How one of India's leading healthcare providers uses YouTube to shape its brand on and offline

Max Healthcare is one of India's largest healthcare organizations, with a network of seventeen facilities across Delhi NCR, Haryana, Punjab, Uttarakhand, Uttar Pradesh, and Maharashtra. It is committed to the highest standards of patient care, supported by the latest technology and research, and also aims to make a lasting impact on digital health literacy.

Max Healthcare believes YouTube is the best platform for connecting with the community and growing its voice online. Their goal is to empower people to live healthier lives through accurate health information that engages and inspires.

To achieve their goal, Max Healthcare's team followed YouTube's best practices to optimize their channel for discoverability. Next, they boosted awareness of their brand by building a foundation based on trust. This included sharing evidence-based information that engages viewers through compassion. They also experimented with more broadly accessible formats such as Podcasts on YouTube, Shorts, and patient testimonial videos to expand their reach.

+ 50%
Total subscribers*

+ 72%
Total views*

Since implementing these changes, Max Healthcare has built a strong online presence. In 2023, the channel grew its **subscriber count by 50%** and saw a **72% increase in views from the previous year.**

Optimize for discoverability

After COVID-19, more people turned to YouTube for information on healthcare conditions, diseases, and wellness. The Max Healthcare team wanted to contribute their knowledge and resources across these areas, however, they soon realized they had a discoverability problem: people weren't easily finding their content on YouTube. So, the team used the platform's best practices as their guide to improve upon their strategy.

First, the Max Healthcare team ensured their video titles and descriptions were SEO-optimized. They recognized that using relevant, engaging keywords

would help improve discoverability in searches, and increase the chances of being recommended to interested viewers. To better communicate what the videos were about, Max Healthcare revised titles to be more direct and descriptive. Additionally, they customized high-quality, consistent thumbnails to help their videos stand out on the watch page.

To further improve their SEO potential, the Max Healthcare team introduced chapters to break up videos into sections. This allowed viewers to easily navigate content, making complex topics digestible, and improving the overall watch experience. Enabling other YouTube tools like info cards and end screens encouraged viewers to continue their

education through recommended content on the Max Healthcare channel, helping improve audience retention.

After following YouTube's best practices, Max Healthcare saw a boost in views and watch time. More people were coming to the channel for health information and their subscriber count started to grow.

Shape brand awareness through trust and compassion

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Once Max Healthcare had viewers' attention, the team focused on honing its brand. Max Healthcare believes that if patients better understand their medical conditions, they can take a more active role in their healthcare, leading to better outcomes for everyone. That's why it was essential to create trustworthy and responsible content that also simplifies complex issues so that it engages a wide audience.

With misinformation rife in the online health world, the Max Healthcare team worked hard to be an authoritative voice and earn the trust of their audience. They collaborated with medical professionals and doctors to back their content with evidence-based, up-to-date, and accurate information. They featured Max Healthcare's experts in videos and shared patient experiences to create deeper connections with the community.

For example, in the Robotic Surgery in Prostate Cancer video, Dr. Tushar Aditya Narain walks through the prostate surgery process to help put patients' minds at ease.

Max Healthcare approached sensitive subjects with empathy and compassion, reflecting the care provided in its hospitals. They used trigger warnings when appropriate, encouraged viewers to seek professional advice when necessary, and provided resources so people could directly get in touch with Max Healthcare experts.

Audiences get to meet Max Healthcare specialist Dr. Tushar Aditya Narain in this #MaxExpert video.

In addition to being an authority in the online health space, the Max Healthcare team knew they needed to create engaging content that resonated with a broad audience. They researched the top 100 health conditions people searched for on YouTube and created content based on those topics. They also looked at channel analytics for guidance on which topics resonated with viewers and adapted their strategy accordingly. By testing different methods for delivering information, they learned that visually appealing graphics throughout videos helped break up complicated explanations into easily understandable segments.

Through various methods of content creation, Max Healthcare posted videos covering ongoing health topics, diseases, and other important social health issues. They also shared timely content in response

to trending health topics — for instance, COVID-19, heart health, and infertility — which helped them reach and connect with an even broader audience.

Building a foundation based on trust while engaging a broader audience demonstrates how Max Healthcare's commitment to exceptional care extends online. This approach boosted the brand's visibility online beyond YouTube as they saw an **80% increase in social media shares* across other platforms in 2023.** With India becoming a go-to destination for medical tourism, the team plans to solidify its reputation internationally as a dependable source of healthcare information by broadening its content strategy to better serve people worldwide. This means staying updated with global health trends and addressing the concerns of its diverse audience.

+80% Social media shares across platforms in 2023*

Experiment with formats to reach people in new ways

People's consumption of digital media is ever-evolving, and Max Healthcare constantly experiments with different formats so they can get information out to a wider audience.

For the Max Healthcare team, experimentation is always driven by analytics. For instance, by looking at channel trends, the team found videos with experts talking straight to the camera weren't engaging viewers. So, they tried different storytelling methods that would easily convey medical information. For example, they created a Shorts series called [Health in a Minute](#) to break down

kidney disease or cancer prevention tactics into short, digestible segments. Shorts proved to be an increasingly effective format and also expanded Max Healthcare's reach to a new younger audience.

[What is FemTech?](#) shares easily understandable information in Max Healthcare's Health in a Minute series.
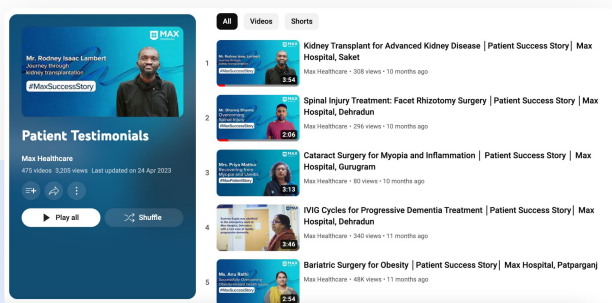
Through their trends research, the Max Healthcare team noticed Podcasts on YouTube resonated well with audiences seeking a deeper connection with healthcare narratives. The audio-only format also streamlined the production process and allowed the team to tell real-life patient stories without having to bring them back to the hospital for filming.
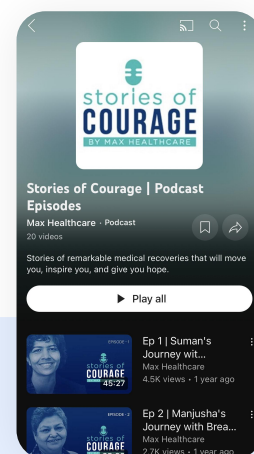
The [Stories of Courage](#) podcast uplifts listeners around the world.

In February 2022, they started uploading a podcast series that highlighted real patient stories called

Stories of Courage. Patients or caregivers who've overcome medical challenges like cancer treatments, critical long-term illnesses, or complex procedures would share their journey to uplift listeners. Not only did this amplify the impact of the emotional and mental struggles of the storytellers, but it also provided comfort and hope to those going through similar experiences. The series was so inspiring that the team invested more production resources into creating the Patient Testimonials playlist. These high-quality documentary-style videos shared moving patient success stories that fostered deeper viewer connections.

Patients share inspiring stories in the Patient Testimonials playlist.

Since their launch, podcasts have become increasingly popular. The audio storytelling format enables people to easily engage with stories, connect more deeply with important issues, and access valuable information on-the-go.

To continue seamlessly connecting the world with digital health information, Max Healthcare strives to ensure its content is accessible and inclusive. That's why it has enabled multi-language audio tracks on its expert videos and will continue experimenting with innovative ways to educate and empower people to live healthier lives.

YouTube improves patients' well-being and amplifies your brand

The team at Max Healthcare believes that YouTube is a powerful tool that can help patients take charge of their individual healthcare journey, as well as boost brand awareness. With a focus on creating authoritative content that resonates with viewers, Max Healthcare has become a trusted source of health information globally. Patients everywhere have gotten to know the medical staff through the platform and have traveled far to the facilities to get the treatment they need. This trust is further deepened as patients share their positive experiences, leading to more authentic connections, inspiring stories, and an overall better quality of life.