

University Mentor : Hemant Kumar Mishra

Industry Mentor: Mr. Akhil Dave

TRIZONE HEALTHCARE CONSULTANTS

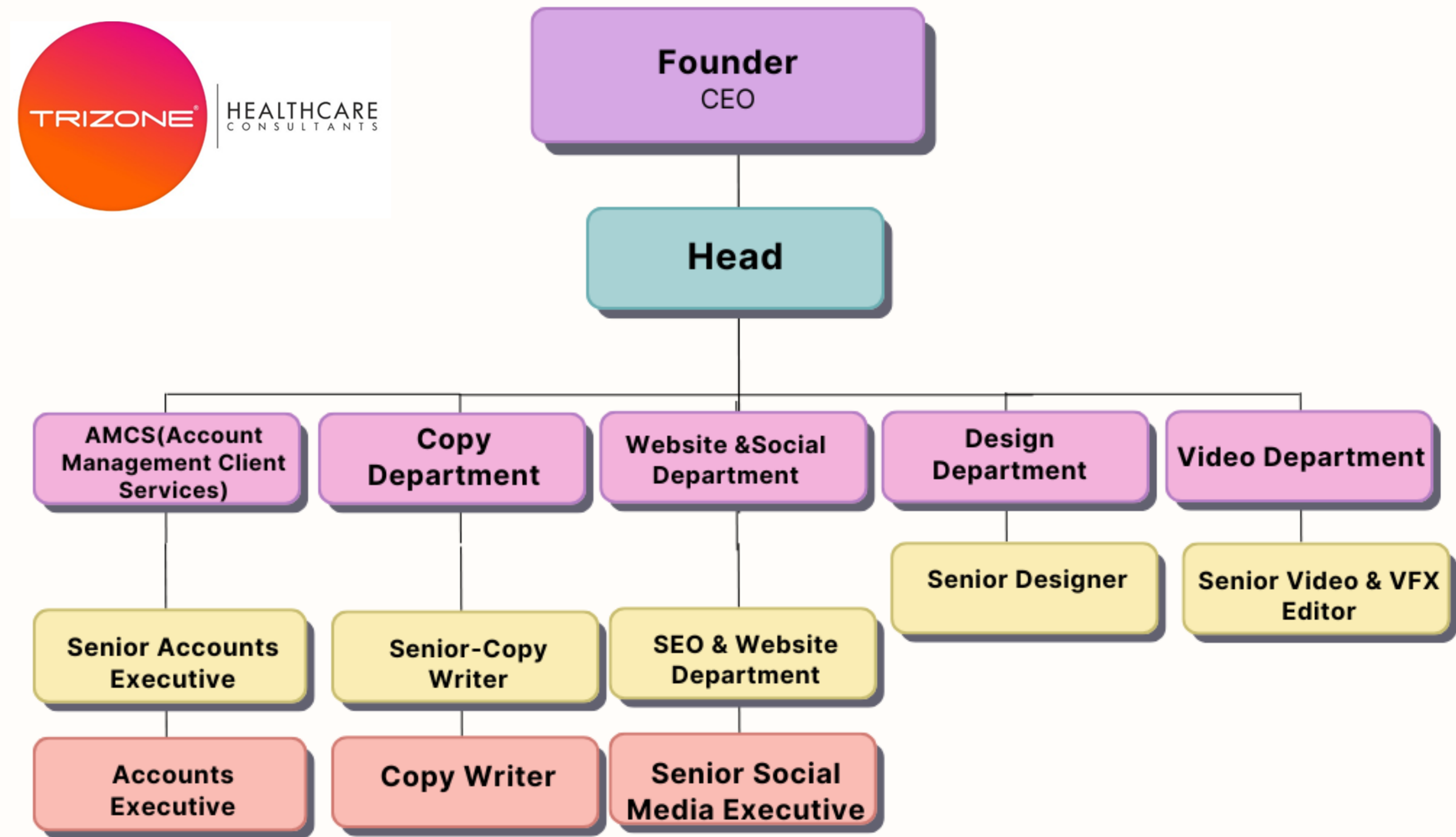
Trizone Healthcare Consultants is a top healthcare marketing and branding agency in India. Specializing in innovative strategies, we offer comprehensive services including strategy consulting, internal and hospital marketing, branding, advertising, digital marketing, and website development. Our tailored approach ensures healthcare businesses achieve growth and stand out in the competitive market. We are dedicated to enhancing the presence and profitability of healthcare organizations through ethical and effective marketing practices.

Vision:

To be the leading healthcare marketing and branding agency, enhancing the growth and success of healthcare businesses through innovative and ethical marketing strategies.

Mission:

To provide comprehensive and tailored marketing solutions to healthcare organizations, ensuring their growth and profitability through expertise in strategy consulting, digital marketing, and brand development, while maintaining high ethical standards.



CLIENT PROJECT

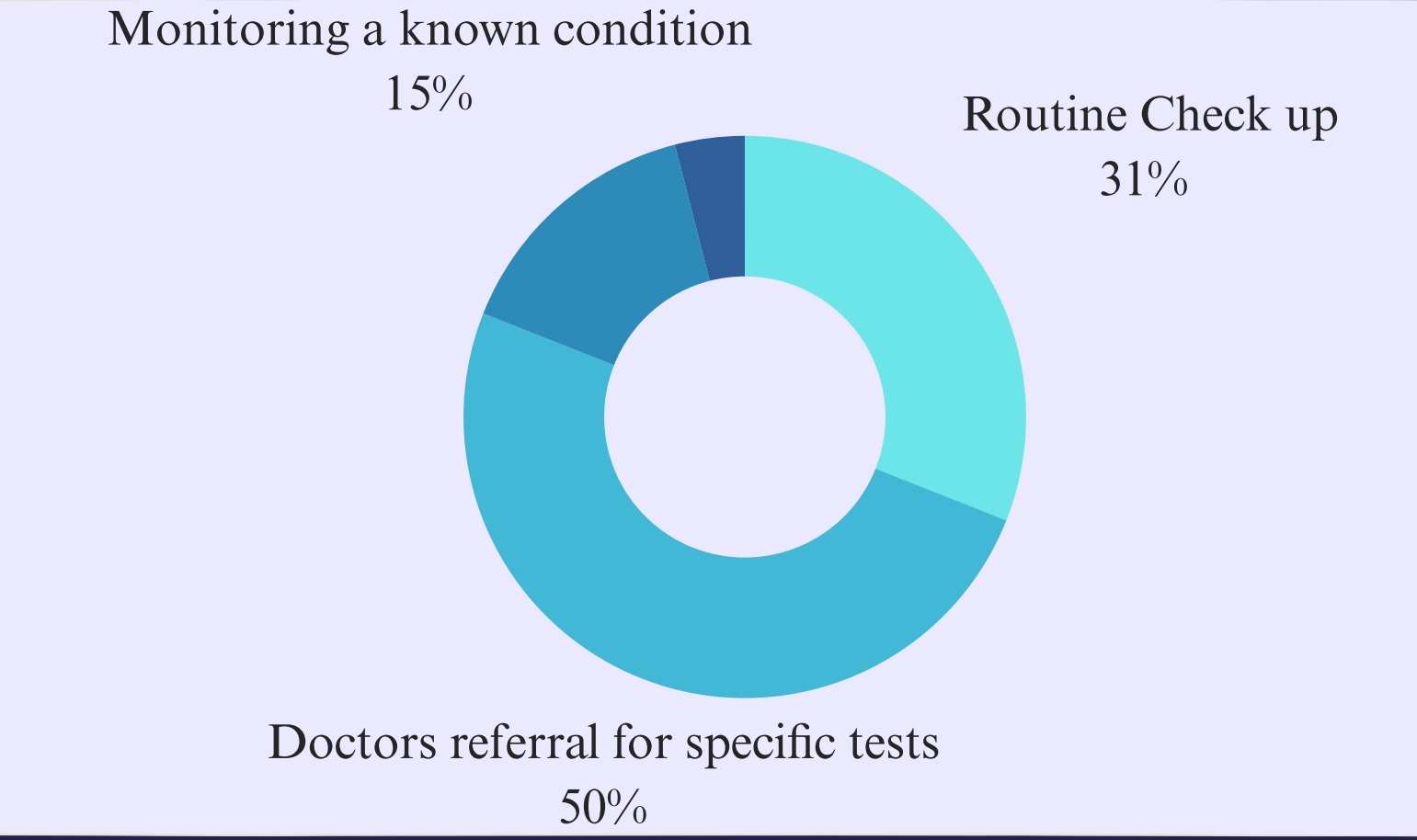


Established in 1979, Dr. Vaidya's Laboratory is a trusted provider of diagnostic services in Mumbai, known for pioneering advanced technological methods in diagnostics. The lab, the first in Thane to receive NABL accreditation in 2006, offers 24/7 operations and home collection services. With state-of-the-art technology and a skilled team, it provides a wide range of diagnostic services, including molecular diagnostics and microbiology. The lab's commitment to quality, patient care, and innovation has made it a leading player in the diagnostic industry.

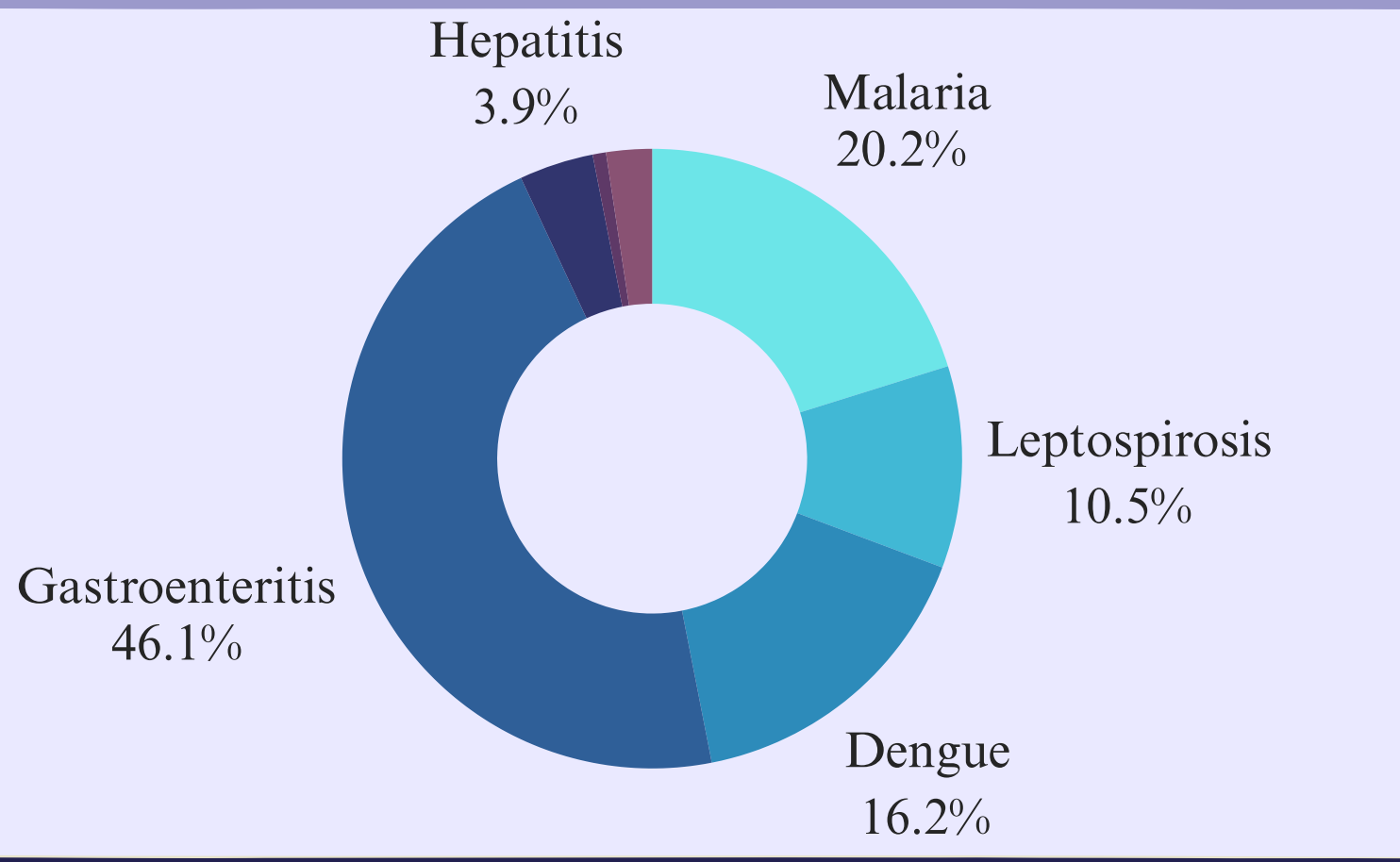
Objectives of Project

- Conducted secondary market research via digital forms, gathering data on location, packages, and target populations for a diagnostic lab.
- Performed competitor analysis on health packages, reputation, and technology using Excel for comparison.
- Developed and categorized health packages (basic, standard, advanced) for the monsoon season, based on market trends and customer needs.
- Applied SEO and advertising strategies with tools like Uber suggest and ChatGPT for public visibility enhancement and content generation.
- Engaged in discussions with Dr. Ulas Vaidya about market competition strategies.
- Created an effective marketing strategy to raise awareness and attract a larger customer base using analysis insights.

What is the primary reason for your visits to the diagnostic laboratory?



What are the common monsoon diseases in Mumbai?



	Dr. Vaidya's Laboratory	Suburban Diagnostics	Thyrocare Technologies	Redcliffe Labs
Established Reputation	Strong local trust in Thane	Well-known in Mumbai	Known for affordability	Nationally recognized brand
Patient-Centric Services	Home sample collection, Infection control practices in the presence of supervisor	Comprehensive test menu	Wide variety of tests	Home sample collection, wide range of health packages
Advanced Technologies	Adopting new diagnostic technologies with scientifically validated equipment and lower cost of services	Comprehensive diagnostic technologies	Affordable diagnostic technologies	Advanced diagnostics and most networked laboratory
Locations	Limited to Thane and some locations in Mumbai	Multiple branches across Mumbai	Multiple branches across Mumbai	National presence
Specialization	General diagnostics and health packages	General diagnostics, Radiology	Affordable diagnostics	General diagnostics, advanced health packages

Monsoon Package Types

	Dr. Vaidya's Laboratory	Suburban Diagnostics	Thyrocare Technologies	Redcliffe Labs
Monsoon Package	Basic: ₹775 (31 Parameters) Standard: ₹1275 (33 parameters) Advance: ₹1975 (97 parameters)	Basic: ₹1100 (4 detailed parameters) Advance: ₹1999 (4 detailed parameters)	No Monsoon package	Essential: ₹799 (30 parameters) Advance: ₹1299 (31 parameters) Special: ₹1999 (97 parameters)
Monsoon Fever Package	Basic: ₹775 (60 Parameters) Standard: ₹1075 (63 parameters) Advance: ₹1975 (76 parameters)	Fever profile test: ₹1750 (4 test parameters)	Basic: ₹1499 (33 Parameters) Advance: ₹2000 (36 parameters) Comprehensive Advance: ₹2299 (37 parameters)	Essential: ₹799 (59 parameters) Advance: ₹1099 (62 parameters) Comprehensive: ₹1999 (75 parameters)
Typhoid Package	Basic: ₹1200 (32 Parameters) Standard: ₹2000 (57 parameters) Advance: ₹5775 (3 Detailed Test parameters)	Typhoid Fever panel: ₹1700	No Typhoid Package	Enteric 1st and 2nd Week of illness starting from ₹5799 (2 detailed parameters)
Dengue Package	Basic: ₹775 (2 Parameters) Advance: ₹1275 (31 parameters)	Dengue Package: ₹1480 (3 test parameters)	No package for dengue, individual test available	Dengue Panel: ₹1299 (30 parameters)

Strength

- Established Reputation:** Strong local trust in Thane.
- Accreditations:** High ratings on Google Maps and NABL Accredited.
- Patient-Centric Services:** Home sample collection with infection control practices supervised.
- Advanced Technologies:** Adoption of new diagnostic technologies with scientifically validated equipment at lower costs.
- Cost-Effective Packages:** Competitive pricing with a wide range of test parameters.

Weakness

- Limited Locations:** Limited to Thane and some locations in Mumbai, not present in other cities.
- Specialization:** Focused on general diagnostics and health packages, lacking in specialized services such as radiology.

SWOT ANALYSIS

Opportunities

- Geographic Expansion:** Opportunities for geographic growth outside Mumbai and potential collaborations with other laboratories.
- Technological Advancements:** Introduction of radiology and other new diagnostic fields.
- Partnerships:** Opportunities for forming partnerships to broaden service offerings and reach new markets.
- Online Growth:** Potential to increase reach and engagement through improved online marketing and services.

Threats

- Competition:** Competes with larger national chains which may have more resources and broader reach.
- Market Dynamics:** Changes in market preferences and economic factors affecting local demand.
- New Entrants:** Potential threat from new entrants offering competitive pricing and services.



Theoretical VS Practical Knowledge

Theory Linked Knowledge

- Theoretical understanding of the Pharmaceutical and some concepts of Healthcare industry, market scenario, and brand evaluation.
- Learning problem-solving methods and theoretical data analysis approaches by references of analytic tools.

Practical Knowledge

- Conducted comprehensive research, analyzing market scenario, brand history, and asset evaluation.
- Performed visual and trend analysis on revenue and profile data using tools on site, addressing actual issues.
- Performed detailed data analysis using Excel and learned new concepts about SEO and AI tools.

Key Learnings during Internship

- Research and Analysis Skills:** Conducted secondary market research, gathering data on location, packages, and target populations. Identified key trends and insights for Dr. Vaidya's Laboratory through visual and trend analysis.
- AI and SEO:** Trained in AI for content framing and data analysis. Applied advanced SEO techniques and advertising strategies to enhance public relations and brand visibility.
- Advertising Strategies Development:** Developed and implemented advertising strategies for monsoon health packages. Created content for social media, website, and banners to improve client visibility and public relations.

Challenges

- Market Dynamics:** Adapted to rapidly changing market trends and competitive landscapes through continuous monitoring and quick strategic adjustments.
- Client Expectations:** Met high client expectations while managing multiple projects and tight deadlines, requiring effective time management and prioritization.
- Technological Adaptation:** Continuously learned and adapted to integrate advanced AI tools and SEO techniques.
- Pharma Market Knowledge:** Tailored marketing strategies effectively despite the need for more specific pharmaceutical market knowledge.
- Brand Awareness:** Improved brand awareness and digital presence for clients like Dr. Vaidya's Laboratory amidst strong competition and market saturation.
- Language Barrier:** Faced challenges in understanding Marathi, as the client was from Thane, Maharashtra.

Suggestions

- Resource Optimization:** Hire additional skilled personnel and optimize resource allocation for effective project management.
- Client Engagement:** Encourage clients to share detailed data and involve them in the process to enhance analysis and strategy development.
- Regular Training:** Conduct training sessions to keep the team updated with the latest industry trends, tools, and technologies.
- Pharma Knowledge:** Incorporate pharmaceutical market knowledge into the organization, leveraging expertise in healthcare marketing from pharmaceutical management students.