

How **Scanova** Helped Apollo Hospitals Eliminate All Reprinting Costs for Print Campaigns



Challenge

Apollo Hospitals ran ongoing offline campaigns across newspaper ads, hoardings, brochures, and in-hospital signage, but its offers and landing pages changed often, leading to reprinting costs. Their pan-India team also needed to work without any human approval bottlenecks.



Outcome

Apollo gave its marketing team access to Scanova's Dynamic QR Codes, placing them across print, hoardings, brochures, and hospital premises to route patients to updated campaign pages. In around 3 years, **600+ QR Codes** have generated **1,88,000+ scans**, without any reprinting costs.



COMPANY SIZE

44,000+ employees



COMPANY WEBSITE

www.apollohospitals.com



INDUSTRY

Healthcare / Hospitals



LOCATION

Pan-India hospital network

Total QR Codes Created

600+

Total Scans

1,88,000+

INTRODUCTION



Apollo Hospitals is one of India's largest and most trusted healthcare networks. Its marketing campaigns and operations run at a fast pace: new hospital launches, seasonal health-check promotions, and service offers that change often.

Apollo Hospitals runs campaigns that operate primarily offline. Newspaper advertisements, in-hospital branding, brochures, and hoardings do much of the work, backed by a dedicated on-ground presence inside lobbies, waiting areas, and parking zones. Print materials reach a large share of their target audience.

Printed campaigns are also hard to update as their messaging is uneditable. For instance, when a discount period ends, or a launch page is updated with a new offer, the artwork already on a hoarding stays exactly as printed and needs to be reprinted accordingly.

Apollo Hospitals partnered with Scanova to make every printed touchpoint updatable and scalable, without incurring any reprinting costs in the future.

CHALLENGES

Apollo Hospitals faced several key challenges before adopting Scanova's QR Code Generator:



1. Campaigns outliving printed media

Apollo's promotional offers changed frequently. A health-check package discount might drop from 20% to 10% once the campaign period ends, or a hospital launch page gets updated with a different offer months after the print run ends. Reprinting brochures, hoardings, and newspaper ads each time an offer changed was not practical, scalable, or affordable.

2. Approval bottlenecks in scaling marketing operations

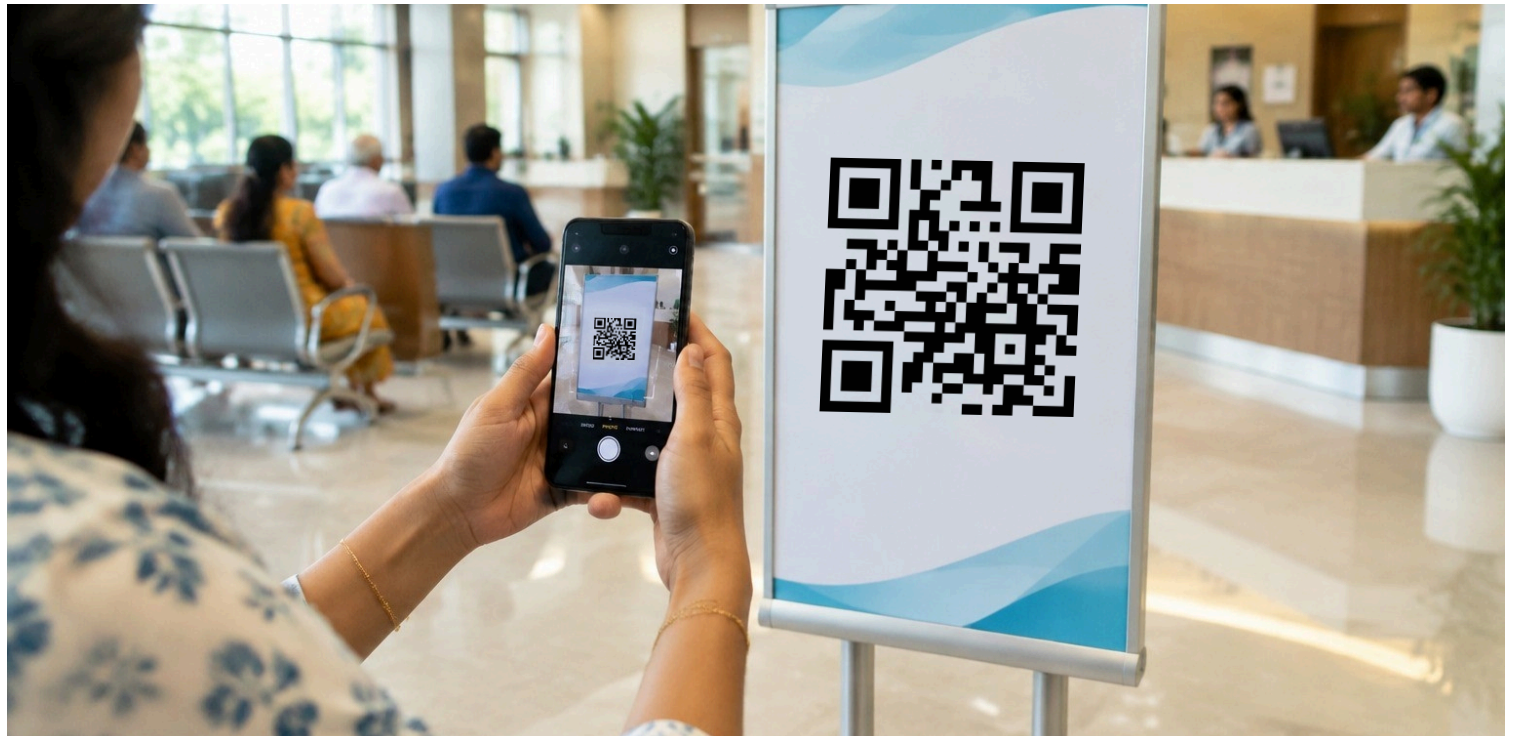
Campaigns run simultaneously across newspapers, in-hospital signage, brochures, and hoardings, spanning a growing network that includes upcoming launches. Routing every QR Code request through one owner would have created approval bottlenecks.

3. Difficulty turning offline touchpoints into online bookings

Newspaper ads, lobby standees, and parking-area boards had to get readers onto the right page and turn them into conversions or leads. Every placement needed to direct someone to a booking, and this created friction.

SOLVING THE PROBLEM WITH SCANOVA

Apollo Hospitals' partnership with Scanova introduced innovative solutions that addressed these challenges:



1. Dynamic QR Codes that outlive the campaign

Every QR Code Apollo placed on a newspaper ad, hoarding, or brochure was a Dynamic QR Code. The printed artwork stayed fixed while the destination got updated as required. When a health-check discount ended or a new offer replaced an old one, the team edited the destination link from Scanova's dashboard, and every code in circulation was updated with the right destinations within seconds.

2. Team-wide access without an approval chain

Rather than routing every request through a single owner, Apollo gave its marketing team members direct Scanova access to create and manage their own codes as campaigns demanded. This let a large, fragmented team move at an organized, smoother, and more scalable pace.

3. QR Codes as a bridge to online bookings

Beyond outdoor and print campaigns, Apollo placed the QR Codes inside its hospitals — in lobbies, waiting areas, and parking zones. Each one sent the person scanning it to an appointment booking or a health-check offer. For every code, the funnel underneath remained the same, connecting printed surfaces to digital resources.

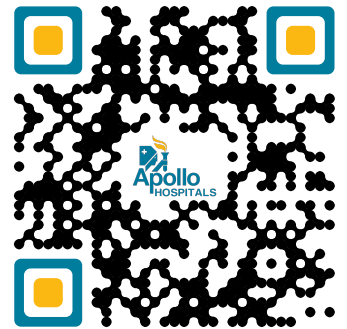
RESULTS

The implementation of Scanova's QR Code Generator had a significant impact on Apollo Hospitals' marketing operations. Using Scanova's Dynamic QR Codes, Apollo has received **1,88,000+ scans** from the **600+ codes** its team has created **since March 2023**, and the count is only going up.

The codes were circulated across newspaper campaigns, hoardings, brochures, and in-hospital materials. In **3 years of continuous campaigning**, all reprinting costs were eliminated.

THE FUTURE

Apollo Hospitals intends to continue using Scanova's Dynamic QR Codes as their operations expand, including new hospital launches. The team plans to include QR Codes for both pre-launch and post-launch campaigns, alongside their established use across in-hospital patient journeys.



CONCLUSION

Apollo Hospitals' experience with Scanova demonstrates how a large, distributed marketing team can keep up with fast-changing campaigns while saving significantly on huge reprinting costs.

Dynamic QR Codes are flexible, updatable, and customizable, functioning as the perfect tool for marketing teams of businesses like Apollo Hospitals. Self-serve access removed all human approval dependencies, which were not scalable with the campaigns.

Scanova turned Apollo's print campaigns into a patient engagement and service channel that was updatable. **600+ QR Codes, 1,88,000+ scans, and 3 years of campaigns** that never once needed a reprint to change what they said.

About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

Scan Me



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Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io