

Boost HMS Consultants Outreach

University Mentor : Dr. Goutam Sadhu (Proctor & Professor)

Trizone Healthcare founded in 2009 is a landmark alliance of creativity, business ingenuity and strategy. Their ambitious approach enables them to deliver universal roadmaps for healthcare providers that create disruption, deliver solutions, deliver results and define the future of the healthcare ecosystem.



Vision

To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through innovative and effective 360 degree marketing solutions that increase brand visibility, drive growth, engagement and turn patients into brand ambassadors for our clients.

Mission

To establish ethical & right marketing practices in the healthcare industry and to be the trusted partner for healthcare providers, by providing comprehensive and innovative marketing solutions for healthcare providers, promoting their brand, services, and expertise to reach the right audience and drive growth.

Internship Assignment - HMS Consultants

HMS Consultants was founded by Akhil Dave to address the critical challenges faced by healthcare providers, owners, and doctors in effectively branding and marketing their healthcare businesses. SPARK principles at HMS Consultants guide our actions and decisions, ensuring we deliver exceptional value to our clients.

Theoretical concepts

Data collection methods

Statistical Analysis

Consumer behavior Modules

Content Marketing Strategies

Practical Application

Conducting surveys & focus groups

Analyzing Market Trends

Interpreting Consumer Data for Marketing strategies

Creating social media content calendar

Challenges during Internship

1. Knowledge gaps
2. Communication challenges
3. Project setbacks
4. Time management
5. Adapting to work culture

Usefulness of Internship

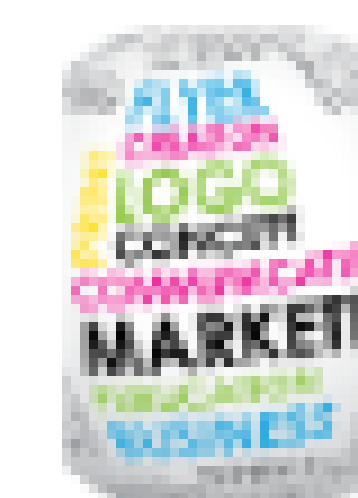
- Applied academic knowledge in real-world scenarios
- Enhanced skills in market research, digital marketing, and project management.
- Learned to work effectively within a team and coordinate with different departments.

Learnings During Internship



Market Dynamics:

- Analyzing healthcare market trends.
- Conducting competitor analysis.

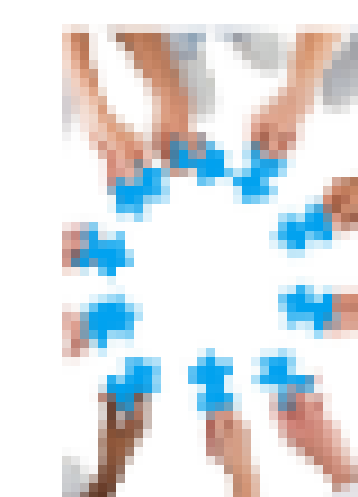


Digital Marketing Skills:

Creating engaging healthcare content.



Data Analysis: Interpreting healthcare data for insights.



Collaboration: Working effectively within a marketing team.

Strengths

Comprehensive Services: Wide range of healthcare marketing and branding services.

Expertise: Specialized knowledge in healthcare marketing strategies and digital transformation.

Weaknesses

Niche Focus: Strong focus on healthcare may limit opportunities in other sectors.

Resource Allocation: Potential challenges in allocating resources effectively across diverse services.

Opportunities

Growing Digital Healthcare Demand: Increasing need for digital solutions in healthcare presents growth opportunities.

Technological Advancements: Leverage emerging technologies to enhance service offerings.

Threats

Rapid Technological Changes: Constant need to adapt to new technologies in digital marketing.

Intense Competition: Highly competitive healthcare consulting market.

SIP Organization : Trizone Healthcare Consultants

Industry Mentor : Mr. Akhil Dave (Founder, Trizone)

Presented By : Shayna

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Stream : MBA PM15

