

INTRODUCTION

Trizone healthcare consultants is a Vadodra 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, discover and reinvent. This organization is into strategy consulting, marketing, branding, website development, content writing, digital marketing, social media marketing, advertisement and communication design.

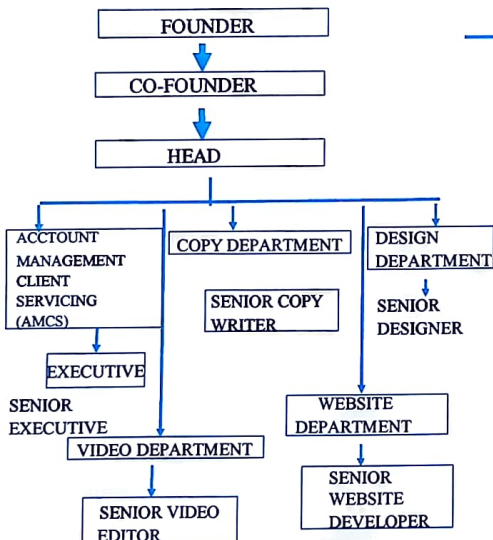
MISSION

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.

ORGANIZATION STRUCTURE



BRIEF DESCRIPTION ABOUT PROJECT

- Surat diabetic foot and Ulcer Clinic is one of the dedicated centers for diabetic foot problems and various other problems causing ulcers in feet. It is run by well-known plastic and diabetic foot surgeon, Dr Ashutosh Shah.
- Surat Diabetic Footcare and Ulcer Clinic has grown to become a trusted name in diabetic footcare in Vapi, Rajkot, Baruch from Gujarat, and Nandurbar from Maharashtra
- Dr. Ashutosh Shah has mastered various techniques to heal prolonged nonhealing wounds. He has developed a special technique for debridement which can clean wounds to the extent of preventing further infection and spread of the native problem. He is a pioneer for internal offloading surgeries.

LEARNING AND VALUE ADDITION

THEORETICAL KNOWLEDGE

- Theoretical concepts do not retain in our mind for long until they are revised.
- Deals with documentation of files
- Working conditions of organization are not discussed.

PRATICAL EXPOSURE

- When the concepts are implemented in the field, it stays with us for a long time.
- Deals with implementation of work.
- Teach how to adapt working conditions of an organization.

CHALLENGES FACED DURING INTERNSHIP

- Adapting the organization environment was challenging.
- Language barrier as most of the people were speaking Gujarati.
- To submit the assigned target on time.

LEARNINGS DURING INTERNSHIP

- Understanding of working culture.
- How to handle client through meeting.
- How to communicate and take decisions at right time.
- Learn how to do secondary market research and collect appropriate data.

USEFULNESS OF INTERNSHIP

- Got opportunity to meet people from different background.
- Practical exposure to understand things in a better way.
- Learnt how to work in a team.
- How to implement pricing strategy.

STRENGTH

- 20+ years of experience
- Better patient care
- Good affordability

WEAKNESS

- Poor promotional activity.
- Lesser customer engagement
- low visibility across offline channels.

SWOT ANALYSIS

OPPORTUNITY

- Large market size.
- Omnichannel approach
- Partnership and collaboration.

THREATS

- Large number of competitors.
- Poor GMB
- Limited reach to target audience

Competitors Name	Services	Consultation Fees
Savani Hospital And Diabetes Care	General diabetes care and footcare	400
Nakum Diabetes Center	Diabetes management and specific footcare service	500
Surat Diabetic Footcare	Specialized in detailed diabetic foot care, including complex surgeries and advanced wound management techniques; also provide range of surgical and non-surgical treatments for diabetic foot conditions including advanced therapies and custom footwears.	500

CONCLUSION

- Did secondary market research of Diabetic Centers with this we can conclude that they should focus more on the population of Surat district to increase the footfall of patients. Did secondary market research for a diabetic centers and searched about the target population, location and competitors
- Did SWOT analysis for the clinic and prepared action plan that they should focus more on digital marketing and also use various social media platform for promotion. Moreover, they should also use billboards to increase the visibility of a clinic.