

— ORTHOPAEDICS · JANUARY-JUNE 2026

AMICARE *HOSPITAL*

Six months of leads, followed all the way to the operating theatre.

3,314

leads tracked

827

OPD visits

380

surgeries done

46%

OPD → surgery



FROM LEAD TO *OPERATING THEATRE*

Leads from Google, walk-ins and referrals

3,314

Came in for an OPD visit

827

Advised surgery

718

Surgeries done

380

46% OF PATIENTS WHO CAME TO OPD WENT ON TO SURGERY

16

towns sending patients, from Indirapuram to Meerut and Agra.

Source: AmiCare half-year report, January–June 2026 · surgeries counted from tracked leads.

— ADS AND DOCTOR BRANDING

WHAT EACH PROCEDURE COST, AND HOW FAR *THE DOCTOR'S NAME* TRAVELLED

PROCEDURE	AD SPEND	LEADS	COST PER LEAD
Knee replacement	₹5,88,299	542	₹1,086
ACL repair	₹2,02,185	481	₹421
Shoulder	₹46,717	173	₹271

Knee replacement leads cost more but are worth the most: 91 knee surgeries in six months.

DR HIMANSHU GUPTA

7.1M

Instagram views

7.4M

Facebook views

+4,542

Instagram followers

4.5M

Instagram reach

Recovery stories and pain-related reels did best.

— **NEXT STEP**

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