

CONFIDENTIAL LEADERSHIP PRESENTATION · 18 JULY 2026

# A stronger digital expression for a hospital that already creates hope.

A dedicated 360° growth partnership connecting brand, patient experience, social media, search, reputation, performance and hospital-floor execution.

Dedicated team

Ground support

90-day proof



Prepared exclusively for Asgar Ali Hospital leadership

# Not a rescue plan. A disciplined expansion of brand value.

Asgar Ali Hospital already has the hardest assets to build: clinical depth, public recognition and an established institutional promise.

**Institutional  
authority**



**Digital  
clarity**



**Patient  
connection**

# Make every patient touchpoint carry the same confidence.

01

## Clearer

Every message answers a patient or leadership question.

02

## Consistent

One recognisable identity across departments and vendors.

03

## Discoverable

Patients find the right doctor and service faster.

04

## Accountable

One rhythm connects execution, learning and reporting.

Vynzo does not change what the hospital is. We help its authority travel further.

# The capability is visible. The digital response is not yet proportional.

5,021

**LinkedIn followers**

Latest four audited posts averaged 5.25 reactions.

12.6K+

**YouTube subscribers**

520 videos; a recent indexed video showed 59 views.

38

**Departments linked**

Plus 14 services, but search architecture is fragmented.

4.2

**App rating**

122 reviews and 10K+ downloads.

# The institutional promise is stronger than the current digital system communicates.

## WHAT EXISTS

Clinical capability and “We create hope.”

A recognised hospital brand with significant specialist depth and corporate backing.

## WHAT LIMITS IMPACT

Channels often behave like separate noticeboards.

Inconsistent framing makes the institution feel smaller than its real capability.

## VYNZO MOVE

One verbal, visual and approval system.

Connected across departments, channels, campaigns and vendors.

## CURRENT PATTERN

HEART CARE

## Angiogram &amp; Stent

Consultant · procedure list · appointment

**Names the procedure.**

Little explanation, reassurance or proof.



## PROPOSED PATTERN

5 SIGNS TO ACT

বুকে ব্যথা হলেই কি  
এনজিওগ্রাম প্রয়োজন?

Swipe to understand →

**Begins with the patient's question.**

Useful enough to save, share and act on.

# Patients do not begin at the hospital entrance.



Every stage should answer one question, build confidence and make the next action unmistakable.

# Search is the hospital entrance before arrival.

Cardiologist in Dhaka

24-hour emergency hospital Dhaka

Angiogram cost in Dhaka

Health check-up package Dhaka

Hospital in Gandaria Dhaka

## PROPOSED SEARCH RESULT

[asgaralihospital.com](#) > [cardiology](#)

### Cardiologists in Dhaka | Heart Care & Appointments

Meet the cardiology team, understand tests and procedures, and choose the right appointment path in Gandaria, Dhaka.

[Doctors](#) [Services](#) [Appointment](#)



# Google should understand one hospital entity and one clear page purpose.

01

## Specific titles

Doctor, specialty, service, location and patient intent.

02

## Clean index

Canonical URLs, redirects and noindex utility pages.

03

## One local entity

Consistent name, address, phone, capacity and service truth.

04

## Fresh authority

Medically reviewed symptom and procedure content.

05

## Connected architecture

Symptom → service → doctor → appointment.

06

## Measurement

GSC, GA4, calls, WhatsApp, forms and bookings.

# Marketing becomes useful when it follows real patient situations.

## ALWAYS-ON

### Heart decision journey

Symptoms → tests → options → specialist proof → recovery.

## MONSOON

### Dengue & fever navigation

Warning signs, testing, paediatrics and emergency action.

## WINTER

### Respiratory care

Asthma, COPD, chest disease and urgent care.

## LIFE STAGE

### Women & child health

Maternity, gynaecology, newborn and family guidance.

## B2B

### Corporate wellbeing

Case studies, programmes and partnership growth.

## ALWAYS

### Reputation & reviews

Feedback, response, escalation and visible trust.

ASGAR ALI HOSPITAL

# Brand value

we create hope

Brand strategy

Social & video

SEO & web

Local reputation

Performance media

Patient experience

Ground support

Measurement

# Not another disconnected vendor. A dedicated operating layer.

01

## Account lead

One point of contact and accountable owner.

02

## Healthcare strategist

Patient-sensitive planning and service-line logic.

03

## Creative & content

Campaigns, design, copy, video and channel adaptation.

04

## SEO & performance

Discovery, conversion, media and optimisation.

05

## Ground production

Filming, consent and hospital-floor execution.

06

## Analytics

One management view of movement and learning.

## GROUND SUPPORT

# It is not an add-on. It is part of the operating model.

Bangladesh-based coordination, doctor filming, hospital-floor production, consent handling, rapid campaign response and issue escalation.

On-site coordination

Doctor filming

Rapid response

Hospital-floor ownership

ON-SITE

ONE TEAM · ONE RHYTHM · ONE STANDARD

# Communication should protect trust while it builds growth.

01

## Clinical review

Medical claims follow an approval path.

02

## Patient privacy

No story or image without appropriate consent.

03

## Access control

Clear account, asset and approval ownership.

04

## Comment moderation

Appointments, complaints and emergencies use separate protocols.

05

## Crisis escalation

High-risk issues move to authorised leadership.

06

## Brand governance

One system across departments and vendors.

UNITED KINGDOM • ICO REGISTERED • CANADA • BANGLADESH GROUND SUPPORT

# No inflated promises. Visible work, learning and ownership.

01

MONTH 1 • STABILISE

## Connect the system.

Access, analytics, brand governance, local cleanup, SEO priorities, response SOP and campaign roadmap.

02

MONTH 2 • BUILD AUTHORITY

## Make expertise understandable.

Doctor content, patient guides, landing pages, reviews, campaigns and measured media pilots.

03

MONTH 3 • PROVE & SCALE

## Show what should move next.

Optimisation, retargeting, service-line insight, leadership dashboard, proof report and scale roadmap.

# What moved? Why did it move? What happens next?

Leadership receives one practical view—not disconnected platform screenshots.

## ORGANIC

Impressions · clicks · CTR · position

## LOCAL

Calls · directions · profile visits

## SOCIAL

Reach · saves · watch time

## PATIENT INTENT

Calls · WhatsApp · forms · bookings

## REPUTATION

Reviews · response · sentiment

## ATTRIBUTION

Department and service inquiries



# Hospital leadership remains the authority. Vynzo helps the authority travel further.

01

## Dedicated team

Focused delivery around hospital priorities.

02

## Ground support

Bangladesh-based production and coordination.

03

## Single point of contact

Clear ownership and faster decisions.

04

## Healthcare understanding

Patient-sensitive, clinically reviewable communication.

05

## International perspective

Operating presence in the UK, Canada and Bangladesh.

06

## Proof before scale

90 focused days before a long-term rhythm.



PRIVATE NEXT STEP

# A partnership built to prove itself.

A focused 90-day commitment. Dedicated team. Ground support. One accountable operating rhythm.

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