



Tests you can trust

Health Camps

Proven Method To
Serve More. Earn More.



Why Conduct Camps?



Earn Min.
Rs. 5000 - Rs. 10,000
Per Day



Reach Many
New Customers
at Once



Increase
Visibility of Your Center
and The Brand

Ideal Locations to Arrange Camps for Maximum Impact.



**Housing
Societies**



Corporates



**Medical
Shops**



**Doctor
Clinics**



**Parks &
Gardens**



**Malls &
Supermarkets**



**Ayurvedic &
Homeopathic
Clinics**



**Gyms, Spas,
Yoga &
Health Clubs**

When to Conduct Camps for Best Reach?

► Weekends

► Public Holidays

► Health Days

► Festivals

► Office Campuses on Weekdays



From Idea to Execution



Identify a venue



Set a date and time that maximizes attendance



Obtain the necessary permissions from the authorities



Order sufficient collection kits to manage any additional load



Ensure to get the marketing collaterals in adequate quantities well in time



Plan the services to be offered



Promote the event adequately



Set up the infrastructure - comfortable, well ventilated waiting area, registration desk, collection chairs and tables, collection kits, bio-medical waste dustbins, feedback collection, proper exits

What's The Best Way to Attract Maximum Participation at Your Camp?

Preplan the camp well in advance



Key to a successful camp is to start the promotions well in advance, a few days before the event. Do not start last minute.

CAMP OFFER



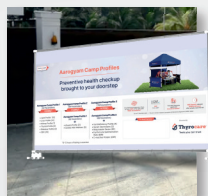
Attractive Camp Offerings will seal the deal. Give higher discounts than your usual selling price.

Promoting the Camp – Mantra is to 'Spread the Word'

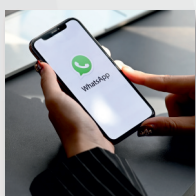
If You're Organizing a Health Camp in Your Society,



Put up a standee at the society gate/camp area to attract walk-ins.



Display a banner inside premises to build awareness and remind residents.



Post in society WhatsApp groups for instant updates and easy sign-ups.



Motivate and incentivize your staff to drive camp participation.



If You're Setting Up a Health Camp at an Office Campus



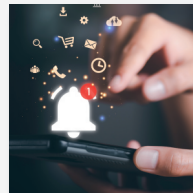
Circulate emailers to inform employees and share registration link.



Share WhatsApp messages in office groups for quick updates.



Put up banners and standees inside the campus for visibility.



Engage HR and Team Leads to send reminders & encourage participation.



Motivate and incentivize your staff to drive registrations and boost turnout.

Smart Tip

Height, Weight, BP, Oxygen Saturation Readings, and Doctor Consultation add strong value. Free Glucostrip tests attract customers and create upsell opportunities.



Recommended Products for Camps

This Festive Season, Celebrate Smart & Celebrate with Aarogyam and Jaanch Profiles, a perfect fit to conduct camps. Drive participation by promoting our year-end camp profile and spread festive wellness by promoting Vitamin D, supported with themed handbills

Aarogyam Camp Profile Pro & Plus | Stree Purush 24x7 & Tax Saver

Check our Aarogyam
Menu of 27 packages



Scan the QR code to
download handbill

Year End Camp Profiles

Aarogyam Camp 1, 2,3
Aarogyam C Pro, D Pro , XL



Scan the QR code to
download handbill

Vitamin D Profiles in Festive Season

Festivals
call for endless energy
Vitamin D powers strong bones,
immunity, and festive vibes.



Scan the QR code to
download handbill

Jaanch

12+ Categories,
45+ Doctor curated
packages to manage
lifestyle disorders



Scan the QR code to
download handbill

Smart Tip

You can order glossy, colored handbills from
Thyromart at just 15p per piece (specially subsidized
for you).



What are the popular Add – On Tests for Camp profiles?

Fasting Blood Glucose, Routine Urine Analysis, Vitamin D, Vitamin B – 12, Troponin I Heart Attack Risk, Ferritin, Iron Deficiency Profile, Carcino Embryonic Antigen, PSA, CA-125 are the most popular add-ons added to enhance the check up.

Support From The Company



- Get vials free of cost (get credit post receiving the sample)



- We will provide phlebotomists at rates lower than the market



- Option to make customized packages as per your requirements and target audience



- Free pick up by LME from the camp site based on your camp timings



- Dedicated growth officer to help you with quick camp excel entry



- You can order a canopy or camp umbrella from ThyroNXT. With prior intimation, you may also borrow a canopy from RPL free of cost for 2 days against a refundable security deposit.

