

PRESENTATION TO FHPL BY TEMPEST ADVERTISING

BANGALORE HYDERABAD PUNE

This Concept/Design is the Intellectual Property of Tempest Advertising Pvt. Ltd., having its registered office at 102, Saisagar Heights, Prakashnagar, Opp Begumpet Airport, Secunderabad 500 003, India. No reproduction/use of this concept/design is allowed in any form, without the explicit written permission from Tempest Advertising Pvt. Ltd.

THE AGENDA

The Agency

The Team

The Current
Status

The Requirement

The Target
Audience

The Research

The Insights

Digital Analysis

The Competitors

The Objective

Action Plan

The Big Idea

The Execution

Team for FHPL

Commercials

THE AGENCY

1998

BANGALORE HYDERABAD PUNE



Advertising



Branding



Design



Digital

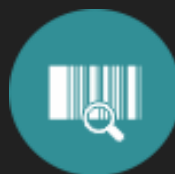


Events



PR

TRIB
GLOBAL



Retail
Retail



Real Estate
Real Estate



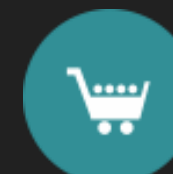
Agri
Agri



Pharma
Healthcare



Automotive
Automobile



FMCG
FMCG



Government
Govt.

Mission : Make people's lives better

THE TEAM

- ❖ *Tempest Manpower : 40 people across 3 locations*
- ❖ *Tribe Global Manpower: 1700+ people across 48 locations*
- ❖ *Senior Management: More than 150+ years cumulative experience*
- ❖ *Team Background : Banking, Engineering, Interior Design, Agriculture, Construction, MNCs, Software, Film Making*



THE CURRENT STATUS

- ❖ **Current Positioning:** *Care for life*
- ❖ **Business Model:** *B2B*
- ❖ **Competitors:** *Medi Assist India, United Health Care, E-Medi Tech ,MD India, Focus Health Care Services, Vidal (total 28 TPAs)*
- ❖ **Target Market :** *Major Cities*
- ❖ **Influencers:** *Brokers (80% business as briefed)*

THE REQUIREMENT

- ❖ *Identify ways to create awareness and top of mind recall amongst the Target Audience*

THE TARGET AUDIENCE



THE MARKET RESEARCH

❖ *BROKERS*

❖ *CORPORATES*

❖ *INDIVIDUAL*

MARKET RESEACH



**INSURANCE
BROKER**

www.shutterstock.com · 540587629

Top TPA's in India



**Is TPA
recommend
you ?**

No

We do suggest TPA depending on their service quality , but final decision would be insurer's

**On what
basis do you
recommend
any TPA?**

Response time

Quick Service and Speed

Professional Knowledge

Not black listed by any hospital

Service to employees

Office Centrally Located

Remuneration is paid to Brokers by whom?

*By the insurance
company?*

Yes

By the corporate client?

No

By the TPA?

No

Have corporates ever changed their TPA's while insisting on continuing with their current insurance company.

Yes at the time of renewal.

Incase not satisfied with the service or any discrepancies

Have
corporates
ever changed
their insurance
companies
while insisting
on continuing
with their
current TPA.

Both are changed

**Are clients
aware about
TPA's
(Corporates /
individuals).**

Corporates: Yes

Individual : No

Do corporates
insists on
selecting
TPA?

Yes

Occasionally

**Do corporates
ask your
opinion on
selecting TPA's**

Yes

**Do you think
common
insurance
holders need to
know about
TPAs? If yes, why
so?**

Yes

It would help them to submit the required documents for settling their Medical claim

It is the TPA that settle claims and TPA name will be mentioned on the medical card

Which part of the claims processing takes the most time?
How do different TPAs handle that?

Reimbursement claims

TPA's follow same process

**Most importantly,
are there any
incentives/work-
shops/training/
kit that TPAs can
arrange for you,
as influencers?**

No incentives

*Would like workshops,
trainings and general
meetings*

LEARNINGS

- ❖ *Brokers can only recommend a TPA if asked, but cannot push any TPA*
- ❖ *Final call on TPA's is taken by corporates and Insurance companys*
- ❖ *According to brokers there is no major differentiation among the processes of TPA's*
- ❖ *There is no brand building exercise by any TPA's*

MARKET RESEACH



**Who
communicates
on regular
basis with a
TPA in
corporates**

*Human Resource
Managers*

What is the key role of TPA's in a corporate

Guide with reference to insurance

Record maintenance

Conduct Events – Profile based

Protect company's interest

What do you expect from a TPA?

Thorough knowledge

Insurance

Company's Requirements

Continuity

**What are the
key issues a
corporate
faces from a
TPA?**

Software glitches

Unclear response

Have corporates ever changed their TPA's while insisting on continuing with their current insurance company.

Corporates change insurance company based on deals offered

TPA's are rarely changed

LEARNINGS

- ❖ *HR Managers is the key contact person in a corporate*
- ❖ *TPA is supposed to know in and out about the corporates requirements*
- ❖ *TPA's to conduct monthly review meeting*
- ❖ *TPA are rarely changed, except due to any major issue.*

MARKET RESEARCH



INDIVIDUAL

**Are you aware
of TPA's ?**

80% No

20% Yes

**How did you
come to know
about TPA's ?**

While applying for claims

**Which TPA's
you are aware
of ?**

Medi-Assist India

E-Medi Tech

FHPL

LEARNINGS

- ❖ *End users are hardly aware about TPA*
- ❖ *According to them everything is handled by insurance company*
- ❖ *End users only come to know about a TPA will applying for claims*
- ❖ *Most of the people are not aware about documentation and process to be followed*

DIGITAL ANALYSIS

WEBSITE AUDIT

COMPETITION
ANALYSIS

SEARCH
ENGINE
OPTIMISATION

SOCIAL MEDIA
MARKETING

WEBSITE AUDIT



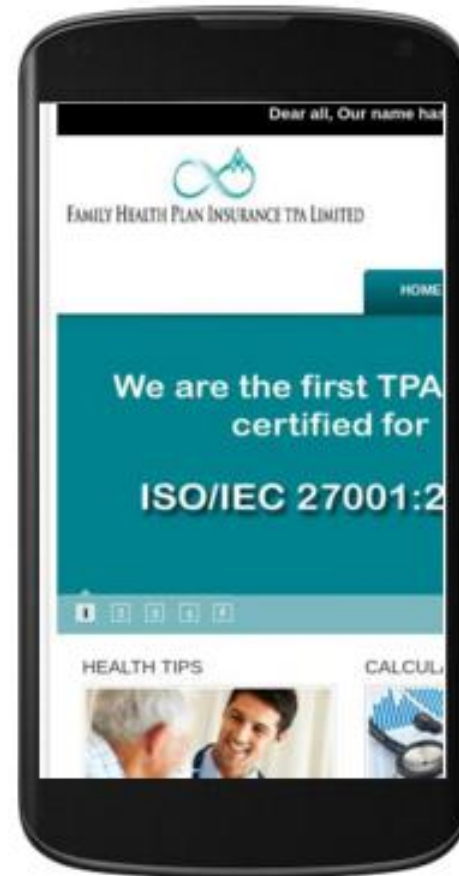
WEBSITE HISTORY

Website Domain Age of (www. www.fhpl.net)	
Domain was created on:	24, July, 2001
Duration Period	15 Years, 12 Months
Domain last Updated on:	04 May, 2012

PAGE SIZE AND SPEED

<i>Website Parameters</i>	<i>Current Status</i>	<i>Industry Standards</i>
<i>Page Size</i>	<i>1.9 MB</i>	<i>The heavier the site page, the slower the load. Should be less than 3MB</i>
<i>Page Speed</i>	<i>7.9 Sec</i>	<i>Within 3 Seconds. If slower, visitors will abandon your site.</i>

WEBSITE RESPONSIVENESS



SEO AUDIT



SEO Audit

<i>SEO Parameters</i>	<i>Current Status</i>	<i>SEO Standards</i>
<i>Title Tag</i>	<i>7 Characters</i>	<i>71 Characters</i>
<i>Meta Description</i>	<i>0 Characters</i>	<i>250 Characters</i>
<i>Text to HTML ratio</i>	<i>23 %</i>	<i>>10%</i>
<i>XML Site Map</i>	<i>No</i>	<i>Good for Google Indexing</i>
<i>Google Analytics</i>	<i>No</i>	<i>Good for Keyword Tracking</i>

SEO – INSIGHTS

- ❖ *Title & Meta Tags of the website helps in quick indexing in Google Search Results*
- ❖ *Text to HTML ratio should be > 10%. Text should be present so that Google can read the content of the website apart from images*
- ❖ *XML sitemap indicates the number of pages and helps in segment of pages into HTML pages, PDF's and JPEG's*
- ❖ *Google Analytics is essential for all websites to know metrics related to searches*

SEO AUDIT







<i>SEO Parameters</i>	<i>Current Status</i>	<i>SEO Activities</i>
<i>External Links</i>	<i>1</i>	<i>Link Building Activities</i>
<i>Back Links</i>	<i>2</i>	<i>Directory Submissions. Number of website links redirecting to FHPL website</i>

Source: SEO tools

SEO COMPETITON - ANAYLSIS



SEO COMPETITON -ANALYSIS

Metrics						
Title Tags	88	89	97	57	35	7
Meta Tags	0	121	274	0	0	0
Text / HTML Ratio	3	34%	2%	27%	33%	23%
All Back Links	123	50618	30	0	0	2
Sitemap XML	No	Yes	Yes	No	No	No
Google Analytics	Yes	No	No	Yes	Yes	No

SEO KEYWORD RESEARCH


Keywords	Search Volume (in India)
<i>TPA India</i>	<i>6,30,000</i>
<i>health insurance tpa</i>	<i>5,28,000</i>
<i>Tpa network india</i>	<i>5,16,000</i>

SEO KEYWORD RANKING (Page 1 Results)


Google Keyword Searched

All News Images Maps Videos More Settings Tools


About 4,69,000 results (0.94 seconds)




Health India TPA
<https://www.healthindiatpa.com/> ▾
Health India's Mobile Applications, Previous Next, Health India, Claim Details; Intimate Claim; My Claims; Document Checklist; Individual M-Card; View M-Cards ...
[Claim & ECard](#) · [Hospital](#) · [Online Claim Intimation](#) · [Reach Us](#)




Claim & ECard - Health India TPA
<https://www.healthindiatpa.com/ClaimCardStatus.aspx> ▾
Your Health Card and Claim Status is just few clicks away! We have made it so easy for you. Just let us know basic details of you and we will bring your E-Card ...




Hospital - Health India TPA
https://www.healthindiatpa.com/Hospital_Search.aspx ▾
Toll free no: 1800 2201 02. Sr.Citizens Toll free no: 180030707622. Customer Care No: 022-66131199. Email Us: crm@healthindiatpa.com · [Claim & ECard](#).




List of TPAs - Irda
https://www.irda.gov.in/ADMINCMS/cms/NormalData_Layout.aspx?page...mid... ▾
www.focustpa.com e-mail: cao@focustpa.com. 8, MEDICARE INSURANCE TPA SERVICES (INDIA) PRIVATE LIMITED, No. 012, Renewed from: 21-03-2017 ...




Genins India Insurance TPA Ltd.
www.geninsindia.com/ ▾
"Genins India Insurance TPA Ltd, Third Party Administrator in Health Insurance originally founded in 1996 as an insurance intermediary promoted by Insurance ...




HealthIndia Insurance TPA Service Pvt. Ltd.
www.healthcare-india.com/ ▾
HealthIndia Insurance TPA Services Pvt. Ltd. IRDAI License No.: 022. An ISO 9001:2008 Certified Company ... [Health India Login](#) ...




Health Insurance TPA > Home
<https://www.hitpa.co.in/> ▾
Health Insurance TPA of India Ltd is a joint venture of public sector Non-life insurance companies – National Insurance Co. Ltd, The Oriental Insurance Co.



India's largest TPA dedicated to making healthcare accessible ...
<https://www.mediasistindia.com/> ▾
As India's largest TPA, we at Medi Assist focus on making health insurance benefits hassle-free, accessible and affordable to every Indian citizen. Our goal is to ...




MDIndia Health Insurance TPA Private Limited
<https://mdindiaonline.com/> ▾
MDIndia, as a third party administrator (TPA) has not only grown in numbers – from about 20 to more than 3,000 members since it commenced operations in ...




TPA/PPN Network Hospitals - UNITED INDIA INSURANCE COMPANY ...
https://uiic.co.in/tpa_ppn_network_hospital ▾
UNITED INDIA INSURANCE COMPANY LTD. ... Home; Customers Desk; TPA/PPN Network Hospitals. PPN Network Hospitals. PPN Network Hospitals; Third ...

SEO (Search Engine Optimization)


SEO KEYWORD RANKING (Page 2 Results)




HERITAGEHEALTHTPA
www.heritagehealthtpa.com/ ▾
Heritage Health Insurance **TPA** Pvt Ltd (Heritage Health) believes in quality ... were introduced in **India** in 2001 through "Insurance Regulatory and Development ...




Paramount Health Services & Insurance TPA Private Limited
<https://www.paramounttpa.com/> ▾
Paramount Health Services and Insurance **TPA** Pvt. Ltd. along with insurance companies partners with various State Government for implementation of ...




Medicare Insurance TPA
www.medicaretpa.com/ ▾
Medicare Insurance **TPA** Services (**India**) Pvt. Ltd focuses on managing health benefits. Our claims administration capabilities encompass insured assistance, ...




Health India TPA Services Pvt. Ltd. - Contact Details - Medimanage
www.medimanage.com > ... > Brochures, Wordings, Information ▾
Health **India TPA** | Details, Contact Information and Claim Forms.
HO Address: Anand Commercial Complex, 10... **Fax No:** 022-42471957 / 42471911
Email: contact@healthcare-india.com




Vidal Health Insurance TPA Services
<https://www.vidalhealthtpa.com/> ▾
The name of the Company has been changed to Vidal Health Insurance **TPA** Pvt. Ltd ... The co-ordination between the Insurance Company and the **TPA** was ...




tpa
<https://www.uhcpindia.com/> ▾
At UnitedHealthcare Parekh Insurance **TPA** Private Limited we cherish our relationship with you as an employer and like to be a partner in the responsibility of ...



Raksha Health Insurance TPA Pvt.Ltd. -One of the Leading TPA in ...
<https://www.rakshatpa.com/> ▾
Raksha **TPA** Pvt. Ltd is one of the premier and comprehensive Health service ... Sharak Healthcare Pvt Ltd is **India's** foremost emergency services facilitating ...



GHPL TPA
www.ghpltpa.net/ ▾
Good Health Insurance **TPA** Limited is one of the largest Third Party Administrator in ... as the **INDIA'S** MOST PROMISING HEALTHCARE **TPA** FOR YEAR 2016.



Ericson Insurance TPA Pvt. Ltd
www.ericsontpa.com/ ▾
We are first **TPA** to provide direct discount on all dental treatment across **India** for ... largest direct billing hospital (Cashless) network hospitals across the **India**.



FHPL:::
<https://www.fhpl.net/> ▾
Family Health Plan Insurance **TPA** Ltd (FHPL) is pioneering as one of the best ... FHPL is licensed by Insurance Regulatory Development Authority of **India** and ...

SEO (Search Engine Optimization)

Searches related to tpa india

health india tpa network hospital list

health india tpa claim form

health india tpa claim intimation

heritage health tpa claim status

health insurance tpa of india ltd

tpa paramount

tpa insurance companies list

health india tpa jobs

Keyword Searched

Second Page Results

< Google >

Previous 1 2 3 4 5 6 7 8 9 10 Next

FHPL is on second page at 20th position

SOCIAL MEDIA AUDIT





Family Health Plan (TPA) Ltd



No Presence



SOCIAL MEDIA COMPETITION - ANALYSIS





Medi Assist Healthcare



Followers : 101
Tweets : 104



Fans : 3011
Visits: 295
Reviews : N.A



Followers: 44
Post : 166



Subscribers :121
Videos : 77



Followers : 163



United HealthCare



Followers
:40,100
Tweets : 7909



Fans : 100557
Visits: N.A.
Reviews : N.A



Followers: 279
Post : 20



Subscribers
:11440
Videos :60



Followers : N.A.



E-Meditek TPA Services Limited



Followers : N.A.
Tweets : N.A



Fans : 527
Visits: 164
Reviews : 2.7



Followers: N.A.
Post : N.A.



Subscribers
:N.A.
Videos : N.A.



Followers : 1



Paramount Health Services
(TPA) Pvt Ltd.



Followers :126
Tweets : 630



Fans : 54
Visits: N.A.
Reviews : N.A



Followers: N.A.
Post : N.A.








Subscribers :
N.A.
Videos : N.A.



Followers : N.A.

SOCIAL MEDIA- COMPETITON ANALYSIS

Mediums					
Facebook Fans	3011	100557	527	54	N.A.
App	Medibuddy	N.A.	N.A.	N.A.	Sparrow
Twitter Followers	101	40100	N.A.	126	N.A.
tweets	104	7909	N.A.	630	N.A.
Instagram Followers	44	278	N.A.	N.A.	N.A.
Posts	166	20	N.A.	N.A.	N.A.
YouTube Subscribers	121	11440	N.A.	N.A.	N.A.
Videos	77	60	1	N.A.	N.A.

DIGITAL FINDINGS

- ❖ *Most of the TPAs are not on digital platforms*
- ❖ *First Mover advantage for FHPL*
- ❖ *Digital media is very effective tool for brand awareness and brand building*
- ❖ *Videos on YouTube (157% traffic inc.)*
- ❖ *Promoting videos on Facebook/Twitter*

MAJOR COMPLAINTS ON DIGITAL MEDIA



Family Health Plan (TPA) Ltd

FAMILY HEALTH PLAN (TPA) LTD



Consumer Complaints
Indian consumer complaints forum

[Home](#) [FAQ](#) [Submit a Complaint](#)

[ConsumerComplaints.in](#) > [Family Health Plan \[FHPL\]](#) > Family Health Plan (Tpa) Limited (Fhpl.net) — Delay in claim reimbursement

Family Health Plan (Tpa) Limited (Fhpl.net) — Delay in claim reimbursement

★ ★ ★ ★ ★ 27 Reviews

[Ka](#) Kapil Maheshwari

[Submit a Complaint](#)

Hi,

I have a medical insurance cover from FHPL (fhpl.net) through my company. My wife went under surgery in July and was discharged from the hospital on 16th of July. I submitted all the documents on 11th august. As per the company rules, all claims have to be submitted within one month of discharge. Despite doing so my claim was rejected and the reason given was "Delay Submission". After lots of follow up they said that its under processing.

Now they are not responding to my calls and saying that i shall contact my HR.

Family Health Plan [FHPL]
Customer Care Service

Customer satisfaction rating

4 %

Complaints.....
Pending.....
Resolved.....

+91 42 2427 0851
[Coimbatore]


[www.fhpl.net](#)

Srinilaya – Cyber Spazio, Suite #
101, 102, 109 & 110, Ground Floor
Road No. 2, Banjara Hills,
Hyderabad, Andhra Pradesh, India
- 500034

- Common Complaints are of Delay in Claims

FAMILY HEALTH PLAN (TPA) LTD



**Consumer Complaints**
Indian consumer complaints forum

HomeFAQSubmit a Complaint

ConsumerComplaints.in > Family Health Plan [FHPL] > Family Health Plan [fhpl] — Intentionally claim is not processing

Family Health Plan [fhpl] — Intentionally claim is not processing

★☆☆☆☆ 2 Reviews

Va Valiant24 on Feb 25, 2017


[Submit a Complaint](#)

Claim no.1237567 & 1258283.


This claim is pending since November 2016.Shame on FHPL.

Sending repeated same mails again and again without taking any information from fhpl customer care.There is no communication between fhpl document team & customer care.


As per discussion with customer care executive i sent all documents to fhpl.Few documents which fhpl required that documents already taken by fhpl representative from doctor who came for documents verification and same documents doctor is not giving again and again if these documents not reached to you then this is not my mistake for that you need to ask to your representative who came for documents verification may be the chances he has missed documents somewhere else.


**Family Health Plan [FHPL]**
Customer Care Service


Customer satisfaction rating



Complaints.....
Pending.....
Resolved.....

 **+91 42 2427 0851**
[Coimbatore]

 www.fhpl.net

 Srinilaya – Cyber Spazio, Suite # 101, 102, 109 & 110, Ground Floor Road No. 2, Banjara Hills, Hyderabad, Andhra Pradesh, India - 500034

[View Full Information](#)

- Common Complaints are of Claims not processing

MEDI ASSIST HEALTHCARE



Consumer Complaints
Indian consumer complaints forum

HomeFAQSubmit a Complaint

ConsumerComplaints.in > MDIndia Healthcare Services > MDIndia Healthcare Services — Since last 4 months status of my claims is "cheque yet to be issued"

MDIndia Healthcare Services — Since last 4 months status of my claims is "cheque yet to be issued"

★☆☆☆☆ 1 Review

De devisetty.roopa3 on Jul 14, 2017

Submit a Complaint

Kindly request you to help me to process below claims. As these claims are not processed since last 4 months, i escalated the same to level1, level2 and level3 in mdindia, but no one has helped, each time i call mdindia, they will say it will processed in a week, some guys don't pick the call also.

Claimid1: mdi3189458 : i have raised this claim id on 06-apr-2017, the status of this claim is "cheque yet to be issued", till now the amount of this claim id has not got credited to my account.

Claimid2: mdi3263330 : i have raised this claim id on 22-apr-2017, the status of this claim is "cheque yet to be issued", till now the amount of this claim id has

MDIndia Healthcare Services
Customer Care Serv

Customer satisfaction rating

0 %

Complaints.....
Pending.....
Resolved.....

+91 20 2530 XXXX

mdindiaonline.com

1st Floor, Karnawat Tower, Paud
Phata, Kothrud, Pune,
Maharashtra, India - 411038

View Full Information

- Common Complaints are:
Cheque is not issued on time

MEDI ASSIST HEALTHCARE



Consumer Complaints
Indian consumer complaints forum

HomeFAQSubmit a Complaint

ConsumerComplaints.in > Family Health Plan [FHPL] > Family Health Plan (Tpa) Limited (Fhpl.net) — Delay in claim reimbursement

Family Health Plan (Tpa) Limited (Fhpl.net) — Delay in claim reimbursement

★☆☆☆☆ 27 Reviews

Ka Kapil Maheshwari

Submit a Complaint

Hi,

I have a medical insurance cover from FHPL (fhpl.net) through my company. My wife went under surgery in July and was discharged from the hospital on 16th of July. I submitted all the documents on 11th august. As per the company rules, all claims have to be submitted within one month of discharge. Despite doing so my claim was rejected and the reason given was "Delay Submission". After lots of follow up they said that its under processing.

Now they are not responding to my calls and saying that i shall contact my HR.

Family Health Plan [FHPL]
Customer Care Servi

Customer satisfaction rating

4%

Complaints.....
Pending.....
Resolved.....

+91 42 2427 0851
[Coimbatore]

www.fhpl.net

Srinilaya – Cyber Spazio, Suite #
101, 102, 109 & 110, Ground Floor
Road No. 2, Banjara Hills,
Hyderabad, Andhra Pradesh, India
- 500034

Common
Complaints are:
Delay in claim
reimbursement

ONLINE REPUTATION MANAGEMENT



Searching and Analyzing current online reputation

Defining a reputation score

Recommend steps to improve reputation score

Execute recommendations

THE OBJECTIVES

- ❖ *Brokers*
 - *FHPL as TOP OF THE MIND BRAND*
- ❖ *Corporates*
 - *create awareness and be in the consideration set*
- ❖ *Insurer*
 - *FHPL as a brand which cares about Insurer's money*

A glowing lightbulb is positioned above the head of a person whose face is partially visible at the bottom of the frame. The background is dark, making the lightbulb stand out. A teal-colored banner with a diagonal line pattern is overlaid on the right side of the image, containing the text 'OBJECTIVE 1- BROKERS' in white, bold, sans-serif capital letters.

OBJECTIVE 1- BROKERS

ACTION PLAN

- ❖ Database of all brokers local and national
- ❖ Key decision makers to be connected
- ❖ Dedicated team for broker networking and connecting
- ❖ Specific communication plan for brokers

BROKER ENGAGEMENT

INFORMATION

- ❖ Onboard plan for broker
- ❖ Corporate Brochure/Presentation
- ❖ Bi - Monthly Newsletter
- ❖ Festive Greetings

ENGAGEMENT

- ❖ Conferences and Award Ceremony
- ❖ Monthly Meetings – Presentation
- ❖ Networking events
- ❖ Brokers Club



OBJECTIVE 2 - CORPORATES

ACTION PLAN

- ❖ Corporates
 - Present Clients
 - Potential Clients
 - Past Clients
- ❖ Human resource Managers to be connected
- ❖ Dedicated team for networking and connecting

ACTION PLAN

- ❖ *Participate in HR conferences*
- ❖ *Sponsor HR conferences*
 - *HR Summit 2017 | Date: 15-16 Dec 2017 | Venue: Le Meridien Sankey Road Bangalore*
 - *India HR Summit 2017 | Date: 8th September, 2017 | Venue: The Taj Mahal Palace, Mumbai*
 - *People Matters Tech HR Conference & Exhibition 2017 | Date: 3-4 August, 2017 | Venue: Gurgaon*
- ❖ *Scholarship for HR oriented courses*

CORPORATE ENGAGEMENT - HR

INFORMATION

- ❖ Onboard plan for corporates
- ❖ Monthly Newsletter/Emailers
- ❖ Calendar of Events
- ❖ Testimonial Videos

ENGAGEMENT

- ❖ Conferences
- ❖ Scholarship
- ❖ Monthly meetings
- ❖ Workshops

CORPORATE ENGAGEMENT - EMPLOYEES

INFORMATION

- ❖ Kit
- ❖ Newsletter
- ❖ Festive Greetings
- ❖ Explainer Videos

ENGAGEMENT

- ❖ Events /Contest – all offices
- ❖ Health camps
- ❖ Meetings - Updates (6months)
- ❖ Quarterly Workshops

A close-up photograph of two hands shaking in a firm grip. The hand on the left is wearing a dark blue suit jacket with four buttons visible on the cuff and a light blue shirt. The hand on the right is wearing a dark suit jacket and a white shirt. The background is a blurred, light blue and white pattern.

OBJECTIVE 3- INSURANCE COMPANY

ACTION PLAN

- ❖ *Key People in Insurance companies*
- ❖ *Relationship Building at Branch and HO level*

CORPORATE ENGAGEMENT - EMPLOYEES

INFORMATION

- ❖ Newsletter
- ❖ Festive Greetings
- ❖ Calendars

ENGAGEMENT

- ❖ Help Desk
- ❖ Sponsor Events
- ❖ Workshops for Employees

**HOW DO
WE DO
ALL THIS?**





APPOINT RELATIONSHIP/BRAND MANAGERS

RELATIONSHIP MANAGERS FOR :



BROKERS



HR MANAGERS



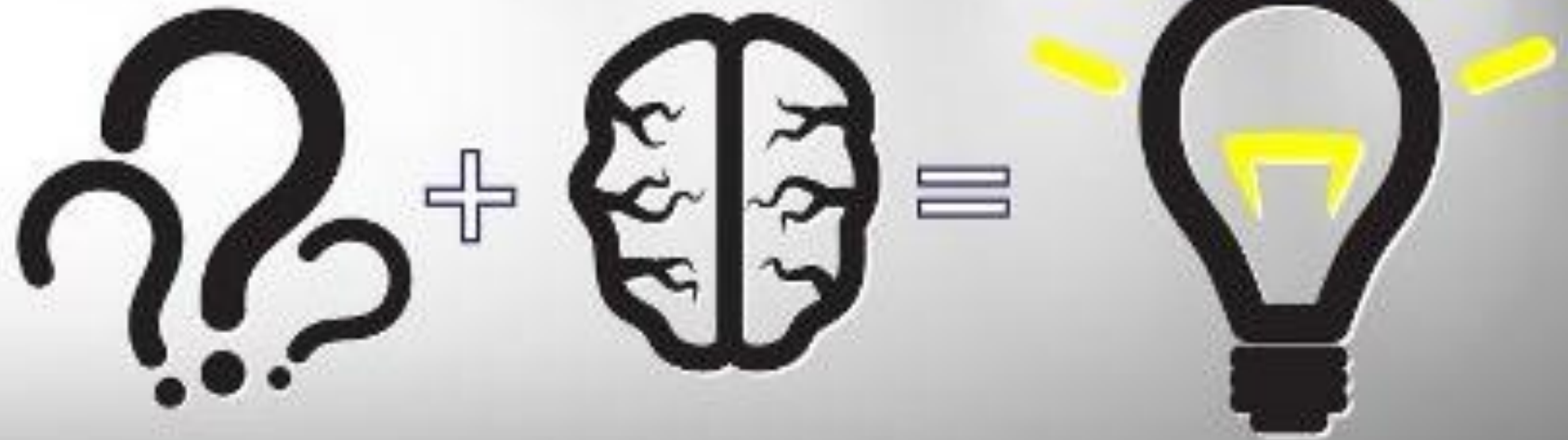
EMPLOYEES



INSURANCE CO.

ROLE OF RELATIONSHIP/BRAND MANAGER

- ❖ *Support Field Managers with Marketing Inputs*
- ❖ *Networking with the target groups*
- ❖ *Planning and Organizing Events, workshops, conferences and engagement activities*
- ❖ *Regular review meets*
- ❖ *Feedback from various channels and action plan*



HOW CAN WE BE PART OF THE JOURNEY

PHASE 1

CORPORATE POSITIONING

CORPORATE POSITIONING

OPTION 1

BRAND PROMISE

YOURS, SINCERELY



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Yours, Sincerely


PHASE 2

WEBSITE





NETWORK HOSPITALS

[Learn more >](#)


CLAIM PROCESS

[Learn more >](#)

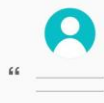
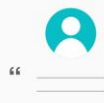

FAQS
[Learn more >](#)

∞ ABOUT US ∞

Family Health Plan Insurance TPA Ltd (FHPIL) is pioneering as one of the best Third Party Administrators in Health Insurance sector for providing quality assistance to core groups of health care industry. FHPIL is licensed by Insurance Regulatory Development Authority of India and acts as a nodal agency between the core groups of health care industry. The core groups are Insurance companies, insured members (Policy holders) and Hospitals (healthcare service providers). FHPIL ensures quality health care and bridges the gap between the sources for reimbursement of the right amount, at right time, to the right person, at a right price.

With growing number of private corporate hospitals entering the arena of health care service, there is a tremendous impact on services to health insurance policy holders. FHPL is one of leading Third Party Administrators providing quality health care services to health insurance policy holders. It helps to channelize the entire mechanism involved in the process of healthcare and insurance process.

∞ TESTIMONIALS ∞



INSURANCE COMPANIES WE SERVICE

ABOUT US

FHPL is a Third Party Administrator in the field of Health Insurance duly licensed (Licence No. BT3) by Insurance Regulatory Development Authority of India. As a TPA, FHPL acts as nodal agency between the Insurance companies, Insured member and the Hospitals (provider of services) for rendering the right service, at right time, to the right person, at a right price.

LINKS

Home	Feedback
About Us	Enquiry
Forms	Sitemap
Call Center	Contact Us
Careers	Grievance
FAQs	Network Hospitals
Claim Intimation	Privacy Policy
Calculators	

CONTACT US

FAMILY HEALTH PLAN INSURANCE TPA LTD
Srinilaya - Cyber Spazio
Suite # 101,102,109 & 110, Ground Floor,
Road No. 2, Banjara Hills,
Hyderabad, 500 034.

For information call : 1-400-425-4033
or email : info@fhpl.net
For Grievance, write to : grievances@fhpl.net

PHASE 3

CORPORATE IDENTITY



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

A.R. Sharma
Managing Director



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Yours Sincerely

Srinilaya – Cyber Spazio Suite,
101,102,109 & 110,
Ground Floor, Road No. 2,
Banjara Hills, Hyderabad, 500 034,
Telangana, India

T: +91-40-23555353
F: +91-40-23541406
E: info@fhpl.net
W: fhpl.net



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Srinilaya – Cyber Spazio Suite # 101,102,109 & 110, Ground Floor, Road No. 2,
Banjara Hills, Hyderabad, 500 034, Telangana, India
T: +91-40-23555353 | F: +91-40-23541406 | E: info@fhpl.net | W: fhpl.net

Yours Sincerely

Srinilaya – Cyber Spazio Suite # 101,102,109 & 110, Ground Floor, Road No. 2,
Banjara Hills, Hyderabad, 500 034, Telangana, India
T: +91-40-23555353 | F: +91-40-23541406 | E: info@fhpl.net | W: fhpl.net

Yours Sincerely



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Emp. Name : XXXXXXXXX
Emp.ID : 009
Branch : XXXXXXXXX
Department : XXXXX
D.O.J : 00-00-0000
Blood Group : Xxx

Yours Sincerely

Incase of Emergency Contact
XXXXXX Xxx: 00000 00000

Corp. Off. Address:

XXXXX,XXXXX,XXXXXXXXXXXXXXXXXX
XXXXXXXX, XXXXXXXXXXXXXXXX,
XXXXX, XXXXXXXXXXXX,
XXXXXXXXXXXXXXXXXX

Instructions:

XXXXX,XXXXX,XXXXXXXXXXXXXXXXXX
XXXXXXXX, XXXXXXXXXXXXXXXX,
XXXXX, XXXXXXXXXXXX,
XXXXXXXXXXXXXXXXXX,
XXXXX,XXXXX,XXXXXXXXXXXXXXXXXX
XXXXXXXX, XXXXXXXXXXXXXXXX,
XXXXX, XXXXXXXXXXXX,



Yours Sincerely





FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Yours Sincerely









FAMILY HEALTH PLAN
INSURANCE TPA LIMITED



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Yours. Sincerely





FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Yours, Sincerely

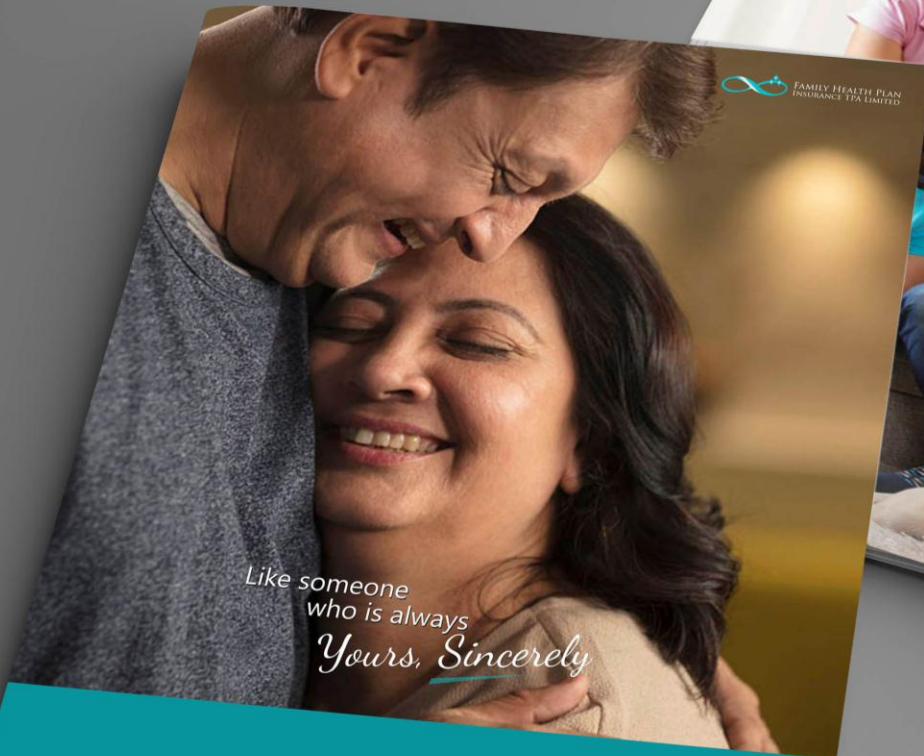


FAMILY HEALTH PLAN INSURANCE TPA LIMITED

Insurance is a matter of sincerity under serious circumstances. A job of seeing that your claim is processed smoothly. A responsibility of taking care of the details. A promise to guide you and getting you the protection that is yours.

Yours Sincerely is our motto.

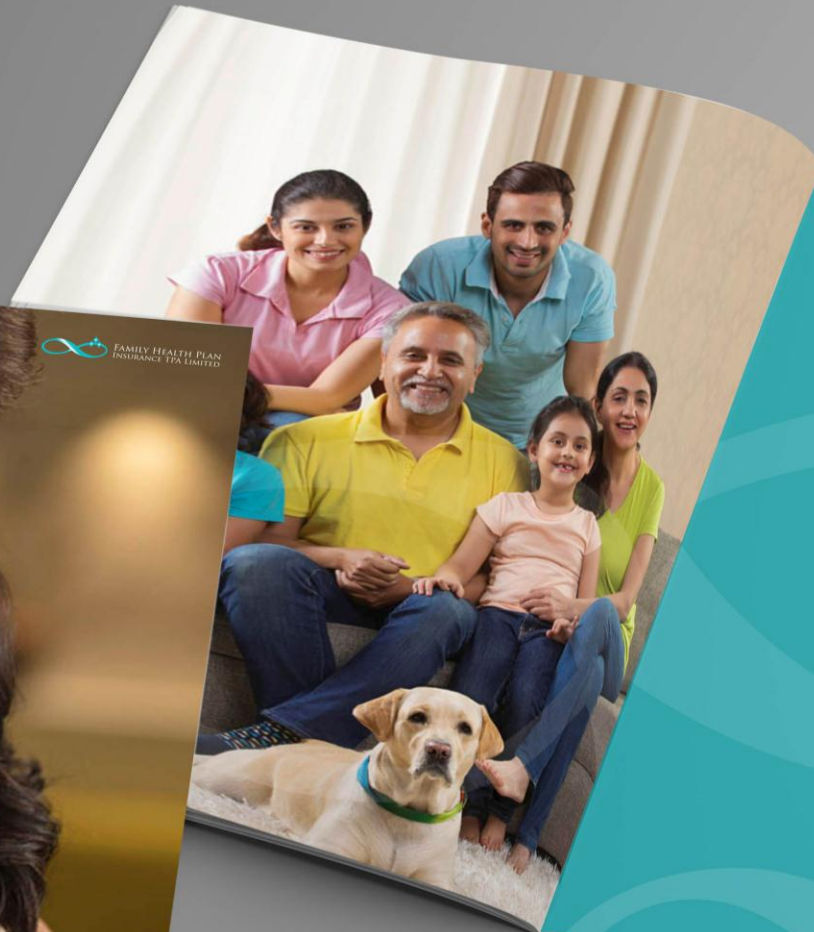
Yours, Sincerely



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Like someone
who is always
Yours, Sincerely

FHPL Medical Insurance TPA services



Our policy is sincerity.
As a client, you are our family.
And we are sincerely yours.

As one of India's largest TPA providers, FHPL is responsible for providing top quality, hassle-free, accessible and affordable healthcare policies. FHPL is licensed by the Insurance Regulatory Development Authority of India, acting as a nodal agency between the insurer and the insured.

- ISO/IEC 270001:2013 and ISO 9001:2008 certified TPA
- In partnership with over 7000 hospitals and 350 diagnostic centres
- First TPA to introduce and interactive mobile application
- 80 plus in-house doctors
- Workforce of over 100 professionals
- 24x7 call-centre support
- Positive influence of 35 million lives and counting

PHASE 4

BRAND ENVIRONMENT

PHASE 4
STYLE 1

INTERNAL AMBEIENCE

CONSIDER IT DONE.



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Yours, Sincerely





OUR WORK IS
TO WORK IT OUT
FOR YOU.



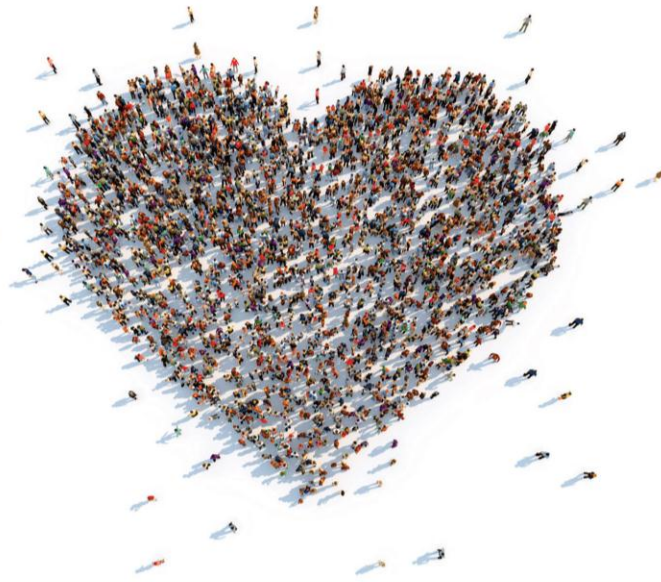
INSURANCE
IS NOT
ENOUGH.
YOU NEED
ASSURANCE.



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Yours, Sincerely

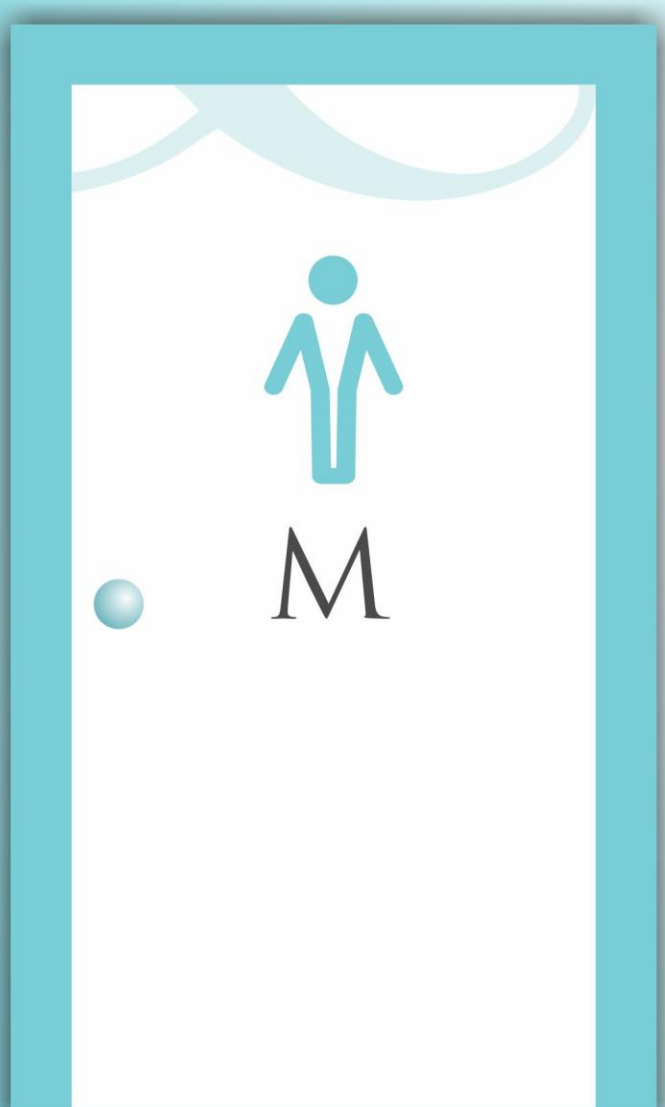
TOGETHER,
WE WIN
HEARTS.●



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Yours. Sincerely







EXIT »



WASHROOM »

**CORPORATE
POSITIONING**

OPTION 2

BRAND PROMISE

THE ASSURANCE BEHIND EVERY INSURANCE



**FAMILY HEALTH PLAN
INSURANCE TPA LIMITED**



**THE
ASSURANCE
BEHIND
INSURANCE**

PHASE 4
STYLE 2

INTERNAL AMBIENCE



FAMILY HEALTH PLAN INSURANCE TPA LIMITED



FAMILY HEALTH PLAN INSURANCE TPA LIMITED



**THE
ASSURANCE
BEHIND
INSURANCE**

**REST
ASSURED,
WE'LL TAKE
CARE OF YOUR
EMPLOYEES
AS IF
THEY ARE
OURS.**



THE
ASSURANCE
BEHIND
INSURANCE

REST
ASSURED,
WE'LL TAKE
CARE OF YOUR
EMPLOYEES
AS IF
THEY ARE
OURS.




REST
ASSURED,
WE'LL TAKE
CARE OF YOUR
EMPLOYEES
AS IF
THEY ARE
OURS.



INSURED
WITH
YOU.
ASSURED
WITH US.

FROM VARANASI TO VIJAYWADA,
WE ARE THERE TO SERVE
YOU EVERYWHERE.

THE ASSURANCE
BEHIND
INSURANCE



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

REST ASSURED,
WE'LL TAKE CARE OF YOUR
EMPLOYEES AS IF
THEY ARE OURS.

THE ASSURANCE
BEHIND
INSURANCE



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED





PHASE 5

COMMUNICATION

REST ASSURED, WE'LL TAKE CARE OF YOUR EMPLOYEES AS IF THEY ARE OURS.

Being the HR of an organization is tough. More so, when the burden of your employees' healths also fall on your shoulder.

That's why, we at Family Health Plan Insurance TPA Ltd (FHPL) provide end-to-end hassle-free assistance for their health insurance. So, whether it's about getting them preferred discounts, planning cashless hospitalization or ensuring that their claims are fast-tracked, you can count on FHPL - The assurance behind insurance.



THE
ASSURANCE
BEHIND
INSURANCE



ADMINISTRATING THIRD PARTY HEALTH INSURANCE ASSISTANCE FOR CORPORATE EMPLOYEES

Wide network
of over
7000 hospitals

Pan-India
presence of
doctors with more
than 33 offices
across

End-to-end claim
management

Dedicated
customer support



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

INSURED WITH YOU. ASSURED WITH US.

We know how tough it must be for you, being a health insurance company, to take care of your business while managing everything.

That's why, we at Family Health Plan Insurance TPA Ltd (FHPL), with our dedicated customer support team, provide end-to-end assistance for cashless as well as claims.

So, whether it's about pre-policy screening or managing online portfolio, you can count on FHPL - The assurance behind insurance.



THE
ASSURANCE
BEHIND
INSURANCE



ADMINISTRATING THIRD PARTY HEALTH INSURANCE ASSISTANCE FOR INSURANCE COMPANIES

Wide network
of over
7000 hospitals

Pan-India
presence of
doctors with more
than 33 offices
across

End-to-end claim
management

Dedicated
customer support



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

'FAST-TRACKING' CLAIMS IS OUR CLAIM TO FAME.

Being a middleman between the insurance company and corporates is tough. That's why, we at Family Health Plan Insurance TPA Ltd (FHPL) provide you a unique login platform to get regular and real-time updates about your clients as well as to review your portfolio performance.

So, you know, if it's about health insurance assistance, you can count on FHPL - The assurance behind insurance.



ADMINISTRATING THIRD PARTY HEALTH INSURANCE ASSISTANCE FOR AGENTS & BROKERS

Wide network
of over
7000 hospitals

Pan-India
presence of
doctors with more
than 33 offices
across

End-to-end claim
management

Dedicated
customer support



**FAMILY HEALTH PLAN
INSURANCE TPA LIMITED**

FROM VARANASI TO VIJAYWADA, WE ARE THERE TO SERVE YOU EVERYWHERE.

getting a health insurance is easy, following up for claims is tough.

That's why, we at Family Health Plan Insurance TPA Ltd (FHPL) provide end-to-end hassle-free assistance for all your health insurance needs.

So, whether it's about getting them fast-tracking claims, assisting you with hospitals nearby or providing a network of reputed doctors for your assistance, you can count on FHPL - The assurance behind insurance.



THE
ASSURANCE
BEHIND
INSURANCE



ADMINISTRATING THIRD PARTY HEALTH INSURANCE ASSISTANCE FOR INDIVIDUALS

Wide network
of over
7000 hospitals

Pan-India
presence of
doctors with more
than 33 offices
across

End-to-end claim
management

Dedicated
customer support



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

PHASE 6

**ONLINE
COMMUNICATION**

ONLINE POST

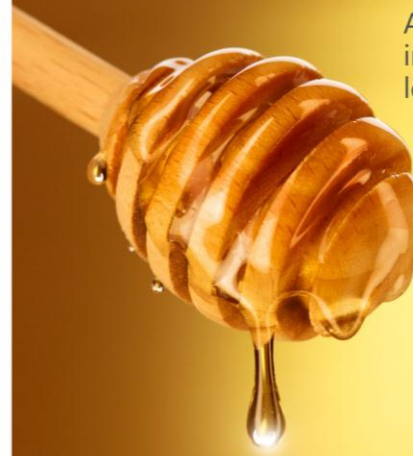
Today's Health Tip



FAMILY HEALTH PLAN
INSURANCE TPA LIMITED

Start With Honey

A little honey
in the morning keeps you
lean and light on cholesterol



Yours. Sincerely



AUDIT

- ❖ AUDIT WEBSITE,
AND SEO
- ❖ IDENTIFYING GREY AREAS
ON ONLINE PLATFORMS
- ❖ PREPARE A DETAIL AUDIT
REPORT

PLAN & IMPLEMENTATION

- ❖ SEO ON PAGE OPTIMIZATION
- ❖ SEO OFF PAGE OPTIMIZATION
- ❖ SOCIAL MEDIA SET-UP AND CALENDAR
- ❖ IMPLEMENTATION OF THE PLAN OF REQUIRED SOCIAL MEDIA PLATFORMS

ENGAGE

- ❖ DIGITAL POST, BLOGS, VIDEOS, CONTEST ...
- ❖ POSTING ON VARIOUS PLATFORMS
- ❖ CREATE ENGAGEMENT

MONITORING & REPORTS

- ❖ MONITORING ON REGUALR BASIS

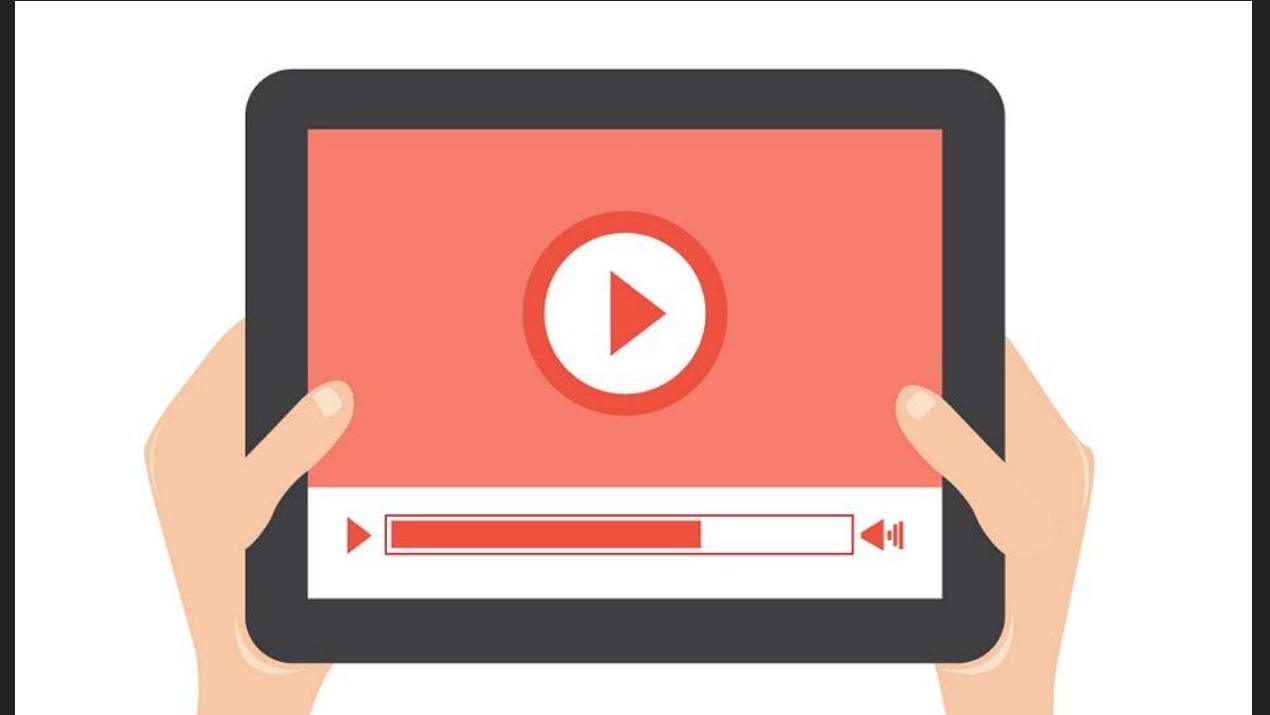
- SOCIAL HANDLES AND SEO

- ENGAGEMENT

- ❖ ANALYSIS

- ❖ REPORT

ONLINE VIDEO



PROJECT TEAM



GM -Operations



Creative Head



Copy Supervisor



Digital Media Strategy



Client Servicing



Web Designer & Programmer



Designer



Sr. Digital Analyst

THE COMMERCIALS

❖ RETAINERSHIP

❖ PROJECT BASIS

❖ RATE CARD

THANK YOU FOR YOUR TIME

OPEN FOR DISCUSSION

WE LOOK FORWARD TO BEING ASSOCIATED WITH YOU

- ❖ **CALL US AT** : +91 8008556139
- ❖ **SEE US AT** : www.tempestadvertising.com
- ❖ **EMAIL** : rekha@tempestadvertising.com
- ❖ **MEET US AT** : ww.facebook.com/tempestadvertising

This Concept/Design is the Intellectual Property of Tempest Advertising Pvt. Ltd., having its registered office at 102, Saisagar Heights, Prakashnagar, Opp Begumpet Airport, Secunderabad 500 003, India. No reproduction/use of this concept/design is allowed in any form, without the explicit written permission from Tempest Advertising Pvt. Ltd.