

SUMMER INTERNSHIP PROGRAM

at

Trizone Healthcare Consultant

From 6th May 2024 to 5th July 2024.

A REPORT BY

Yash Soni

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Ratna Verma

Associate Professor





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Yash Soni**, a student from IIHMR University, Jaipur; MBA Pharmaceutical Management Batch 2023-25, has completed his internship programme (online) with **Trizone Healthcare Consultants LLP** from May 6th to July 5th 2024.

He demonstrated a positive attitude and enthusiasm towards learning new things.

We are confident that he will excel in all his future endeavours.

Cheers,

Krutika Mayavanshi.

**Senior Human Resources Executive
Trizone Healthcare LLP**



IIHMR University Faculty Mentor Approval

This is to certify that **Mr. YASH SONI** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 22/6/24

A handwritten signature in blue ink, appearing to read 'Dr. Ratna Verma', written over a horizontal line.

Dr. Ratna Verma

Associate Professor

IIHMR University Jaipur

Enhancing Market Presence and Patient Footfall for Elegance Men's Health Clinic:



A Strategic Approach

Presented By – Yash Soni

Batch – MBA PM -15

Roll No.- 0594



University Mentor: Dr. Ratna Verma Ma'am (Associate Professor)

Industry Mentor: Mr. Akhil Dave Sir

INTRODUCTION

- Trizone healthcare consultants is a Vadodara based firm established in 2019 which works with 360 degree approach and helps in defining brand goals that create a niche for client partners. This organization works with unique approach they are Listen and understand, analyze and research, design and develop, aim and shoot, review results and discover and reinvent. This organization is into strategy consulting, marketing, branding, website development, content writing, digital marketing, social media marketing and advertisement and communication design.

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.

BRIEF DESCRIPTION ABOUT PROJECT

- Elegance Clinic, your premier destination for aesthetic and reconstructive excellence since 2014. Located in the Heart of Surat city, our clinic is led by the renowned Dr. Ashutosh Shah, who brings a blend of precision, artistry, and medical expertise to every procedure.
- Elegance Men's Health Clinic (MHC) in Surat is a specialized healthcare facility focusing on men's health and wellness. The clinic offers a range of services designed to address various aspects of male health, including sexual health, hormonal balance, and general well-being, Preventive Health Screenings, Urological Care.

OBJECTIVE

- The primary objective of this strategic initiative is to increase patient footfall and enhance the brand visibility of Elegance Men's Health Clinic (MHC) in Surat. This will be achieved through comprehensive market research and analysis, effective branding and messaging, targeted social media marketing, and ongoing survey and data analysis. The goal is to position Elegance Clinic as a leading provider of men's health services by identifying market opportunities, crafting compelling brand messages, engaging with the target audience through social media, and continuously gathering and analyzing data to inform and refine marketing strategies.

THEORETICAL & PRACTICAL UNDERSTANDING

Theoretical :-

- Academic Knowledge Application:
- Industry-Specific Knowledge:
- Research and Analysis:
- Problem-Solving:

Practical :-

- Hands-On Experience:
- Networking:
- Skill Development:
- Workplace Dynamics:

SWOT Analysis

Strength

- Specialized in healthcare:
- Client Relationships:
- Innovative Solutions:

Weakness

- Market reach:
- Resource Constraints:
- Poor promotional activity:

Opportunities

- Healthcare trends:
- Market expansion:
- Technology advancement:

Threats

- Intense Competition:
- Economic Fluctuations:
- Regulatory changes:



LEARNING DURING INTERNSHIP

- Market Research & Analysis:** Identified existing competitors, their services, target audience, and marketing strategies. Analysed potential gaps in the market for Elegance Clinic to capitalize on.
- Social Media Marketing:** Created a 1-month social media calendar with daily/weekly themes promoting men's health awareness, MHC and ZSR benefits, and clinic expertise.
- Teamwork and collaboration:** Learned how to communicate delegate talk and work together towards a common goal.
- Projection development:** Received mentorship and guidance from experienced professionals that allowed me to enhance my skills, receive feedback, and develop a strong professional network.
- Survey & Data Analysis:** Developed a survey questionnaire focused on men's health concerns relevant to the clinic's services.

USEFULNESS OF INTERNSHIP

- Networking
- Skill development
- Exposure to client
- Professional experience
- Remote work skills
- Feedback and improvements

CHALLENGES

- Communication barrier.
- Limited networking opportunities.
- Technical and learning challenges.
- Learning and mentorship.
- Company culture and integration.

SUGGESTIONS

- Prioritize client engagement and satisfaction as much as possible.
- Regular check-in.

1st Week Report**Name of the Organisation:** Trizone Healthcare consultant**Department of Summer Internship Program:** Branding & Marketing**Name of the Student:** Yash Soni**Roll no:** 0594**Stream:** MBA Pharmaceutical Management**Week no:** 1**From:** 06/05/2024 **to** 12/05/2024

Activity Done	Learning the Business Model: Gained insights into Trizone's HMS consultancy model and their approach to healthcare marketing. Branding & Marketing Strategies: Understood Trizone's Integrated Marketing Communication (IMC) strategy for brand building. Client Project: Assigned to develop a marketing and branding strategy for Elegance Clinic, Surat, focusing on Dr. Ashutosh Shah's plastic surgery and cosmetology services. Market Research & Analysis: Conducted initial research on the target market, competitors, and Elegance Clinic's offerings.
Linking theory (Classroom learning) with practice at your organisation	Applied Philip Kotler's marketing principles to real-world client projects, like developing strategies for brand reputation, patient footfall, and revenue generation. Observed Trizone's practical application of IMC strategy in developing marketing plans.
Gaps identified on the working area.	Limited Time for Initial Research: The initial week focused on understanding Trizone's operations and offered limited time for in-depth market research for Elegance Clinic.
Suggestions for improvement	None as of now.
Plan for the next week.	Finalize Elegance Clinic Strategy: Develop and refine a comprehensive marketing and branding strategy presentation for Dr. Shah's clinic. Deepen Market Research: Conduct further research on ZSR circumcision and MEN's health services to understand market trends and competitor landscape.

Signature of the Student**Approved by the IIHMR University's Mentor**

2nd Week Report

Name of the Organisation: Trizone Healthcare consultant

Department of Summer Internship Program: Branding & Marketing

Name of the Student: Yash Soni

Roll no: 0594

Stream: MBA Pharmaceutical Management

Week no: 2

From: 13/05/2024 **to** 19/05/2024

Activity Done	Conducted online and offline research to identify existing Men's health clinics in Surat. Analyzed the services offered by these clinics, including their specializations and target audience. Compared pricing structures and marketing strategies employed by competitors. Identified potential gaps in the market and opportunities for Elegance Clinic to differentiate itself.
Linking theory (Classroom learning) with practice at your organisation	By analyzing competitor services and target audiences, Elegance Clinic can identify underserved demographics and tailor offerings accordingly. Comparing pricing structures and marketing strategies allows Elegance Clinic to develop a unique value proposition and marketing approach.
Gaps identified on the working area.	Research may reveal a lack of awareness about men's health services in Surat. The prevalence of ZSR circumcision in Surat might be under-represented online or offline. Competitor analysis might uncover generic marketing approaches not resonating with the target audience.
Suggestions for improvement	Develop Targeted Marketing Campaigns, Educate the Target Audience.
Plan for the next week.	Finalize Marketing & Branding Strategy: Leverage research findings to develop a comprehensive strategy attracting new patients and promoting ZSR circumcision. Create a presentation outlining the proposed strategy, focusing on attracting new patients and promoting ZSR circumcision services & MHC.

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3rd Week Report

Name of the Organisation: Trizone Healthcare consultant

Department of Summer Internship Program: Branding & Marketing

Name of the Student: Yash Soni

Roll no: 0594

Stream: MBA Pharmaceutical Management

Week no: 3

From: 20/05/2024 to 26/05/2024

Activity Done	Created a visually appealing and informative presentation outlining the proposed marketing and branding strategy. Structured the presentation to address two key goals: attracting new patients and promoting ZSR circumcision services.
Linking theory (Classroom learning) with practice at your organisation	Applied marketing principles like USP identification, target audience analysis, and addressing customer concerns to create a patient-centric strategy. Used market research findings to tailor the presentation to attract new patients and promote ZSR circumcisions.
Gaps identified on the working area.	Lack of awareness of Elegance Clinic's services and expertise. Potential misconceptions surrounding ZSR circumcisions & MHC.
Suggestions for improvement	Strengthened focus on men's health and preventative care to attract new patients. Developed clear messaging around ZSR circumcision's benefits and addressed potential concerns. Incorporated feedback from Trizone Healthcare Consultants for better clarity, persuasiveness, and alignment with clinic goals.
Plan for the next week.	Finalize the presentation based on feedback. Prepare for delivery at Elegance Clinic. Explore potential marketing channels based on the finalized strategy (online advertising, local partnerships, community events).

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4th Week Report

Name of the Organisation: Trizone Healthcare consultant

Department of Summer Internship Program: Branding & Marketing

Name of the Student: Yash Soni

Roll no: 0594

Stream: MBA Pharmaceutical Management

Week no: 4

From: 27/05/2024 to 1/06/2024

Activity Done	Finalizing the Marketing and Branding Strategy Presentation: Refined the presentation structure and visuals for clarity and persuasiveness. Ensured alignment with Elegance Clinic's goals for attracting new patients and promoting Men's health clinic & ZSR circumcision services. Conducted additional research to strengthen specific sections of the presentation (e.g., local competitor analysis, budget allocation for marketing channels).
Linking theory (Classroom learning) with practice at your organisation	Marketing Strategy Formulation: Classroom learning on market research, USP identification, and target audience analysis proved invaluable in developing the strategy for Elegance Clinic. Communication and Feedback Integration: Coursework on active listening and incorporating feedback helped refine the presentation based on Trizone Healthcare's suggestions.
Gaps identified on the working area.	Limited Time for Client Interaction: While Trizone provided valuable feedback, more direct interaction with Elegance Clinic representatives could have provided deeper insights into their specific needs and preferences.
Suggestions for improvement	Client Collaboration Workshops: Conducting workshops with Elegance Clinic to brainstorm marketing ideas and gain firsthand feedback on proposed strategies.

	Develop a Marketing Plan: Expanding on the presentation to create a comprehensive marketing plan that outlines specific channels, budgets, and timelines for implementation.
Plan for the next week.	Prepare a 1 month social media marketing calendar for Elegance clinic. Explore potential marketing channels based on the finalized strategy (e.g., online advertising, partnerships with local gyms/sports clubs, community outreach events). Depending on Elegance Clinic's feedback, potentially refine the marketing plan further, including outlining key performance indicators (KPIs) to track campaign effectiveness.

Signature of the Student

Approved by the IIHMR University's Mentor

5th Week Report**Name of the Organisation:** Trizone Healthcare consultant**Department of Summer Internship Program:** Branding & Marketing**Name of the Student:** Yash Soni**Roll no:** 0594**Stream:** MBA Pharmaceutical Management**Week no:** 5**From:** 3/06/2024 **to** 08/06/2024

Activity Done	Developed a 1-month Social Media Marketing Calendar for Elegance Clinic: Created a calendar with daily/weekly content themes focusing on Men's health awareness, ZSR circumcision benefits, and clinic expertise. (Note: Specific content details can be included as an attachment) Scheduled engaging content formats like informative posts, infographics, patient testimonials (with permission), before & after photos (anonymized), and interactive polls/ Q&A sessions. Incorporated relevant hashtags to increase reach and discoverability.
Linking theory (Classroom learning) with practice at your organisation	Social Media Marketing Strategy: The knowledge gained on social media content creation, platform selection, and audience engagement proved instrumental in developing the calendar for Elegance Clinic. Marketing Channel Analysis: Classroom learnings on various marketing channels and their functionalities helped evaluate the potential of online advertising, partnerships, and community events.
Gaps identified on the working area.	Limited access to competitor insights: While competitor analysis was conducted, access to detailed information on their social media strategies could have further enhanced Elegance Clinic's content approach.
Suggestions for improvement	Competitor Social Media Analysis Tool: Consider acquiring a social media analytics tool to gain deeper insights into competitor strategies and audience engagement.

Plan for the next week.	Create a brand communication for MHC & ZSR circumcision for Elegance clinic. Present the Social Media Marketing Calendar and explore potential marketing channels to Elegance Clinic for feedback. Refine the calendar and marketing plan based on their input.

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6th Week Report

Name of the Organisation: Trizone Healthcare consultant

Department of Summer Internship Program: Branding & Marketing

Name of the Student: Yash Soni

Roll no: 0594

Stream: MBA Pharmaceutical Management

Week no: 6

From: 10/06/2024 to 15/06/2024

Activity Done	Developed Brand Communication for Men's Health Clinic: - Conducted brainstorming sessions with Elegance Clinic team to understand their brand vision, values, and target audience. - Drafted key messaging focusing on the clinic's expertise in men's health, personalized care approach, and commitment to patient well-being. Content Ideas for Men's Health Clinic Social Media: - Built upon the existing social media calendar with content aligned with the developed brand communication. - Identified specific themes and topics for upcoming weeks (e.g., Men's Health Awareness Week,)
Linking theory (Classroom learning) with practice at your organisation.	Brand Communication Development: The knowledge gained on brand positioning, messaging, and visual identity helped create a strong brand narrative for the Men's Health Clinic. Content Marketing Strategy: Classroom learnings on content creation strategies, audience engagement techniques, and content format selection were applied to curate engaging social media content.
Gaps identified on the working area.	Limited access to competitor insights: While competitor analysis was conducted, access to detailed information on their social media strategies could have further enhanced Elegance Clinic's content approach.
Suggestions for improvement.	Competitor Social Media Analysis Tool: Consider acquiring a social media analytics tool to gain deeper insights into competitor strategies and audience engagement.

Plan for the next week.

Present the developed brand communication and content ideas to Elegance Clinic for feedback.

Do a survey for Men's health problems and collect the data from target audience what type of problems they are facing related to MHC.

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7th Week Report

Name of the Organisation: Trizone Healthcare consultant

Department of Summer Internship Program: Branding & Marketing

Name of the Student: Yash Soni

Roll no: 0594

Stream: MBA Pharmaceutical Management

Week no: 7

From: 17/05/2024 to 22/06/2024

Activity Done	- Presented the developed brand communication and content ideas for the Men's Health Clinic to the Elegance Clinic team. - Received valuable feedback on the messaging, focusing on aspects like clarity, tone, and effectiveness in reaching the target audience. - Incorporated the feedback to refine the brand communication and messaging. - Developed a survey questionnaire focused on men's health concerns relevant to the services offered by the Men's Health Clinic. - Identified appropriate distribution channels to reach the target audience for the survey (e.g., online platforms, social media, partnerships with gyms or men's lifestyle publications). - Initiated the survey distribution process.
Linking theory (Classroom learning) with practice at your organisation	Presentation Skills: Classroom learnings on effective presentation delivery were applied during the presentation to the Elegance Clinic team. This included clear communication, use of visuals, and addressing questions confidently. Survey Design and Implementation: Knowledge gained on survey design principles (e.g., question types, avoiding bias) was crucial in developing a reliable survey for gathering data on men's health concerns.
Gaps identified on the working area.	Survey Response Rate: The initial survey distribution process might require adjustments to maximize response rate.
Suggestions for improvement	Survey Promotion Strategy: Develop a targeted promotion strategy to encourage participation in the Men's Health Survey. This could involve social media campaigns, influencer partnerships, or collaborating with relevant local organizations

Plan for the next week

Analyze Survey Data: Once a significant number of responses are collected, analyze the data to identify key trends and insights into the target audience's concerns about men's health.

Refine Brand Communication and Content Strategy: Based on the survey findings and feedback from the Elegance Clinic team, further refine the brand communication and content strategy for the Men's Health Clinic.

Signature of the Student

Approved by the IIHMR University's Mentor

8th Week Report

Name of the Organisation: Trizone Healthcare consultant

Department of Summer Internship Program: Branding & Marketing

Name of the Student: Yash Soni

Roll no: 0594

Stream: MBA Pharmaceutical Management

Week no: 8

From: 23/06/2024 to 28/06/2024

Activity Done	Survey Data Analysis Data Collection: (Briefly mention the number of responses received or if the data collection is still ongoing) Analyzed data from the Men's Health Survey distributed in Week 7. (If data collection is ongoing, mention the progress made) Key Findings: Summarized the key insights obtained from the survey data regarding the target audience's concerns about men's health.
Linking theory (Classroom learning) with practice at your organisation	(e.g., frequency tables, descriptive statistics, cross-tabulation).0 (e.g., bar charts, pie charts).
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	Survey Promotion Strategy: Develop a targeted promotion strategy to encourage participation in the Men's Health Survey. This could involve social media campaigns, influencer partnerships, or collaborating with relevant local organization.
Plan for the next week.	End of summer training.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report**Name of the Organisation:** Trizone Healthcare consultant**Department of Summer Internship Program:** Branding & Marketing**Name of the Student:** Yash soni**Roll no:** 0594**Stream:** MBA Pharmaceutical Management

Activity Done	Market Research & Analysis: • Identified existing competitors, their services, target audience, and marketing strategies. • Analyzed potential gaps in the market for Elegance Clinic to capitalize on. Branding & Messaging: • Conducted brainstorming sessions with the Elegance Clinic team to understand their brand vision and target audience. • Developed key messaging focused on the clinic's expertise, personalized care, and commitment to patient well-being. Social Media Marketing: • Created a 1-month social media calendar with daily/weekly themes promoting men's health awareness, ZSR benefits, and clinic expertise. • Scheduled engaging content formats like infographics, patient testimonials, and interactive polls. • Incorporated relevant hashtags to increase reach. Survey & Data Analysis (Ongoing): • Developed a survey questionnaire focused on men's health concerns relevant to the clinic's services. • Identified distribution channels (online platforms, social media, partnerships) to reach the target audience.
Linking theory (Classroom learning) with practice at your organisation	Kotler's Principles in Action: • Market Analysis: Identified competitor offerings and target audiences to tailor services and marketing messages. • Unique Selling Proposition (USP): Developed a patient-centric strategy by addressing customer concerns and crafting a unique value proposition.

	• Target Audience: Analyzed target audience demographics and concerns to create targeted messaging and content. Marketing Strategy Development: • Social Media Marketing: Leveraged social media knowledge to create a content calendar promoting men's health and ZSR circumcisions. • Brand Communication: Developed a strong brand narrative emphasizing the clinic's expertise and personalized care approach. • Presentation Skills: Effectively communicated the strategy to the Elegance Clinic team using clear visuals and confident delivery. • Survey Design: Created a reliable survey to gather data on men's health concerns relevant to the clinic's services.
Gaps identified on the working area.	• Limited Initial Research: Time constraints may have limited understanding of men's health awareness and ZSR circumcision prevalence in Surat. • Competitor Strategies: Generic marketing approaches by competitors may require a more targeted approach for Elegance Clinic. • Brand & Service Awareness: Potential lack of awareness about Elegance Clinic's services and ZSR circumcisions could hinder patient acquisition. • Client Interaction: Limited interaction with Elegance Clinic might miss specific needs and preferences. • Competitor Social Media Insights: In-depth competitor social media analysis could further refine Elegance Clinic's content strategy. survey Response Rate: Optimizing initial survey distribution is crucial to maximize data collection.
Suggestions for improvement	Patient Education & Targeted Marketing: • Men's Health & ZSR Education: Develop clear messaging that educates the target audience about men's health and the benefits of ZSR circumcision, addressing potential concerns. • Targeted Campaigns: Attract new patients with a focus on preventative care and men's health services. • Trizone Feedback Integration: Refine messaging based on Trizone's feedback to ensure clarity, persuasiveness, and alignment with clinic goals. Collaboration & Implementation: • Client Workshops: Conduct workshops with Elegance Clinic to brainstorm marketing ideas and gather firsthand feedback. • Marketing Plan Development: Expand the presentation into a comprehensive plan with specific channels, budgets, and timelines for implementation.

	Enhanced Competitor Analysis: • Social Media Analytics Tool: Consider acquiring a tool to gain deeper insights into competitor strategies and audience engagement on social media. Survey Optimization: • Promotion Strategy: Develop a targeted promotion strategy (e.g., social media campaigns, influencer partnerships) to increase survey participation and gather valuable data.
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Signature of the Student

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