

Fortis Hospitals, Mumbai Take #AttackTheAttack Campaign on-ground

~ Release findings of study conducted between July and August 2016, with a sample size of 6,656 Mumbaikars ranging from 18-45+ years ~

~ Singer-Musician Raghu Dixit to perform the unique #ATA anthem~

Mumbai, October 10th, 2016: Fortis Hospitals, Mumbai, one of the leading healthcare delivery service providers in India, takes **#AttackTheAttack** campaign on-ground today. The campaign will be spearheaded by the **#AttackTheAttack Brigade** comprising of Cardiologists from Fortis Hospitals and Cause Ambassador, Singer-Musician Raghu Dixit. In the first phase of the campaign, a survey was conducted to check **the** preparedness of Mumbaikars to identify and tackle a heart attack; the findings of which were unveiled on the eve of World Heart Day. The campaign will reach out to people through digital, radio and mall activations in order to create awareness about heart attacks, its symptoms and the importance of notifying emergency medical services within the first five minutes of a heart attack to facilitate medical intervention within the first hour (Golden Hour).

The **#AttackTheAttack** survey was conducted between July and August this year; the findings revealed startling outcomes about how Mumbaikars identify a heart attack. Backed by this data, the campaign was strategized, aiming to create awareness **on** how important it is to know specific symptoms of a heart attack and the urgency to access medical care within the first hour of a heart attack. Referred as the 'Golden Hour,' doctors confirm that almost half of heart attack deaths occur within the first hour before the victim reaches a hospital. The findings from the sample size of 6,656 Mumbaikars, who were between 18 to 45 years of age, championed the cause of the campaign to create & build awareness about heart attack symptoms.

Fortis' **#AttackTheAttack** campaign is spearheaded by Cardiologists and Emergency Care medics from Fortis Hospitals in Mulund, Vashi, Kalyan and Mahim. The team will reach out to Housing Societies, Corporate Houses, Press Clubs, Educational Institutes and Shopping Malls in order to create maximum awareness about heart attack symptoms. Off ground, the campaign is being bolstered at popular social media platforms and target focused websites for today's net savvy audience.

The Radio campaign is being driven in association with Radio Mirchi through a fictional character named Prof ATA, who engages the listeners through talks about heart health. Singer-Musician Raghu Dixit will perform and play the unique #ATA Anthem that he composed, at on-ground locations including Viviana Mall, Thane on Oct 8th and Phoenix Market City Mall, Kurla on Oct 9th.

Talking about the campaign, **Mr Raj Gore, COO-South & West, Fortis Healthcare Ltd.**, said, *"Our channel agnostic approach with this campaign will ensure that we reach out to different age groups*

Press Release

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helping bridge the glaring awareness gap. Our #ATA Brigade (Comprising of Cardiologists & Emergency Care medics) will engage with masses, aiming to educate, prepare and prevent.”

Spearheading the campaign, **Ms Aditi Rungachary, Regional Marketing Head, Fortis Healthcare Ltd.**, said, *“Backed by inputs from our Cardiologists & the data collected from 6656 Mumbaikars, the campaign is designed to reach audiences across age groups, through digital and non-digital touch points. Our strategy is to use platforms that lend themselves to real time action being taken by the audience from taking pledges to downloading the guidebook. The idea is to be able to have quantifiable data and see how many people we have engaged with. Singer-Musician Raghu Dixit lending support to the initiative will help augment the cause with the younger audiences.”*

More information about the initiative and to take the ‘Save a Heart’ pledge, can be sourced from <http://www.fortishealthcaremumbai.com/> website, and social handles - @ATAFortisMumbai on Facebook and @ata_mumbai on Twitter. The ATA Anthem composed by acclaimed Singer-Musician Raghu Dixit can be viewed on <https://youtu.be/UuaKe9H2XH4>



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About Fortis Healthcare Limited:

Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 45 healthcare facilities (including projects under development), approximately 10,000 potential beds and 329 diagnostic centres.

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