
INTERNSHIP REPORT

“Enhancing Eternal Hospital's Online Presence and Patient Engagement through Digital Marketing Strategies”

AT



From (18 march to 7th June)

Submitted by:

Name: NIKITA MAKHIJA

Roll Number: 0410





ETERNAL HOSPITAL



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Nikita Makhija** student of **IIHMR University, Jaipur** has completed her internship at "Eternal Hospital, Jaipur" from **18th March 24** to **7th June 24**.

Eternal Heart care Centre & Research Institute, Jaipur is a 225-bedded multispecialty Hospital.

During this period, she was inducted, oriented and trained in the working and processes of **Marketing Department** under the guidance of **Mr Nitesh Tiwari**.

During the period we found her sincere, intelligent, obedient, and hard working.
We wish her all the best for future endeavours.

For **ETERNAL HEART CARE CENTRE AND RESEARCH INSTITUTE, JAIPUR**


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ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to the management of **EHCC** Jaipur, for granting me an opportunity to undergo Dissertation in their esteemed organization. I, hereby also take the opportunity to thanks my organizational mentor **Mr. Nitesh Tiwari** sir who has given me this golden opportunity to get trained at EHCC Hospital, Jaipur. without her active supervision, assistance and encouragement, I would not have made progress in this project. I express my deepest thanks to my mentor **Dr Sudhinder Singh Chowhan** Sir and our Dean **Dr Saurabh Banerjee** Sir for their guidance and advice which were enormously helpful for my training both theoretically and practically. My sincere thanks to **Vinod Tejwani Sir** and the Placement Committee team for coordinating the internship meeting and helping us in all possible way. My internship journey was full of immense learning where I explored various aspects of the project and acquired substantial knowledge and experience which will help me further in my professional career. I will strive to use these gained skills and knowledge in the best possible way.

Nikita Makhija

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LIST OF ABBRIVIATIONS

- EHR - Electronic Health Record
- IoT - Internet of Things
- ICT - Information and Communication Technology
- AI - Artificial Intelligence
- ROI - Return on Investment
- RPA - Robotic Process Automation
- MRI - Magnetic Resonance Imaging
- MMM - Marketing Mix Modelling
- ICU - Intensive Care Unit
- PHC - Preventive Health Checkup

TITLE

“Enhancing Eternal Hospital's Online Presence and Patient Engagement through Digital Marketing Strategies”.

Introduction

Hospital marketing refers to the use of marketing strategies like advertising, branding, and promotional tactics to improve population health by interacting with community, building trust, displaying expertise in care to acquire new sufferers and create long lasting relationships. Healthcare advertisements must be genuine at the same time it needs to demonstrate the capabilities of the clinic or medical so well that the respective sick persons come by in volumes. Hospital marketing is the strategic process of promoting and advertising the healthcare services and facilities offered by a hospital or healthcare institution. The aim of hospital marketing is to build brand awareness and reach and attract potential patients. It also helps in building positive relationships with existing patients and the community. There are various marketing strategies and channels, such as digital advertising, social media, content marketing, community outreach, and public relations. These channels help attract and engage patients, ultimately driving growth and success for the hospital.

Effective hospital advertising goes beyond simply promoting services; it aims to create a positive perception of the hospital brand and foster trust among potential patients. Targeted hospital advertising helps you to reach your desired audience and inspire them to choose you for their healthcare needs.

Digital marketing

Digital marketing, or online marketing, is a form of advertising that uses the internet and digital technologies to connect with customers. Rather than traditional media, such as print, radio, or television, digital marketing uses computers, mobile, social media, search engines, and other digital channels to reach consumers wherever they spend the most time.

Digital marketing is a form of marketing that leverages the internet and digital technologies, such as computers and mobile devices, to connect with customers. More than running a sponsored Instagram

ad to drive sales, it's a set of practices that interacts with customers at every stage of the buying journey.

Digital marketing strategy includes email, social media, advertising, and multimedia messaging that is distributed through mobile and web. Over 60 percent of the global population is online, and more people are joining them every day. That's why companies are now increasing their digital marketing budgets by double-digit figures while traditional marketing gets slashed.

Data plays a big part in digital marketing. With marketing analytics, marketers can collect valuable information by tracking a customer's journey in real time and target specific audiences by tailoring content to their preferred digital channels. For example, Starbucks has collected data from their rewards mobile apps to help identify seasonal trends and create tailored promotions.

Types and strategies of digital marketing

1. Search Engine Optimization (SEO)- SEO is among the most important types of digital marketing for your business. It is the art of ensuring that your web pages or articles feature at the top of the search results of search engines like Google and Bing. The process typically involves emphasizing certain keywords or phrases within your content that align with the popular search trends on Google and Bing. The channels that benefit from SEO include websites, blogs, and infographics.

2. Pay Per Click Advertising (PPC)- Pay-per-click refers to paid advertisements and promoted search engine results. Pay-per-click can refer to the advertisements you see at the top and sides of a search results page, browsing the web, watching YouTube videos, and using mobile apps. SEO is that you only pay for the results. In a typical PPC model like a **Google AdWords** campaign, you will pay only when someone clicks on your ad and lands on your website. You can spend just about any amount of money on pay-per-click advertising.

3. Email marketing-Email marketing involves sending targeted messages to a list of subscribers. It's a powerful tool for nurturing leads and maintaining customer relationships. Personalized and segmented email campaigns can drive conversions and keep customers informed about products, services, and promotions.

4. Content marketing-Content marketing revolves around creating and sharing valuable content to engage and attract a target audience. This includes blog posts, articles, videos,

infographics, and more. Through compelling storytelling and informative content, businesses can establish themselves as industry authorities while building customer trust.

- 5. Influencer marketing**-Influencer marketing leverages individuals with a substantial online following to promote products or services. Collaborating with influencers relevant to a business's niche can help expand reach and credibility among their followers.

Objective of internship

- To Gain hands-on experience with digital marketing tools and platforms, such as Google Analytics, social media management tools, email marketing software, and SEO tools, to enhance technical skills and proficiency.
- To monitor and evaluate the performance of digital marketing campaigns. Track key metrics such as website traffic, conversion rates, social media engagement, and email open rates to assess the effectiveness of marketing efforts.

Organizational profile

The state-of-the-art tertiary care hospital Eternal Hospital, located in Jaipur City, is a division of Eternal Heart Care Centre and Research Institute. A world-class interventional cardiologist located at Mount Sinai Hospital in New York, USA, Dr. Samin K. Sharma's vision gave rise to this historic Healthcare Institute. Because of its exceptional medical results and exclusive services, this hospital—which was founded in 2013—is now regarded as one of the best in Jaipur as well as the country. In the state of Rajasthan, Eternal Hospital offers the finest multispecialty care.

Modern technology is used in this 250-bedded hospital, which specializes in a wide range of specialties including cardiology, cardiac surgery, neurology, neurosurgery, orthopedics & joint replacement, spine surgery, nephrology, pediatrics, gynecology, critical care, urology, pulmonology, gastroenterology, diabetes, endocrinology, and many more.

Because of its superior medical results and exclusive services, Eternal Hospital has become a preferred destination for both domestic and foreign patients. The only hospital in the state to have accreditation from the USA-based JCI (Joint Commission International) is Eternal Hospital. This certification is proof of Eternal Hospital's ongoing efforts to deliver healthcare at the greatest quality and to give patients top-notch treatment. In addition, the hospital has received awards for nursing excellence from NABH, NABL, and accreditation from NABH.

Every technological development and adaptation have followed international standards. The distinctive feature of Eternal Hospital is a stunning architectural structure supported by exceptionally committed customer care. High standards are upheld by Eternal Hospital for its patients, with state-of-the-art equipment ranging from a fully furnished ICU to the FD-20 (the most advanced Cath Lab in Rajasthan). With three successful heart transplants, ECMO, and other services, Eternal Hospital has become one of the most favored multispecialty healthcare facilities. Our teams of highly skilled nurses and paramedical personnel further enhance our clinical competence, which has its foundation in our group of physicians and medical experts who are knowledgeable about the most recent developments in their specialties.

ACHIEVEMENTS

- The only hospital in the state to have accreditation from the USA-based JCI (Joint Commission International) is Eternal Hospital.
- Asia's Greatest Brands 2019-2020 presented Eternal Hospital Jaipur with an award in the industry category of "Healthcare" at the Asian Business and Social Forum, Pride of Asia Series Awards, and Business Summit. The event took place on February 7, 2020.
- Received the Rajasthan Health Minister's Award for Leading Multispecialty Hospital at a TOI-organized event in 2018
- According to "The Week Magazine's" most recent Best Hospital Survey 2020, Eternal Hospital is the best multispecialty private hospital in Jaipur.
- The first hospital in the world to perform the first My Transcatheter aortic valve replacement or transplantation is Eternal Hospital.
- The world's smallest pacemaker, the Micra AV, was successfully implanted in Rajasthan's first hospital, EHCC.
- Maintained the record of four years in a row of achieving ZERO surgical site infection rates for joint replacement and sports injury procedures.
- A pioneer in the cochlear implant area.
- India has the most successful TAVI/TAVR cases overall.

Services provided by organization

Eternal Hospital in Jaipur offers a wide range of medical services and specialties. Here are some key services provided by the hospital:

1. **Cardiology and Cardiothoracic Surgery:** Comprehensive cardiac care including interventional cardiology, electrophysiology, and advanced cardiothoracic surgeries.
2. **Neurology and Neurosurgery:** Diagnosis and treatment of neurological disorders, including brain and spine surgeries.
3. **Orthopaedics and Joint Replacement:** Advanced treatments for musculoskeletal issues, including joint replacement surgeries, arthroscopy, and trauma care.
4. **Oncology:** Comprehensive cancer care including medical, surgical, and radiation oncology.
5. **Gastroenterology and Hepatology:** Diagnosis and treatment of digestive and liver disorders, including endoscopic procedures.
6. **Nephrology and Urology:** Treatment for kidney diseases, dialysis, and advanced urological surgeries.
7. **Pulmonology:** Comprehensive care for respiratory disorders including advanced diagnostic and therapeutic procedures.
8. **Internal Medicine:** Management of chronic illnesses, infections, and preventive healthcare.
9. **Paediatrics and Neonatology:** Complete care for infants, children, and adolescents, including neonatal intensive care.
10. **Gynaecology and Obstetrics:** Comprehensive care for women's health including prenatal, antenatal, and postnatal care, as well as advanced gynaecological surgeries.
11. **Critical Care:** Intensive care units (ICUs) equipped with advanced life support systems for critically ill patients.
12. **Emergency Services:** 24/7 emergency care with a dedicated emergency department and trauma care.
13. **ENT (Ear, Nose, Throat):** Diagnosis and treatment of ENT disorders including surgeries.

14. **Ophthalmology:** Comprehensive eye care services including surgeries for cataract, glaucoma, and other eye conditions.
15. **Dermatology:** Treatment for skin disorders including cosmetic dermatology procedures.
16. **Rehabilitation and Physiotherapy:** Post-operative care, physiotherapy, and rehabilitation services.
17. **Radiology and Imaging:** Advanced diagnostic imaging services including MRI, CT scans, X-rays, and ultrasound.
18. **Laboratory Services:** Comprehensive diagnostic laboratory services for accurate and timely diagnosis.
19. **Mental Health Services:** Psychiatry and counselling services for mental health issues.
20. **Diet and Nutrition:** Nutritional counselling and diet planning for patients.

Key activities/ projects

Strategies for Gastroenterology and Neurology

Background –

This project was given to me and my colleague for making strategies highlighting the various departments in the hospital. This project was completed in June 2024. This project covered the basic details and areas covered in gastroenterology and neurology department. Suggestion and new ideas in terms of digital marketing was suggested and one of the idea ‘Podcasts’ was appreciated and implemented by the managers.

Objective-

- One of the main objectives is to make digital marketing strategies department wise so that it will be more impactful.
- Eternal Hospital is a Cardiac focused hospital in its initial stage, but this hospital had expanded its services to a multispecialty hospital and making strategies for strengthen its other departments will help although it is a leading multispecialty hospital in the state.
- Generating awareness and capturing the target market.

Gastroenterology:

Patient Education Programs:

- Organize regular seminars, workshops, and webinars on gastroenterological health, common disorders, preventive measures, and treatment options. Distribute educational materials such as brochures, newsletters, and pamphlets that highlight the department's expertise and services.

Community Outreach Programs:

- Participate in local health fairs, community events, and health screenings to raise awareness about gastroenterological health and the services offered. Offer free or discounted initial consultations or screenings during specific periods to attract new patients.

Highlight Specialties and Expertise:

- Emphasize unique services, advanced treatments, and specialist expertise available in the gastroenterology department. Promote cutting-edge technologies and minimally invasive procedures that differentiate the department from competitors.

Podcast

- Creating different types of podcasts and generating awareness by appropriate content and interact with the public through happy health podcast channel (eternal hospital)

Gastroenterology Podcast Topics Suggested by me–

- Tobacco addiction and its harmful effects.
- How to come out of tobacco & nicotine addiction.
- Alcohol addiction and its harmful effects.

- Treatment of alcohol addiction (Part 1, Part 2....).
- Present lifestyle & fatty liver.
- Heartburn/ GERD.
- Constipation and how to treat.
- IBS (irritable bowel syndrome).
- Cirrhosis of liver.
- Hepatitis & Jaundice.
- Jaundice.
- Liver failure.
- Blood in stools needs urgent consultation.
- Difficulty in swallowing food.
- Food additives and their harms.
- Is milk so important.

This idea was implemented, and First Podcast was created and posted on World No Tobacco Day with the Topic Harms of Tobacco and ways to quit. The Insight was presented by Dr. Harsh Prasad Udawat, Director and HOD of Gastroenterology Department Eternal Hospital.

Neurology:

- **PARTNERSHIP & COLLABORATION**:- Partnership with research institute **NBRC** (National brain research Centre) can facilitate knowledge exchange, access to specialized resources, referrals, reputation enhancement.
- **COMMUNITY OUTREACH AND EDUCATION PROGRAMMES**:- On 22 July 2024 World Brain Day raise awareness about neurological disorders, offer educational seminars,

workshops, and support groups for patients to foster a better understanding and management of neurological conditions.

- **CREATING A PODCAST-** Invite neurology experts from our hospital to share valuable insights and knowledge.

Neurology Podcast Topics Suggested by me-

- Job related Stress management in Youngsters.
 - Student Development.
 - Nerve Block (Pain, Migraine).
 - Botox (Spasticity, Migraine, cramps).
 - Epilepsy (New Treatment).
 - Brain Health and Wellness.
 - Common neurological condition in pediatrics.
-
- **PATIENT REPORT OUTCOME MEASURES (PROMs)** Is a tool to capture patients reports of their outcomes Some examples of patient self-reported data collection tools include:
 - Patient-Reported Outcomes Measurement Information System (PROMIS®) —Funded by the National Institutes of Health (NIH), these tools measure patient self-reported health status.
 - Medicare Health Outcomes Survey (HOS)—The HOS was the first outcome measure tool used in Medicare Advantage plans. The goals of the Medicare HOS program are to gather valid and reliable health status data in Medicare managed care for use in quality improvement activities, plan accountability, public reporting, and health improvement. All managed care plans with Medicare Advantage contracts must participate.
 - FOTO Patient Outcomes —This tool measures the functional status of patients who received outpatient rehabilitation by self-reported health status questionnaires. The FOTO tool assesses change in functional status by comparing measurements taken at intake, during, and at discharge from rehabilitation.

- **DEVELOP MOBILE CLINICS ROAD ACCIDENT PATIENTS**_- promote healthcare of the partner organizations, enhances organizational productivity, and strengthens the relationship between hospitals and corporate partners.
- **PRESCRIPTION DATA THERAPEUTICS**_- prescription digital therapeutics are FDA authorized software-based treatments delivered on mobile devices that address the behavioral dimensions of many diseases and conditions and may help address provider shortages and reduce economic impacts

Design health package for women:

गृहस्वामिनी health package

Complete Hemogram – Hemoglobin, Complete Blood Count (CBC) With ESR, WBC & differential count, PCV, Blood Platelet
Diabetes Profile – Fasting/ Random Blood Sugar, Post Prandial Blood sugar, Glycosylated Hemoglobin (Hba1C)
Lipid Profile -Cholesterol-Total, CHOL/HDL RATIO, HDL Cholesterol Direct, HDL / LDL Cholesterol Ratio, LDL Cholesterol – Calculated, LDL/HDL RATIO Non - HDL Cholesterol, Serum Triglycerides, Serum, VLDL
Thyroid Profile Total (T3, T4 & TSH)
Kidney Function Test - Blood Urea, BUN BUN/Creatinine Ratio, Calcium, Chloride, Creatinine Phosphorus, Potassium, Sodium, Urea/Creatinine Ratio, Uric Acid
Liver function test - complete profile

KEY LEARNINGS FROM INTERNSHIP

1. During my internship, I was able to learn about various strategies that any Health care industry company can use in building their digital marketing strategies.
2. Observing the salesperson of the hospital it helps me to learn about the qualities and tactics they employ while dealing with the customer.
3. Working in a professional environment helps me to learn how to collaborate effectively with team members, clients and other stakeholders.
4. This internship also helped me to learn about the multiple digital platforms (Google Analytics, GMB, CRM) providing a comprehensive understanding of how different tools can be leveraged for marketing purpose.
5. Learn about the Healthcare Industry and basic terminologies which will be helpful in future.
6. I was also able to learn the measures taken regarding how to rectify any sort of unexpected situation which may arise.
7. Apart from this after working for three months at Eternal Hospital, I was able to understand more about corporate culture and Organizational behaviors.