

Presented by:- Sidharth Choudhary (0446)
University Mentor:- Mr. Rahul Sharma
Organization Mentor:- Mr. Akhil Dave

Trizone healthcare consultant

The primary focus on increasing its client partner’s footfalls, Trizone Healthcare creates tailored solutions to ensure the clients’ brand names are in focus when their patients need them. Trizone Healthcare’s expert consultants assist in achieving the growth targets of a hospital by applying their vast knowledge and experience. With its data-driven Hospital Marketing Strategy, Trizone aims to provide a positive return on investment and turn patients into brand ambassadors. Its ambitious approach enables the company to deliver universal roadmaps for healthcare providers that create disruption, deliver solutions and results along with defining the future of the healthcare ecosystem.

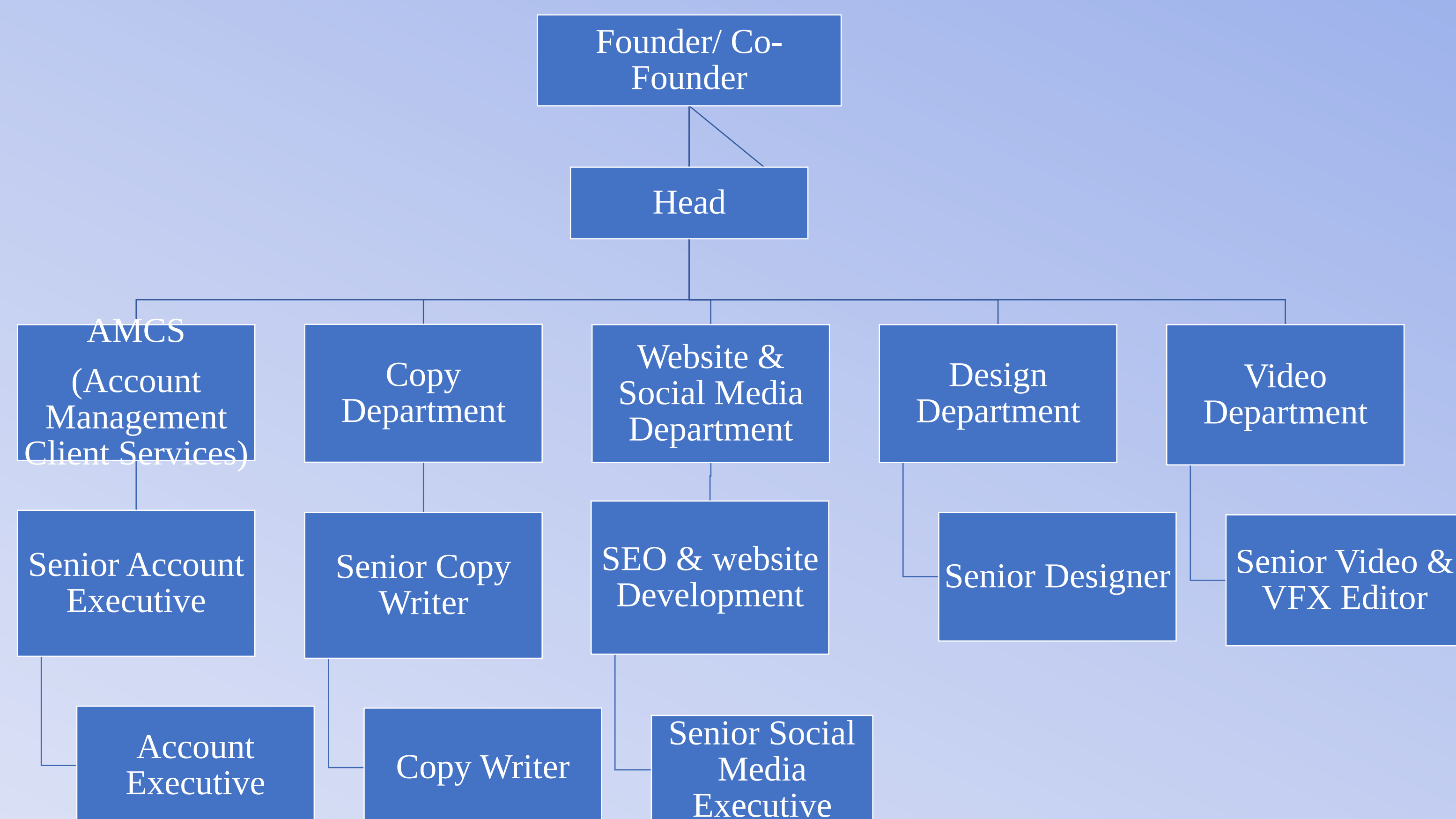
Mission

To establish ethical & right marketing practices in the healthcare industry and to be the trusted partner for healthcare providers, by providing comprehensive and innovative marketing solutions for healthcare providers, promoting their brand, services, and expertise to reach the right audience and drive growth.

Vision

To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through innovative and effective 360 degree marketing solutions that increase brand visibility, drive growth, engagement and turn patients into brand ambassadors for our clients.

Organisation structure



Brief Description About The Project

I conducted a competitor analysis of health packages for the diagnostic lab industry. Based on the analysis, I developed and priced comprehensive health packages that included a range of tests to cater to specific diagnostic needs. The aim was to increase footfall at the diagnostic lab located in Thane. To promote these packages, I created a pamphlet for newspaper advertisements and utilized social media platforms such as Instagram, LinkedIn, and Facebook. The objective was to raise awareness and attract more customers to the diagnostic lab.

Learning & Value Addition

- Secondary Research:** Conducting a competitor analysis provided me with a solid understanding of the market. I learned how to gather and analyze information about competitors' health packages, allowing me to identify opportunities and design comprehensive offerings to meet specific diagnostic needs.
- Pricing Strategies:** I gained insights into the importance of pricing in attracting customers and remaining competitive. By considering factors such as market trends, costs, and customer preferences, I learned to strategically set prices for our health packages. This skill will enable me to optimize profitability while providing value to customers.
- Digital Marketing:** Promoting the health packages through digital platforms like Instagram, LinkedIn, and Facebook exposed me to the world of digital marketing. I learned how to create engaging content, utilize targeted advertising, and measure campaign performance. These skills are invaluable in today's digital age, where online presence and effective communication play a crucial role.
- Targeted Marketing:** Identifying and focusing on the appropriate audience was a key lesson I learnt. By customizing our health packages to address the specific requirements of our target customers, we successfully boosted customer engagement and attracted more individuals to visit the diagnostic lab.

SWOT Analysis

Strength	weakness
44+ years of experience - Good brand value 24/7 service - In house service 2000 test capacity 10 lakh tests performed per day - Advanced equipment's - Online test reports - Coordination between runners and processing team is good (good CRM) - Good call center team	- Poor promotional activity - Labs are not properly visible - Competitors have more test profile - Website content is proper - Digital Marketing is not preferred - Online Health packages are not available - Appropriate description about the diagnostic lab is not available
opportunity	threats
- Huge no. of collection centers - Large no. of sampling in a day - Target hospital for patients - Large processing unit	- Large no. of competitors - Poor GMB (Google my business) - Less google review - No promotional activity

Basic package	No. of Tests	Price	Competitors Analysis			Women's package	No. of Tests	Price
Thyrocare	64 tests	1099				Thyrocare	101 tests	2499
Max lab	60 tests	749				Max lab	84 tests	4999
Dr. Vaidya's lab	44 tests	1299				Dr. Vaidya's lab	74 tests	2849
Advance package	No. of Tests	Price		No. of Tests	Price	Men's package	No. of Tests	Price
Thyrocare	75 tests	1599	Thyrocare	60 tests	1629	Thyrocare	99 tests	2299
Max lab	87 tests	1999	Max lab	79 tests	3699	Max lab	79 tests	4999
Dr. Vaidya's lab	70 tests	2599	Dr. Vaidya's lab	73 tests	2499	Dr. Vaidya's lab	63 tests	2849

Graphical representation of competitors analysis



Leaflet for newspaper



Theoretical-Practical exposure

- I successfully applied pricing strategies by analyzing the market and competitors, allowing me to determine optimal pricing for our health packages based on factors such as costs, customer preferences, and value proposition. Additionally, I targeted the right audience, tailoring our packages to meet their specific needs, resulting in increased customer engagement and more visitors to the diagnostic lab.
- The practical implementation of SWOT analysis proved invaluable in evaluating our strengths, weaknesses, opportunities, and threats. This assessment guided our decision-making and strategic planning, enabling us to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate potential threats.
- Recognizing the importance of digital platforms, I utilized digital marketing techniques to promote our health packages. Through search engine optimization (SEO), we improved our online visibility, resulting in increased website ranking and attracting a larger pool of potential customers.

Usefulness of internship

My internship provided invaluable practical learning in market research, pricing, and digital marketing. Through competitor analysis, I identified opportunities to design comprehensive health packages. Understanding pricing strategies, I attracted customers while remaining competitive. I honed digital marketing skills on platforms like Instagram, LinkedIn, and Facebook, creating engaging content using SEO. Targeted marketing increased customer engagement.

Challenges

- Rapid change in market conditions, makes it challenging to keep up with pricing strategies and ensure competitiveness while maintaining profitability.
- Identifying and targeting the right audience requires a deep understanding of customer preferences and behaviors. It can be challenging to gather comprehensive customer insights and accurately tailor offerings to meet their specific needs.
- It can be challenging to obtain comprehensive and reliable information about competitors' strategies, pricing, and offerings.
- Language barrier was also a challenge faced during internship
- I faced problem in convincing the other departments to prepare the same as the copy was given to them.

Suggestions

- More creative social media post can be created in comparison to the other competitors
- Design department should be open to more ideas and should consider other thoughts also.