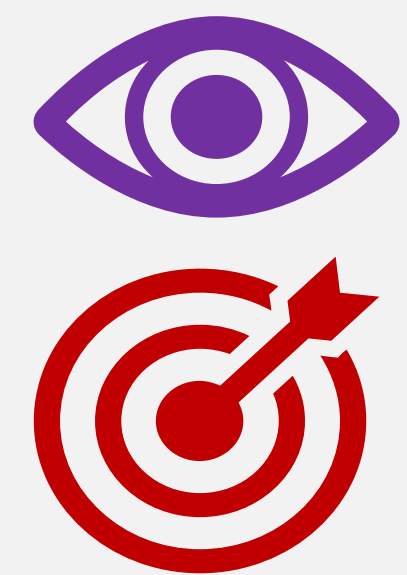


## 1. ORGANIZATION'S HISTORY AND DESCRIPTION :

In 1978, Kirtilal Manilal Mehta, a diamond merchant known as Bapaji, established the Lilavati Kirtilal Mehta Medical Trust in memory of his late wife. The trust has been under the management of Prabodh Kirtilal Mehta and Rashmi Mehta, members of the Mehta family. The hospital initially began with 10 beds and 22 doctors in 1997, but it has since expanded significantly. Today, Lilavati Hospital and Research Centre has 323 beds, a large Intensive Care Unit (ICU), 12 advanced Operation Theatres, over 300 consultants, and nearly 1,800 employees. It serves approximately 300 in-patients and 1,500 out-patients on a daily basis.



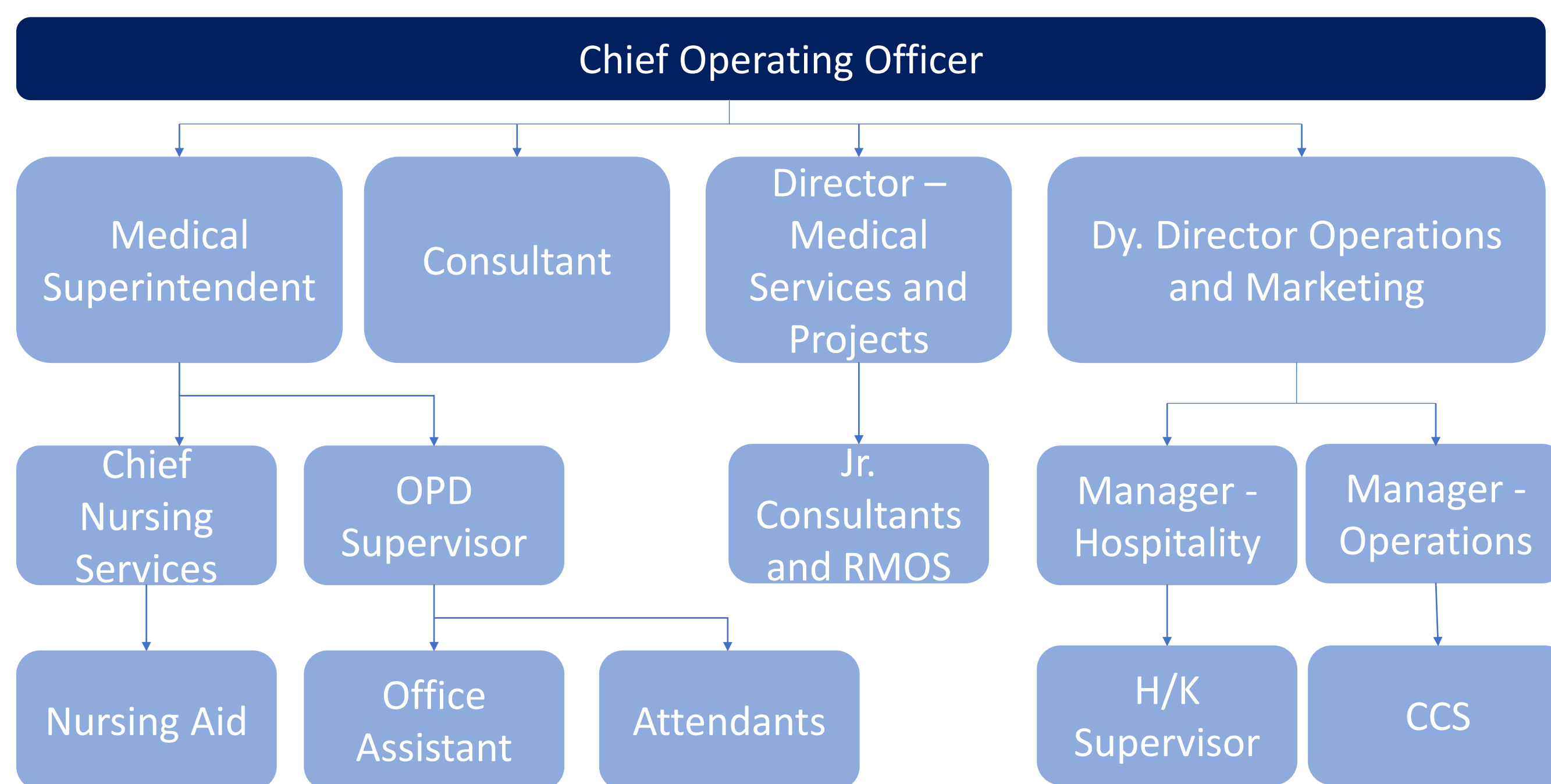
## 2. ORGANIZATION'S VISION AND MISSION



“ More than healthcare , human care”.

“ To provide affordable healthcare of international standard with human care”.

## 3. ORGANIZATION'S STRUCTURE



## 4. PRACTICAL EXPOSURE VS THEOROTICAL UNDERSTANDING:

Theoretical work provided me with an understanding of concepts and how they function, while practical exposure in a hospital allowed me to apply my skills and knowledge in real-life situations. This experience helped me gain confidence in my work and focus on day-to-day activities within the hospital project. This experience also familiarized me with the work culture and enhanced my soft skills, providing a valuable foundation for working in a corporate environment.

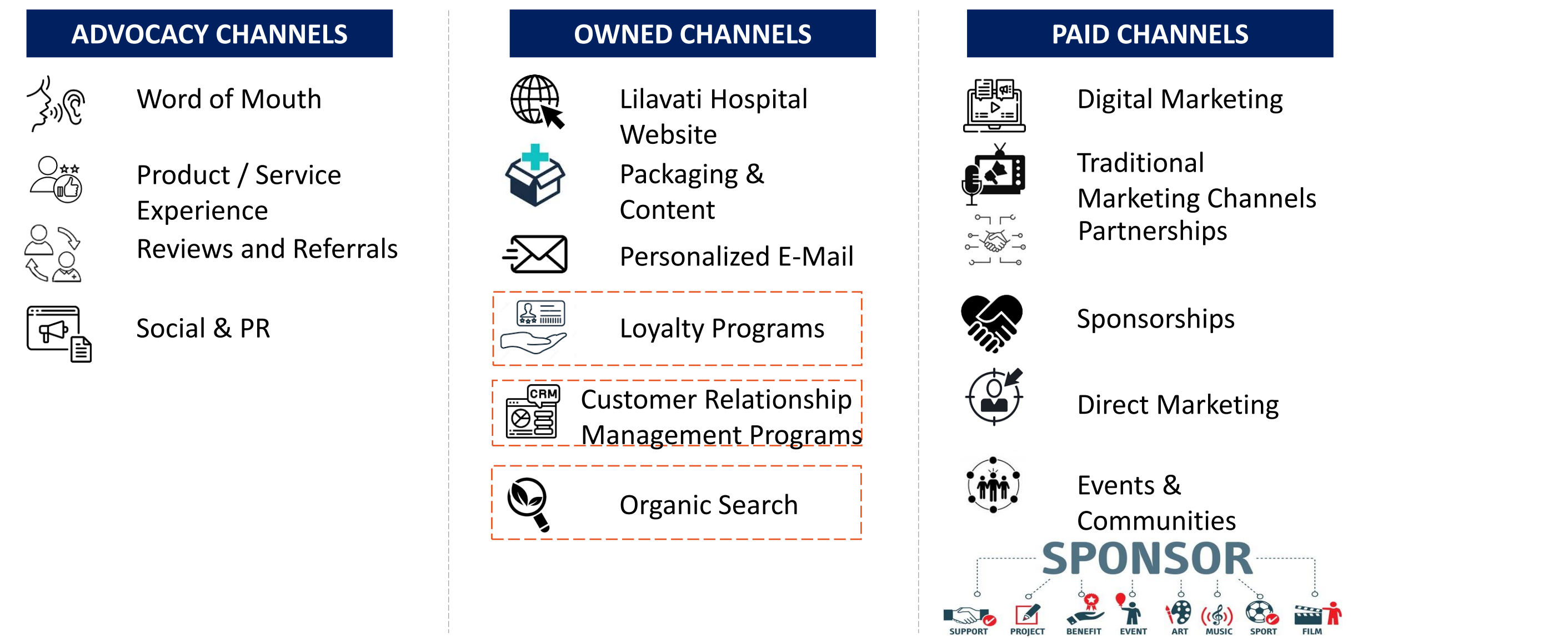
## OBJECTIVES



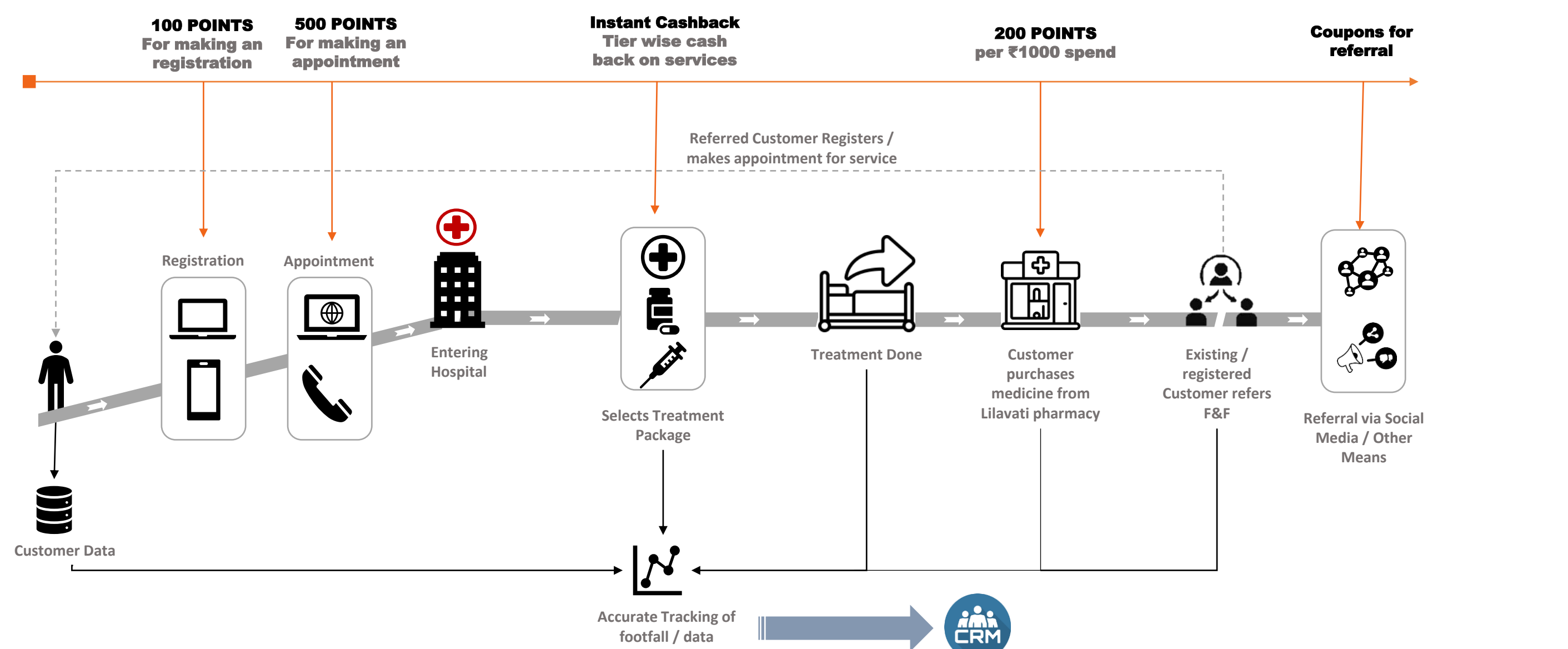
To review the current marketing activities of dental department at Lilavati Hospital.

To propose the marketing solutions based on the findings.

## PROMOTIONAL PLANNING OPTIONS



## A. CUSTOMER LOYALTY PROGRAM



## B. CUSTOMER RELATIONSHIP MANAGEMENT

|                           | Sales Phase              | Description                                           | Approaches Involved                                                                         | CRM Software Activity                                                                                                          |
|---------------------------|--------------------------|-------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| PRE TREATMENT ENGAGEMENT  | Lead Generation          | Generate and Capture Leads through different services | Dental Webinars<br>E-mails<br>Website Impression<br>Dental Camps<br>Social Media Impression | Capture potential customer data in master database                                                                             |
|                           | Lead Engagement          | Reach to lead and make first contact                  | Emails<br>SMS<br>Social Media advert                                                        | Send e-mail to potential customer<br>Send SMS to potential customer (if ph.no is present)<br>Targeted ad to potential customer |
|                           | Lead Conversion          | Lead to landing page eventually making an appointment | Website Link<br>Appointment Phone Number<br>Chatbot for making appointment                  | Share registration link to customer<br>Share call to action link to customer<br>Enable customer to make an appointment         |
|                           | Proposal and Negotiation | Share discount and offers information                 | E-Mails<br>SMS<br>Pop up on website                                                         | Share e-mail regarding running offers and discount                                                                             |
|                           | Post Treatment Service   | Follow up reminder / New treatment plans              | SMS<br>E-mail<br>Direct Contact                                                             | Send SMS / e-mail to existing customer about offers<br>Assign the customer to executive to contact                             |
| POST TREATMENT ENGAGEMENT |                          |                                                       |                                                                                             |                                                                                                                                |

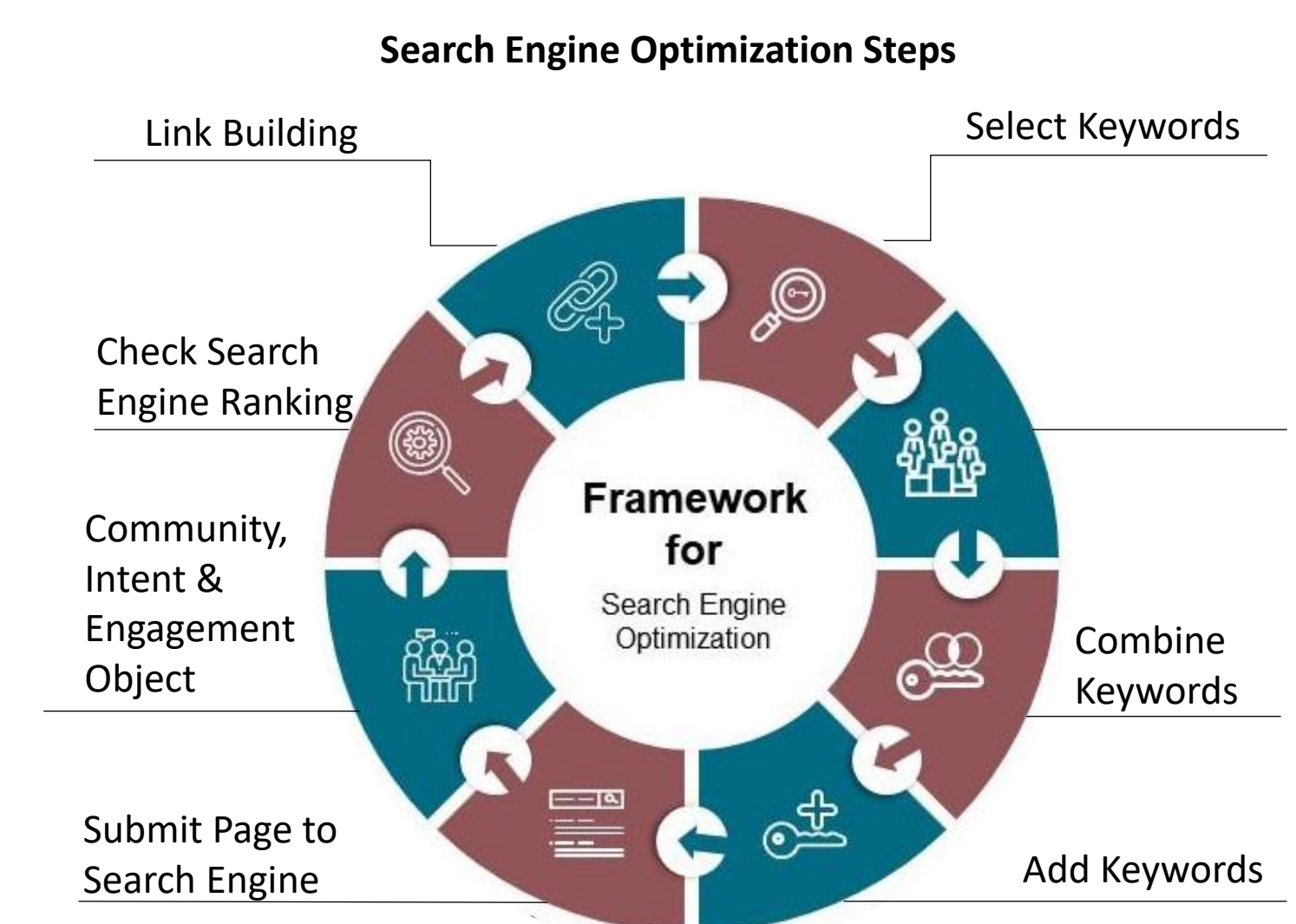
## C. SEO – ORGANIC SEARCH

**SEO – METADATA COMPARISON**

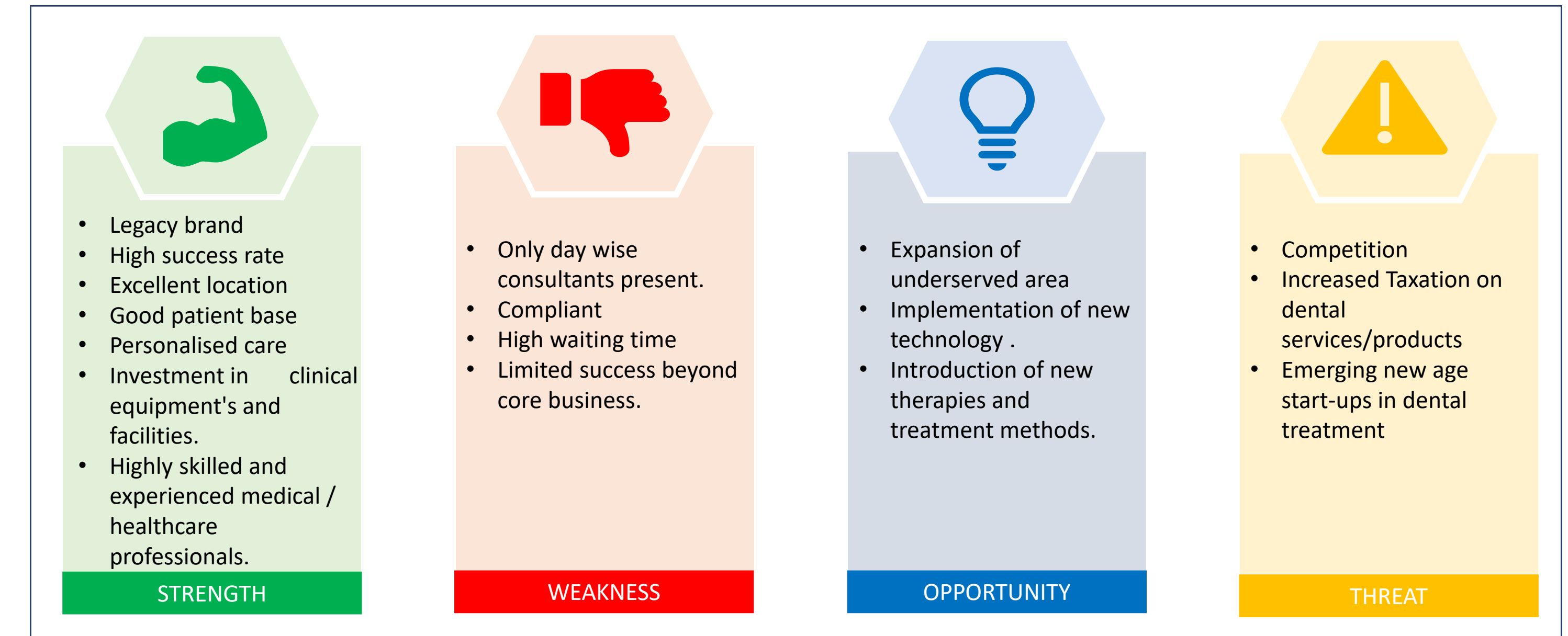
**1. FORTIS HOSPITAL METADATA – KEYWORDS – BEST DENTAL SURGEONS , BEST DENTAL HOSPITAL NEAR ME**

**2. NANAVATI HOSPITAL MUMBAI METADATA – KEYWORDS – BEST DENTAL HOSPITAL IN MUMBAI**

**3. LILAVATI HOSPITAL METADATA – KEYWORDS-BEST MULTISPECIALITY HOSPITAL**



## 5. SWOT OF DENTAL DEPARTMENT



## 6. CHALLENGES FACED DURING INTERNSHIP:

- Unavailability of a proper dedicated marketing team was the challenge , due to which it was difficult to know the current marketing activities of the hospital.
- Presence of day wise dental consultants made it difficult to gather the accurate information regarding current marketing activities ongoing in the department.

## 7. LEARNINGS DURING INTERNSHIP:

- Gained experience in recognizing the problems in the clinical departments.
- Learned about the various promotional ideas used in dental industry.

## 8. USEFULNESS OF INTERNSHIP:

- This internship experience will help me conceptualise and deploy digital promotional plans for increasing the customer footprint for the organizations.
- Gained valuable exposure of how the hospital management and department functions.

## 9. SUGGESTIONS:

- There should be formation of proper marketing team for implementation of day to day marketing activities.
- There is a need to increase the digital presence.

## RECOMMENDATIONS:

- Create a proper digital marketing plan on weekly , monthly and quarterly basis ,covering suitable activities like display and video advertisements , posters on various social media platforms like facebook and Instagram.
- Identify suitable CRM software and respective vendor and deploy the CRM software across all departments in the hospital including dental.
- Launch a test loyalty program for existing customers , check the results and prepare for complete rollout.



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