

SUMMER INTERNSHIP PROGRAM

At



Trizone Healthcare Consultants

From **06 May 2024** to **05 July 2024**

A REPORT BY

Soham Prakash Mirani

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Hemant Kumar Mishra





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Soham Prakash Mirani**, a student from IIHMR University, Jaipur; MBA Pharmaceutical Management Batch 2023-25, has completed his internship programme 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**



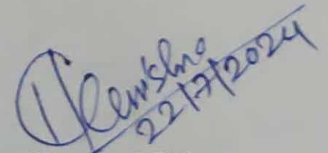
IIHMR University Faculty Mentor Approval

This is to certify that **Mr. SOHAM PRAKASH MIRANI** 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:

22nd July 2024



Dr. Hemant Kumar Mishra

Assistant Professor

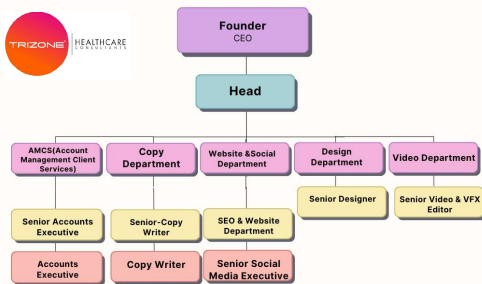
IIHMR University Jaipur

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

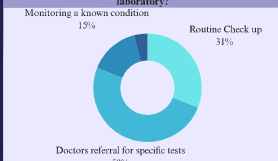


Established in 1979, Dr. Vaidya's Laboratory is a trusted provider of diagnostic services in Mumbai, known for pioneering advanced technological methods in diagnostics. The lab, the first in Thane to receive NABL accreditation in 2006, offers 24/7 operations and home collection services. With state-of-the-art 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.

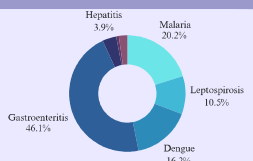
Objectives of Project

- 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.

Annexure-E

Reporting Format

Week 1

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Soham Prakash Mirani

Roll no:0579

Stream: PM

Week no: 1ST

From: 6th May,2024 to 11th May,2024

Activity Done	Day 1: Orientation and introduction to company protocols and team members by Akhil Dave Sir. Day 2: Participated in a branding session led by Mr. Niraj, exploring the significance of branding strategies. Day 3: Received assignment of a client project and initiated preliminary research. Day 4: Discussed client project details with mentor and received guidance on research directions. Day 5: Conducted in-depth research on client company and formulated initial marketing strategy outlines. Day 6: Refined marketing strategy based on insights and feedback, collaborated with team on implementation plans.
Linking theory (Classroom learning) with practice at your organisation	Relevance: We draw from classroom learning, identifying theories pertinent to our tasks, such as branding, marketing strategies, and client management. Application: This involves illustrating how these theories are actively employed in our day-to-day operations or specific projects. For instance, we apply branding theories to refine our client's brand identity and market positioning. Impact: We evaluate the effectiveness of our application, highlighting successes and addressing challenges. This analysis informs our understanding of how theory translates into actionable strategies and outcomes. Learning: Through this process, we reflect on personal and professional growth. We recognize the insights gained and skills honed as we integrate theoretical knowledge into practical scenarios, fostering continuous development. Future Implications: Finally, we consider the future trajectory of this integration. We anticipate how ongoing alignment between theory and practice will foster innovation and contribute to the organization's long-term success, paving the way for strategic advancement.
Gaps identified on the working area.	I have found no significant gaps thus far, considering our recent integration into the firm. However, we recognize the potential to enrich our understanding by incorporating pharmaceutical concepts into our learning. This proactive approach ensures our continuous growth and alignment with Trizone Healthcare's objectives.

Suggestions for improvement	For now, there is a lot to learn in the Healthcare marketing sessions so I cant suggest any improvement for now.
Plan for the next week	Presentation of research work



Signature of the Student



Signature of Organization mentor

Approved by the IIHMR University's Mentor

Week 2

Name of the Organisation: **Trizone Healthcare Consultants**

Area/ Department/ Project of Summer Internship Program: **Marketing department**

Name of the Student: **Soham Prakash Mirani**

Roll no: **0579**

Stream: **MBA in Pharmaceutical Management**

Week no: **2nd**

From: **13th May, 2024 to 18th May, 2024**

Activity Done	Day 1: Our organisation Mentor were out of station for one day and busy with their client, so we worked on the presentation of my research work. Day 2: Representation of my first project research work (Dr Vaidya's Laboratory) and based on first project research work I was provided with some revenue data of company in which some data entry and revenue measurement was to be done with previous years profile data. Day 3: Representation of my second project research work (HCG hospital, Ahmedabad) and I was suggested to do more research work, so I tried to perform a "word of mouth" internal marketing strategy to get the market scenario analysis of the Hospital in Ahmedabad. Day 4: Got a training session and a practice on how to use AI in the field of analysis and where AI is accurate and inaccurate to perform the market analytics. Day 5: Performed Trend Analysis on the data provided for the first project (Dr Vaidya's Laboratory) that which diagnostics tests are performed most on the given monthly data as well as performed a survey to know about the perception of people when they are suggested to have a diagnosis of body. Day 6: Performed a competitive analysis on both the projects, identified the competition in the market and based on that performed SWOT analysis as well as through the secondary research I understood about the market scenario for both the projects.
Linking theory (Classroom learning) with practice at your organisation	Analytics: - In module of Marketing Analytics conducted by Professor Sudhindar Singh Chouhan which taught us about the ways to interpret the data and understand it and make a future outcome. Trend analysis played a major role to know the future outcome. Research: - A module of research methods conducted By Mr. Rahul Sharma helped us in getting secondary data with the survey methods of data collection,
Gaps identified on the working area.	In the both the projects there is a single gap identified which is brand analysis which plays a crucial role in market.
Suggestions for improvement	-In the field of Diagnostic laboratory there is requirement of brand awareness for Dr Vaidya's Laboratory through which it can reach till people. -In the field of multi-specialty Hospital, the HCG group must spread awareness for its multi-speciality sector as it is famous in treatment of cancer.

Plan for the next week	Planning for the solution of the problems identified in the research and making a brand plan for the projects.
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Signature of the Student



Signature of Organization mentor

Approved by the IIHMR University's Mentor

Week 3

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Soham Prakash Mirani

Roll no: 0579

Stream: MBA Pharmaceutical Management

Week no: 3rd

From: 20/5/2024 to 25/5/2024

Activity Done	Day1: We were allotted with new data set and combine with old data to perform trend analysis and presented the revenue data of DVL project. Day2: HCG and DVL were planning to perform something on WORLD NO TOBACCO DAY which is going to be on 31st may,2024. So we were allotted with some strategies to perform. Day3: Presentation of Tobacco advertising for the HCG MULTI-SPECIALITY HOSPITAL. Day4: Presentation of Advertisement idea for DVL PROJECT. Day 5: Implementation of Tobacco advertisement and presentation of work to the clients with critical reasons. Day6: There were some issues at the office so we were given work from home to complete our task and to present it on Monday.
Linking theory (Classroom learning) with practice at your organisation	As studied in digital marketing used the techniques of SEO (search engine optimization) and used some advertisement reference to create some unique idea to attract PR.
Gaps identified on the working area.	The gap identified was the use of some new tools and some new techniques for research and identifying traffic on website and to analyse the keyword volume and as always we are lacking some pharmaceutical industries reference in our knowledge
Suggestions for improvement	As of now there is no doubt for this week work as it was based on a event.
Plan for the next week.	Some revenue management work for HCG MULTI-SPECIALITY HOSPITAL .

S.P.

Signature of the Student

Alfred Dave

Signature of Organization mentor

Approved by the IIHMR University's Mentor

Week 4

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Soham Prakash Mirani

Roll no:0579

Stream: MBA Pharmaceutical Managment

Week no: 4

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

Activity Done	Day 1: There was some communication gap going on between online and offline interns based on project work. So, we had a meeting with online interns and cleared all the communication gaps in work. As our mentor advised us to practice teamwork. Day 2: DVL project packages were to be made by looking out what our competitors were doing and analysing our competitors test packages. Day 3: Represented the data of our competitors which we did on the past day we organised and presented the gaps of our company client and competitor's work in the diagnostic industries. Day 4: Presented some strategic marketing ways for HCG project and our mentor gave us some confidential data to analyse it and make some marketing plans for the HCG project making 3 months of activity calendar for HCG. Day 5: Made some observations on website and realised our client website needs to make a lot of changes and saw some insights from social media to attract our target audience. Day 6: Today we had a meeting with online interns and all office staff regarding HMS consultants for some business growth for the firm and build up a plan for social media plan for 3 months and had a brainstorming session.
Linking theory (Classroom learning) with practice at your organisation	Digital marketing and Marketing Analytics played a huge role in performance of our Strategy.
Gaps identified on the working area.	In the both the projects there are gaps identified which is brand analysis and web presence which plays a crucial role in market.
Suggestions for improvement	-In the field of Diagnostic laboratory there is requirement of brand awareness for Dr Vaidya's Laboratory through which it can reach till people. -In the field of multi-specialty Hospital, the HCG group must spread awareness for its multi-speciality sector as it is famous in treatment of cancer.
Plan for the next week	Making Strategies for the upcoming months and according to healthcare days.

A handwritten signature in blue ink, appearing to be 'S.P.', is written on a small yellow rectangular piece of paper or sticky note.

Signature of the Student

A handwritten signature in black ink, which reads 'Alhi Dave', is written on a white background.

Signature of Organization mentor

Approved by the IIHMR University's Mentor

Week 5

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Soham Prakash Mirani

Roll no:0579

Stream: MBA Pharmaceutical Management

Week no:5

From:03/06/2024 to 08/06/2024

Activity Done	Day 1 : We had a visit to Ahmedabad for a single day for a new client engagement with Trizone Healthcare Consultants. Day 2: Back to the office work and got some briefing about introducing a new monsoon package in Dr Vaidya's laboratory So I was assigned with website content creation. Day 3 : Created Content for the website of Dr Vaidya's Laboratory Monsoon and submitted to the technical team of the organisation and worked together for how to present the web page layout online. Day 4: New Viral Packages announcement was made by the company to make so was again assigned with content creation of that work. Day 5 : With the work of DVL a new announcement was made for the doctors day marketing campaign plan for the HCG project we have to come up with a marketing plan and activities to increase PR value of HCG multispecialty Hospital. Day 6: Presentation of HCG Marketing Campaign and was suggested to make some changes and submit it to the client directly.
Linking theory (Classroom learning) with practice at your organisation	Pharma marketing management class by our dean played a major role to make strategies in this work. As marketing strategies represented in class played a major role.
Gaps identified on the working area.	• Well due to a lot of projects going on we require more staff in technical team. • A lot of clients don't provide a lot of data due to which we lack in work.
Suggestions for improvement	We can expect more information from clients.
Plan for the next week	Continuing with the content creation of DVL project.

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Signature of the Student

A handwritten signature in black ink, which appears to be 'Alhi Dave', is written on a white background.

Signature of Organization mentor

Approved by the IIHMR University's Mentor

Week 6

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Soham Prakash Mirani

Roll no:0579

Stream: MBA Pharmaceutical Management

Week no: 6

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

Activity Done	Day1: We had a meeting regarding HCG Doctors Day market campaign in the meeting it was decided to part the whole campaign in 3 phases from pre activity to post activity and present it to client in the upcoming day Day 2: We took time till the lunch to make the presentation to present it near client we divided our campaign in 3 phases and post lunch we had a 2-hour meeting with client and we presented our market campaign idea to them. Day 3: I got a mail from Dr Ulas Vaidya the founder of Dr. Vaidya's Laboratory Thane. He suggested us to make a fever panel packages for the monsoon season with some test suggestions. Day 4: The packages suggested by the Dr. Vaidya's Laboratory were made and now website and social media layouts were being created so we can start marketing by Upcoming week. Day 5: AHMP foundation India is organising a event in Mumbai at June 29 and 30 so our mentor adviced us to register and take the participation in this event Day 6: Our mentor had headed out of station and we were assigned with our own project work . Creating a health blog for the Monsoon packages to update it on Dr. Vaidya's Laboratory Website.
Linking theory (Classroom learning) with practice at your organisation	Social Media Marketing and Business Environment modules were helpful over here.
Gaps identified on the working area.	Brand awareness and yes training the staff of the DVL After the publishment of Monsoon Package on the website.
Suggestions for improvement	Well the organisations should practice team work
Plan for the next week	We are going to make a training module if our mentor allows allows for marketing representatives about the monsoon packages.



Signature of the Student



Signature of Organization mentor

Approved by the IIHMR University's Mentor

Week 7

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Soham Prakash Mirani

Roll no:0579

Stream: MBA Pharmaceutical Management

Week no: 7

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

Activity Done	Day1: A sudden change has been planned in the Monsoon package as the competitors in Thane changed the monsoon packages this year, so we had to come up with shutting down our current package. Day 2: Planning for the new Package but first we had to do some research on the competition packages so we had to generate a excel sheet in which we had to compare our Packages with Competition in market like Redcliffe , 1mg ,Metropolis, etc. Day 3: Representation of competitive analysis to our organisation mentor and finding out the differences of our packages test parameters with our client's packages test parameters. Day 4: Discussing the renewed packages with founder of the Dr Vaidya's Laboratory, Dr. Ulas Vaidya. There was a deep discussion going on with them about how we can compete with our competitors. Day 5: As discussed in the meeting with the sir some changes were required to be made in the renewed packages and make a web page layout for it. Day 6: Created the 11 web page layouts with test parameters of every newly made DVL Monsoon packages generated after competitor analysis.
Linking theory (Classroom learning) with practice at your organisation	Marketing Management, marketing analysis and Organisation Behaviour played a major role in this week for me, had faced a lot of challenges this week.
Gaps identified on the working area.	Observation on competition should be constant.
Suggestions for improvement	Awareness about Competition and clear communication should take place.
Plan for the next week	Next week we are heading Mumbai for the AHMP Foundation India Event representing our organization.



Signature of the Student

A handwritten signature in black ink, appearing to read 'Alhi Dave'. The signature is fluid and cursive, with the first part 'Alhi' and the last part 'Dave' connected by a horizontal line.

Signature of Organization mentor

Approved by the IIHMR University's Mentor

Week 8

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Soham Prakash Mirani

Roll no:0579

Stream: MBA Pharmaceutical Management

Week no: 8

From:24/06/2024 to 29/06/2024

Activity Done	Day 1: As DVL project was on review phase I was assigned with something different for a project of creating a health blog for Aadicura Super speciality Hospital by generating keywords and maintain its volume. Day 2: Done with DVL project and updated the packages on the website. Day 3: Got new work of creating blogs for HMS website on different marketing strategies. Day 4: Finalize the blogs and give it to the HMS website team for final review and upload. Day 5: Went Mumbai for AHMP INDIA event. Day 6: Successfully Completed the event and headed back to Vadodara.
Linking theory (Classroom learning) with practice at your organisation	Learned about content development using ChatGPT.
Gaps identified on the working area.	Awareness about new tools and different AI platforms for task automation.
Suggestions for improvement	As of now there is no suggestion.

Plan for the next week	End of internship period.



Signature of the Student



Signature of Organization mentor

Approved by the IIHMR University's Mentor

Acknowledgment

I would like to express my heartfelt gratitude to the management of **Trizone Healthcare Consultants, Vadodara** for giving me this amazing opportunity for a summer internship in their organization. I want to thank my organizational mentor **Mr. Akhil Dave** sir for providing me with this opportunity and get trained at Trizone Healthcare Consultants, without his support & supervision I wouldn't have completed this project. I would like to thank my university mentor **Dr. Hemant Kumar Mishra** sir for their guidance and their constant support throughout the internship. I would also like to thank **Mr. Vinod Tejwani** sir & the Placement Committee for giving me this opportunity & guiding me on the right path. Throughout the internship I had an immense learning experience in various fields of the project & it would be helpful in my professional career.

Soham Prakash Mirani

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About the Organisation

Trizone Healthcare Consultants, founded in Vadodara, Gujarat, has rapidly growing itself as a leading healthcare marketing and branding agency. The organization aims to revolutionize healthcare marketing by providing innovative, ethical, and effective solutions. Their mission is to empower healthcare providers to obtain sustainable growth and strong, trustworthy brands. Trizone's vision is to be the most Favoured consulting partner for healthcare Companies across India, known for their dedication to perfection and customer-centric approach.

Trizone offers a wide range of services specialized to the healthcare market, including strategy consulting, marketing, branding, advertising, and digital services. They assist in creating *healthy marketing strategies, developing brand identities, and executing comprehensive advertising campaigns*. Their digital services encircle website development, Search Engine Optimisation (SEO), and social media marketing, ensuring a strong online presence for their clients. Additionally, they provide content creation services to support various marketing initiatives.

Trizone Healthcare Consultants has a strong portfolio of successful clients, including distinguished hospitals, clinics, and healthcare providers. Some marked clients are HCG Multi Specialty Hospitals, Dr. Vaidya's Laboratory, and Elegance Clinic. They have helped these clients enhance their brand image, increase patient engagement, and achieve significant growth in their respective markets. Trizone's work includes impactful marketing campaigns, brand reconstruct, and the development of user-friendly websites that drive patient interaction and satisfaction.

Trizone follows **a structured and client-centric approach** to healthcare consulting. They begin by listening and understanding the unique needs of each client, followed by conducting thorough research and designing tailored strategies and activities. Their execution phase involves implementing campaigns across various platforms, monitoring results, and making necessary adjustments. Trizone emphasizes continuous modernization and staying updated with the latest trends in healthcare marketing to provide the best possible outcomes for their clients. This approach ensures that each project is aligned with the client's goals and delivers measurable success.

Activities Done

The objective of the internship was to get exposure in the Healthcare Market and its aligned industry by participating in the regular decision-making process and the learning the managerial and technical skills required for the market. For this, the author was given assignments on different components for three different clients based at different locations in India where the author explored the following areas:

- **Market Research:** We had conducted comprehensive research on the diagnostic laboratory industry in Thane, Mumbai, and the multi-specialty hospital sector in Gujarat. This contains a comprehensive market scenario analysis, review of brand history, asset evaluation, competitive analysis, and gap analysis for both projects.
- **Data Analysis:** I performed visual and trend analysis on revenue and profile data for the diagnostic business of the Dr. Vaidya's Laboratory, identifying main trends and insights.
- **AI and SEO Training:** We had Received training in AI applications for market analytics and competitive analysis in the healthcare market. Apart from that we had applied advanced SEO techniques and advertising strategies to enhance public relations and brand visibility.
- **Digital Strategy:** Also Identified and implemented essential changes to client websites and developed effective social media strategies to enlist target audiences.
- **Client Engagement:** Had conducted in-depth discussions with Dr. Ulas Vaidya to strategize competitive positioning in the market.
- **Event Participation:** I had successfully represented the organization at the AHMP INDIA event in Mumbai, showcasing our capabilities and expanding our network.

Matrix: Assignments done under Trizone Healthcare Consultants during internship 2024-25

Component addressed in internship	Trizone Health care consultants			
	Trizone Health care consultants, Vadodara	Diagnostic laboratory i.e., Dr. Vaidya's Laboratories, Thane, Mumbai	HCG multi-specialty hospital sector, Gujarat	AHMP, INDIA
Research and Analysis	×	√	√	×
Data Analysis	×	√	√	×
AI and SEO Training	√	√	√	√
Digital Strategy	√	√	√	×
Client Engagement	√	√	√	×
Event Participation	×	×	×	√

Objectives & Methodology

- 1. Objective: To conduct comprehensive research and analysis of the diagnostic laboratory business in Thane, Mumbai, and the multi-specialty hospital business in Gujarat, focusing on market dynamics, brand history, asset evaluation, consumer perceptions, competitive landscape, and revenue trends.**

Methodology:

- Applied a mix of SWOT analysis and PEST analysis by conducting secondary research.
- Conducted historical analysis and asset evaluation to understand brand evolution and reputation.
- Utilized surveys to analyse consumer perceptions on diagnostic labs and multi-specialty hospitals, as well as customer satisfaction, service quality, and brand awareness.
- Adapted market research techniques and competitive analysis frameworks to identify gaps and opportunities.
- Employed data visualization tools such as **Excel** to analyse and manage revenue and profile data, identifying key trends and patterns.

- 2. Objective: Utilized AI for understanding Market Analytics and generating content for assigned projects.**

Methodology:

Leveraged AI tools like **ChatGPT** for learning market analytics and competitive analysis, enhancing the accuracy and efficiency of research by generating an automated data with the reference gathered in the research. Survey data helped to validate AI-generated insights.

- 3. Objective: Apply SEO Techniques and Advertising References to Create Unique Ideas for PR Enhancement.**

Methodology:

- Implemented SEO strategies to optimize online content and improve search engine rankings, leveraging advertising techniques

for better Public Reach. Tools used in this objective was **Uber suggest** for keyword optimization

- Surveys highlighted effective Public Reach strategies based on consumer preferences.

4. Objective: Identify Necessary Website Changes and Develop Social Media Strategies for Target Audience Engagement.

Methodology:

- Conducted a thorough review of client websites and social media platforms, identifying necessary improvements and developing targeted engagement strategies.
- Survey results informed the digital strategy, focusing on consumer engagement and website usability.
- Also managed to learn a digital media platform where social media marketing plays a crucial role the tool used was **Meta**.

5. Objective: Engage in detailed discussions with Dr. Ulas Vaidya about competing with Market Competitors.

Methodology:

Facilitated **strategic discussions** to understand competitive positioning and market strategies, **incorporating insights** from surveys on consumer perception and competitor analysis.

6. Objective: Participate successfully in the AHMP INDIA Event in Mumbai.

Methodology:

Engaged in **networking** and **promotional activities of the Healthcare Marketing** at the AHMP INDIA event, showcasing the company's services and expanding its network.

Dr. Vaidya's Laboratory, Thane

History and Background:

Dr. Vaidya's Laboratory, established in 1979, has built a significant reputation as a trusted provider of diagnostic services in Thane, Borivali, Ambarnath, and across Mumbai. The laboratory was a pioneer in integrating advanced technological methods into its operations, introducing automated systems in haematology, biochemistry, and microbiology, which have significantly enhanced the speed, efficiency, and accuracy of diagnostic tests.

Dr. Vaidya's Laboratory was the only initiative in Thane to receive NABL accreditation in 2006, marking it as a facility committed to maintaining high standards of quality and authenticity in diagnostics. The lab operates 24/7 to accommodate medical emergencies and offers comprehensive home collection services, ensuring patient comfort and convenience.

Through its past, the laboratory has consistently been at the front line of innovation in diagnostic services. The formation of Millennium Pathology in 2000 expanded its reach and capacity, facilitating better outcomes for doctors and patients. In 2015, the introduction of online reporting further enhanced convenience and accessibility for patients. During the COVID-19 pandemic, Dr. Vaidya's Laboratory played a important role by ensuring accurate and fast results, providing critical support to doctors and hospitals.

Equipped with state-of-the-art technology and backed by a group of highly qualified pathologists and technicians, Dr. Vaidya's Laboratory offers a wide range of diagnostic services, including molecular diagnostics, histopathology, cytopathology, microbiology, and more. The lab's commitment to excellence, patient-centred care, and continuous innovation has made it a leading player in the diagnostic industry in Mumbai.

Market Scenario:

The market scenario for diagnostic centres in Thane is dynamic and growing, influenced by several key factors:

Demographic Trends:

Thane, part of the Mumbai Metropolitan Region, has a population exceedingly around 2 million, driven by urban extension and migration. This region sees a significant proportion of young and working-age individuals, along with a growing elderly population, affecting healthcare needs. A hasty urbanization, has led to increased demand for healthcare services and infrastructure.

Socioeconomic Factors:

Thane's residents, with a mix of middle and upper-middle-class incomes, have relatively high disposable incomes, enabling them to spend on quality healthcare. High literacy rates and awareness about health issues further bring on demand for healthcare services.

Healthcare Spending Patterns:

The localities of Thane generally spend more on healthcare compared to the national average, driven by higher income levels and better awareness. Increasing health insurance penetration supports higher spending on healthcare services. There is a clear preference for high quality healthcare, including diagnostic services, preventive care, and specialized treatments, with patients willing to pay a premium for reliable and advanced healthcare services. Growing acceptance and demand for technologically advanced diagnostic and treatment options, considering digital health services and telemedicine, are also noted.

Regulatory Factors:

The healthcare sector in Thane is regulated by both state and central government bodies, such as the Medical Council of India (MCI) and the Maharashtra State Health Ministry. Government initiatives like Ayushman Bharat aim to increase access to healthcare for economically weaker sections, potentially expanding the customer base for laboratories. Increased focus on

public health and preventive care due to the COVID-19 pandemic has led to increase demand for diagnostic services.

Consumer Perception:

Surveys conducted to analyse the consumer perception revealed several key insights:

Demographic Information:

The survey predominantly includes age group people from age 22-25 to 42-45, indicating a focus on preventive healthcare and tech-savvy solutions.

Health Conditions:

Most of the respondents did not have chronic diseases, suggesting a generally healthy demographic among the survey participants.

Frequency of Visits:

Many individuals visit diagnostic laboratories annually for check-ups or tests, while some visit monthly for ongoing health condition monitoring.

Primary Reasons for Visits:

Monitoring known conditions, routine check-ups, and doctor's referrals are common reasons for visiting diagnostic laboratories. That highlighted the importance of preventive healthcare among the respondents.

Preferred Locations for Sample Collection:

Home collection is a popular choice, indicating a preference for convenience and the impact of the COVID-19 pandemic on healthcare practices. Some respondents prefer to visit the laboratory for sample collection, while a small group prefers having their samples collected at hospital laboratories, possibly due to trust in hospital facilities or specific requirements for certain tests.

Key Insights:

The survey results highlight the importance of preventive healthcare, convenience in healthcare services, and brand trust in diagnostic laboratory choices. The preference for home collection services indicates a shift towards more convenient healthcare options, reflecting the undeveloped consumer expectations in the diagnostic services market.

Competitive Analysis and SWOT Analysis

Dr. Vaidya's Laboratory faces significant competition from other well-established diagnostic centres in Mumbai, such as Metropolis Healthcare, SRL Diagnostics, and Thyrocare Technologies. A detailed SWOT analysis highlights Dr. Vaidya's strengths, weaknesses, opportunities, and threats, providing a comprehensive overview of its competitive positioning.

Competitive Analysis

Dr. Vaidya's Laboratory primarily operates in Thane and offers a huge range of diagnostic services. However, it competes with multiple large diagnostic chains that have multiple branches and extensive service options. Here is a comparison of the Dr Vaidya's Laboratory with the other competitors:

Category	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
Accreditations	High ratings on Google Maps and NABL Accredited	Accredited, comprehensive services	Accredited, affordable	Accredited, advanced diagnostics
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
Locations	Limited to Thane and some	Multiple branches across Mumbai	Multiple branches across Mumbai	National presence

	locations in Mumbai			
Specialization	General diagnostics and health packages	General diagnostics, Radiology	Affordable diagnostics	General diagnostics, advanced health packages
Monsoon Package Types				
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)

SWOT Analysis

<u>Strengths</u>	• 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.
<u>Weakness</u>	• 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.
<u>Opportunities</u>	• 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.
<u>Threats</u>	• 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. • Economic Factors: Local economic conditions impacting the demand for diagnostic services. • New Entrants: Potential threat from new entrants offering competitive pricing and services.

Cost-Effective Packages: Dr. Vaidya's Laboratory offers competitively priced packages with a wide range of test parameters, providing excellent value for money.

High Local Trust and Accreditation: The laboratory enjoys strong local trust in Thane and holds high ratings on Google Maps along with NABL accreditation.

Patient-Centric Approach: Emphasis on infection control practices with home sample collection under supervision, ensuring patient safety and convenience.

Advanced and Affordable Technology: Adoption of scientifically validated equipment allows the lab to provide advanced diagnostic services at lower costs.

Opportunities for Growth: Potential for geographic expansion and technological advancements, along with opportunities for new partnerships and collaborations.

Monsoon Health Checkup Packages at Dr. Vaidya's Laboratory

Dr. Vaidya's Laboratory is committed to providing comprehensive health checkup packages tailored to the specific needs of our patients, especially during the monsoon season. The monsoon brings with it a heightened risk of various infections and diseases. To address these concerns, I had designed a series of specialized health checkup packages aimed at early detection and prevention of common monsoon-related illnesses.

Monsoon Packages

1. Aarogya Vaidya Monsoon Basic Package

- Designed to cover basic health parameters, this package helps in identifying common monsoon-related ailments at an early stage.
- [Monsoon Basic Package](#)



2. Aarogya Vaidya Monsoon Standard Package

- A more detailed package that includes additional tests to provide a comprehensive overview of one's health during the monsoon season.
- [Monsoon Standard Package](#)



3. Aarogya Vaidya Monsoon Advance Package

- The most thorough monsoon health checkup package, covering extensive tests to ensure optimal health and early detection of any potential health issues during the monsoon.
- [Monsoon Advance Package](#)



Monsoon Fever Packages

1. Aarogya Vaidya Monsoon Fever Basic Package

- This package focuses on detecting common fever-related illnesses during the monsoon, providing essential tests for early intervention.
- [Monsoon Fever Basic Package](#)



2. Aarogya Vaidya Monsoon Fever Standard Package

- A more detailed package aimed at identifying the causes and implications of fever during the monsoon, ensuring comprehensive diagnostic coverage.
- [Monsoon Fever Standard Package](#)



3. Aarogya Vaidya Monsoon Fever Advance Package

- The most comprehensive package for fever detection, including a wide range of tests to diagnose and monitor fever-related conditions during the monsoon.
- [Monsoon Fever Advance Package](#)



Typhoid Packages

1. Aarogya Vaidya Typhoid Basic Package

- This package includes essential tests for the early detection of typhoid. It is designed for those who seek a basic understanding of their health status regarding typhoid infection.
- [Typhoid Basic Package](#)



2. Aarogya Vaidya Typhoid Standard Package

- This package offers a more comprehensive set of tests compared to the basic package, providing a detailed analysis of the presence and impact of typhoid.
- [Typhoid Standard Package](#)



3. Aarogya Vaidya Typhoid Advance Package

- The most extensive of our typhoid packages, this package includes advanced tests to ensure thorough screening and diagnosis of typhoid, ideal for individuals seeking a complete evaluation.
- [Typhoid Advance Package](#)



Dengue Packages

1. Aarogya Vaidya Dengue Basic Package

- Focused on the early detection of dengue, this package includes essential tests to identify dengue fever at its onset.
- [Dengue Basic Package](#)



2. Aarogya Vaidya Dengue Advance Package

- This comprehensive package includes detailed tests to diagnose dengue fever accurately and to monitor its progression.
- [Dengue Advance Package](#)



HCG Multispecialty Hospitals

HCG Multi-Specialty Hospital, initially established as Healthcare Global Enterprises Ltd. in 1989, has a rich history rooted in oncology. Founded by Dr. B.S. Ajaikumar, HCG's mission was to provide advanced cancer care, leveraging cutting-edge technology and innovative treatment protocols. The organization quickly established itself as a leader in oncology, known for its commitment to patient care and medical excellence.

In 2007, recognizing the evolving healthcare needs of the community, HCG expanded its services to include multi-specialty care. This strategic move reflected their dedication to offering comprehensive healthcare solutions beyond oncology. The expansion aimed to address a broader spectrum of medical needs, ensuring that patients received holistic care under one roof.

By 2016, HCG had extended its multi-specialty services to Ahmedabad, a major milestone that solidified its presence in one of India's rapidly growing cities. This expansion was part of HCG's vision to bring high-quality, multi-disciplinary healthcare to more regions, ensuring accessibility and excellence in patient care.

Over the years, HCG has earned a stellar reputation for its advanced cancer treatments, which include state-of-the-art technologies such as robotic surgery, molecular imaging, and personalized medicine. Their multi-disciplinary approach involves a team of specialists working together to provide personalized care tailored to each patient's unique needs.

HCG's commitment to innovation and excellence is evident in their continuous efforts to enhance healthcare delivery. They have invested heavily in research and development, partnering with leading global institutions to stay at the forefront of medical advancements. This relentless pursuit of excellence has not only strengthened their reputation in oncology but has also made them a trusted name in multi-specialty healthcare.

Today, HCG Multi-Specialty Hospital stands as a beacon of hope and healing, offering a wide range of medical services from oncology to cardiology, neurology, orthopedics, and more. Their holistic approach, coupled with a patient-centric philosophy, ensures that every patient receives the best possible care, reaffirming HCG's position as a leader in the healthcare industry.

Market Scenario

The healthcare market in Ahmedabad is dynamic and rapidly evolving, influenced by various demographic and socioeconomic factors:

Demographic Trends:

Population Growth and Aging: Ahmedabad, one of India's fastest-growing cities, boasts a population exceeding 7 million. The city's demographic profile is diverse, with a significant proportion of middle-aged and elderly residents. This aging population drives the demand for specialized healthcare services, particularly in cardiology, neurology, and orthopaedics.

Urbanization: Rapid urbanization in Ahmedabad has led to lifestyle changes, resulting in a rise in non-communicable diseases such as heart diseases, neurological disorders, and orthopaedic conditions. Increased stress levels and sedentary lifestyles further boost the demand for multi-specialty hospitals, as people seek comprehensive healthcare solutions for these conditions.

Healthcare Spending Patterns:

Increasing Expenditure: There is a noticeable increase in healthcare spending among the middle and upper-middle classes in Ahmedabad. These residents are willing to pay for quality healthcare services, reflecting a growing awareness and prioritization of health. Additionally, rising health insurance penetration facilitates access to private healthcare services, including multi-specialty hospitals.

Preference for Private Healthcare: Many residents prefer private healthcare facilities due to their superior infrastructure, shorter waiting times, and advanced medical technologies. Multi-specialty hospitals in Ahmedabad cater to both affluent residents and the growing middle class, offering a mix of premium and affordable healthcare services.

Regulatory Factors:

Government Policies and Initiatives: The Gujarat state government actively promotes healthcare infrastructure development through various

policies and incentives. Schemes like Ayushman Bharat enhance healthcare access for economically weaker sections, indirectly benefiting multi-specialty hospitals by expanding their patient base.

Healthcare Regulations: Multi-specialty hospitals must comply with standards set by bodies such as the National Accreditation Board for Hospitals & Healthcare Providers (NABH) and the Medical Council of India (MCI). Regular audits and adherence to quality standards ensure that hospitals maintain high levels of patient care and safety.

Competitive Landscape:

Key Players: The market is highly competitive, with major players including Apollo Hospitals, CIMS Hospital, Zydus Hospitals, Sterling Hospital, and SAL Hospital. These hospitals are renowned for their advanced medical technology, specialized treatments, and comprehensive care facilities.

Service Differentiation: To stand out, hospitals focus on service differentiation using advanced medical technologies, specialized treatment centres, and patient-centric care models. The adoption of telemedicine and digital health solutions has become a significant trend, enhancing patient engagement and convenience.

Market Challenges:

Infrastructure and Manpower: Despite the growth, there are challenges related to healthcare infrastructure, particularly in peripheral areas of Ahmedabad. A shortage of skilled healthcare professionals, especially specialized doctors and nurses, remains a critical issue.

Affordability and Access: Affordability continues to be a concern for a large segment of the population, particularly for high-cost treatments. Multi-specialty hospitals need to balance offering premium services while ensuring healthcare is accessible to a broader population.

Future Outlook:

The multi-specialty hospital market in Ahmedabad is poised for significant growth, driven by demographic changes, rising healthcare awareness, and

increasing medical tourism. Hospitals are likely to invest more in advanced medical technologies, infrastructure expansion, and strategic partnerships to enhance service delivery and patient care. The future looks promising as these hospitals continue to adapt and innovate to meet the evolving healthcare needs of the population.

Consumer Analysis and Perception

Surveys conducted to understand consumer perception have revealed several important insights about the preferences and behaviours of patients in Ahmedabad:

Demographic Information:

The survey sample primarily includes young adults aged 22-25 to 42-45. This demographic highlights a growing focus on preventive healthcare and a preference for tech-savvy solutions. Younger adults are more proactive about their health and are keen on leveraging modern healthcare technologies for their well-being.

Health Conditions:

Most survey respondents do not suffer from chronic diseases, indicating that most of the population surveyed is generally healthy. This trend suggests that many individuals visit multi-specialty hospitals not just for illness management, but also for preventive measures and routine health checks.

Frequency of Visits:

The data shows that many individuals visit multi-specialty hospitals annually for check-ups or tests, while a significant number also make monthly visits for ongoing health condition monitoring. This frequency underscores the importance of regular healthcare maintenance and the role of these hospitals in providing consistent and reliable care.

Primary Reasons for Visits:

The primary reasons for visiting multi-specialty hospitals include monitoring known conditions, routine check-ups, and doctor's referrals. This pattern highlights the growing importance of preventive healthcare, where patients seek regular medical advice to maintain their health and prevent potential issues. The emphasis on routine check-ups also indicates trust in multi-specialty hospitals for comprehensive health evaluations.

Preferred Locations for Services:

Survey results indicate a strong preference for hospitals that offer advanced medical technologies and shorter waiting times. Patients value convenience, quality, and the reliability of healthcare services. This preference reflects the need for hospitals to continuously upgrade their technology and streamline their processes to meet patient expectations effectively.

Key Insights:

Overall, the survey results underscore several critical factors that patients consider when choosing healthcare services. Convenience, quality, and brand trust are paramount. Patients are looking for hospitals that not only provide advanced medical care but also deliver it in a timely and efficient manner. This information is vital for multi-specialty hospitals to tailor their services and enhance patient satisfaction, ensuring they meet the evolving needs of their clientele.

Competitive Analysis and SWOT Analysis

HCG Multi-Specialty Hospital operates in a competitive healthcare market in Ahmedabad. Here's a detailed analysis of the competition:

Apollo Hospitals:

Apollo Hospitals is a major competitor with state-of-the-art facilities and advanced diagnostic and imaging technologies. Known for its robotic surgery systems, Apollo also boasts a team of highly qualified and experienced specialists such as Dr. Mahesh Patel in cardiology and Dr. Sweta Shah in neurology. Additionally, Apollo's telemedicine services and partnerships with international healthcare institutions enhance its reputation and reach. Their proprietary health management systems provide a competitive edge in patient care and operational efficiency.

CIMS Hospital:

CIMS Hospital is known for its modern infrastructure, including advanced ICUs and cutting-edge surgical and diagnostic equipment. The hospital has a strong team of specialists, including Dr. Keyur Parikh in cardiology and Dr. Atul Patel in neurology. CIMS is accredited by NABH and collaborates with international medical institutions for research and training. Their in-house developed patient management systems further contribute to their high standard of care.

Zydus Hospitals:

Zydus Hospitals offers extensive medical facilities with advanced treatment units and high-tech diagnostic and imaging equipment. The hospital specializes in cardiac and neuro care, with esteemed specialists like Dr. Tejas Patel and Dr. Bharat Shah. Zydus benefits from research collaborations with Cadila Healthcare, advanced treatment protocols, and proprietary healthcare software systems, which collectively enhance its clinical excellence and innovation.

Sterling Hospital:

Sterling Hospital features comprehensive multi-specialty services with modern facilities, advanced diagnostic and therapeutic technologies, and specialized

departments for critical care and surgery. The hospital is home to experts like Dr. Hemant Patel in cardiology and Dr. Neeta Shah in neurology. Sterling's NABH accredited quality systems, partnerships for clinical research, and proprietary patient care models contribute to its strong reputation in patient care.

SAL Hospital:

SAL Hospital is known for its modern infrastructure, advanced ICU and surgical facilities, and state-of-the-art diagnostic centres. It employs highly regarded specialists such as Dr. Rajesh Patel in cardiology and Dr. Mehul Bhatt in neurology. SAL's focus on quality improvement programs, collaborations for healthcare innovation, and in-house developed healthcare IT solutions enhance its service delivery and operational efficiency.

Shalby Hospitals:

Shalby Hospitals offer extensive facilities with modern amenities and advanced orthopaedic and joint replacement technologies. The hospital is renowned for specialists like Dr. Vikram Shah in orthopaedics and Dr. Sanjay Shah in cardiology. Shalby's proprietary joint replacement techniques and collaborations with international orthopaedic research centres position it as a leader in orthopaedic care. Their advanced patient care and management systems ensure high-quality healthcare services.

Category	SWOT	Details
Strengths	Established Reputation	HCG has built a strong reputation for high-quality oncology and specialty care. The trust and credibility it have earned over the years attract a steady stream of patients.
	Advanced Technologies	The hospital is known for utilizing cutting-edge cancer treatment technologies and maintaining comprehensive diagnostic and therapeutic infrastructure. This ensures patients receive the latest and most effective treatments.
	Specialized Services	HCG is renowned for its specialized centres of excellence in oncology, neurology, cardiology, and critical care. These specialized services cater to a wide range of patient needs, making HCG a preferred choice for complex and critical healthcare.
Weaknesses	Perceived as Oncology-Focused	Despite its multi-specialty offerings, HCG is often perceived primarily as an oncology-focused hospital. This perception might limit its appeal for patients seeking other types of specialized care.
	Higher Treatment Costs	The use of advanced technologies and specialized treatments comes with higher costs, which may not be affordable for all patients, particularly those from lower-income groups.
Opportunities	Expansion of Services	There is significant potential to expand HCG's non-oncology services. By broadening its range of specialties and promoting medical tourism, HCG can attract a more diverse patient base and enhance its market presence.
	Educational Health Programs	Developing and promoting educational health programs can enhance community engagement and patient education. These programs can position HCG as a thought leader in healthcare.
	Technological Integration	Continued investment in advanced technologies and digital health solutions can further improve patient care and convenience. Embracing telemedicine, electronic health records, and AI-driven diagnostics can streamline operations and enhance patient experiences.
Threats	Intense Competition	Faces significant competition from larger chains with extensive services across Mumbai and India.
	Regulatory Changes	Changes in healthcare regulations and patient choices could impact operations.
	Market Perception	Economic shifts could reduce the frequency of elective diagnostic testing, affecting revenue.

Linking Theory with Classroom

Throughout the internship at Trizone Healthcare Consultants, many of the classroom theories and concepts from the MBA pharmaceutical management program were integrated into practical tasks. The knowledge gained from branding and marketing strategies was involved in understanding and formulating the marketing approach for various client projects, including initial research and branding sessions. **Marketing analytics** and **research methods** proved invaluable when conducting detailed data analysis and utilizing AI for market analytics. These methods were particularly useful in evaluating revenue data and performing competitive analysis, enabling on-the-spot interpretation of data trends for strategic decision-making.

Digital marketing and SEO theories were applied to develop and implement effective advertising strategies, particularly for the World No Tobacco Day campaign. These strategies enhanced public relations efforts and improved client visibility. **Organizational behaviour** and **digital marketing** principles played an important role in framing team communication gaps and interpreting competitor test packages. This improved teamwork and facilitated the development of strategic marketing plans, boosting the client's online presence and social media engagement.

Pharma marketing management theories provided a major support in content creation and client engagement. This was evident in the successful development of website content for Dr. Vaidya's Laboratory and marketing campaigns for HCG Multispecialty Hospital. The strategic planning and execution of these tasks were well-received by clients. **Social media marketing** and **business environment** insights were crucial in planning and executing marketing campaigns, creating monsoon packages, and developing social media layouts. These strategies resulted in engaging and impressive campaigns tailored to market conditions.

Marketing analysis theories were essential in conducting competitive analysis and developing new service packages. Involvement in engagement with clients to refine service offerings demonstrated the practical application of these theories. The use of AI tools for content development and participation in the AHMP INDIA event showcased the use of advanced tools and networking skills conquered during the MBA program for future opportunities.

Overall, the internship provided a comprehensive learning experience by linking theoretical expertise with real-world applications. This assimilation not only enhanced the understanding of theoretical concepts but also demonstrated their effectiveness in achieving strategic business goals, leading to personal and professional growth.

Gaps Identified In the Working Area

During this eight-week internship at Trizone Healthcare Consultants, several gaps were identified in the working areas, which provide opportunities for improvement and work on it. These gaps were seen across some aspects of the projects and organizational processes.

Communication and Coordination:

One of the main gaps identified was the communication gap between online and offline interns. This issue many a times led to misunderstandings and disorganisation in project execution. Effective communication and coordination are crucial for logical project management. Organising daily virtual meetings and collaborative tools can fill this gap, ensuring all team members are on the common page and can mix effectively, regardless of their location.

Competitor Analysis and Market Research:

There was a noticeable gap in continuous competitor analysis and market research. While initial analyses were conducted, ongoing monitoring of competitor activities and market trends is essential to stay competitive. Establishing a dedicated team or a periodic review system for continuous market and competitor analysis will help the organization stay ahead of market dynamics and adjust strategies proactively.

Resource Allocation:

There is a need for more staff members in this organisation, especially in the technical team, was identified as a gap. With multiple projects running along, the existing team often faced problem to manage the workload effectively. Hiring additional skilled personnel and optimizing resource allocation can ensure that the team can manage multiple projects efficiently without compromising on quality.

Client Data and Engagement:

Another significant gap was the lack of detailed data from clients, which impaired the ability to perform comprehensive analyses and build

strategies. Encouraging clients to share more informative data and engaging them in the process can enhance the quality of the analysis and the effectiveness of the strategies developed.

Brand Awareness and Digital Presence:

The analysis revealed that brand awareness and digital presence for clients like Dr. Vaidya's Laboratory were areas needing improvement. A strong digital presence and brand awareness are critical in today's market. Enhancing the digital marketing efforts, including SEO, social media marketing, and online advertising, can significantly boost brand visibility and engagement. Generating targeted campaigns to enhance brand awareness and employing analytics to measure their effectiveness can help achieve this goal.

Lack of Pharma Market Knowledge:

A critical gap identified was the lack of in-depth knowledge of the pharmaceutical market. Many insights and strategies were primarily aligned with general healthcare marketing, and there was a need for more specific knowledge about the pharmaceutical sector. Addressing this gap through targeted training and incorporating more pharmaceutical market concept can improve the relevance and impact of marketing strategies.

Component addressed in internship	Trizone Health care consultants, Vadodara	Diagnostic laboratory i.e., Dr. Vaidya's Laboratories, Thane, Mumbai	<u>HCG</u> multi-specialty hospital sector, Gujarat	AHMP, INDIA
Communication and Coordination	×	√	√	×
Competitor Analysis and Market Research	√	√	√	×
Resource Allocation	√	×	×	√
Client Data and Engagement	×	√	√	×
Brand Awareness and Digital Presence	√	√	√	×
Lack of Pharma Market Knowledge	√	√	√	√

Suggestions for Improvement

Resource Optimization:

Hire additional skilled personnel and optimize resource allocation to manage multiple projects effectively.

Client Engagement:

Encourage clients to share more detailed data and involve them in the process to enhance the quality of analysis and strategy development.

Regular Training:

Conduct regular training sessions to keep the team updated with the latest industry trends, tools, and technologies, ensuring they are well-equipped to handle evolving market demands.

Regular Training:

Conduct regular training sessions to keep the team updated with the latest industry trends, tools, and technologies, ensuring they are well-equipped to handle evolving market demands.

Conclusion

The internship at Trizone Healthcare Consultants was a comprehensive and enriching experience that bridged theoretical knowledge with practical application. Trizone's mission to revolutionize healthcare marketing through innovative and ethical solutions provided a robust platform for applying various marketing strategies, data analysis techniques, and digital marketing tools. The diverse range of activities, from conducting market scenario analysis to engaging in detailed discussions with clients, underscored the importance of a client-centric approach and continuous innovation in achieving sustainable growth.

Through extensive research and analysis, the internship highlighted the dynamic and growing market scenario for diagnostic centers in Thane and multi-specialty hospitals in Gujarat. The surveys conducted provided valuable insights into consumer perceptions, emphasizing the need for accuracy, reliability, and convenience in healthcare services. The competitive analysis and SWOT assessment for Dr. Vaidya's Laboratory offered a clear understanding of its market positioning, strengths, and areas for improvement.

The practical application of classroom theories in real-world scenarios demonstrated the effectiveness of strategic marketing, digital marketing, and organizational behaviour principles. The experience underscored the critical role of continuous learning and adaptation to evolving market trends and consumer expectations. Despite the challenges encountered, such as communication gaps and the need for more detailed client data, the internship provided actionable insights and suggestions for improvement, ensuring better project outcomes and enhanced client satisfaction.

In conclusion, the internship at Trizone Healthcare Consultants was instrumental in honing analytical, strategic, and interpersonal skills, contributing significantly to professional growth. The experience affirmed the importance of integrating theoretical knowledge with practical execution, fostering innovation, and maintaining a client-focused approach in the competitive field of healthcare marketing.



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