

Summer Internship Program (SIP)

STUDENT GUIDELINE |

2023-25

for

**MBA Hospital and Health
Management MBA
Pharmaceutical Management
MBA Development
Management**

Programs



SUMMER INTERNSHIP PROGRAM

at

TRIZONE HEALTHCARE CONSULTANTS LLP



From May 6th to July 5th 2024

A REPORT BY

SHEFALI KARMORE

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Dr. Saurabh Kumar Banerjee





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

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

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

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

Cheers,

Krutika Mayavanshi.

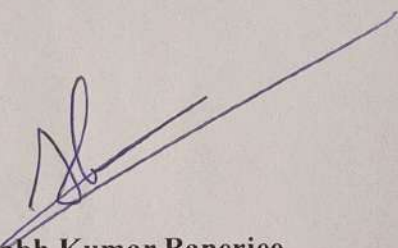
Senior Human Resources Executive
Trizone Healthcare LLP

IIHMR University Faculty Mentor Approval

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

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

Date: 22 July 2024



Dr. Sourabh Kumar Banerjee

Associate Professor

IIHMR University, Jaipur

TRIZONE HEALTHCARE CONSULTANTS

- Knowing is knowing, doing is doing” is something Trizone Healthcare strongly believes in, which means “Knowledge without application is the same as having no knowledge at all”.
- Trizone Healthcare Consultants LLP, founded in March 2020 by Mr. Akhil Dave (Founder and Principal Consultant) and Mr. Niraj Upadhyay (Co-founder), is a healthcare consulting firm which uses 360-degree marketing approach, and provide various services

VISION

To establish ethical & right marketing practices in the healthcare industry

MISSION

To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through effective 360- degree marketing solutions.

ORGANIZATION STRUCTURE



OVERVIEW OF HCG PROJECT

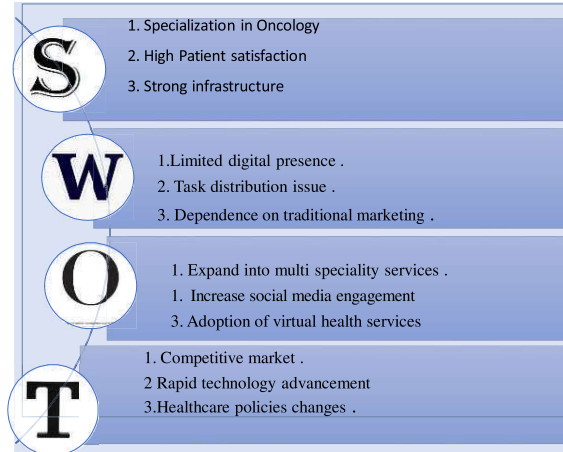


- Performing a competitor analysis of BIMS and Pulse Plus Hospital against HCG Hospital to benchmark services and identify areas for improvement.
- Developing promotional campaigns for various health awareness events such as World Tobacco Day and Doctors' Day..
- Designing content and strategies for multiple digital platforms, including Facebook, Instagram, LinkedIn, and YouTube..
- Utilizing tools like SEMRUSH and Uber suggest for keyword research and analytics to optimize digital marketing efforts, Aligning marketing efforts across multiple locations, enhancing PR activities, and preparing for major event.

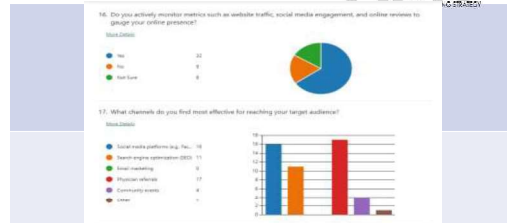
SR NO	ASPECT	HCG Hospital	BIMS Hospital	PULSE PLUS Hospital
1.	Facilities	95 bedded	80 bedded	70 bedded
2.	Expertise	111 doctors	32 doctors	32 doctors
3.	Google Rating	4.8 (8200 reviews)	4.8 (3900 reviews)	4.9 (992 reviews)
4.	Surgical Procedures	High (due to advanced equipment)	High (advanced robotic surgeries)	Moderate
5.	Doctors	111	32	32
6.	LinkedIn presence	no	yes	172
7.	YouTube subscribers	2.3k	555	27
8.	Consultation	₹500 - ₹800	₹400 - ₹700	450 - ₹750
9.	Market Share	45%	30%	25%
10.	Established year	2015	2019	2018

LEARNING & VALUE ADDITIONS

SWOT ANALYSIS

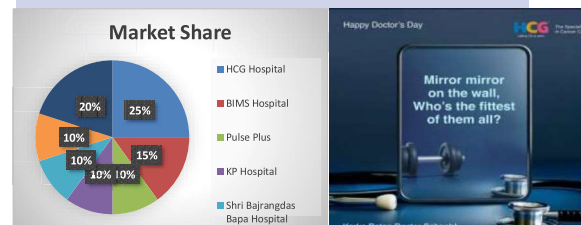


HMS Consultancy Project



Market Research and Competitor Analysis: Conducted in-depth keyword research using SEMRUSH and Uber suggest, Analyzed competitor strategies to benchmark HMS Consultancy's efforts and identify areas for improvement. This included examining the digital marketing approaches of other healthcare consulting firms. Designed and developed content for the HMS Consultancy website, focusing on the services page, Created promotional content for social media platforms.

Enhanced digital marketing skills and understanding of SEO strategies : Improved content development and campaign management abilities. Improved HMS Consultancy's online presence and engagement. Developed and executed a "Myth busting Series" on YouTube, Planned and implemented digital marketing campaigns for key events like World Tobacco Day.



THEORETICAL KNOWLEDGE

- Principles of SEO and keyword research..
- Studying digital marketing tools.
- Creating engaging content strategies.
- Creating comprehensive marketing strategies.
- Conducting keyword research to optimize website content.
- Using SEMRUSH and Uber suggest for keyword research.
- Developing content for the website and social media.
- Implementing campaigns for events like World Tobacco Day.

PRACTICAL EXPOSURE



HMS

Our Services

Revolutionizing Healthcare Marketing with Tailored Strategies

A pioneering brand under HMS Advisors Pvt Ltd, specialising in healthcare marketing and strategic consultancy. With over two decades of unmatched expertise, we are dedicated to transforming healthcare businesses by enhancing brand visibility, optimising patient engagement, and significantly boosting revenue.



HCG AND HMS CONTENT CREATIONS



CHALLENGES

- There was a need for more frequent brainstorming sessions to enhance creativity and develop innovative marketing strategies.
- There were inconsistencies in task distribution and role clarity within the team, which led to confusion and reduced efficiency in project execution.

USEFULNESS

- Skill development and practical experience.
- Industry insights and exposure.
- Networking for future opportunities.
- Enhanced resume and career prospects.

SUGGESTION

- HCG Hospital:** Enhance Digital and Offline Marketing Efforts: Increase investment in digital marketing to improve online presence and patient engagement, and complement these efforts with offline marketing strategies such as community events and health camps to strengthen brand visibility and patient trust..
- HCG Hospital:** Enhance Digital and Offline Marketing Efforts: Increase investment in digital marketing to improve online presence and patient engagement, and complement these efforts with offline marketing strategies such as community events and health camps to strengthen brand visibility and patient trust..

Annexure-E

Reporting Format (Week-1)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 1st

From: 6th May to 10th May

Activity Done	Day 1: Started with an introduction to Trizone Healthcare. Akhil Sir and Neeraj Upadhya Sir shared their extensive corporate experiences.. Day 2: The session covered key principles and strategies of healthcare branding. The engaging presentations and videos provided a deeper understanding of effective branding tactics. Day 3: Our group project was assigned, focusing on creating a Marketing and Branding Strategy for HCG Hospitals. Day 4: Akhil Sir provided an in-depth overview of HCG Hospitals, detailing their current operations and challenges. Day 5: We began our secondary research on HCG Hospitals. This involved gathering detailed information from various
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Linking theory (Classroom learning) with practice at your organization	• Branding in Healthcare: We learned the critical role of branding in building a strong reputation and attracting patients • Client Research: Conducting thorough client research is essential to identify their needs and challenges • Teamwork and Collaboration: The group project underscored the importance of teamwork in developing cohesive strategies. • Communication Skills: Presenting our strategies to clients requires clear and effective communication.
Gaps identified on the working area.	• Improving HCG's Marketing & Branding: We identified several areas where HCG's marketing and branding efforts could be improved. • Research Methods: To address these gaps, we are employing various research methods, including industry reports, competitor analysis, patient reviews, and client insights. • Importance: Focusing on these gaps ensures that our project directly targets HCG's needs, leading to a more impactful strategy for enhancing their multispecialty image.
Suggestions for improvement	• Targeted Marketing Campaigns: HCG Hospitals should prioritize targeted marketing campaigns to increase awareness of their multispecialty services. This strategy should extend beyond their traditional focus on cancer care to highlight other specialties.
Plan for the next week	• Continue In-depth Research: We will focus on gathering detailed information on HCG Hospitals over the next three days to ensure a comprehensive understanding of their operations and market environment. • Compile Research Findings: Our goal is to organize the collected data into a well-structured document that clearly outlines our findings and insights. • Prepare Client Presentation: We will develop a presentation that emphasizes clear communication and strong branding elements to effectively convey our strategy to the client.

Annexure-E

Reporting Format (Week-2)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 2nd

From: 13th May to 18th May

Activity Done	Week 2 , Day 1: Activity: Presented our initial group analysis on HCG Hospitals during a professional meeting. Outcome: We received detailed feedback that highlighted several flaws in our approach and strategies. This feedback was crucial for refining our analysis. Day 2 to Day 3: Activity: Spent these two days re-conducting our research on HCG Hospitals. Collaboration: Worked closely with my team members to integrate the feedback we received and improve the quality of our research. Day 4: Activity: Presented the revised research on HCG Hospitals. Skill Analysis: After the presentation, my digital marketing skills were assessed. I was then assigned a new project related to keyword research for HMS Consulting. Tools Introduced: Learned to use advanced digital marketing tools like SEMRUSH and Uber suggest for upcoming tasks. Day 5 to Day 6: Activity: Conducted detailed keyword research for both HMS Consulting and the HCG Bhavnagar projects using the digital tools provided.
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Linking theory (Classroom learning) with practice at your organization	• Research Techniques: Applied classroom concepts of secondary research to real-world data gathering. • Feedback Implementation: Turned theoretical understanding of feedback into practical reevaluation and improvement of research strategies. • Strategic Thinking: Leveraged knowledge from marketing classes to devise and apply strategic approaches recommended during mentor feedback. • Analytical Skills: Enhanced theoretical analytical skills through hands-on use of advanced digital marketing tools.
Gaps identified on the working area.	• Strategic Application: There is a need to better integrate theoretical marketing strategies with real-world market data. • Skill Application: Initially lagged in applying digital marketing theories to practical tool usage. • Feedback Integration: At first, there was some resistance to fully integrating critical feedback into project revisions. • Presentation Skills: Needed to improve clarity and strategic alignment in presenting research outcomes.
Suggestions for improvement	• Increase Training Sessions: Conduct more initial training sessions on digital marketing tools for better early adoption. • Enhance Feedback Sessions: Make feedback sessions more iterative, allowing for immediate revisions. • Regular Peer-Review Sessions: Implement regular peer-review sessions before final presentations to refine and clarify research outputs.
Plan for the next week	• Presentation Preparation: Finalize and rehearse the group presentation on HCG research to ensure clarity and strategic alignment. • Research Enhancement: Continue to refine HMS keyword research using insights from this week's findings. • Skill Development: Allocate time for self-study on advanced features of the digital marketing tools. • Feedback Implementation: Actively seek and integrate feedback post-presentation for continuous project improvement.

Annexure-E

Reporting Format (Week-3)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 3rd

From: 20th may to 25th may

Activity Done	Week 3, • Day 1 : Task: Started working on designing the service page for the HMS Consultant website. Action: Conducted research by reviewing other consulting websites to understand how they present their services. Used our own creativity to plan the content, images, and keywords. • Day 2 : Task: Finalized and submitted the content for the service page. Action: Compiled all the researched information into a Word file and shared it with Akhil Sir for feedback. • Day 3: Task: New group task assigned to design a promotional campaign for HCG Hospitals. Action: Assigned to create a campaign for World Tobacco Day on 31st May. We researched different cities (Rajkot, Ahmedabad, Bhavnagar) to understand people's attitudes towards tobacco and identified the best locations (schools, lakes, malls) to target the campaign. • Day 4 : Task: Research and plan the promotional campaign for HCG Hospitals. Action: Worked as a team to gather information about tobacco use and behaviors in the target cities. Planned campaign activities by identifying places where people gather and tobacco use is noticeable. • Day 5: Task: Present the promotional campaign plan to Akhil Sir. Action: Prepared and delivered a detailed pitch of our campaign plan. Explained our research findings, proposed activities, and how the campaign aligns with the goal of reducing tobacco use.
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Linking theory (Classroom learning) with practice at your organization	• Consumer Behaviour: Used our understanding of consumer behaviours to identify key areas for the tobacco campaign. • Marketing Strategies: Implemented marketing strategies learned in class to plan the campaign. • Presentation Skills: Utilized techniques learned for presenting ideas effectively during the campaign pitch.
Gaps identified on the working area.	• Planning: Need for better initial planning when starting new projects. • Resource Utilization: More effective use of available resources and tools. • Understanding Target Audience: Improved understanding of audience behavior and preferences. • Team Efficiency: Better coordination and time management within the team. • Presentation: Enhancing presentation skills to make pitches more compelling.
Suggestions for improvement	• Begin Projects with Clear Plans: Ensure projects start with detailed and clear planning. • Conduct Workshops on Audience Analysis and Resource Utilization: Organize sessions to improve understanding of the target audience and efficient use of resources. • Schedule Regular Feedback Sessions: Implement continuous feedback sessions for ongoing improvement. • Organize Training Sessions to Improve Presentation Skills: Focus on enhancing presentation techniques through training.
Plan for the next week	• Website Development: Continue refining the service page for the HMS Consultant website. • Campaign Refinement: Work on improving the tobacco campaign plan based on feedback received. • Skill Enhancement: Focus on learning advanced presentation techniques. • Research Consolidation: Analyze research findings to strengthen the campaign strategy and implementation plan.

Annexure-E

Reporting Format (Week-4)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 4th

From: 27th may to 1st June

Activity Done	Day 1 : Task: Finalized the strategy for HCG Hospital Bhavnagar. Action: Discussed the progress with Akhil Sir, reviewed the entire project from research to analysis, and developed the final campaign plan. This included strategies for social media platforms such as Facebook, Instagram, and LinkedIn. We concluded with the tagline "HCG Che ne." Days 2-3: Task: Aligned strategies for HCG Hospitals in Ahmedabad and Rajkot. Action: Engaged in detailed discussions with team members responsible for these cities. We shared individual strategies and coordinated efforts to ensure a unified marketing approach across all three locations. Day 4 : Task: Developed YouTube strategies for HMS Digital Marketing. Action: Presented two YouTube strategies during a group meeting: an introductory video and the "Myth busting Series." The "Myth busting Series," which aims to debunk common myths and misconceptions about healthcare marketing, was particularly well-received and selected for implementation. Benefits of the "Myth busting Series" : • Provides educational content that empowers viewers to make informed decisions about healthcare marketing. • Positions HMS Consultants as knowledgeable and reliable partners, with each team member showcasing their expertise. • Creates engaging and shareable content that attracts a wider audience. • Encourages audience participation, fostering a sense of community. Days 5-6 : Task: Created digital marketing strategies for HMS Consultancy's Instagram and LinkedIn accounts. Action: Conducted research, brainstorming sessions, and team discussions to devise strategies focusing on emotional connections rather than just selling services. Recognized the need for more brainstorming sessions and incorporating a multi-perspective approach.
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Linking theory (Classroom learning) with practice at your organization	• Strategic Planning: Applied classroom theories on marketing and branding to develop detailed social media strategies. • Collaborative Work: Used principles of teamwork to ensure cohesive marketing efforts across different locations. • Communication Skills: Implemented effective communication techniques during team meetings and presentations. • Consumer Behavior: Applied knowledge of consumer behavior to focus on building emotional connections with the audience.
Gaps identified on the working area .	• Need for More Brainstorming Sessions: Increasing the frequency of idea-sharing meetings to enhance creativity. • Greater Focus on Emotional Connections: Emphasizing emotional ties in marketing rather than just promoting services. • Enhanced Team Integration: Improving collaboration across different city teams. • Improved Research Methods: Exploring various research methodologies for better insights. • Consideration of Multiple Perspectives: Ensuring feedback and ideas from all team members are considered.
Suggestions for improvement	• Prioritize Emotional Marketing: Focus on creating content that builds emotional connections with the audience. • Encourage Team Member Input: Continuously solicit and incorporate ideas from all team members. • Diversify Research Approaches: Use varied research methods to gain a broader understanding of market trends and consumer behavior.
Plan for the next week	• Content Development: Develop LinkedIn and Instagram content for HMS Consultancy with a focus on emotional marketing strategies. • Strategy Integration: Integrate marketing strategies for HCG Hospitals across all cities. • Team Collaboration: Facilitate collaborative sessions to gather team insights and refine strategies further. • Ongoing Campaigns: Monitor and adjust ongoing social media campaigns based on performance metrics.

Annexure-E

Reporting Format (Week-5)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 5th

From: 3rd June to 8th June

Activity Done	Week 5, • Day 1 Task: Meeting with the supervisor to discuss the HCG Hospital social media campaign for upcoming events (Environment Day, Blood Donation Day, Brain Tumor Day, Sickle Cell Anemia Day). Action: Discussed campaign goals, target audience, and platforms including Instagram, LinkedIn, and YouTube . • Days 2 & 3 Task: Campaign Strategy Development Action: Collaborated with team members to develop campaign strategies for HCG Hospital events. Conducted competitor research to analyze social media content strategies . • Day 4 Task: New Project: Doctors' Day Campaign Action: Received a new project to generate creative campaign ideas for Doctors' Day (July 1st). Researched HCG Oncology's past successful campaigns such as the Hair Donation Drive and #InHerShoes for inspiration . • Day 5 : Task: Doctors' Day Brainstorming Session Action: Brainstormed creative campaign concepts for Doctors' Day and prepared a presentation summarizing the ideas for our supervisor. • Day 6 : Task: Doctors' Day Campaign Presentation Action: Presented individual Doctors' Day campaign proposals to the supervisor using a PowerPoint presentation. Received valuable feedback and guidance on the next steps for campaign development.
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Linking theory (Classroom learning) with practice at your organization	• Social Media Marketing: Applied concepts such as target audience identification, content strategy development, and platform selection to real-world campaign creation. • Competitor Analysis: Learned the importance of analyzing competitor strategies and adapting our approach based on market trends. • Team Collaboration: Gained experience in working with a team to brainstorm and develop creative campaign ideas. • Presentation Skills: Understood the process of presenting campaign proposals and incorporating feedback for further development.
Gaps identified on the working area.	• Competitor Data Access: Limited access to competitor social media analytics data hindered in-depth competitor research. • Time Constraints: The short timeframe for developing campaigns across multiple platforms presented challenges. • Team Resources: There may be a need for additional team members with expertise in content creation and graphic design.
Suggestions for improvement	• Access to Competitor Insights: Secure access to relevant competitor social media insights for future campaigns. • Project Management Tools: Implement a project management tool to streamline and manage campaign development timelines more effectively. • Expand Marketing Team: Explore opportunities to expand the marketing team to include more content creation and graphic design expertise.
Plan for the next week	• Refine Campaign Proposal: Refine the Doctors' Day campaign proposal based on the feedback received from the supervisor. • Develop Content Calendar: Create a detailed content calendar for each social media platform. • Initiate Content Creation: Begin creating content (graphics, videos, captions) for the chosen Doctors' Day campaign. • Schedule Campaign Launch: Plan and schedule the campaign launch and social media engagement activities.

Reporting Format

(Week-6)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management) **Week no:** 6th

From: 10 June to 15 June

Activity Done	Week 6, Day 1 Task: Presented individual campaign ideas to Akhil Sir. Action: Shared the concept and strategy behind my campaign (#HealingHandsOfGujarat #HCGHospitals). Received constructive feedback and suggestions for improvement. Day 2 Task: Common meeting with the HCG team and Akhil Sir. Action: Discussed various campaign ideas with the team. Akhil Sir shared insights from all team members, and my campaign was chosen to present to the marketing head. We were instructed to create a comprehensive presentation combining all team ideas. Day 3 Task: Created a professional presentation incorporating all necessary parameters. Action: Worked with the team to prepare a detailed PowerPoint presentation, including all campaign ideas and PR activities. Day 4 Task: Presented our campaign to the marketing Head of HCG Hospitals.
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	Action: Delivered the presentation, received feedback on our strategies, especially highlighting the need for stronger PR activities. Day 5 Task: Developed additional strategies for the campaign. Action: Continued refining our campaign based on feedback, focusing particularly on enhancing PR activities.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Concepts: Applied classroom theories of social media marketing and campaign strategy development to create real-world marketing campaigns. • Team Collaboration: Utilized teamwork principles to develop a cohesive presentation incorporating ideas from all team members. • Presentation Skills: Improved my ability to present ideas effectively, incorporating feedback to enhance the presentation. • PR Strategies: Gained practical experience in developing PR activities to complement our marketing campaigns.
Gaps identified on the working area.	• Marketing Concepts: Applied classroom theories of social media marketing and campaign strategy development to create real-world marketing campaigns. • Team Collaboration: Utilized teamwork principles to develop a cohesive presentation incorporating ideas from all team members. • Presentation Skills: Improved my ability to present ideas effectively, incorporating feedback to enhance the presentation. • PR Strategies: Gained practical experience in developing PR activities to complement our marketing campaigns.
Suggestions for improvement	• Enhance PR Activities: Focus on developing strong PR activities to support the campaign. • Increase Brainstorming Frequency: Schedule regular brainstorming sessions to encourage creativity and innovation. • Target Audience Analysis: Conduct thorough research to better understand the doctor community's behaviour and preferences for more effective event planning.
Plan for the next week	• Refine PR Activities: Work on the feedback received, particularly strengthening PR activities for the campaign. • Develop Presentation Skills: Learn how to make presentations more engaging and visually appealing. • Conduct Brainstorming Sessions: Organize more frequent brainstorming sessions to explore new ideas.

Annexure-E

Reporting Format(Week-7)

Name of the Organization: Trizone Healthcare

Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management) Week no: 7th

From: 17th June to 22nd June

Activity Done	Week 7, Day 1 Task: Conducted research on Facebook to identify potential clients. Day 2 Task: Continued researching potential clients. Day 3 Task: Ongoing research and data compilation. Day 4 Task: Finalized the potential client research. Day 5 Task: Verified the compiled data. Day 6 Task: Discussed the finalized list with the team.
Linking theory (Classroom learning) with practice at your organisation	• Data Organization: Utilized classroom learning to maintain an accurate and organized Excel sheet. • Social Media Marketing: Integrated lessons on social media marketing to identify and target relevant communities. • Communication Skills: Used strategies learned in communication courses to effectively present research findings to the team. • Digital Marketing Insights: Leveraged insights from digital marketing courses to understand the significance of social media groups for potential client engagement.
Gaps identified on the working area.	• Authenticity Verification: Difficulty in verifying the authenticity of some Facebook groups/pages due to a lack of identifiable credentials. • Limited Scope: Research was limited to Facebook, excluding other social media platforms. • Inconsistent Evaluation Criteria: Varying quality in identified groups/pages due to inconsistent evaluation criteria. • Collaboration Tools: Need for improved collaboration tools to enhance team efficiency during research and verification.
Suggestions for improvement	• Automate Verification: Implement automated tools or software to verify the authenticity of social media groups/pages • Standardize Evaluation: Develop a standardized template or checklist for evaluating potential clients to ensure consistency.

	• Expand Research Scope: Include additional social media platforms such as LinkedIn and Twitter to broaden the client base. • Enhance Collaboration Tools: Improve collaborative tools within the team to streamline communication and feedback processes.
Plan for the next week	• Expand Research: Research potential client groups on additional social media platforms. • Refine Evaluation Criteria: Refine the evaluation criteria based on team feedback from the previous week. • Enhance Data Organization: Continue to improve the organization and management of data for better efficiency. • Implement Feedback: Apply the feedback received to enhance the overall research process.

Annexure-E

Reporting Format(Week-8)

Name of the Organization: Trizone HealthcareName of the

Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)Week no: 8th

From: 24th June to 4th July

Activity Done	Week 8, Day 1 (24th June): • Task: Learned about the upcoming AHMP Foundation Marketing Awards scheduled for 29th and 30th June.
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	• Action: Began planning and preparing for our participation in the event. Days 2-4 (25th to 27th June): • Task: Preparation for the AHMP Foundation Marketing Awards. • Action: Collaborated closely with team members and mentor, Akhil Sir, to develop presentations and gather materials focused on healthcare analytics and healthcare marketing. This involved extensive research, coordination, and rehearsals to ensure we were well-prepared.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Analytics: Utilized knowledge from classroom learning to develop insightful presentations and discussions during the event. • Healthcare Marketing Strategies: Applied theoretical understanding of healthcare marketing strategies to contribute effectively to event preparation. • Team Collaboration: Leveraged team collaboration skills developed during course projects to work cohesively with colleagues and mentor. • Public Speaking and Presentation Techniques: Used public speaking and presentation techniques learned in class to present confidently at the event.
Gaps identified on the working area.	• Event Preparation Experience: Initial lack of experience with event preparation and planning led to some inefficiencies. • Healthcare Analytics Knowledge: Limited understanding of healthcare analytics hindered our ability to contribute more in-depth to discussions and presentations. • Time Management: Short turnaround time for event preparation created time management challenges. • Task Distribution and Role Clarity: Inconsistencies in task distribution and role clarity within the team affected overall effectiveness.
Suggestions for improvement	• Establish a Clear Timeline: Implement a clear timeline and task management system for future events or projects. • Improve Team Communication: Introduce more frequent and detailed team meetings to improve communication and role clarity. • Enhance Event Preparation Skills: Gain more experience and training in event preparation and planning. • Deepen Healthcare Analytics Knowledge: Increase focus on learning and understanding healthcare analytics to contribute more effectively in future projects.
Plan for the next week	• As this marks the end of our internship, our focus will be on completing any final tasks, reflecting on our experiences, and preparing a comprehensive report summarizing our learnings and contributions during the internship.

Signature of the Student – Shefali Karmore

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-F

Compiled Reporting Format

Name of the Organisation: Trizone Healthcare Consultants LLP

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

Name of the Student: Shefali Karmore

Roll no: 0573 Stream: MBA Pharmaceutical Management

Activities done	During my summer internship, I engaged in a series of activities and learning sessions that provided me with a comprehensive understanding of healthcare branding and marketing. In Week 1, The first week at Trizone Healthcare began with an introduction session led by Akhil Sir and Neeraj Upadhya Sir, providing an extensive overview of the healthcare industry. This session laid a strong foundation for understanding the company's operations and culture. The second day involved an insightful branding lecture by Neeraj Sir, focusing on key principles and strategies of healthcare branding and developing a comprehensive brand plan. On the third day, we were assigned a group project to create a Marketing and Branding Strategy for HCG Hospitals, aiming to enhance their recognition as a multispecialty hospital in cities like Ahmedabad, Rajkot, Bhavnagar, and Hubli. In Week 2 The second week started with presenting our initial group analysis on HCG Hospitals during a professional meeting, where we received valuable feedback highlighting flaws in our approach. This feedback was crucial for refining our analysis. Over the next two days, we re-conducted our research on HCG Hospitals, integrating the feedback to improve the quality of our work. On the fourth day, we
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presented the revised research and had our digital marketing skills assessed, leading to a new project on keyword research for HMS Consulting.

In Week 3, In the third week, I began working on designing the service page for the HMS Consultant website by researching other consulting websites to understand how they present their services. The content for the service page was finalized and submitted for feedback. Midweek, we were assigned a new group task to design a promotional campaign for HCG Hospitals for World Tobacco Day. This required researching different cities to understand people's attitudes towards tobacco and identifying the best locations to target the campaign.

In Week 4 The fourth week started with finalizing the strategy for HCG Hospital Bhavnagar. I discussed the progress with Akhil Sir, reviewed the entire project from research to analysis, and developed the final campaign plan, including strategies for social media platforms such as Facebook, Instagram, and LinkedIn. Over the next two days, strategies for HCG Hospitals in Ahmedabad and Rajkot were aligned through detailed discussions with team members responsible for these cities, ensuring a unified marketing approach. Midweek, we developed YouTube strategies for HMS Digital Marketing, including an introductory video and the "Myth busting Series," which aims to debunk common myths about healthcare marketing.

In Week 5 The fifth week began with a meeting to discuss the HCG Hospital social media campaign for upcoming events like Environment Day, Blood Donation Day, Brain Tumor Day, and Sickle Cell Anemia Day. Over the next two days, we developed campaign strategies for these events, conducting competitor research to analyze social media content strategies. Midweek, I received a new project to generate creative campaign ideas for Doctors' Day, researching HCG Oncology's past successful campaigns for inspiration.

In Week 6 The sixth week started with presenting individual campaign ideas to Akhil Sir, sharing the concept and strategy behind my campaign (#HealingHandsOfGujarat #HCGHospitals). The feedback received was constructive, providing suggestions for improvement. A common meeting with the HCG team and Akhil Sir was held the next day to discuss various campaign ideas. My campaign was chosen to present to the marketing head, and we were instructed to create a comprehensive presentation combining all team ideas

In Week 7 In the seventh week, I conducted research on Facebook to identify potential clients by compiling lists of doctors' communities, healthcare marketing communities, and other relevant forums. This research continued over the next few days, with data being organized into an Excel sheet including page/group names, links, and follower counts

In Week 8 The final week began with learning about the upcoming AHMP Foundation Marketing Awards scheduled for 29th and 30th June. Planning and preparation for our participation in the event started immediately

Linking theory (Classroom learning) with practice at your organisation	Throughout the internship, I was able to apply several concepts and skills learned in the classroom to real-world scenarios. The branding lectures and strategies discussed in class were vividly brought to life during our branding lecture by Neeraj Sir and the subsequent development of a comprehensive brand plan for HCG Hospitals. Team collaboration was a key aspect of the internship. The group projects highlighted the importance of teamwork in developing cohesive strategies, leveraging diverse perspectives, and ensuring effective communication. Public speaking and presentation techniques learned in class were instrumental in presenting our strategies to clients and at the AHMP Foundation Marketing Awards. These skills were crucial in delivering confident and engaging presentations, receiving constructive feedback, and incorporating it into our work.
Gaps identified on the working area.	• Event Preparation and Planning: • Our initial lack of experience with event preparation and planning led to some inefficiencies. This highlighted the need for better preparation and planning skills to ensure smooth execution of events. • Understanding of Healthcare Analytics: • Limited understanding of healthcare analytics hindered our ability to contribute more in-depth to discussions and presentations. This gap affected the quality of our contributions during key presentations and discussions. • Time Management: • The short turnaround time for event preparation created time management challenges. This led to stress and reduced the quality of our outputs due to rushed preparations. • Task Distribution and Role Clarity: • Inconsistencies in task distribution and role clarity within the team affected our overall effectiveness. This caused confusion and duplication of efforts, reducing team efficiency. • Collaboration Tools: • There was a need for improved collaboration tools to enhance team efficiency during research and verification. The lack of advanced collaboration tools led to miscommunication and delays in completing tasks. • Verification of Social Media Data: • Difficulty in verifying the authenticity of some Facebook groups and pages due to a lack of identifiable credentials was another challenge faced during

	the research phase. This made it challenging to ensure the reliability of our data, potentially compromising the quality of our research.
Suggestions for improvement	To address these gaps, several suggestions for improvement were identified. Implementing a clear timeline and task management system for future events or projects would help streamline the preparation process To improve research processes, automating tools or software to verify the authenticity of social media groups/pages would be beneficial. Developing a standardized template or checklist for evaluating potential clients would ensure consistency in research quality.

Signature of the Student:- Shefali Karmore

Approved by the IIHMR University's Mentor

REPORT Shefali Karmore.docx

by Time Chauhan

Submission date: 14-Jul-2024 03:11PM (UTC+0530)

Submission ID: 2416440313

File name: REPORT_Shefali_Karmore.docx (471.96K)

Word count: 5465

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SUMMER INTERNSHIP PROGRAM
at
TRIZONE HEALTHCARE CONSULTANTS LLP



From May 6th to July 5th 2024

A REPORT BY
SHEFALI KARMORE
Master of Business Administration
(Pharmaceutical Management)
2023-25

under the Mentorship of
Dr. Saurabh Kumar Banerjee



Annexure A

Completion Certification from the Organization
CERTIFICATE



Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

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

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

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

Cheers,

Krutika Mayavanshi.

A handwritten signature in black ink, appearing to read "Krutika", is written over a faint horizontal line.

Senior Human Resources Executive
Trizone Healthcare LLP

TRIZONE HEALTHCARE CONSULTANTS LLP
308, Alaknanda Complex, Vishwamitri,
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Annexure B

IIHMR University Faculty Mentor Approval

This is to certify that Dr./Mr / Ms. Shefali Karmore of academic year 2023-25 of IIHMR university Jaipur has prepared a poster with respect to his/her summer internship held during May-June 2023.

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

Date:

(Signature of Faculty Mentor)

Name: Dr. Saurabh
Kumar Banerjee

Designation: Professor &
Dean SDS

Annexure-E

Reporting Format (Week-1)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 1st

From: 6th May to 10th May

Activity Done
Day 1: We kicked off the week with an introduction to Trizone Healthcare. Akhil Sir and Neeraj Upadhyia Sir shared their extensive corporate experiences, offering invaluable insights into the workings of the healthcare industry. This session set a strong foundation for understanding the company's operations and culture. Day 2: Attended an enlightening branding lecture by Neeraj Sir. The session covered key principles and strategies of healthcare branding, including how to develop a comprehensive brand plan. The engaging presentations and videos provided a deeper understanding of effective branding tactics. Day 3: Our group project was assigned, focusing on creating a Marketing and Branding Strategy for HCG Hospitals. The goal is to enhance their recognition as a multispecialty hospital, particularly in cities like Ahmedabad, Rajkot, Bhavnagar, and Hubli. Day 4: Akhil Sir provided an in-depth overview of HCG Hospitals, detailing their current operations and challenges. This comprehensive briefing was crucial for understanding the client's needs and laying the groundwork for our project strategy. Day 5: We began our secondary research on HCG Hospitals. This involved gathering detailed information from various sources to build a solid foundation for our marketing and branding strategy. The research is essential for making informed recommendations.

Linking theory (Classroom learning) with practice at your organization	• Branding in Healthcare: We learned the critical role of branding in building a strong reputation and attracting patients. The classroom theories were vividly brought to life during the branding lecture by Neeraj Sir. • Client Research: Conducting thorough client research is essential to identify their needs and challenges. This includes understanding the operational intricacies and market positioning of HCG Hospitals. • Teamwork and Collaboration: The group project underscored the importance of teamwork in developing cohesive strategies. Effective collaboration allows us to leverage diverse perspectives and expertise. • Communication Skills: Presenting our strategies to clients requires clear and effective communication. The practice sessions and feedback from mentors have been instrumental in refining our presentation skills.
Gaps identified on the working area.	• Improving HCG's Marketing & Branding: We identified several areas where HCG's marketing and branding efforts could be improved, such as limited awareness of their full range of specialties, inconsistent branding, and ineffective marketing channels. • Research Methods: To address these gaps, we are employing various research methods, including industry reports, competitor analysis, patient reviews, and client insights. We are also considering conducting surveys and focus groups for more detailed feedback. • Importance: Focusing on these gaps ensures that our project directly targets HCG's needs, leading to a more impactful strategy for enhancing their multispecialty image.
Suggestions for improvement	• Targeted Marketing Campaigns: HCG Hospitals should prioritize targeted marketing campaigns to increase awareness of their multispecialty services. This strategy should extend beyond their traditional focus on cancer care to highlight other specialties.
Plan for the next week	• Continue In-depth Research: We will focus on gathering detailed information on HCG Hospitals over the next three days to ensure a comprehensive understanding of their operations and market environment. • Compile Research Findings: Our goal is to organize the collected data into a well-structured document that clearly outlines our findings and insights. • Prepare Client Presentation: We will develop a presentation that emphasizes clear communication and strong branding elements to effectively convey our strategy to the client.

Annexure-E

Reporting Format (Week-2)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 2nd

From: 13th May to 18th May

Activity Done	Week 2 , Day 1: Activity: Presented our initial group analysis on HCG Hospitals during a professional meeting. Outcome: We received detailed feedback that highlighted several flaws in our approach and strategies. This feedback was crucial for refining our analysis. Day 2 to Day 3: Activity: Spent these two days re-conducting our research on HCG Hospitals. Collaboration: Worked closely with my team members to integrate the feedback we received and improve the quality of our research. Day 4: Activity: Presented the revised research on HCG Hospitals. Skill Analysis: After the presentation, my digital marketing skills were assessed. I was then assigned a new project related to keyword research for HMS Consulting. Tools Introduced: Learned to use advanced digital marketing tools like SEMRUSH and Uber suggest for upcoming tasks. Day 5 to Day 6: Activity: Conducted detailed keyword research for both HMS Consulting and the HCG Bhavnagar projects using the digital tools provided. Mentor Interaction: Had an in-depth Google Meet session with Akhil Sir, who guided us on the next steps and clarified any doubts regarding the HMS project. Each day was carefully planned and executed, leading to significant personal and professional growth through practical application of digital marketing tools and research strategies.
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Linking theory (Classroom learning) with practice at your organization	• Research Techniques: Applied classroom concepts of secondary research to real-world data gathering. • Feedback Implementation: Turned theoretical understanding of feedback into practical reevaluation and improvement of research strategies. • Strategic Thinking: Leveraged knowledge from marketing classes to devise and apply strategic approaches recommended during mentor feedback. • Analytical Skills: Enhanced theoretical analytical skills through hands-on use of advanced digital marketing tools.
Gaps identified on the working area.	• Strategic Application: There is a need to better integrate theoretical marketing strategies with real-world market data. • Skill Application: Initially lagged in applying digital marketing theories to practical tool usage. • Feedback Integration: At first, there was some resistance to fully integrating critical feedback into project revisions. • Presentation Skills: Needed to improve clarity and strategic alignment in presenting research outcomes.
Suggestions for improvement	• Increase Training Sessions: Conduct more initial training sessions on digital marketing tools for better early adoption. • Enhance Feedback Sessions: Make feedback sessions more iterative, allowing for immediate revisions. • Regular Peer-Review Sessions: Implement regular peer-review sessions before final presentations to refine and clarify research outputs.
Plan for the next week	• Presentation Preparation: Finalize and rehearse the group presentation on HCG research to ensure clarity and strategic alignment. • Research Enhancement: Continue to refine HMS keyword research using insights from this week's findings. • Skill Development: Allocate time for self-study on advanced features of the digital marketing tools. • Feedback Implementation: Actively seek and integrate feedback post-presentation for continuous project improvement.

Annexure-E

Reporting Format

(Week-3)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 3rd

From: 20th may to 25th may

Activity Done	Week 3,
	• Day 1 : Task: Started working on designing the service page for the HMS Consultant website. Action: Conducted research by reviewing other consulting websites to understand how they present their services. Used our own creativity to plan the content, images, and keywords. • Day 2 : Task: Finalized and submitted the content for the service page. Action: Compiled all the researched information into a Word file and shared it with Akhil Sir for feedback. • Day 3: Task: New group task assigned to design a promotional campaign for HCG Hospitals. Action: Assigned to create a campaign for World Tobacco Day on 31st May. We researched different cities (Rajkot, Ahmedabad, Bhavnagar) to understand people's attitudes towards tobacco and identified the best locations (schools, lakes, malls) to target the campaign. • Day 4 : Task: Research and plan the promotional campaign for HCG Hospitals. Action: Worked as a team to gather information about tobacco use and behaviors in the target cities. Planned campaign activities by identifying places where people gather and tobacco use is noticeable. • Day 5: Task: Present the promotional campaign plan to Akhil Sir. Action: Prepared and delivered a detailed pitch of our campaign plan. Explained our research findings, proposed activities, and how the campaign aligns with the goal of reducing tobacco use.

Linking theory (Classroom learning) with practice at your organization	• Consumer Behaviour: Used our understanding of consumer behaviours to identify key areas for the tobacco campaign. • Marketing Strategies: Implemented marketing strategies learned in class to plan the campaign. • Presentation Skills: Utilized techniques learned for presenting ideas effectively during the campaign pitch.
Gaps identified on the working area.	• Planning: Need for better initial planning when starting new projects. • Resource Utilization: More effective use of available resources and tools. • Understanding Target Audience: Improved understanding of audience behavior and preferences. • Team Efficiency: Better coordination and time management within the team. • Presentation: Enhancing presentation skills to make pitches more compelling.
Suggestions for improvement	• Begin Projects with Clear Plans: Ensure projects start with detailed and clear planning. • Conduct Workshops on Audience Analysis and Resource Utilization: Organize sessions to improve understanding of the target audience and efficient use of resources. • Schedule Regular Feedback Sessions: Implement continuous feedback sessions for ongoing improvement. • Organize Training Sessions to Improve Presentation Skills: Focus on enhancing presentation techniques through training.
Plan for the next week	• Website Development: Continue refining the service page for the HMS Consultant website. • Campaign Refinement: Work on improving the tobacco campaign plan based on feedback received. • Skill Enhancement: Focus on learning advanced presentation techniques. • Research Consolidation: Analyze research findings to strengthen the campaign strategy and implementation plan.

Annexure-E

Reporting Format (Week-4)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 4th

From: 27th may to 1st June

Activity Done	Day 1 : Task: Finalized the strategy for HCG Hospital Bhavnagar. Action: Discussed the progress with Akhil Sir, reviewed the entire project from research to analysis, and developed the final campaign plan. This included strategies for social media platforms such as Facebook, Instagram, and LinkedIn. We concluded with the tagline "HCG Che ne." Days 2-3: Task: Aligned strategies for HCG Hospitals in Ahmedabad and Rajkot. Action: Engaged in detailed discussions with team members responsible for these cities. We shared individual strategies and coordinated efforts to ensure a unified marketing approach across all three locations. Day 4 : Task: Developed YouTube strategies for HMS Digital Marketing. Action: Presented two YouTube strategies during a group meeting: an introductory video and the "Myth busting Series." The "Myth busting Series," which aims to debunk common myths and misconceptions about healthcare marketing, was particularly well-received and selected for implementation. Benefits of the "Myth busting Series" : • Provides educational content that empowers viewers to make informed decisions about healthcare marketing. • Positions HMS Consultants as knowledgeable and reliable partners, with each team member showcasing their expertise. • Creates engaging and shareable content that attracts a wider audience. • Encourages audience participation, fostering a sense of community. Days 5-6 : Task: Created digital marketing strategies for HMS Consultancy's Instagram and LinkedIn accounts. Action: Conducted research, brainstorming sessions, and team discussions to devise strategies focusing on emotional connections rather than just selling services. Recognized the need for more brainstorming sessions and incorporating a multi-perspective approach.
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Linking theory (Classroom learning) with practice at your organization	• Strategic Planning: Applied classroom theories on marketing and branding to develop detailed social media strategies. • Collaborative Work: Used principles of teamwork to ensure cohesive marketing efforts across different locations. • Communication Skills: Implemented effective communication techniques during team meetings and presentations. • Consumer Behavior: Applied knowledge of consumer behavior to focus on building emotional connections with the audience.
Gaps identified on the working area .	• Need for More Brainstorming Sessions: Increasing the frequency of idea-sharing meetings to enhance creativity. • Greater Focus on Emotional Connections: Emphasizing emotional ties in marketing rather than just promoting services. • Enhanced Team Integration: Improving collaboration across different city teams. • Improved Research Methods: Exploring various research methodologies for better insights. • Consideration of Multiple Perspectives: Ensuring feedback and ideas from all team members are considered.
Suggestions for improvement	• Prioritize Emotional Marketing: Focus on creating content that builds emotional connections with the audience. • Encourage Team Member Input: Continuously solicit and incorporate ideas from all team members. • Diversify Research Approaches: Use varied research methods to gain a broader understanding of market trends and consumer behavior.
Plan for the next week	• Content Development: Develop LinkedIn and Instagram content for HMS Consultancy with a focus on emotional marketing strategies. • Strategy Integration: Integrate marketing strategies for HCG Hospitals across all cities. • Team Collaboration: Facilitate collaborative sessions to gather team insights and refine strategies further. • Ongoing Campaigns: Monitor and adjust ongoing social media campaigns based on performance metrics.

Annexure-E

Reporting Format

(Week-5)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 5th

From: 3rd June to 8th June

Activity Done	Week 5, • Day 1 Task: Meeting with the supervisor to discuss the HCG Hospital social media campaign for upcoming events (Environment Day, Blood Donation Day, Brain Tumor Day, Sickle Cell Anemia Day). Action: Discussed campaign goals, target audience, and platforms including Instagram, LinkedIn, and YouTube . • Days 2 & 3 Task: Campaign Strategy Development Action: Collaborated with team members to develop campaign strategies for HCG Hospital events. Conducted competitor research to analyze social media content strategies . • Day 4 Task: New Project: Doctors' Day Campaign Action: Received a new project to generate creative campaign ideas for Doctors' Day (July 1st). Researched HCG Oncology's past successful campaigns such as the Hair Donation Drive and #InHerShoes for inspiration . • Day 5 : Task: Doctors' Day Brainstorming Session Action: Brainstormed creative campaign concepts for Doctors' Day and prepared a presentation summarizing the ideas for our supervisor. • Day 6 : Task: Doctors' Day Campaign Presentation Action: Presented individual Doctors' Day campaign proposals to the supervisor using a PowerPoint presentation. Received valuable feedback and guidance on the next steps for campaign development.
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Linking theory (Classroom learning) with practice at your organization	• Social Media Marketing: Applied concepts such as target audience identification, content strategy development, and platform selection to real-world campaign creation. • Competitor Analysis: Learned the importance of analyzing competitor strategies and adapting our approach based on market trends. • Team Collaboration: Gained experience in working with a team to brainstorm and develop creative campaign ideas. • Presentation Skills: Understood the process of presenting campaign proposals and incorporating feedback for further development.
Gaps identified on the working area.	• Competitor Data Access: Limited access to competitor social media analytics data hindered in-depth competitor research. • Time Constraints: The short timeframe for developing campaigns across multiple platforms presented challenges. • Team Resources: There may be a need for additional team members with expertise in content creation and graphic design.
Suggestions for improvement	• Access to Competitor Insights: Secure access to relevant competitor social media insights for future campaigns. • Project Management Tools: Implement a project management tool to streamline and manage campaign development timelines more effectively. • Expand Marketing Team: Explore opportunities to expand the marketing team to include more content creation and graphic design expertise.
Plan for the next week	• Refine Campaign Proposal: Refine the Doctors' Day campaign proposal based on the feedback received from the supervisor. • Develop Content Calendar: Create a detailed content calendar for each social media platform. • Initiate Content Creation: Begin creating content (graphics, videos, captions) for the chosen Doctors' Day campaign. • Schedule Campaign Launch: Plan and schedule the campaign launch and social media engagement activities.

Annexure-E

Reporting Format (Week-6)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 6th

From: 10 June to 15 June

Activity Done	Week 6, Day 1 Task: Presented individual campaign ideas to Akhil Sir. Action: Shared the concept and strategy behind my campaign (#HealingHandsOfGujarat #HCGHospitals). Received constructive feedback and suggestions for improvement. Day 2 Task: Common meeting with the HCG team and Akhil Sir. Action: Discussed various campaign ideas with the team. Akhil Sir shared insights from all team members, and my campaign was chosen to present to the marketing head. We were instructed to create a comprehensive presentation combining all team ideas. Day 3 Task: Created a professional presentation incorporating all necessary parameters. Action: Worked with the team to prepare a detailed PowerPoint
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	presentation, including all campaign ideas and PR activities. Day 4 Task: Presented our campaign to the marketing Head of HCG Hospitals. Action: Delivered the presentation, received feedback on our strategies, especially highlighting the need for stronger PR activities. Day 5 Task: Developed additional strategies for the campaign. Action: Continued refining our campaign based on feedback, focusing particularly on enhancing PR activities.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Concepts: Applied classroom theories of social media marketing and campaign strategy development to create real-world marketing campaigns. • Team Collaboration: Utilized teamwork principles to develop a cohesive presentation incorporating ideas from all team members. • Presentation Skills: Improved my ability to present ideas effectively, incorporating feedback to enhance the presentation. • PR Strategies: Gained practical experience in developing PR activities to complement our marketing campaigns.
Gaps identified on the working area.	• Marketing Concepts: Applied classroom theories of social media marketing and campaign strategy development to create real-world marketing campaigns. • Team Collaboration: Utilized teamwork principles to develop a cohesive presentation incorporating ideas from all team members. • Presentation Skills: Improved my ability to present ideas effectively, incorporating feedback to enhance the presentation. • PR Strategies: Gained practical experience in developing PR activities to complement our marketing campaigns.
Suggestions for improvement	• Enhance PR Activities: Focus on developing strong PR activities to support the campaign. • Increase Brainstorming Frequency: Schedule regular brainstorming sessions to encourage creativity and innovation. • Target Audience Analysis: Conduct thorough research to better understand the doctor community's behaviour and preferences for more effective event planning.

Plan for the next week	• Refine PR Activities: Work on the feedback received, particularly strengthening PR activities for the campaign. • Develop Presentation Skills: Learn how to make presentations more engaging and visually appealing. • Conduct Brainstorming Sessions: Organize more frequent brainstorming sessions to explore new ideas.
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Annexure-E

Reporting Format (Week-7)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 7th

From: 17th June to 22nd June

Activity Done	Week 7, Day 1 Task: Conducted research on Facebook to identify potential clients. Action: Compiled lists of doctors' communities, healthcare marketing communities, and other relevant forums. Day 2 Task: Continued researching potential clients. Action: Began organizing the collected data into an Excel sheet, including page/group names, links, and follower counts. Day 3 Task: Ongoing research and data compilation. Action: Added more entries to the Excel sheet, ensuring all information was accurately recorded. Day 4 Task: Finalized the potential client research. Action: Refined the Excel sheet for accuracy and completeness. Day 5 Task: Verified the compiled data. Action: Ensured all information was complete and accurate in the Excel sheet. Day 6 Task: Discussed the finalized list with the team.
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	Action: Reviewed and made necessary changes based on team feedback.
Linking theory (Classroom learning) with practice at your organisation	• Data Organization: Utilized classroom learning to maintain an accurate and organized Excel sheet. • Social Media Marketing: Integrated lessons on social media marketing to identify and target relevant communities. • Communication Skills: Used strategies learned in communication courses to effectively present research findings to the team. • Digital Marketing Insights: Leveraged insights from digital marketing courses to understand the significance of social media groups for potential client engagement.
Gaps identified on the working area.	• Authenticity Verification: Difficulty in verifying the authenticity of some Facebook groups/pages due to a lack of identifiable credentials. • Limited Scope: Research was limited to Facebook, excluding other social media platforms. • Inconsistent Evaluation Criteria: Varying quality in identified groups/pages due to inconsistent evaluation criteria. • Collaboration Tools: Need for improved collaboration tools to enhance team efficiency during research and verification.
Suggestions for improvement	• Automate Verification: Implement automated tools or software to verify the authenticity of social media groups/pages • Standardize Evaluation: Develop a standardized template or checklist for evaluating potential clients to ensure consistency. • Expand Research Scope: Include additional social media platforms such as LinkedIn and Twitter to broaden the client base. • Enhance Collaboration Tools: Improve collaborative tools

	within the team to streamline communication and feedback processes.
Plan for the next week	• Expand Research: Research potential client groups on additional social media platforms. • Refine Evaluation Criteria: Refine the evaluation criteria based on team feedback from the previous week. • Enhance Data Organization: Continue to improve the organization and management of data for better efficiency. • Implement Feedback: Apply the feedback received to enhance the overall research process.

Annexure-E

Reporting Format (Week-8)

Name of the Organization: Trizone Healthcare

Name of the Student: Shefali Karmore

Roll no: 0573

Stream: MBA (Pharmaceutical Management)

Week no: 8th

From: 24th June to 4th July

Activity Done	Week 8, Day 1 (24th June): • Task: Learned about the upcoming AHMP Foundation Marketing Awards scheduled for 29th and 30th June. • Action: Began planning and preparing for our participation in the event. Days 2-4 (25th to 27th June): • Task: Preparation for the AHMP Foundation Marketing Awards. • Action: Collaborated closely with team members and mentor, Akhil Sir, to develop presentations and gather materials focused on healthcare analytics and healthcare marketing. This involved extensive research, coordination, and rehearsals to ensure we were well-prepared.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Analytics: Utilized knowledge from classroom learning to develop insightful presentations and discussions during the event. • Healthcare Marketing Strategies: Applied theoretical understanding of healthcare marketing strategies to contribute effectively to event preparation. • Team Collaboration: Leveraged team collaboration skills developed during course projects to work cohesively with colleagues and mentor. • Public Speaking and Presentation Techniques: Used

	public speaking and presentation techniques learned in class to present confidently at the event.
Gaps identified on the working area.	• Event Preparation Experience: Initial lack of experience with event preparation and planning led to some inefficiencies. • Healthcare Analytics Knowledge: Limited understanding of healthcare analytics hindered our ability to contribute more in-depth to discussions and presentations. • Time Management: Short turnaround time for event preparation created time management challenges. • Task Distribution and Role Clarity: Inconsistencies in task distribution and role clarity within the team affected overall effectiveness.
Suggestions for improvement	• Establish a Clear Timeline: Implement a clear timeline and task management system for future events or projects. • Improve Team Communication: Introduce more frequent and detailed team meetings to improve communication and role clarity. • Enhance Event Preparation Skills: Gain more experience and training in event preparation and planning. • Deepen Healthcare Analytics Knowledge: Increase focus on learning and understanding healthcare analytics to contribute more effectively in future projects.
Plan for the next week	• As this marks the end of our internship, our focus will be on completing any final tasks, reflecting on our experiences, and preparing a comprehensive report summarizing our learnings and contributions during the internship.

Signature of the Student – Shefali Karmore

Approved by the IHHMR University's Mentor

*On the last day of every week report in the above format should be submitted to the faculty mentor.
Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.*

Annexure-F

Compiled Reporting Format

Name of the Organisation: Trizone Healthcare Consultants LLP

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

Name of the Student: Shefali Karmore

Roll no: 0573 **Stream:** MBA Pharmaceutical Management

Activities done	During my summer internship, I engaged in a series of activities and learning sessions that provided me with a comprehensive understanding of healthcare branding and marketing. In Week 1, The first week at Trizone Healthcare began with an introduction session led by Akhil Sir and Neeraj Upadhya Sir, providing an extensive overview of the healthcare industry. This session laid a strong foundation for understanding the company's operations and culture. The second day involved an insightful branding lecture by Neeraj Sir, focusing on key principles and strategies of healthcare branding and developing a comprehensive brand plan. On the third day, we were assigned a group project to create a Marketing and Branding Strategy for HCG Hospitals, aiming to enhance their recognition as a multispecialty hospital in cities like Ahmedabad, Rajkot, Bhavnagar, and Hubli. Akhil Sir provided an in-depth overview of HCG Hospitals on the fourth day, detailing their operations and challenges, which was crucial for understanding the client's needs. The week concluded with secondary research on HCG Hospitals, gathering detailed information to build a solid foundation for our marketing strategy. In Week 2 The second week started with presenting our initial group analysis on HCG Hospitals during a professional meeting, where we received valuable feedback highlighting flaws in our approach. This feedback was crucial for refining our analysis. Over the next two days, we re-conducted our research on HCG Hospitals, integrating the feedback to improve the quality of our work. On the fourth day, we presented the revised research and had our digital marketing skills assessed, leading to a new project on keyword research for HMS Consulting. We were introduced to advanced digital marketing tools like SEMRUSH and Uber suggest, which we used for conducting detailed keyword research for both HMS Consulting and the HCG Bhavnagar projects. This week was carefully planned and executed, resulting in significant personal and professional growth through the practical application of digital marketing tools and research strategies. In Week 3, In the third week, I began working on designing the service page for the HMS Consultant website by researching other consulting websites to understand how they present their services. The content for the service page was finalized and submitted for feedback. Midweek, we were assigned a new group task to design a
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promotional campaign for HCG Hospitals for World Tobacco Day. This required researching different cities to understand people's attitudes towards tobacco and identifying the best locations to target the campaign. The following day was spent gathering information about tobacco use and behaviors in the target cities, and planning the campaign activities. The week ended with presenting our detailed campaign plan to Akhil Sir, explaining our research findings, proposed activities, and how the campaign aligns with the goal of reducing tobacco use

In Week 4 The fourth week started with finalizing the strategy for HCG Hospital Bhavnagar. I discussed the progress with Akhil Sir, reviewed the entire project from research to analysis, and developed the final campaign plan, including strategies for social media platforms such as Facebook, Instagram, and LinkedIn. Over the next two days, strategies for HCG Hospitals in Ahmedabad and Rajkot were aligned through detailed discussions with team members responsible for these cities, ensuring a unified marketing approach. Midweek, we developed YouTube strategies for HMS Digital Marketing, including an introductory video and the "Myth busting Series," which aims to debunk common myths about healthcare marketing. The series was well-received and selected for implementation. The week concluded with creating digital marketing strategies for HMS Consultancy's Instagram and LinkedIn accounts, focusing on emotional connections rather than just selling services.

In Week 5 The fifth week began with a meeting to discuss the HCG Hospital social media campaign for upcoming events like Environment Day, Blood Donation Day, Brain Tumor Day, and Sickle Cell Anemia Day. Over the next two days, we developed campaign strategies for these events, conducting competitor research to analyze social media content strategies. Midweek, I received a new project to generate creative campaign ideas for Doctors' Day, researching HCG Oncology's past successful campaigns for inspiration. The following day, we brainstormed creative campaign concepts and prepared a presentation summarizing the ideas. The week concluded with presenting our Doctors' Day campaign proposals to the supervisor, receiving valuable feedback and guidance on the next steps for campaign development.

In Week 6 The sixth week started with presenting individual campaign ideas to Akhil Sir, sharing the concept and strategy behind my campaign (#HealingHandsOfGujarat #HCGHospitals). The feedback received was constructive, providing suggestions for improvement. A common meeting with the HCG team and Akhil Sir was held the next day to discuss various campaign ideas. My campaign was chosen to present to the marketing head, and we were instructed to create a comprehensive presentation combining all team ideas. Midweek, we prepared a detailed PowerPoint presentation incorporating all campaign ideas and PR activities. This was followed by presenting the campaign to the marketing head of HCG Hospitals, receiving feedback that emphasized the need for stronger PR activities. The week ended with developing additional strategies for the campaign, focusing particularly on enhancing PR activities.

In Week 7 In the seventh week, I conducted research on Facebook to identify potential clients by compiling lists of doctors' communities, healthcare marketing communities, and other relevant forums. This research continued over the next few days, with data being organized into an Excel sheet including page/group names,

	links, and follower counts. Midweek, the potential client research was finalized and the Excel sheet refined for accuracy. The week ended with discussing the finalized list with the team and making necessary changes based on feedback. In Week 8 The final week began with learning about the upcoming AHMP Foundation Marketing Awards scheduled for 29th and 30th June. Planning and preparation for our participation in the event started immediately. Over the next few days, we collaborated closely with team members and our mentor, Akhil Sir, to develop presentations and gather materials focused on healthcare analytics and healthcare marketing. This involved extensive research, coordination, and rehearsals to ensure we were well-prepared for the event.
Linking theory (Classroom learning) with practice at your organisation	Throughout the internship, I was able to apply several concepts and skills learned in the classroom to real-world scenarios. The branding lectures and strategies discussed in class were vividly brought to life during our branding lecture by Neeraj Sir and the subsequent development of a comprehensive brand plan for HCG Hospitals. Conducting thorough client research and understanding the operational intricacies and market positioning of HCG Hospitals underscored the importance of client research in developing effective marketing strategies. Team collaboration was a key aspect of the internship. The group projects highlighted the importance of teamwork in developing cohesive strategies, leveraging diverse perspectives, and ensuring effective communication. These skills were further refined during our preparation for the AHMP Foundation Marketing Awards, where we worked closely with colleagues and mentors to develop insightful presentations and discussions on healthcare analytics and marketing. Public speaking and presentation techniques learned in class were instrumental in presenting our strategies to clients and at the AHMP Foundation Marketing Awards. These skills were crucial in delivering confident and engaging presentations, receiving constructive feedback, and incorporating it into our work.
Gaps identified on the working area.	• Event Preparation and Planning: • Our initial lack of experience with event preparation and planning led to some inefficiencies. This highlighted the need for better preparation and planning skills to ensure smooth execution of events. • Understanding of Healthcare Analytics: • Limited understanding of healthcare analytics hindered our ability to contribute more in-depth to discussions and presentations. This gap affected the quality of our contributions during key presentations and discussions.

	• Time Management: • The short turnaround time for event preparation created time management challenges. This led to stress and reduced the quality of our outputs due to rushed preparations. • Task Distribution and Role Clarity: • Inconsistencies in task distribution and role clarity within the team affected our overall effectiveness. This caused confusion and duplication of efforts, reducing team efficiency. • Collaboration Tools: • There was a need for improved collaboration tools to enhance team efficiency during research and verification. The lack of advanced collaboration tools led to miscommunication and delays in completing tasks. • Verification of Social Media Data: • Difficulty in verifying the authenticity of some Facebook groups and pages due to a lack of identifiable credentials was another challenge faced during the research phase. This made it challenging to ensure the reliability of our data, potentially compromising the quality of our research.
Suggestions for improvement	To address these gaps, several suggestions for improvement were identified. Implementing a clear timeline and task management system for future events or projects would help streamline the preparation process. Introducing more frequent and detailed team meetings would improve communication and role clarity. Gaining more experience and training in event preparation and planning would enhance our efficiency in handling such tasks. To improve research processes, automating tools or software to verify the authenticity of social media groups/pages would be beneficial. Developing a standardized template or checklist for evaluating potential clients would ensure consistency in research quality. Expanding research to include additional social media platforms like LinkedIn and Twitter would broaden our client base. Enhancing collaborative tools within the team would streamline communication and feedback processes, improving overall team efficiency.

Signature of the Student:- Shefali Karmore

Approved by the IIHMR University's Mentor

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