

Praxis360 Expands Its Healthcare Digital Marketing Focus Across Medical Specialties in India



Nagpur, Maharashtra Aug 26, 2026 ([Issuewire.com](https://www.issuewire.com)) - *Building on Its Experience in Dental Marketing, Praxis360 Strengthens Its Focus on Doctors, Clinics and Hospitals Across India*

Praxis360, a leading [healthcare digital marketing agency in India](#), is strengthening its focus on medical specialties beyond dentistry, building on its experience in dental marketing and its existing work with healthcare professionals across specialties including dermatology, neurology, physiotherapy and urology.

Dentistry has been an important part of Praxis360's journey, with the agency working extensively with dental practices to build their digital presence and support their online growth. With this experience, the agency has also developed a growing understanding of the digital requirements of different medical specialties.

As part of its evolving healthcare focus, Praxis360 is now placing greater emphasis on supporting doctors, clinics and hospitals across India in specialties such as [orthopaedics](#), **dermatology**, **neurology**, **physiotherapy**, **urology**, **cardiology**, **gastroenterology**, **paediatrics**, **gynaecology**, [IVE](#), **bariatric surgery** and **other areas of medicine**.

The shift comes at a time when patients increasingly begin their search for healthcare providers online. Google searches, Google Maps, websites and digital advertising can influence how patients discover specialists, understand their services and decide which healthcare provider to consider.

"Praxis360 has built a strong foundation through its work in dental marketing, but our healthcare experience has grown well beyond dentistry," said a spokesperson for Praxis360. "We are already working with professionals from several medical specialties, and we are now strengthening this broader focus in India. At the same time, we remain open to working with dental practices in international markets."

A Broader Healthcare Marketing Approach

Praxis360 provides digital marketing services specifically designed for healthcare practices. Its services include [Search Engine Optimization \(SEO\)](#), **Local SEO, Google Business Profile optimization, Google Ads, Meta Ads, website design and development, and brand kit development.**

The agency develops strategies based on the requirements of each healthcare practice, considering factors such as medical specialty, location, services offered, practice positioning and patient search behaviour.

This specialty-focused approach allows the agency to create digital strategies that are relevant to different areas of healthcare rather than applying the same marketing approach to every practice.

A Clearer Focus for the Indian Healthcare Market

While Praxis360 continues to work with dental practices internationally, the agency is **not currently taking on new dental projects in India**. Its focus within the Indian market is now on supporting doctors, clinics and hospitals across other medical specialties.

This includes continuing its work with existing specialty clients while expanding its reach among healthcare professionals looking for specialized digital marketing support.

For Praxis360, this represents an evolution of its healthcare marketing journey rather than a move away from its dental expertise. The agency's experience in dentistry continues to inform its understanding of healthcare marketing, while its growing work across other specialties is shaping a broader approach to digital marketing for healthcare professionals.

About Praxis360

Praxis360 is a healthcare digital marketing agency providing digital marketing services to doctors, clinics and hospitals across India, while also working with healthcare practices in international markets.

The agency offers **SEO, Local SEO, Google Business Profile optimization, Google Ads, Meta Ads, [website design and development](#), and brand kit development.**

With experience across dentistry and multiple medical specialties, Praxis360 helps healthcare professionals build a credible, consistent and specialty-focused digital presence.

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