
BRANDSTORM ASIA™
Digitizing Healthcare
YOU CHANGE LIVES.
WE TELL YOUR STORY.
Malaysia's Pioneer in
Healthcare Digital Marketing

BRANDSTORM ASIA™

Healthcare's *storytellers.*

since 2020.

Brandstorm Asia is Malaysia's pioneer in healthcare digital marketing. We help doctors, clinics and hospitals turn clinical expertise into stories patients understand, trust and act on.



Healthcare only

Every strategist, writer and editor works on medicine, every day.

Full stack in house

Strategy, production, media and ads under one roof.

Built to comply

Content shaped around MMC and KKM advertising guidelines.

Our mission: Make every great doctor in Asia seen, understood and chosen.


Think outside
the box.

THE HEALTHCARE MARKETING CHALLENGE

Great care. Is it being seen?

Four marketing challenges for clinics and hospitals.

01

LOW VISIBILITY

Your services and specialists can be hard to find when patients search online.

02

UNCLEAR DIFFERENTIATION

Patients struggle to see what makes your clinic or hospital the right choice.

THE VISIBILITY GAP

INCONSISTENT CONTENT

Busy teams and fragmented approvals make regular, relevant communication difficult.

03

UNCERTAIN RETURNS

Likes and views do not reveal which marketing efforts lead to enquiries and appointments.

04

The challenge is turning clinical expertise into a clear, trusted and measurable digital presence.

THE CHALLENGE

Your expertise deserves to be *heard.*

Clinical expertise doesn't always translate into a clear, compelling digital presence.



Expertise gets lost in jargon.

Patients need clear, relatable explanations.

Content lacks consistency.

Busy clinical schedules leave little time for marketing.

Visibility lacks direction.

Posting without a strategy can leave the right audience unreached.

The gap: turning expertise into visibility and trust.

[THE FOUNDERS]

Meet the experts that started this *movement.*



PRADEEP BALARAM & AIMAN MANAN

Co-founders, Brandstorm Asia

The vision behind *the movement.*



PRADEEP BALARAM

Co-Founder & Creative Director
Brandstorm Asia

Pradeep is a healthcare entrepreneur and brand strategist with over a decade of experience in business building, branding and creative communication.

As the creative force behind Brandstorm Asia, he helps doctors, clinics and hospitals turn their expertise into stories people understand and connect with. His work brings together brand positioning, visual identity and digital content to build recognition and trust in healthcare.

EXPERIENCE & RECOGNITION

- HRD Corp Accredited Trainer
- 100 Most Influential Young Entrepreneur Award 2024
- Bachelor of Engineering (Hons), Telecommunications, Multimedia University
- Organising Chairman of the Medical & Healthcare Advancement Awards 2026

The strategy behind *the movement.*



AIMAN MANAN

Co-Founder & Head of Strategy
Brandstorm Asia

With over 15 years of experience in healthcare, Aiman combines industry insight, clear positioning and strategic storytelling to help healthcare brands communicate their value.

EXPERIENCE & RECOGNITION

- **15+ years** of healthcare experience
- **HRD Corp** Accredited Trainer
- **Founding Partner & Senior Trainer,** APVANTAGE Global Advisory
- **100 Most Influential Young Entrepreneur** Award 2024

FEATURED IN

Free Malaysia Today • The Rakyat Post • The Malaysian Reserve • Utusan Malaysia
Kosmo Digital • Vulcan Post • Siakap Keli • Niaga Times

Great healthcare.
Smarter reach.

You focus on changing lives.
We help the right people discover what you do.



Healthcare insight. Clear strategy. Creative that connects.



BRANDSTORM ASIA™
Digitizing Healthcare





Patients went digital.
most doctors didn't.

Be found. Build trust. Get chosen.

One ecosystem. *four engines.*

Connected by clients, content and credibility.



BRANDSTORM ASIA™

AGENCY

Strategy, content, ads & personal branding.



doctok

Caremunications That Matter

MEDIA

Healthcare stories. Doctors. Providers.



APVANTAGE

GLOBAL ADVISORY

TRAINING

HRD Corp aligned learning for teams.



THE WORLD BRANDS FOUNDATION

BEST BRANDS

THE BRANDLAUREATE

RECOGNITION

Founder chairs the Medical & Healthcare Advancement Awards 2026.

BRANDSTORM ASIA

A peek inside Brandstorm.

Big stories start with a conversation.



Podcast room & media recording studio



Our wall of fame

Editors' lounge • Podcast room • Media recording studio

Inside Brandstorm

Good ideas walk in.
Great stories walk out.



Executive meeting rooms
Room to think bigger.



Training & competency centre
Talent grows here.



Better skills. Bolder stories.

BRANDSTORM ASIA

Client *reviews*



"An excellent experience. Everything is smooth, and the team is very supportive."

Dr Ooi
Oncology, ICON

"Well organised, with guidance through every step."

Dr Wilson Wong
Ophthalmology



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Client *reviews*



“Always impressed by the Brandstorm crew’s commitment and professionalism.”

Dr Kiru
General Surgery

“I enjoy the whole experience. It’s fun! They have taken me by storm.”

Dr Jeyanthi
ENT



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Client *reviews*



"*A really fun team and a great experience. Definitely recommended!*"

Dr Liyana
CEO, Damansara Specialist Hospital 2

"*Their creativity and management have definitely met my expectations!*"

Dr Deepa
Resident Doctor, Belle Sense Clinic





"*Almost four years with Brandstorm. Always on time, and everything runs smoothly.*"

Dr Diana
Founder, Millennium Clinic

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Client *reviews*



“They’re crazy, I’m crazy! We are meant for each other.”

Dr Malwinder
The Bald Oncologist | Oncology

“If you’re looking for ethical content creation, look for the Brandstorm team.”

Dr Ratna
CEO, Mediwira Group



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BRANDSTORM ASIA™

Make us the key *to your future.*

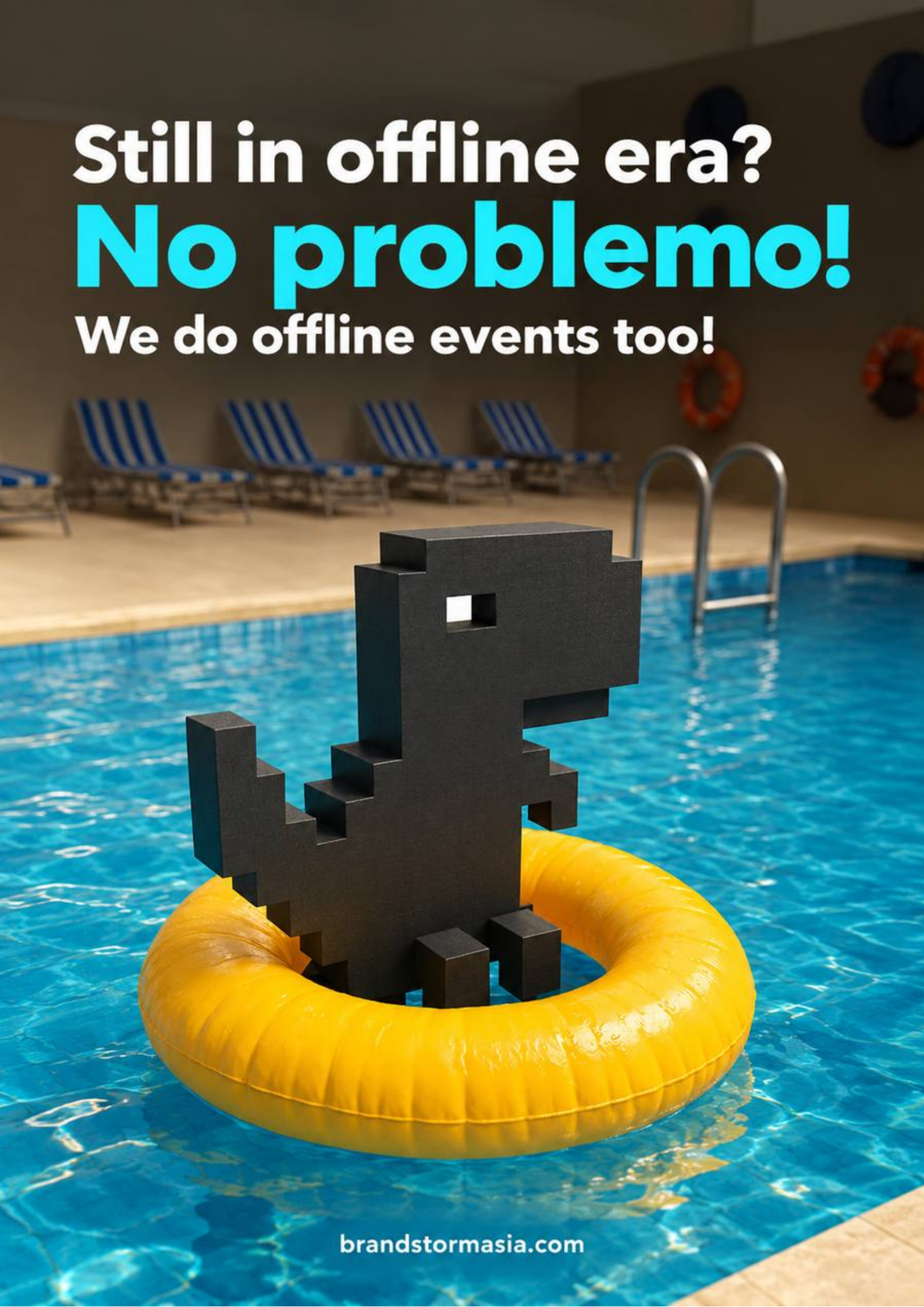


Trusted by 90+ doctors, clinics and hospitals since 2020

From solo specialists to hospital groups and medical societies.

care clinics
ALTY ORTHOPAEDIC HOSPITAL
KL FERTILITY CENTRE towards parenthood
Malaysian Oncological Society
MILLENNIUM CLINIC MEDICAL & AESTHETIC
CARUM
MENARA CLINIC
DPharma Healthcare, at your fingertips
myPrecise DNA
THE BALD ONCOLOGIST
RC SKIN RADIANT CLINIQUE ANTI AGING | SKIN | LASER
劉忠 T.LOW Dental Clinic
fresh smile family dental care
Amaya
KPJ Damansara Specialist Hospital
doctok Caremunications That Matter
SUNWAY MEDICAL CENTRE Sunway City Kuala Lumpur
PANTAI HOSPITAL Kuala Lumpur
UROHEAL
DR GULA Healthier Solutions, Sweeter Outcomes
ENT EAR . NOSE . THROAT
Dr. Kiru TRANSFORMATION BEYOND BOUNDARIES
DR.KO
DR COI KAI YUN
DR. SHANTENE SELVADURAI ARTHRITIS AND RHEUMATOLOGY CENTRE rheumatocare.com

and many more!


Still in offline era?
No problemo!
We do offline events too!
brandstormasia.com

DR.KO
KLINIK PAKAR KULIT KO SDN. BHD.

KONFIDENT

FAMILY FUN RUN

2025

1,500 PARTICIPANTS



5KM

Organised by Brandstorm Asia

The Konfident Family Fun Run 2025 brought 1,500 participants together for fitness, family and confidence.

With support from Mercedes-Benz, Ultherapy, KPJ Hospital and more.

25 MAY 2025

Eco Ardence, Setia Alam

brandstormasia.com

THE BREAST THING I EVER HAD

Pinktober Campaign

Damansara Specialist Hospital

1 OCTOBER 2025 • PETALING JAYA







Brandstorm Asia brought DSH's breast cancer awareness campaign to life, uniting survivors, healthcare professionals and advocates.

Officiated by DYMM Tengku Permaisuri Hajah Norashikin, Tengku Permaisuri Selangor, the launch celebrated courage and early detection, with support for breast cancer NGOs and a spotlight on DSH's oncology team.

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Let us boost *your healthcare brand.*



Let's connect.

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