



How **Medifluence** Helped **Dr. Sravan** Build His Brand and Get 150% More Patients in Just 90 Days.

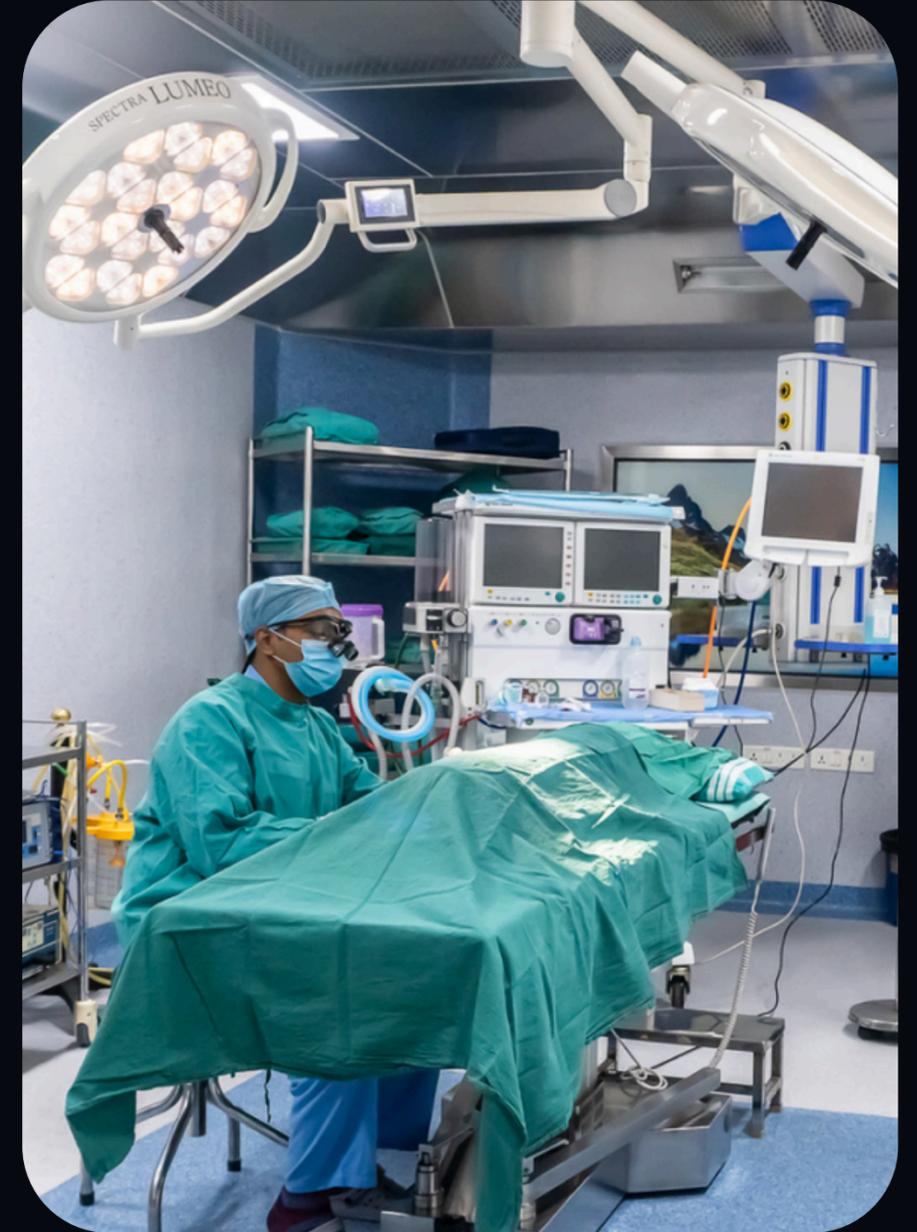
CASE STUDY

DR SRAVAN VASCULAR SURGEON



Problem

- *Vascular and endovascular surgery* is a niche specialty lacking widespread awareness.
- Difficulty reaching and engaging a broad audience unfamiliar with vascular conditions.
- Dr. Sravan had *no prior experience* in front of the camera, posing a challenge for video marketing.



Objective

- Establish Dr. Sravan as an authoritative online figure in vascular and endovascular surgery.
- *Increase visibility, engagement, and patient interactions online.*
- Convert social media engagement into real-world patient visits and referrals.

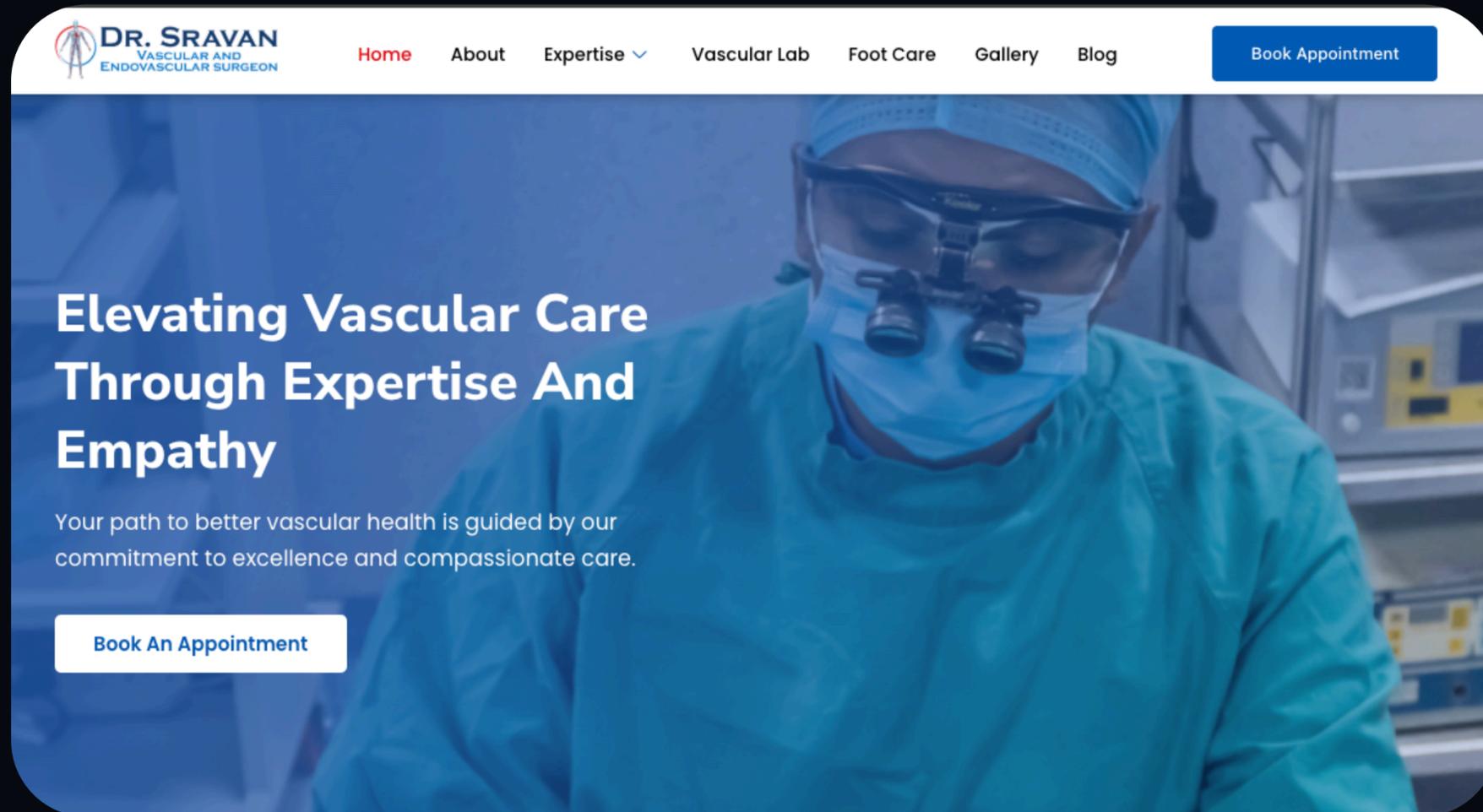


Implementation Done

**Website
Development**

**Video
Marketing**

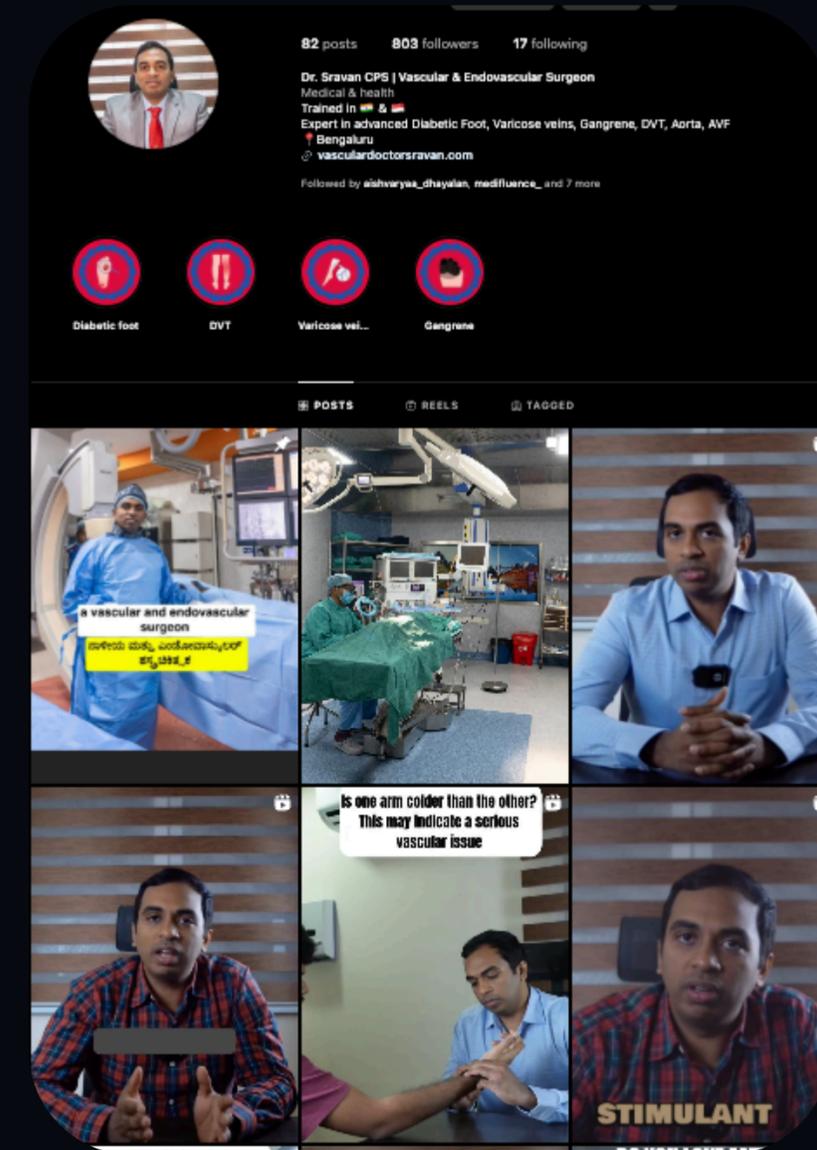
Website Development



- Conducted detailed website audit.
- Built a personalized, SEO-optimized website: vasculardoctorsrajan.com
- Improved user experience (UX) and highlighted specialized expertise.

Video Marketing

- Strategic content calendar
- Medically accurate scripts
- Video shoot assistance (For him to get comfortable with camera)
- High quality video editing
- Social media management across all of his profiles (Instagram, Facebook, Youtube etc)



Content Types

Talking Head videos



127 2 2 15

15,298 Views

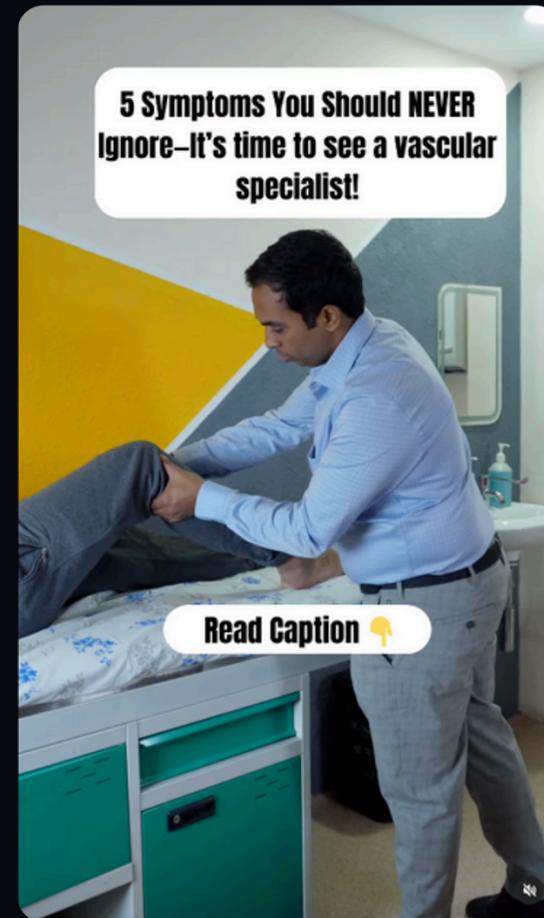
Memes



211 12 4 1

31,321 Views

Short 7 sec videos



184 0 13 45

99,103 Views

Pointers Reel



211 12 4 1

30,708 Views

Medically Accurate Scripting

Pregnancy brings many changes, but did you know it can also increase the risk of varicose veins?

During pregnancy, your body goes through incredible transformations. One major change is the increase in blood volume to support the growing baby, which puts extra pressure on your veins.

As your uterus grows, it puts pressure on the large vein on the right side of your body. This can cause blood to pool in your leg veins, making them enlarge and turn into varicose veins.

These veins might look concerning, but for most women, they diminish or disappear after pregnancy as your circulation returns to normal.

To manage discomfort, stay active, use compression stockings, and elevate your legs when possible. These steps help improve circulation and can ease the symptoms.

Varicose veins during pregnancy are usually a temporary concern, but don't hesitate to seek help if you're uncomfortable. If you found this useful, like, share and make sure to follow!

Diet coke causes cancer? What is in diet coke?

Diet Coke contains aspartame, an artificial sweetener often used as a sugar substitute.

First, let's address blood sugar levels. Aspartame is low in calories and has low glycemic index meaning it doesn't raise blood sugar like regular sugar.

And despite its effectiveness in maintaining low blood sugar levels, aspartame has been surrounded by concerns and rumours, notably about cancer.

Aspartame is a Group 2B carcinogen, which means it's 'possibly' carcinogenic based on limited evidence, similar to aloe vera and pickled vegetables.

For context, diesel exhaust and even sunlight are considered higher risks but are common in our daily lives.

The evidence linking aspartame to cancer is low compared to many everyday exposures. Enjoying a Diet Coke now and then? It's safe in moderation.

Share this with a friend who loves diet coke. Like and follow for more interesting healthcare reels.

Results & Data

- 5,00,000+ views within 90 days.
- Over 112 new patient consultations booked in 90 days
- Increased patient walk-in rate by approximately 150%.
- 8X Increase in surgery conversions



Testimonial From Dr Sravan



<https://youtube.com/shorts/k7UULFEAZkE?si=TLUf0dUahh0t5nFy>

FAQs

1. How quickly were results visible?

Rapid growth was evident within the first 90 days of execution.

2. Which platforms generated the most engagement?

Instagram provided the highest engagement due to structured and optimized reel scripts, and content was also successful on YouTube.

3. Was paid advertising involved?

No, growth was achieved organically through targeted content and SEO strategies.

4. Whats the pricing for the end to end personal branding service for doctors ?

Our retainer starts at INR 70,000 + GST per month (Ideation, scripting, strategy, video editing, Profile management)

Thank You