



The IIHMR University, Jaipur

Summer Training Report in Sales and Marketing Department at
ARTEMIS HOSPITALS
From 2ND May 2024 to 1st July 2024



A REPORT BY

MR. SHRINIVAS PANDURANG MADHEKAR

IIHMR-U/02/2023-25/0523

MBA PM-15

Under the supervision and Guidance of

Dr. Sudhinder Singh Chowhan

Associate Professor

School of pharmaceutical management,

IIHMR University, Jaipur.

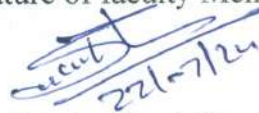
IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Shrinivas Pandurang Madhekar** of academic year 2023-25 of **School of Pharmaceutical Management** has prepared a poster with respect to his/her summer internship held during May-June 2024.

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

Date: 22 July 2024

Signature of faculty Mentor

A handwritten signature in blue ink, appearing to read 'Sudhinder Singh Chowhan', with the date '22/7/24' written below it.

Dr. Sudhinder Singh Chowhan
Associate Professor
IIHMR UNIVERSITY JAIPUR

Completion Certification from the Organization

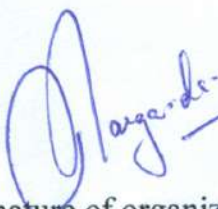
CERTIFICATE

This is to certify that Mr. SHRINIVAS MADHEKAR of MBA PHARMACUETICAL MANAGEMENT OF IIHMR UNIVERSITY JAIPUR . Has worked with our organization for his summer Internship from 02 May 2024 to 01 July 2024. The overall performance shown by him during the period was excellent.

This certificate is being issued to meet the requirements of the IIHMR University.

Date: 01/07/2024



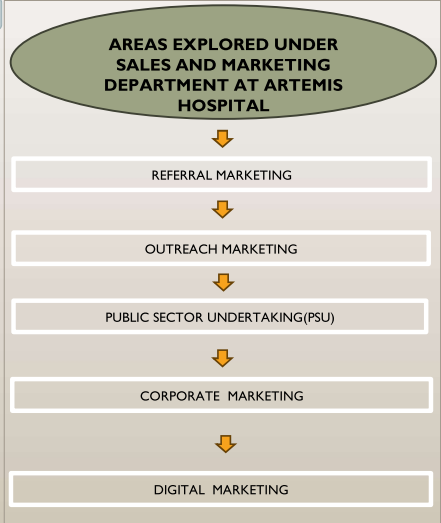
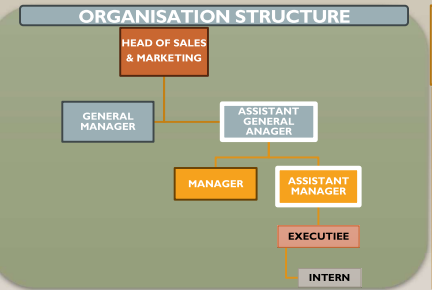

(Signature of organization Mentor)
Name: Asgar Ali
Designation: Group Head - Sales & Marketing
Artemis Hospitals
Sector-51, Gurugram-122001 (Haryana)

Seal/Stamp of the Organization

PROFILE OF THE ORGANIZATION

Artemis Hospital, established in 2007, spread across 9 acres, is a 550 plus bed; state-of-the-art multi-speciality hospital located in Gurgaon, India. Artemis Hospital is the first JCI and NABH accredited Hospital in Gurgaon.

MISSION	VISSION
To uphold the highest standards of medical excellence and service quality, ensuring that Artemis Hospital is recognized as a leader in healthcare services.	To be recognized as the leading healthcare provider in the region, known for delivering exceptional patient care and innovative healthcare solutions.
Deliver exceptional healthcare services by promoting a patient-first approach, ensuring every patient receives personalized and compassionate care.	To build and maintain a loyal patient base by consistently exceeding patient expectations and delivering unparalleled healthcare experiences.
To build strong relationships with the community by actively participating in health awareness programs and promoting preventive healthcare.	To ensure that quality healthcare services are accessible to a wider population by continuously expanding the hospital's presence and services.



Difference between theoretical and practical understandings

Theoretical	Practical
Understanding patient acquisition theories and healthcare marketing models from lectures or academic materials	Observing how marketing efforts translate into patient visits, satisfaction, and revenue.

LEARNING AND VALUE ADDITIONS

- Corporate Relationships
- Professional Development
- Industry Contacts
- Personal Growth

STRENGTHS

Effective targeted marketing campaigns.
 Robust digital marketing and content marketing strategies.

OPPURTUNITY

Rising public health awareness leading to higher demand for healthcare services.
 Opportunities for health education and preventive care programs.

- ### USEFULNESS OF INTERNSHIP
- Exposure to various marketing strategies, digital marketing techniques, content creation, and campaign management..
 - Learning how to market healthcare services effectively while maintaining a patient-centric approach.
 - Experience in managing and executing marketing campaigns, from planning to analysis.



WEAKNESS

High costs associated with maintaining advanced technology and digital platforms.
 Potential strain on resources for continuous community engagement activities.

THREATS

Outbreaks of diseases or pandemics affecting hospital operations and patient inflow.
 Increased operational costs and resource allocation for crisis management.

- ### Suggestions:
- Implement robust feedback systems for continuous improvement.
 - Expand remote consultation and follow ups.
 - Strengthen outreach and health education programs.

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospitals, Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no:0523

Stream: MBA in Pharmaceutical Management

Week no:01

From: 02 May to 04 May 2024

Activity Done	Day 1: Visited all the departments of Hospital Day 2: Observed all activities in the department Day 3: Visited Emergency (ER) and other departments
Linking theory. (Classroom learning) with practice at your organisation	• Learned about 4P's of the Marketing which are People, Product, Price and Promotion • Learned the strategies of Marketing
Gaps identified on the working area.	• Lack of communication with coordinators of Doctors. The behaviour of co ordinators are not good with me.
Suggestions for improvement	• Schedule regular meetings between departments to discuss solutions on issues.
Plan for the next week	To observe all activities in marketing department and to learn more about Digital Marketing

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospitals, Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no:0523

Stream: MBA in Pharmaceutical Management

Week no:02

From: 06 May to 12 May 2024

Activity Done	Day 1: Co ordinated the patients Day 2: Observed all activities in the department Day 3: Justdial data of patient added in MS Excel sheet. Day4: Called the patients from Justdial Data for appointment Day 5: Learned about referral marketing Day 6: Learned about 3 sectors in Hospital Marketing i.e. PSU, Corporate and Referral.
Linking theory. (Classroom learning) with practice at your organisation	• Learned Patient Management • Learned the Concept of Patient Co ordination theory.
Gaps identified on the working area.	• IPD billing timing for the patient is 20 mins for a one patient that should be reduced for better patient feedback
Suggestions for improvement	• Schedule regular meetings between departments to discuss solutions on issues.
Plan for the next week	To observe all activities in marketing department and to learn more about Referral Marketing.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospitals, Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no:0523

Stream: MBA in Pharmaceutical Management

Week no:03

From:14 May to 19 May 2024

Activity Done	Day 1: Co ordinated the patients Day 2: Co ordinated the patients Day 3: Justdial data of patient added in MS Excel sheet. Day4: Whatsapp leads and website leads which came from social media are observed and called all the patients for asking their query Day 5: Market Survey has been done by calling patients. Day 6: Learned about 3 sectors in Hospital Marketing i.e. PSU, Corporate and Referral.
Linking theory. (Classroom learning) with practice at your organisation	• Learned Patient Management • Learned the Concept of Patient Co-ordination theory.
Gaps identified on the working area.	• Billing timing for the patient would be reduced for reducing the crowd from billing desk.
Suggestions for improvement	• Billing Counters must be increased for reducing the crowd and better patient Compliance.
Plan for the next week	To observe all activities in marketing department and to learn more about Campaigning Marketing.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospitals, Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no: 0523

Stream: MBA in Pharmaceutical Management

Week no: 04

From: 20 May to 26 May 2024

Activity Done	Day 1 : Market Survey has been done by calling patients. Day 2: Co ordinated the patients Day 3: Justdial data of patient added in MS Excel sheet. Day4: Whatsapp leads and website leads which came from social media are observed and called all the patients for asking their query Day 5: Justdial data of patient added in MS Excel sheet.. Day 6: Marketing Campaign has organized in BCG in DLF tower 10- c .
Linking theory. (Classroom learning) with practice at your organisation	• Learned about Marketing Campaign • Learned the Concept of Patient Co ordination theory.
Gaps identified on the working area.	• Billing timing for the patient should be reduced for reducing the crowd from billing desk.
Suggestions for improvement	• Billing Counters must be increased for reducing the crowd and better patient Compliance.
Plan for the next week	To observe all activities in marketing department and to learn more about the Corporate Marketing

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospitals, Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no:0523

Stream: MBA in Pharmaceutical Management

Week no:05

From:27 May to 02 June 2024

Activity Done	Day 1: : Market Survey has been done by calling patients. Day 2: Co ordinated the patients Day 3: Justdial data of patient added in MS Excel sheet. Day4: Whatsapp leads and website leads which came from social media are observed and called all the patients for asking their query Day 5: Co ordinated the patients Day 6: : Market Survey has been done by calling patients.
Linking theory. (Classroom learning) with practice at your organisation	• Learned about Digital Marketing like Poster Making and also the Brand Management. • Learned the Concept of Patient Targeting through the data.
Gaps identified on the working area.	• The Lounge for sitting the patient should be increased for patient comfort.
Suggestions for improvement	• The Lounge for sitting the patient should be increased for patient comfort.
Plan for the next week	To observe all activities in marketing department and to learn more about the PSU marketing.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospital Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no:0523

Stream: MBA in Pharmaceutical Management

Week no:06

From:03 June to 08 June 2024

Activity Done	Day 1: Co Ordinated with the VIP patients Day 2: Attended the CME of Urology Day 3: Justdial data of patient added in MS Excel sheet. Day4: Whatsapp leads and website leads which came from social media are observed and called all the patients for asking their query Day 5: Coordinated the patients Day 6: : Market Survey has been done by calling patients.
Linking theory. (Classroom learning) with practice at your organisation	• Learned about CME's • Learned the Concept of Corporate Marketing through the data.
Gaps identified on the working area.	• The TPA desk office was not sufficient for the employees and there is crowd everytime.
Suggestions for improvement	• The TPA department should be improved for better patient care.
Plan for the next week	To observe all activities in marketing department and to learn more about the PSU marketing.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospital Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no:0523

Stream: MBA in Pharmaceutical Management

Week no:07

From: 10June to 16June 2024

Activity Done	Day 1: Website leads and Whatsapp leads of patient enquiry are assessed. Day 2: Coordinated the patients Day 3: Justdial data of patient added in MS Excel sheet. Day4: Whatsapp leads and website leads which came from social media are observed and called all the patients for asking their query Day 5: Justdial data of patient added in MS Excel sheet. Day 6: Health checkup files of Corporate patients are observed and patients are coordinated.
Linking theory. (Classroom learning) with practice at your organisation	• Learned about Digital Marketing like Poster Making and also the Brand Management. • Learned the Concept of CSR (Corporate Social Responsibility)
Gaps identified on the working area.	• The GDA staff of the hospital is very less. • There is lack of communication in the TPA department of Hospitals.
Suggestions for improvement	• The area of TPA is very small i thing that should be increased.
Plan for the next week	To observe all activities in marketing department and to learn more about the CSR and also about international marketing.

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospital Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no:0523

Stream: MBA in Pharmaceutical Management

Week no:08

From:17 June to 22 June 2024

Activity Done	Day 1: Learned about referral marketing Day 2: Observed all activities in the department Day 3: Justdial data of patient added in MS Excel sheet. Day4: Called the patients from Justdial Data for appointment Day 5: Whatsapp leads and website leads which came from social media are observed and called all the patients for asking their query Day 6: Learned about 3 sectors in Hospital Marketing i.e. PSU, Corporate and Referral.
Linking theory. (Classroom learning) with practice at your organisation	• Learned Learned the Concept of Patient Co ordination theory.
Gaps identified on the working area.	• IPD billing timing for the patient is 20 mins for a one patient that should be reduced for better patient feedback
Suggestions for improvement	• Schedule regular meetings between departments to discuss solutions on issues.
Plan for the next week	To observe all activities in marketing department and to learn more about Digital Marketing points like to target audience, SEO, Social media engagement

Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Artemis Hospitals, Gurgaon

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

Name of the Student: Shrinivas Pandurang Madhekar

Roll no: 0523

Stream: MBA in Pharmaceutical Management

Week no: 09

From: 24 June to 1 July 2024

Activity Done	Day 1: Learned about Public Sector Undertakings Day 2: Urology free OPD Campaigning done in Maruti Suzuki Car Plant, Manesar, Gurgaon Day 3: Justdial data of patient are calculated and added in MS Excel sheet. Day 4: Called the patients from Justdial Data for appointment Day 5: Whatsapp leads and website leads which came from social media are observed and called all the patients for asking their query Day 6: All the referral doctors data are checked and called them for CME's of Urology to maintain and build relationship with referral doctors.
Linking theory. (Classroom learning) with practice at your organisation	• Learned the Concept of Patient Co ordination theory. • Learned the concept of relationship building with the patients. • Learned the concept of Campaigning Marketing and CMEs
Gaps identified on the working area.	• The OPD timings of Specialist doctors are very less that must be increased for increasing the patient flow
Suggestions for improvement	• Schedule regular meetings between departments to discuss solutions on issues.
Plan for the next week	To observe all activities of Marketing Department.

Signature of the Student



Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: ARTEMIS HOSPITALS

Area/ Department/ Project of Summer Internship Program: SALES AND MARKETING DEPARTMENT

Name of the Student: SHRINIVAS MADHEKAR

Roll no: 0523

Stream: MBA in Pharmaceutical Management

Activity Done	
	1. Patient Consultation and Conversions • Consult with potential patients to understand their needs and recommend treatments or services. • Helped to convert consultations to appointments or admissions. 2. Package and Service Sales: • Reach out to potential customers via Telecall and promoted health check up, maternity packages or elective surgeries. • Introduced the pricing, benefits and schedule information. 3. Referral Management: • Connections were build with sending physicians, centers or protection to increase patient referrals. • Monitor and organize all incoming referrals for a more comprehensive patient experience 4. Follow-up correspondence -- patient relationship management • Patients were checked after treatment to ensure they are satisfied or address if not. • Contacts was made with former patients to increase the chances of both return visits and word-of-mouth recommendations.

Linking theory (Classroom learning) with practice at your organization	Marketing Mix (4Ps) : • Learning in the Classroom: The cornerstone of marketing strategy is the 4Ps framework (Product, Price, Place, and Promotion). • Use: <u>Product:</u> Recognise the range of services the hospital provides (e.g., packages for health checkups, specialised treatments), and adjust marketing efforts accordingly. <u>Price:</u> Examine and plan pricing structures for various services, taking into account elements such as patient affordability and competitive pricing. <u>Place:</u> To guarantee patient accessibility, assess the routes of distribution, including physical sites and internet presence. <u>Promotion:</u> Create marketing plans that incorporate community engagement, digital marketing, and collaborations with nearby organisations. Relationship management with customers (CRM) • Classroom Learnings: CRM entails employing data analysis to manage a business's interactions with both present and potential clients. • Application: Manage patient data and interactions by putting CRM systems into place. Utilise CRM data to divide up patients and customise ads. Posters Five Forces: • In the classroom: Porter's Five Forces paradigm facilitates the competitive environment analysis. • Use: <u>Danger of New Entrants:</u> Evaluate the possibility of new healthcare providers joining the market and create plans to stay ahead of the competition. <u>Suppliers' Bargaining Power:</u> Assess the hospital's connections with medical suppliers and work out better conditions. <u>Customer Bargaining Power:</u> Recognise patient preferences and use this information to enhance services provided. <u>Danger of Substitutes:</u> List the several medical choices that patients can choose
--	---

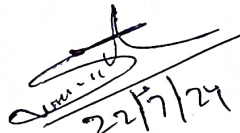
	from and highlight the hospital's special selling points. <u>Industry rivalry:</u> Examine rivals' approaches and find areas where you may set yourself apart.
Gaps identified on the working area.	Communication and Coordination : • Gap Found: Ineffective lines of communication between the marketing and sales staff and other divisions, including the finance, administrative, and medical departments. • Impact: Missed opportunities and less than ideal patient involvement result from delays in getting the information needed for marketing campaigns and client engagements. Data Management and Analytics: • Gap Found: Inadequate methods for tracking and analysing patient input, preferences, and demographics. • Impact: It can be challenging to adjust marketing tactics to target particular patient populations and gauge the success of campaigns. Education and Training: • Gap Found: Inadequate training programmes to keep the sales and marketing staff abreast of the newest developments in healthcare marketing trends and technology. • Impact: Growth and competitiveness may stagnate as a result of the team's inability to apply creative marketing techniques.
Suggestions for improvement	Enhanced Communication and Collaboration: • To promote improved communication and cooperation across the administrative, marketing, sales, and medical divisions, create cross-functional teams and schedule frequent interdepartmental meetings. • Benefits include better information flow, quicker decision-making, and marketing tactics that are more integrated. Advanced Data Management and Analytics Strategy: • To efficiently collect and evaluate patient data, put in place a strong Customer

	Relationship Management (CRM) system that is coupled with advanced analytics tools. • Benefit: Enhanced campaign efficacy, better patient targeting, and customised marketing tactics founded on reliable data. Constant Training and Development Plan: • Provide the sales and marketing staff with frequent training sessions and workshops to keep them abreast of the newest developments in healthcare marketing techniques, resources, and technology. • Benefit: A knowledgeable and competent group able to apply creative marketing techniques that promote long-term expansion and competitiveness. Implementing these suggestions can help the organization enhance its sales and marketing effectiveness, leading to improved patient engagement, satisfaction, and overall organizational growth.
--	---

Signature of the Student



Approved by the IIHMR University's Mentor



22/7/24