

2024 PROJECT INITIATIVE

Establishment of HO Doctors' Association

HODA CON
ON THE INTERNET

*Uniting doctors in a collaborative community
focused on shared growth, professional practice,
and ensuring better service to people.*



Establishment of HO Doctors' Association (HODA) on the Internet

The HO Doctors' Association (HODA) was founded with a vision to establish a specific place for the doctors (of the HO and other communities) where they could share a common vision, practice their work, and grow together to give meaning to this community and spread awareness of its importance. It's like, together we work and together we grow.

So, when it comes to HODA, it means it's about all the doctors who are a part of it. As long as you're a part of this association, you are always in pursuit of a greater good. It's the responsibility of the members of this association to finish what was started years ago—to give this association its meaning and purpose.

An organization becomes what you envision and how you nurture it. The bigger your plans are for your organization, the greater the value it gains among people. This is a collective effort that brings everyone together under one roof, giving them a shared purpose and an environment conducive to sustaining and growing together. So, instead of competition, you foster collaboration. Hence, an association changes your mindset about how you progress.

The majority of people still don't know about you or your clinic because they're on the Internet, and your data is missing from the Internet. HODA and HODACON's websites present an opportunity to put your information online. These websites will indirectly give you up to 100 times more exposure than you can achieve locally.

More Exposure = More people knowing about you = More people coming to you for treatment = Indirect Advantage of having a website for HODA and HODACON.

Putting a banner online is actually many times more effective than doing it locally using print media.

The website will also serve as online proof that you're an official member of this association because currently, there aren't any written records of this association that display your designation or credibility.

exposure and awareness of its existence to the public. Furthermore, it's not even established properly yet. It neither has a proper address nor official phone numbers. It's imaginary, but it exists, and nobody knows exactly where.

But by building its website, a record of its existence will be created on the Internet—a place where millions of people spend their time working or networking every day. If not in a physical place, at least let this association exist on the Internet because that is where people can visit almost every day and



There is no point in building an association if we want to keep it hidden from people or keep it to ourselves only. Nobody will value such an association.

So, if currently, nobody values it, not even its members, it's because nobody ever thought of creating

learn more about it. Let it have an official address on the Internet.

Today's generation doesn't have time. They're always busy either at work, leisure, or entertainment, and all of these mostly happen online, so they're always on their phones or computers. You need to reach them

ASPECT	ONLINE (Website, Post Banners, Invitations, Social Media Ads, etc.)	OFFLINE (All Physical Media such as Posters, Pamphlets, Standee, Hoarding, etc.)
Exposure (Reach) per unit price	100x and above	1x and above
Promotion Delivery	On Smartphones and computers used daily	In public places where people pass through
Visibility	People can view in their free time	People notice suddenly while doing other things
Placement Fee	No Fee	May have an additional fee
Printing Fee	No Fee	Significant
Labour Fee (Posting/Placing Banners)	No Fee	Significant
Banner Validity	Lifetime (people can view the same banner even after years)	Limited period only (banners wash out, fade, and require replacement)
Banner Availability	Can be saved and viewed anytime from anywhere	Can be viewed only at available places

where they are.

If you want to let them know about you, physical media will not serve your purpose. It's mostly limited to the older generation who still rely on newspapers and other print media for information.

“Today's generation relies entirely on the Internet because it's the largest network of information.”

If your information isn't present online, then you're simply missing this entire generation of people who could've come to you for your

services.

Eventually, the older generation will almost cease to exist, and you may see days when you'll not have any more visitors if you don't introduce yourself to the modern generation soon. And the only way to do it quickly is by getting your information online. It's the most cost-effective solution at this moment to gain exposure and value. This will help propel your business and sustain your growth over time.

Without a proper introduction of the association, even the HODACON event becomes meaningless because

it's the event of the very association whose value is almost lost or negligible at this moment. Nobody knows why it even exists, what its purpose is, or why it was founded.

HODA's events can become more popular and successful than the events hosted by individual doctors on their own because HODA will have the power to reach a wider audience and put in a greater effort than an individual doctor can. Not to forget, HODA is a team of doctors, and a collective effort is always greater than an individual effort.

People may start talking in this way: "Hey, you know, this event is from HODA. It's an association of experts, not just one but many. So I would definitely like to join this event and take all the benefits. It's like you're not getting just a recipe but an entire lunch plate."

Hence, not just the websites of HODA and HODACON, but also having your own personal websites where people can find more information about you, your clinic, and all the treatments you offer, will be the most advantageous step for this purpose. In the end, HODA will link back to its members (doctors), and you'll also have the power to be discovered on the Internet on your own when people search for you.

So, it's time to start this project and be found on the Internet to reach all the people in the best possible way. The more people who know about you, the greater the number of people who will want to visit your clinic for their treatments. Overall, this project will prove quite beneficial for HODA, its event HODACON, and all its members (doctors) in the years ahead.

Advantage of HODA's Website

The HO Doctors' Association (HODA) is one of the oldest and most remarkable associations of doctors from the HO community. However, hardly any people know about it except for those who participated in its recent event: HODACON 2022.



It is time that this association establishes its official presence online by having an official website where people can learn more about it from anywhere in the world and become aware of its importance, its official members, and its official events.

An official website for HODA will contain comprehensive information about the association, such as what the association is, when it was founded, where it is located, who its members are, and what its events are.

There will be a separate page on HODA's website for each of its members (associated doctors) where people can read about them, including who they are, what they do, where they do it, and how to contact them, ultimately giving them organic exposure

Each of the doctors can be personally promoted online not only before or during the HODACON event to give them more exposure but also during their personal Free Health Camps. This will be possible mainly because of the doctors' pages on HODA's website

The presence of an official website will also help carry out online promotional activities, enabling us to reach thousands of people in just a few days to inform them about this association, its members, and its events. This will, in turn, attract more participants and advertisers or sponsors for the upcoming HODACON events.

Potential Benefits of HODA's Website to Doctors (You)

- ✓ You'll get exposure to more people, including those who search for you, ensuring that your correct information is displayed. Currently, they may find you, but with incomplete or possibly incorrect information, and may fall into scams either. HODA's website offers a cost-effective solution to this problem.
- ✓ Your doctor's profile will be personally and digitally promoted before and during the next HODACON event, helping more people learn about you and encouraging them to connect with you at the event.
- ✓ You'll consistently gain mutual exposure from other doctors' profiles as well as from HODA's online activities.
- ✓ With HODA's online presence, you'll be able to reach more people for your free or paid health camps. Without HODA's website, no such digital promotion would be possible due to the lack of an official doctor's profile.
- ✓ HODA's online presence is critical for increasing exposure for the next HODACON event. You understand well that more participants would benefit all of us.
- ✓ We need six months to lay the foundation for HODA's presence on social media and the Internet. After that, we will be ready to promote all the doctors continuously for all time.

- ✓ Being part of one organization (HODA) will build trust among people for the doctors, even if they have never met them before. That's the magic of this unity.
- ✓ As doctors contribute their efforts to HODA, HODA will amplify these efforts, pushing the doctors' benefits upward. The more you put into it, the greater the returns. This positive

effect will also be shared among the doctors due to the strength of the organization.

- ✓ The benefits are long-term and will continue as we deepen our involvement. There's no end to it. One way or another, you will realize its importance later, but starting now will be our best move for the greatest results.

Advantage of HODACON Event's Website

The **HODACON** website will make the HODACON event more official and accessible, enabling people to quickly participate in the upcoming events and find all the necessary details right at their fingertips. They will also be able to learn about the participating doctors, read about them, and reach or connect with them if needed.

An official website for the event will enable its members (doctors) to promote themselves online before the event, reaching thousands of people to make the

most from this event. They can easily create awareness about this event in any city or state quickly without even having to go there.

HODACON

HODACON's website will also host a gallery of photos and videos from past events, which people can view from anywhere, ultimately attracting them to participate in the upcoming events. This will also

create an official record of all the past and upcoming events, which people can view anytime from anywhere.

Having a website will enable us to promote the event digitally via both organic banners and paid ads. Through the event's website, people will be able to learn more about the associated doctors. Hence, promoting this event online will also promote the doctors and their services.



HODACON • 2022

Advantage of Personal Website

Now, as you know, every associated doctor of HODA will have their own specific page containing their information on its official website. It may happen that people want to know more about these doctors, such as where they work, the available treatments, and how to visit their offices or clinics on any given day. That is where a personal website comes in.

No matter how big or small, a personal website establishes your and your clinic's presence on the Internet, allowing people to find and reach you from anywhere for their treatment. People will find most of their answers on your personal website. Hence, there will be more patients and less disturbance.



Both **HODA** and **HODACON** websites will contain links to your personal website, which will be a significant advantage during the event's promotion. Having a personal website will provide you with added benefits :

- **Official Online Identity** : Establishes your professional presence online.
- **Online Discovery** : Makes it easy for people to find you on the internet.
- **Information Hub** : Provides comprehensive details about your products/services and fees.
- **Latest Details** : Keeps visitors informed about your current visiting hours and contact information.
- **Event Participation** : Lists official events where you can be found.
- **Authenticity** : Ensures all your information is official and trustworthy.
- **Search Engine Visibility** : Helps search engines like Google find your information.
- **Scam Protection** : Protects people against scammers by providing genuine information.
- **Convenient Inquiries** : Allows patients/people to make inquiries online without disturbing you.
- **Builds Trust** : Enhances patient trust through a professional and reliable online presence.
- **Showcase Work and Achievements** : Forms an official platform to display your portfolio.
- **Spread Awareness** : Provides a space to share information on topics of your choice.

Website: A set of pages designed and developed using thousands of lines of code.

Responsive Website: A website that can fit or adapt to the display screen of any device, from computers to smart-phones, without losing its aesthetics and content visibility or readability. These websites need more coding than regular ones.

Landing Page: A single page that displays a user-desired message until the actual website goes online.

Domain: www.yourclinic.com. It is an address on the Internet to reach your website. It is recorded and maintained by an international organization.

Hosting: A space on a server for uploading the website pages. A server is maintained in a server room facility that runs 24 hours a day and requires regular maintenance and disk replacements to keep websites online at all times.

Hence, a domain and hosting are rented properties for which we pay a small fee every year to keep them available and running while we make profits from these properties.

SEO: Search Engine Optimization is the process of optimizing a website to improve its visibility in search engine results pages for relevant keywords. This involves various strategies and techniques aimed at increasing the quantity and quality of traffic to the site from search engines like Google.

PERSONAL WEBSITE

Standard 5-Page Responsive Website Design and Development Price incl. of Domain and Hosting (1 Year) and Landing page

: ₹15,159

HODA Special Price

: ~~₹15,159~~ ₹9,900
(Up to 35% Off + 1 Year Free SEO)

Advance Payment

: ₹5,159

Final Payment

: ₹4,741

Domain and Hosting Renewal Fee

: ₹4,169/Year + Free SEO

₹ Website Banner Update Fee

: ~~₹200 - ₹700~~ Free !!! (for 1 Year)

₹ Website Data Update Fee

: ₹200

₹ Website New Data Entry

: ₹200 - ₹500

₹ Website New Page Addition

: ₹2,000

HODA & HODACON WEBSITE

HODA's Website Design and Development Fee

: ₹15,159 ₹9,900

HODACON's Website Design and Development Fee

: ~~₹15,159~~ ₹9,900 + Free SEO

HODA Doctor's Page Design and Development Fee

: ₹2,000 / Doctor

(50% Discount if the doctor orders a Personal Website)

Domain and Hosting Renewal Fee for HODA + HODACON

: ₹3,426 + ₹4,169 = ₹7,595 / Year