

CASE STUDY · HEALTHCARE · UROLOGY &amp; SURGICAL SPECIALTIES

# RG Stone: A 2 to 3 year content partnership held to doctor-review standards

*Webpages, onsite blogs, and guest posts for one of India's leading urology hospital chains.*

## The brief

RG Stone is a pioneer in laser lithotripsy and urology care in India, with decades of clinical heritage and a pan-India presence. Their SEO and marketing team approached WriteShack to build a content programme that could strengthen organic search presence and establish clinical authority. This work spanned both their own website and external platforms.

The mandate was clear: every piece had to be medically defensible, patient-friendly, and SEO-effective, all at once. Every piece would also be reviewed by RG Stone's in-house panel of specialist doctors before publication.

## What we wrote

Three content formats, one consistent standard.

- **Webpages:** service and condition pages covering key urology treatments, procedures, and patient information. The kind of page someone reaches at midnight searching “kidney stone treatment in Delhi.” Worried, looking for clarity.
- **Onsite blogs:** research-driven content targeting patient queries around kidney stones, urological conditions, post-operative care and preventive health. Built around real search intent, not just what the hospital wanted to say about itself.
- **Guest posts:** content for external publications as part of RG Stone's off-site SEO and authority-building strategy. Written to the host publication's standards while reinforcing RG Stone's clinical expertise.

## What made this distinctive: doctor review on every piece

Every piece of content WriteShack produced went to RG Stone's medical panel for clinical review before publication. The majority cleared with no changes. Where revisions came back, they were typically minor: a technical term used imprecisely, a dosage reference needing clarification, or phrasing a patient could misread.

Being embedded in a clinical review cycle is unusual for a content agency. It required writers who could handle feedback from medical professionals without defensiveness, revise quickly and accurately, and learn from each round to reduce corrections over time. It is also the reason the engagement lasted years, not months.

## What this proves

- **Doctor-reviewed content:** every piece cleared by specialist doctors before publication. A standard very few content agencies can meet, let alone sustain.
- **Long-term hospital partnership:** 2 to 3 years as an approved content partner on a major hospital's medical panel. Hospitals do not retain underperforming vendors.

- **SEO-aligned medical content:** content built around real patient search intent, while passing clinical review every single time.
- **Off-site authority work:** guest posts extending RG Stone's voice beyond their own domain. Broader content-marketing capability proven.

### Talk to us

If your healthcare brand, practice, or hospital needs content of this calibre, talk to us.

**Vandana Singhal**, Content Strategist

WhatsApp: [wa.me/919811797810](https://wa.me/919811797810)

Email: [vandana.singhal@writeshack.com](mailto:vandana.singhal@writeshack.com)

Website: [writeshack.com/healthcare-content-writing-services](https://writeshack.com/healthcare-content-writing-services)