

Brand protection and compliance

Brand protection is an operations job

India and international patient trust

For a patient choosing aesthetic care from overseas, a false affiliation can affect whom they pay and where they receive treatment. I would give the patient a simple way to verify authorised locations and official payment channels before travelling to India.

Brand protection is an operations job

When a clinic brand is misused, the first person to find out is almost never a lawyer.

Why it matters more in medicine than in most categories

A brand in most industries is a promise about quality. In clinical work it is also a promise about who is holding the instrument and what happens if something goes wrong.

Build the detection habit before the case

Detection should be routine, cheap and distributed. Search your brand name, your technique names and the common misspellings, monthly, in every market you operate in and in the local language.

Evidence, collected properly, before anyone speaks

This is the part that operations does better than anyone and that gets rushed most often.

Tiering, and the tier most people get wrong

I sort findings into three tiers. Tier one is anything that misleads a patient about clinical substance. Who performs the procedure, what qualification they hold, what the outcome will be, or a false claim of affiliation with your network.

Hand it to legal in a form they can use

A legal team should receive a file, not a forwarded email.

The uncomfortable part

Some findings will be your own former partners, and some will be people you know. Those cases get delayed, softened or quietly dropped, and the network notices.

The full method

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