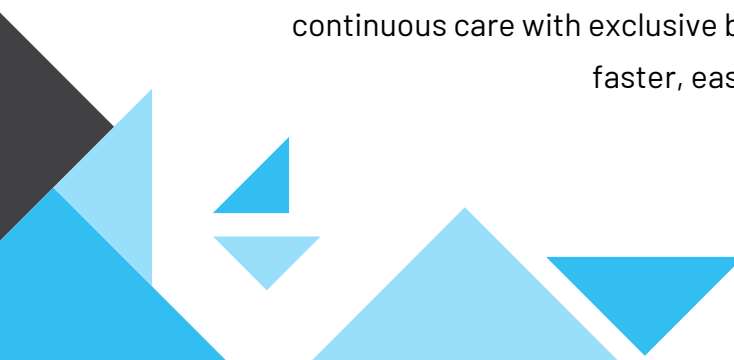
Interpretation: **80% Lavish plan value adjusted in next month and growing your chamber digitalized**





SANOVA HAS COMPLETE AND EXCITED PLAN

Get priority access to verified doctors, personalized health support, and seamless digital consultations—all in one place. Sanova membership ensures continuous care with exclusive benefits, making your healthcare experience faster, easier, and more reliable.



Complete Digital Portal Solutions

Empowering hospitals, clinics, diagnostic centers, and healthcare professionals with advanced digital solutions including appointment systems, telemedicine, hospital management software, digital marketing, and patient engagement services.

➤ Secure Digital Record Management Service

A robust and encrypted system for **storing, managing, and accessing patient records** digitally. Ensures data privacy, compliance with healthcare standards, and seamless retrieval of information for both doctors and patients anytime, anywhere.

➤ Chamber Accounting & Billing Management

Comprehensive accounting solution for managing chamber finances, including billing, payment tracking, and **financial reporting**. Helps maintain accurate **records and simplifies** day-to-day operations.

➤ Medical Report Review & Verification Service

Efficient platform for **doctors to review, analyze, and verify** patient reports online. Supports faster diagnosis, improved communication, and timely medical decisions.

➤ Medical Report Uploading Service

Secure and user-friendly system for **uploading medical reports** and documents. Ensures easy storage, **quick access**, and organized record management for both doctors and patients.

➤ Online Appointment Management System

A streamlined digital solution that allows **patients to book**, reschedule, and **manage appointments** بسهولة. Enhances scheduling efficiency for doctors while providing a convenient experience for patients.

➤ Professional Poster Design Services

Creation of **high-quality, visually engaging posters for promotions**, awareness campaigns, and branding. Tailored designs that effectively communicate your message and enhance brand visibility.



> Custom Doctor & Patient Portal Development

Design and development of **dedicated, user-friendly** portals for doctors and patients. Features include profile management, appointment handling, communication tools, and seamless access to healthcare services.

> Adjusted Patient Ratio (APR) Management Service

A smart system designed to **monitor, balance, and optimize the patient-to-doctor ratio**. Ensures efficient workload **distribution, reduces overcrowding**, and improves overall patient care by maintaining an organized and manageable consultation flow.

> Custom Doctor & Patient Portal Development

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> Doctor Registration Verification (NMC Integration)

Secure verification of **doctor credentials through integration** with **NMC (National Medical Commission)** services. Ensures authenticity, builds patient trust, and maintains compliance with regulatory standards.

> Google Tracking & Analytics Integration

Implementation of advanced **Google tracking tools** to monitor user behavior, **website performance**, and campaign effectiveness. This enables data-driven decisions to improve engagement, conversions, and overall **digital strategy**.

LAUNCHING SOON – SMART SERVICES

We are excited to introduce a new range of advanced healthcare and digital solutions designed to make medical services faster, smarter, and more accessible for everyone.



**Hospital Bed
Booking**



**chat boat
service**



**Digital
Prescription**



**Video
Consultation**



**Ambulance
Registration
System**



**ai service for
doctor and
patient**



**Retail pharmacy
Registration**

CALL TODAY

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Digital Marketing

Digital marketing is the use of online platforms, internet technologies, and digital channels to promote services, connect with users, and grow a business.

Why Digital Marketing is Needed Now

- People spend most time online (mobile + social media)
- Faster communication between doctor and patient
- Cost-effective compared to traditional marketing
- Targeted audience (location, age, health needs)
- Builds trust through reviews and content
- 24/7 availability of healthcare information

How to use digital marketing

- Create website – Your business identity online
- SEO (Search Engine Optimization) – Rank on Google
- Social Media Marketing – Use Instagram, Facebook, LinkedIn
- Content Marketing – Blogs, videos, reels
- Email Marketing – Send offers, updates
- Paid Ads – Google Ads, Facebook Ads

Platform-wise – How It Works (Simple Flow)

- Use SEO keywords to rank higher in search results
- Post regularly on social media (Reels, Shorts, Stories)
- Run targeted ads (location, age, interest based)
- Use hashtags (#trending, niche-based)
- Collaborate with influencers
- Create engaging content (videos perform best)
- Analyze performance (Google Analytics, insights)
- Run contests & giveaways to attract audience





Facebook

PLATFORM-WISE – HOW IT WORKS (SIMPLE FLOW)

CREATE A FACEBOOK ACCOUNT

- Go to Facebook or facebook.com
- Click Sign Up
- Enter:
 - Name
 - Mobile number / Email
 - Password
 - Date of birth & gender
- Verify OTP
- Add profile photo + basic info
- Done — your account is live

01.

MONETIZE YOUR FACEBOOK ACCOUNT

- In-Stream Ads (videos)
- → Need: ~10,000 followers + 600,000 watch minutes (last 60 days)
- Stars (live earning)
- → Earn when followers send stars during live videos
- Affiliate Marketing
- → Share product links, earn commission
- Brand Sponsorships
- → Brands pay you to promote
- Facebook Reels Bonus (limited regions)

02.

INCREASE REACH (VERY IMPORTANT)

- Post Reels (short videos) daily
- Use trending audio
- Post at peak time (7–10 PM in India)
- Use high-quality images/videos
- Add captions + hooks (first 3 seconds matter)
- Use relevant hashtags (5–10 max)

03.

GAIN FOLLOWERS USING POSTS

- Educational (tips, tricks)
- Entertainment (funny, relatable)
- Emotional (stories, motivation)
- Trending topics
- Post 1–2 reels daily
- Reply to comments fast
- Ask questions in captions

04.

Helping you grow daily For Beginners



Instagram



Create Instagram Account

Open app / [instagram.com](https://www.instagram.com) Click Sign Up
Enter: Phone / Email, Username, Password, Verify OTP, Add profile photo + bio ✓ Switch to Professional Account
(Settings → Account → Switch to Professional)



Monetize Instagram

- Brand Sponsorships (paid promotions)
- Affiliate Marketing (earn commission)
- Sell your product/service
- Reels Bonus / Gifts (if available)
- Paid promotions via DM



Increase Reach (Algorithm Basics)

- Post 1–2 Reels daily
- Use trending audio
- Hook in first 2–3 seconds
- Use 5–10 relevant hashtags
- Post time: 6–9 PM (India)



Gain Followers Using Posts

- Pick 1 niche only Fitness / Study / Fashion / Motivation / Tech
- Follow this format:
- Hook → Value → Call-to-action





WHATSAPP

HERE'S A FOCUSED, PRACTICAL GUIDE FOR USING WHATSAPP

Create WhatsApp Account

Install WhatsApp → verify number
Add name + profile photo



01

02



How to Use for Business / Earning

- Sell products (clothes, cosmetics, etc.)
- Services (design, marketing, tuition)
- Affiliate links (earn commission)

How to Get Customers

Share your number on:
Instagram bio
Facebook page
Ask people to save your number



03

04



Daily Growth Strategy

- Offers / discounts
- Short videos
- Customer reviews
- Tips or useful info

Messaging

Reply fast
Be polite + short
Follow up (but don't spam)



05



4 Simple Steps to Build YOUTUBE REACH AND FOLLOWER

1

Pick One Clear Niche

Education / Tech / Fitness / Motivation / Vlogs

2

Create High-Retention Videos

- First 5 seconds = hook
- Keep videos clear + engaging
Fast cuts, Captions, Good audio

3

Post Consistently (Very Important)

- 1 video daily OR 3–4 per week
- Add YouTube Shorts (fast growth)

4

Optimize for Discovery

- Strong Title (curiosity + keyword)
- Attractive Thumbnail
- Use keywords + hashtags



SANOVA DIGITAL PLATFORM

Sanova Managed Digital Presence :

Build and maintain a professional online presence with expert website management, content updates, and brand consistency across digital channels.

A. Through Sanova Digital promotion(Free)

- **Sanova Meta Page**

A professionally managed social media presence under the Sanova brand to promote healthcare visibility, patient engagement, health awareness campaigns, and trusted medical communication.

- **Sanova YouTube:**

Dedicated video marketing and healthcare awareness content managed by Sanova, including doctor introductions, treatment awareness, patient education videos, and promotional campaigns.

- **Sanova Google Business:**

Business profile optimization and management under Sanova branding to improve local visibility, Google Search presence, patient inquiries, reviews, and map ranking performance.

- **SEO:**

Improve your website's visibility on search engines with strategic keyword optimization, technical SEO, and quality content. Drive organic traffic, increase rankings, and attract potential customers looking for your services online.

B. Through individual Digital promotion(With Charges)

- **individual Meta Page:**

Personalized Facebook & Instagram management for individual doctors to build professional identity, patient trust, appointment engagement, and local audience reach.

- **individual YouTube:**

Customized YouTube channel management for doctors featuring consultation insights, health tips, treatment discussions, patient education, and personal branding videos.

- **individual Google Business:**

Independent Google Business Profile setup and optimization for doctors to enhance local search visibility, patient reviews, clinic information accuracy, and appointment discovery.



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