

Annexure F
SUMMER INTERNSHIP PROGRAM
at
Trizone Healthcare Consultants

From 6th May to 6th July 2024

A REPORT BY
Tanushree Charde
Master of Business Administration
Pharmaceutical Management
2023-25

under the Mentorship of
Dr. Sanjay Gupta
Professor





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

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

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

We are confident that she will excel in all her future endeavours.

Cheers,

Krutika Mayavanshi.

**Senior Human Resources Executive
Trizone Healthcare LLP**

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IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Tanushree Mohan Charde** of the academic year 2023-25 of **INSTITUTE OF HEALTH MANAGEMENT RESEARCH** has prepared poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 23rd July 2024

A handwritten signature in blue ink, appearing to be 'Dr. Sanjay Gupta', written over a horizontal line.

Dr. Sanjay Gupta

(Professor)

IIHMR University

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

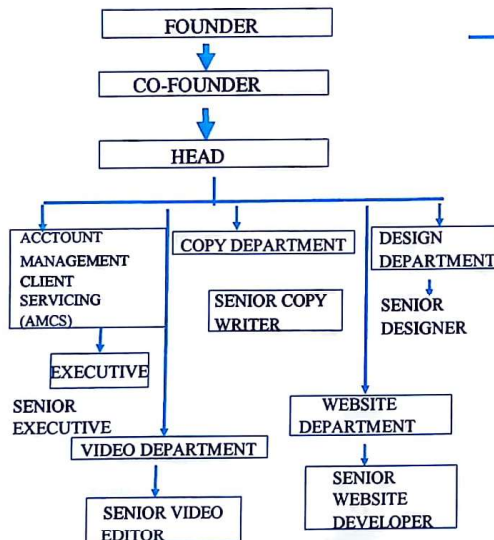
MISSION

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 Gujrat, 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

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

PRATICAL EXPOSURE

- 1.When the concepts are implemented in the field, it stays with us for a long time.
- 2.Deals with implementation of work.
- 3.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.

Compiled Reporting Format

Name of the Organisation: Trizone Healthcare Consultants.

Area/ Department/ Project of Summer Internship Program: Marketing and branding

Name of the Student: Tanushree M. Charde

Roll no:0588

Stream: MBA Pharmaceutical management

Activity Done	Trizone Healthcare Consultants is a marketing consulting firm, which helps hospitals and healthcare organizations to form their marketing strategy. In the very <u>first week of the summer internship Program</u>, we had introductory session with sir, and we got know in detail about the company, how company works, what is the vision and mission, company culture, who all are the founders and co-founders, story behind establishing of this marketing firm. Being a pioneer in the business serves as an edge. We were explained about what marketing is! Who all the customers and what service they provide. It explained how and what steps the company takes to stay in the market. Brief about competitors. What factors are to be considered for effective marketing. We were made acquainted with knowledge of branding by the company's co-founder. It was a power-point based presentation, and detailed explanation about brand formation, brand recognition and strategy, sustainability of brand with several examples. The three major problems recognized by the company which hospitals and other healthcare organizations face are <u>branding, patient footfall and revenue generation</u>. For every hospital this is essential. In the <u>2nd week of the summer</u>
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	<u>internship program</u>, At the Trizone Healthcare Marketing Consultants, first step to is basic research about the topic, understand the services, research about customer, (Target audience), Age group, detailed study about who all can be our competitors and what are they doing. To know about digital marketing of their clients, making of social media. Swot analysis of the respective clients. Testimonial, how to use those testimonials in a way to make a clear idea about the services provided. Being a part of Trizone Healthcare consultants, mentor assigned a project of market research for the client (Surat Diabetic footcare and ulcer) where we were taught about market research , how to conduct secondary market research its significance and application in designing strategies. In the <u>3rd week of the summer internship program</u>, As the client was assigned, we checked for services provided, gone through website and looked for the services available there, Choices were given to work on any of the services and study that in detail in respect to understanding the service from both hospital perspective and market perspective. Checked their social media as well how they promote their clinic, what all content they provide to public in there you tube videos, what measures they take to reach maximum people. Also, it is very important to check for the dialect and areas to be covered. we collected data and made a word document and gave the presentation In the <u>4th week of the summer internship program</u>: learned about 360-degree integrated marketing communication study for the client and did analysis how this would help
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	in developing the marketing strategy. I also did targeting and segmentation for the assigned client where their target audience was observed, and strategies was made keeping the target audience in mind and segmenting the audience according to their approachability (demographic, demand, interest) helped in reaching the potent customers. I also researched what target crowd is doing? And where the market is diverted, I also did content marketing mix on various platforms like YouTube, Instagram, and Facebook. Learned about Google Trends and Google My Business and implemented the same and studied about which segment of the market is to be captured. <u>In the 5th week of the summer internship program.</u> Keywords play very important role in establishing digital presence. First, there are software which helps us in knowing the volume and density of keywords, which helps in making content effective for readers and increase traffic on our website. Second, SEO (Search Engine Optimization) of the website and blog. Including high volume keywords will help in increasing traffic on the website. Backlinks helps in increasing traffic on the website. Creating a back links is important. We worked on WhatsApp chat box for website. Where people can clear their doubts and ask questions. I also worked on keywords analysis its importance in digital marketing and how keywords are to be selected as well as sorted to carryout significant Seo. I also did the research for keywords, which are to be implemented in the content. I also started the content
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	creating for the website enhancement and website development of Surat Diabetic Footcare. <u>In the 6th week of the summer internship program,</u> The main approach to the problem was to understand the need, takes key points into consideration, make strategy to cater that problem, focus was on IMC (Integrated Marketing Communication). Also, a 360 degrees approach to the problem, as in making of overall marketing strategy for the problem. Looking for solution from all aspects. I did a thorough study of content marketing and how efficient content can help to capture the potent customer and how developing a content can enhance the business , I was also taught about content marketing prevalence in the modern changing marketing scenarios , and how content marketing is over shadowing the traditional marketing. Later I worked on developing the content for the website of Developed the content to be posted on the official website of Surat Diabetic Footcare. I also communicated and coordinated with the website development team and content development team for the content to be posted on the website <u>In the 7th week of the summer internship program,</u> Did data sorting in social media marketing involving organizing and categorizing collected data to make it easier to analyse and interpret. This process helps in identifying trends, patterns, and insights that inform marketing strategies. The key aspects of data sorting in social media marketing are: -
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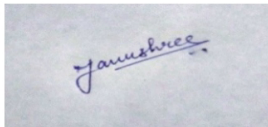
	Segmentation (by Demographics, Psychographics, Platform) Time -Based Sorting (daily/weekly/monthly trends, Campaign duration) Content Type (Post Type, Engagement Type) User Behaviour (Engagement Pattern, Content Interaction) Competitor Analysis (Benchmarking, SWOT Analysis) By effectively sorting social media data, we can derive actionable insights that will enhance our marketing strategies and improve overall performance. <u>In the 8th week of the summer internship program,</u> Did Gap Analysis in social media marketing which involves identifying the difference between the current state of social media performance and the desired goals. It helps in pinpointing areas that need improvement and formulating strategies to bridge these gaps. By systematically addressing each gap with targeted actions we aimed for improving the social media performance and move closer to achieving our marketing goals.
Linking theory (Classroom learning) with practice at your organisation	Learning and associating and practicing it in real world is totally a different scenario. In class of Marketing Management, major learning was taken from this, because in the given assignment by the teacher, we were supposed to develop a product it as a brand. Starting from thinking of idea to establishing digital presence. Apart from this, other subjects have contributed to make us acquainted with the company's structure. We were assigned to make contributed overall development of

	the website, in class we designed website, which and overall marketing strategy. Strating from segmentation to positioning, applying those 4'Ps (price, people, product, promotion), Target audience, who all can be our customer, the services, market to be targeted, pricing and social media importance, in the world of digital marketing. Organisational Behaviour learning about that, and knowing how organisations work in real, learning about the challenges faced by the organisation, work culture, what all are the positions in the organisation. Learn about the USP for the products, here we provide USP for services and learning how to provide it. Learning overall and in depth about our services and how to do research for this. How social media influences and make the greater reach. Hands on content and post. How to increase reach to public through social media.
Gaps identified on the working area.	In the initial weeks, we were just getting acquainted to the company, as in work culture. The Major Gap identified by our mentor at Trizone healthcare consultants, was regarding single own Practitioner, who cannot market their clinic, marketing is an expensive thing, so coming up with strategies and pricing table for small clinics and hospitals in the city and with this founding and another company 'Healthcare marketing advisors'.

	The company people gave us access to the software of keywords, website (site map), Canva for social media, all these software, but we were asked to explore on our, here we could not recognise the full potential of the tool. and nobody guide us, just doubts were made clear. One mentor for all 8 on site present intern, I think there should have enough staff to handle workload but not enough to guide us one on one. Observation and research are the basic of any project. Observation is easy, but what you need to see, what details you see, keep in mind as a perspective of marketer, this was said but really taught, this is something years of experience will require to have that approach. Data analytics were not effectively used to track the marketing performance. Gap identified while working is to have basic idea about the market, to keep yourself updated about the activities happening outside in the world, to connect healthcare market with rest of the world. Skills were introduced, what all marketers should possess, but adequate training was not provided for this. We were not a part of any team, as in under skilled employee. We people from IIHMR, we assigned topics together and were asked to work on that. Coming together of different ideas is good, but with limited knowledge, but under some team who has already excel in their domains would have helped more to learn and understand the concepts.
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	Guidance was given for social media post and content but were not taught how to make it informative, how to make it eye catchy.
Suggestions for improvement	To check for minute details as well, considering it is very important. Minimizing the gap about the problems by working on minute details, analysing it and improving on it. About software, they should introduce, describe the use of it, explain about the tools available, what all we can explore and needed for the task. For better understanding of the task assigned, one on one mentorship is needed, making intern work under one employee, would help in more effectively in clearing doubts, and excelling performance. Observation, it as skill you need to develop on your own but being a marketing intern and looking from marketer's perspective, one should guide about the things to look after, minute details, what questions need to be asked if you are conversing, to get our answers that will help in knowing mindset of the people. They can use data analytics tools for better management of data. Not many cases studies were discussed, for making us understand the healthcare market and outside environment, I think more often case studies discussion should happen for better gaining of idea and knowledge. Also, learn more about how to look for better content and how to surf for better data. How to think about the social media post. And how to make it in such a way to present.

	Brainstorming, how to look for creative ideas and generate new ideas. Would have to learn about and practice that marketer's perspective to understand the things from grass root level and for better understanding.
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Signature of the Student

Tanushree Charde

Approved by the IIHMR University's Mentor