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MBA Pharmaceutical Management, PM-14

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Industry mentor - Ruchika Singh



Profile of the organization (Description, vision and mission of the organization)

Overview

Global Health Limited (Medanta) is the largest multi-speciality tertiary care provider in the North and East regions of India in terms of bed capacity (2,467 installed beds). We deliver advanced, affordable end-to-end healthcare in Delhi, Gurugram, Indore, Ranchi, Patna and Lucknow through our network of five hospitals, six Mediclinics, diagnostic laboratories, home-care and telemedicine services. We aim to extend specialised care for complex cases in under-served densely populated areas through our patient-first model of healthcare. Our facilities have received different national and international accreditations, such as from the Joint Commission International (JCI) and the National Accreditation Board for Hospitals and Healthcare Providers (NABH).

Our **mission** is to deliver world class healthcare by creating institutes of excellence in integrated medical care, teaching and research. We aspire to create an ethical and safe environment to treat patients with care, compassion and commitment.

Leadership & excellence

With a commitment to deliver the best possible outcome in everything we do through exemplary action and behavior.

Integrity & courage

Maintaining high ethical standards by putting the patient's interests first and demonstrating the courage to do only what is right.

Compassion & service

Fostering a culture where everyone is committed to care for patients and their caregivers beyond the call of duty.

Collaboration, learning & innovation

Promote teamwork and collaboration, welcome change and creativity to encourage innovation and seek better ways to achieve our goals.

Learnings during internship

1. **Practical Skills:** Internships offer an opportunity to apply theoretical knowledge in a real-world setting. I developed skills related to data analysis, marketing strategies and Industry Knowledge to gain insights into industry trends, best practices, and the inner workings of different departments or roles within the organization.
2. **Professional Communication:** Interacting with colleagues, supervisors and learn to effectively communicate ideas.
3. **Time Management:** This internships often involved juggling multiple tasks and meeting deadlines. Through this experience, I developed time management and organizational skills, learning how to prioritize work and manage time efficiently.
4. **Networking:** I got to meet industry professionals, mentors, and fellow interns who offered guidance, support. This experience helped me to develop critical thinking abilities and adaptability.

Usefulness of Internship

1. **Work Ethic:** this internship offer me exposure to a professional work environment, teaching the importance of a strong work ethic. I learned about workplace etiquette, meeting expectations, and delivering quality work.
2. **Self-Reflection and Growth:** I got to assess my strengths, weaknesses, and areas for improvement, gaining a deeper understanding of my career goals and aspirations.
3. **Valuable skills specific to the marketing** like market research, data analysis, content creation, social media management, campaign planning, copywriting, and communication skills.
4. **Making departmental decks using MS PowerPoint** for each speciality , analysing highest revenue generating departments , organising blog tracker using MS-Excel sheet to update the departments according to the website , conducting website audit checks of doctor's profile .
5. **Understanding Marketing Tactics:** Practical exposure to learn and implement various marketing tactics, such as search engine optimization (SEO), email marketing, content marketing, social media marketing.

Objectives of the topic

1. To do the SWOT analysis of social media presence of Medanta Hospital.
2. To study the type of customer engagement through social media platforms of Medanta Hospital.

Methodology

PHASE 1 Identifying Competitors
PHASE 2. Data Collection
PHASE 3. Data Analysis and data visualization

Study tools

MS EXCEL, POWERPOINT, MARKETING FUNNEL CONCEPT

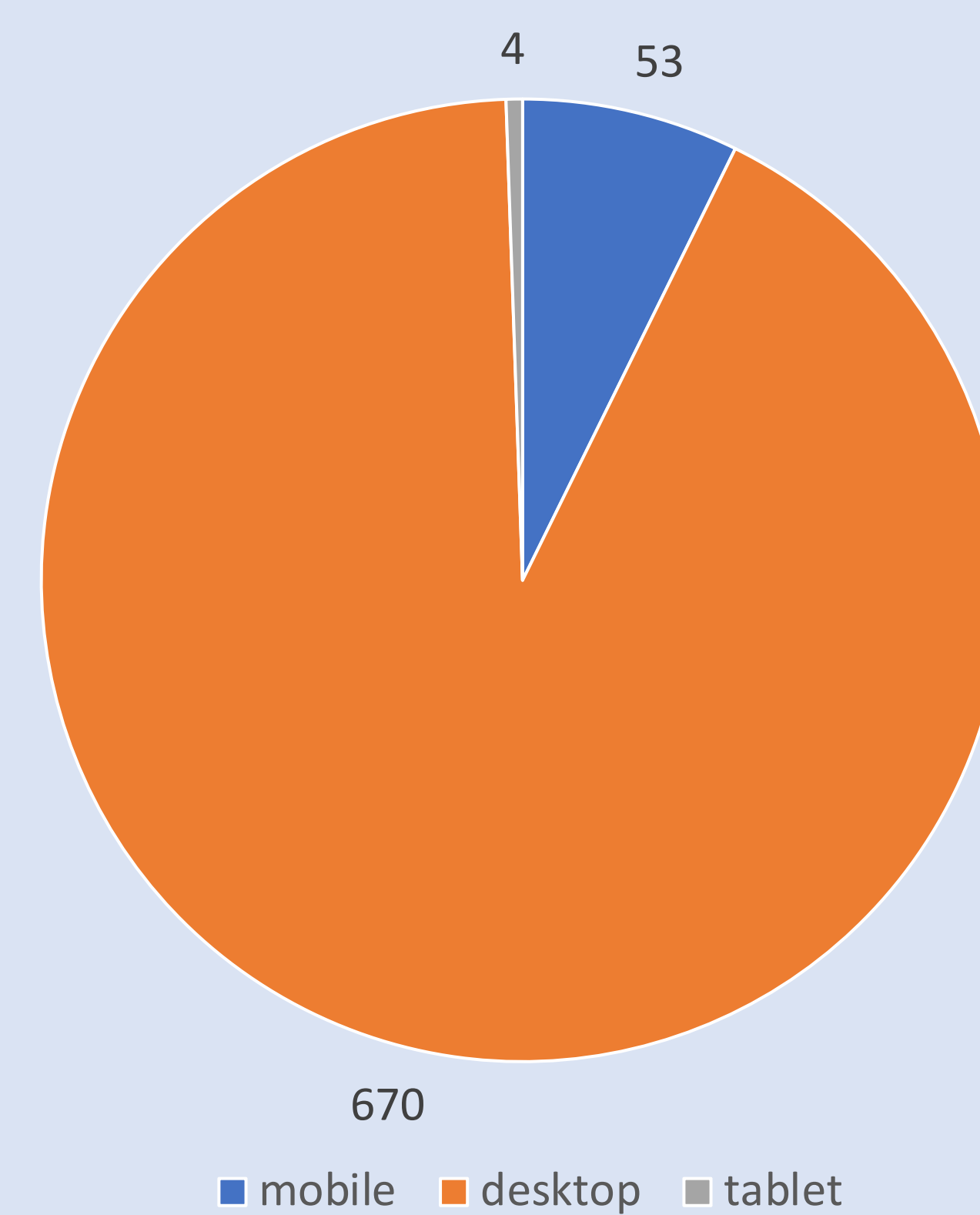
STUDY PERIOD- 02/05/23 – 30/06/23

Suggestions

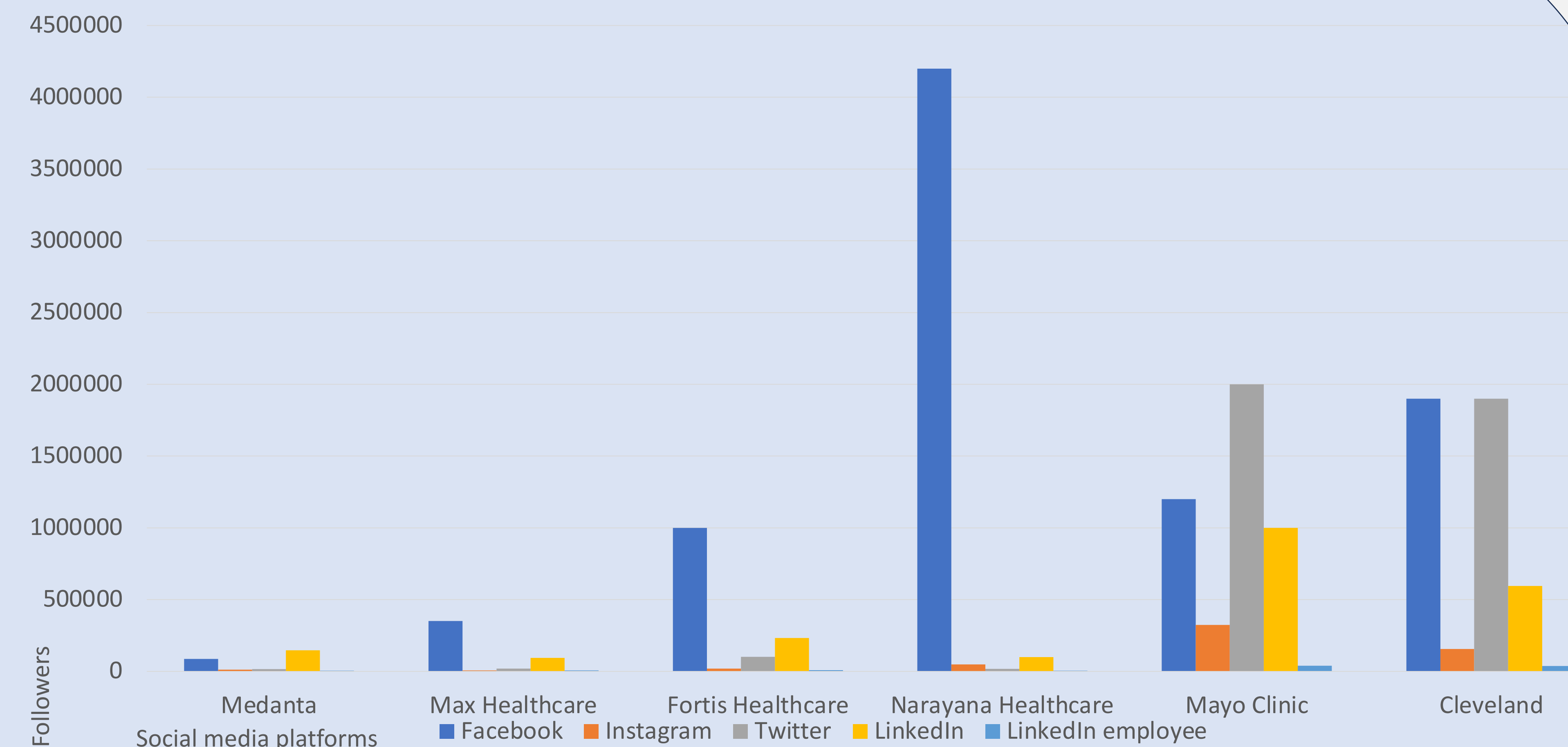
1. **Social Media Platform Recommendations**
 - Facebook- MEDANTA Hospital can analyse the trending keywords which then can be used in the post so that the reach of the post can be widened.
 - Twitter- More and frequent tweets need to be uploaded with relevant and crisp content ,trending keywords can be used to increase tweets visibility
2. **User-Generated Content:** Encourage patients to share their positive experiences and testimonials on social media. Share user-generated content (with consent) to showcase Medanta's impact and build trust among the audience.
3. **Monitor and Respond to Feedback:** Regularly monitor social media channels for feedback, reviews, and mentions of Medanta hospital. Respond promptly and professionally to both positive and negative feedback, showing that the hospital values patient experiences and actively seeks to address concerns.

Analysis

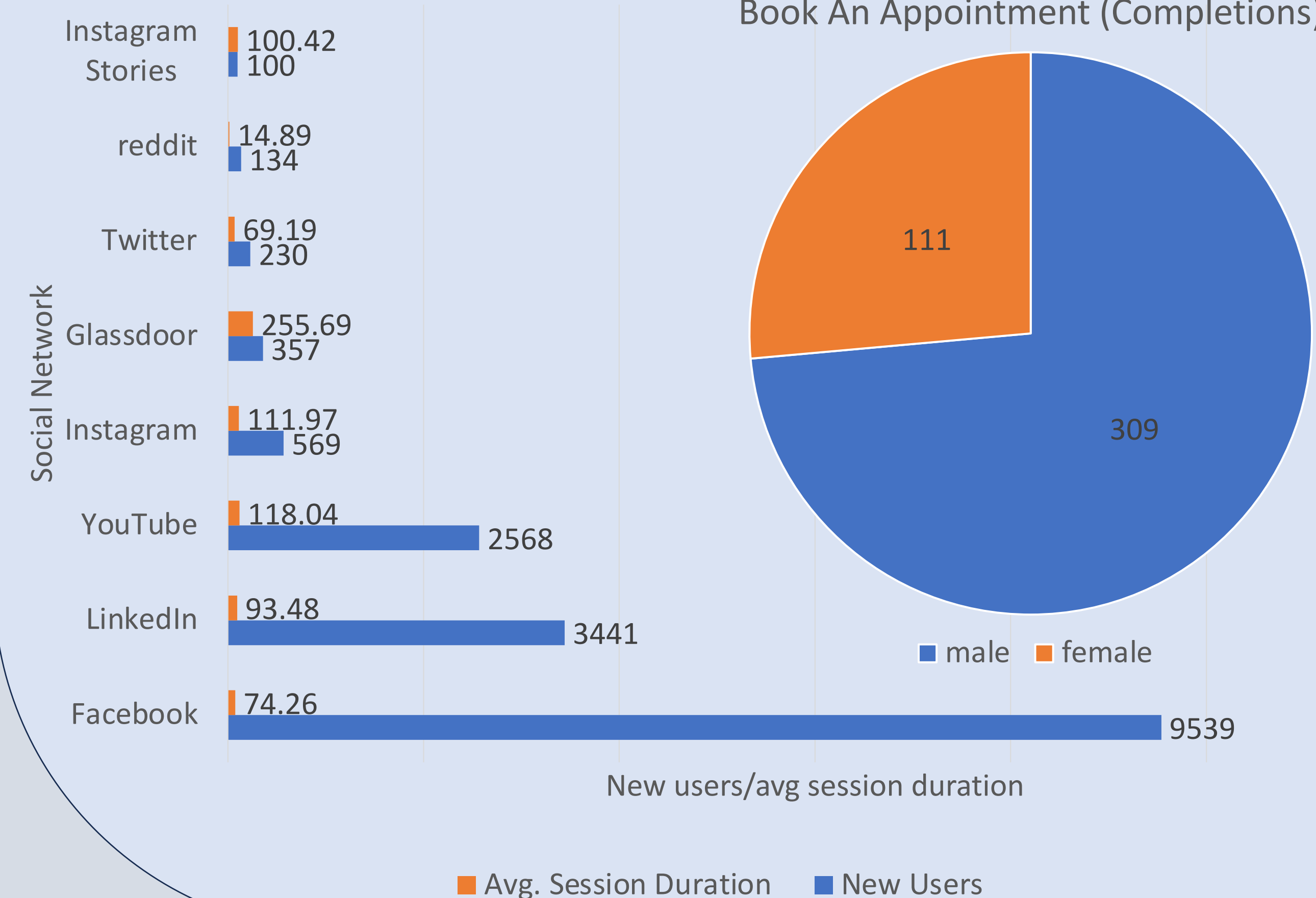
Book An Appointment (Completions)



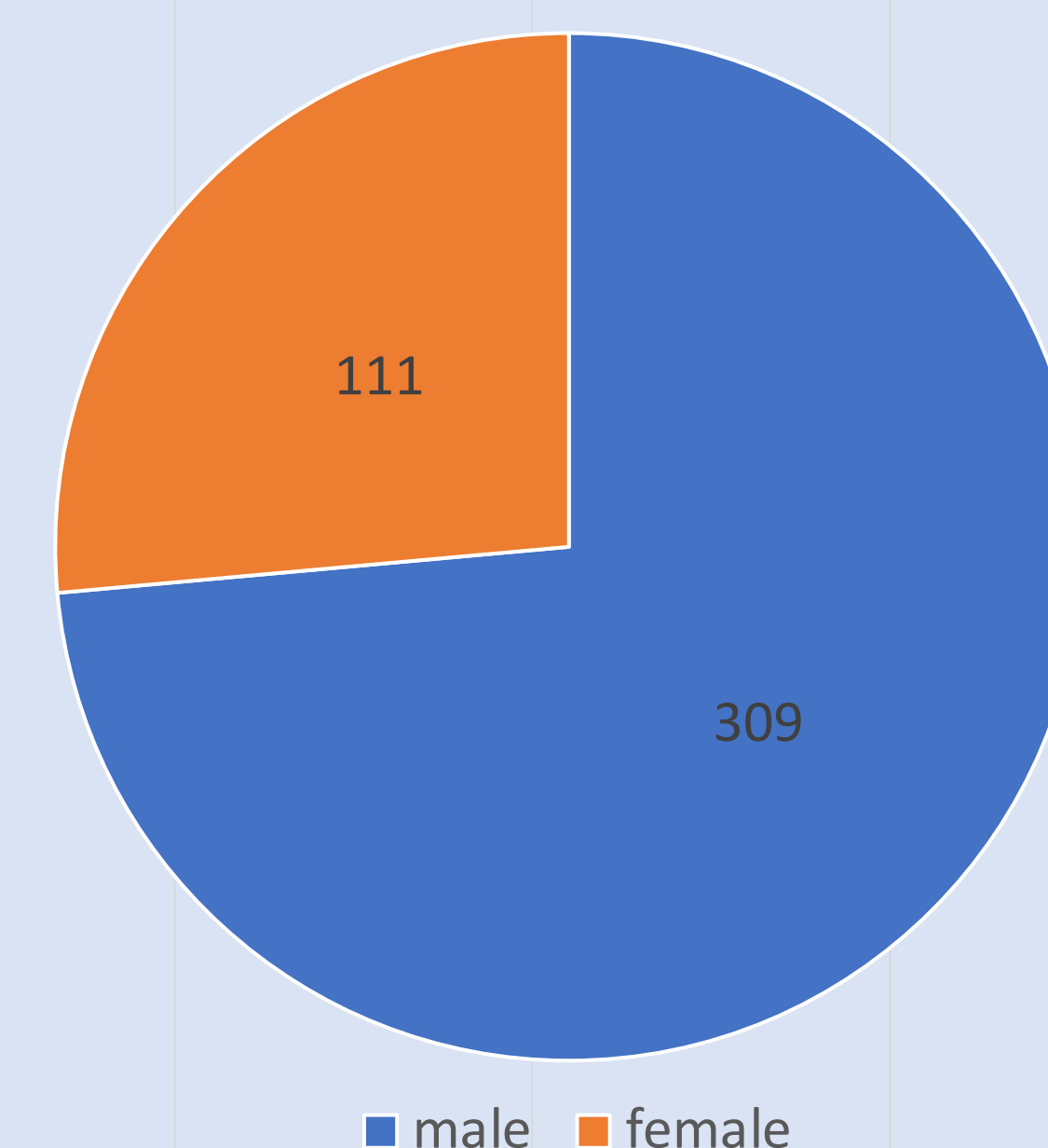
Brand Competitors Vs Social media followers



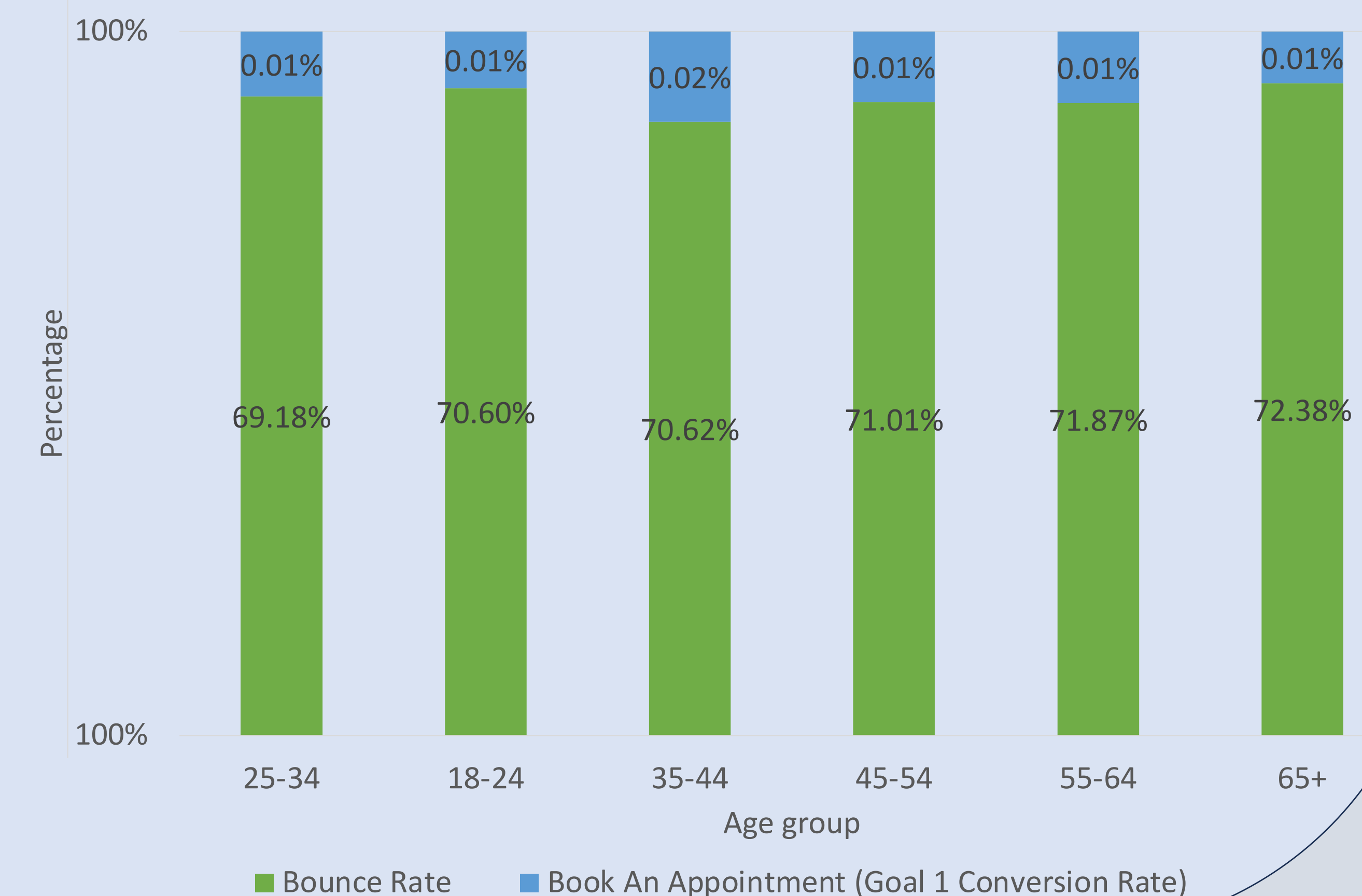
Data channels of Medanta hospital



Book An Appointment (Completions)



Age Demographic



SWOT analysis

Strengths

- **Strong Brand Reputation:** Medanta Hospital is known for its quality healthcare services, which can help establish credibility and trust on social media platforms.
- **Diverse Range of Specialties:** Medanta offers a wide range of medical specialties, which provides an opportunity to showcase expertise and engage with a diverse audience on social media.
- **High-Quality Content:** Medanta's social media content may include informative medical articles, patient success stories, expert advice, and health tips, providing value to the audience.

Weaknesses

- **Limited Engagement:** the level of engagement with the audience, including likes, comments, and shares. The engagement is low, which indicates a content delivery.
- **Lack of Consistency:** Inconsistent posting frequency and irregular content updates makes it difficulty in maintaining an active social media presence.
- **Weak Digital Presence:** not reaching a significant portion of its target audience by utilizing digital advertising.

Opportunities

- **Educational Content:** Medanta can leverage its medical expertise to provide educational content, health tips, and disease prevention information to engage and inform the audience.
- **Influencer Collaborations:** Collaborating with healthcare influencers or partnering with prominent personalities in the medical field can expand Medanta's social media reach and credibility.
- **Interactive Campaigns:** Developing interactive campaigns like quizzes, contests, or live Q&A sessions can encourage audience participation and increase engagement.

Threats

- **Negative Feedback:** The healthcare industry is susceptible to negative feedback or criticism on social media platforms. It's crucial to monitor and address any negative comments or reviews promptly and professionally.
- **Competitor Activity:** Other hospitals and healthcare providers have a strong social media presence, which poses a challenge in standing out and capturing the audience's attention.
- **Changing Algorithms:** Social media platforms frequently update their algorithms, affecting organic reach and engagement. Medanta needs to stay updated with platform changes to ensure their content reaches the intended audience effectively.