

SUMMER INTERNSHIP PROGRAM

at

Trizone Healthcare Consultants LLP

From 6th May to 5th July 2024

A REPORT BY

Sejal Prashant Ubale

IIHMR-U/02/2023-25/0589

MBA Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Hemant Kumar Mishra

Assistant Professor

School Of Pharmaceutical Management

IIHMR UNIVERSITY , JAIPUR





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Sejal Ubale**, a student from IIHMR University, Jaipur; MBA Pharmaceutical Management Batch 2023-25, has completed her internship programme 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.

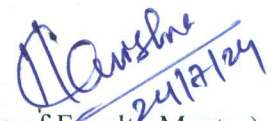
**Senior Human Resources Executive
Trizone Healthcare LLP**

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Sejal Prashant Ubale** of the academic year 2023-25 of **INSTITUTE OF HEALTH MANAGEMENT RESEARCH** has prepared poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 23rd July 2024

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

(Signature of Faculty Mentor)

Dr. Hemanta Kumar Mishra

(Assistant Professor)

IIHMR University

AIM OF PROJECT

The Objective Was To Raise Awareness And Attract More Customers To Diagnostic Labs.

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 Mr. Niraj Upadhyay (Co-founder), is a healthcare consulting firm which uses 360-degree marketing approach, and provide various services including strategy consulting, marketing, advertising and communication design, content writing, social media marketing etc. Trizone follows six different approach : Listen and Understand, Analyse and Research, Design and Develop, Aim and Shoot, Review Results & Discover and Reinvent.

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.

VISION

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

Aarogya Vaidya Health Check-up Monsoon Packages



Advanced Protection Against Typhoid!
Aarogya Vaidya Monsoon Advance Package
₹1075



Advanced Protection Against Typhoid!
Aarogya Vaidya Typhoid Standard Package
₹775

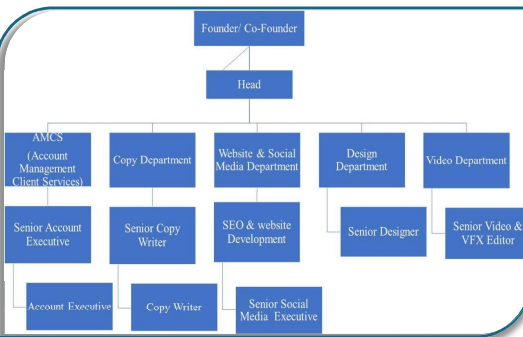


Comprehensive Typhoid Protection!
Aarogya Vaidya Typhoid Basic Package
₹2000



Essential Protection Against Typhoid!
Aarogya Vaidya Typhoid Basic Package
₹1200

ORGANIZATION STRUCTURE



A CONCISE OVERVIEW OF MY PROJECT

Conducted secondary market research for a diagnostic lab, gathering information on aspects such as location, packages, and target populations. Performed a competitor analysis, focusing on health packages offered by other labs, as well as promotional materials like glass boards and standees. Based on the research findings, developed and categorized health packages into segments, including basic, advanced, and senior citizen packages, catering to the diverse needs of customers. Utilized the insights gained from the analysis to create an effective marketing strategy aimed at raising awareness about the diagnostic lab and attracting a larger customer base.

METHODOLOGY

1. Conducted trend and gap analyses to understand market dynamics, customer preferences, and identify shortcomings in our services.
2. Compared our health packages with other laboratories to benchmark and find differentiation areas.
3. Designed tailored health packages based on customer segmentation and needs.

COMPETITORS ANALYSIS

Package's Name	Dr. Vaidya's Lab (Aarogya Vaidya)	Dr. Lalpath Labs	Metropolis Healthcare
Basic Package	1299/- (44 Test)	1399/- (51 Test)	499/- (4 Test)
Advance Package	2599/- (70 Test)	2599/- (75 Test)	2800/- (69 Test)
Senior Citizen	2499/- (73 Test)	999/- (58 Test)	5000/- (82 Test)
Women Basic	2,849/- (74 Test)	-----	-----
Women Advance	6299/- (95 Test)	7140/- (79 Test)	5000/- (75 Test)
Men Basic	2,849/- (63 Test)	-----	-----
Men Advance	5,299/- (97 Test)	-----	4500/- (75 Test)

THEORETICAL KNOWLEDGE

- In Classroom Learned About Digital Marketing techniques, including SEO, content marketing, social media marketing, and online advertising.
- Learned About Theories on strategic planning processes, tools, and methodologies.

PRACTICAL EXPOSURE

- Utilized digital marketing techniques to promote health packages, improving online visibility through SEO, resulting in increased website ranking and attracting more potential customers.
- Implemented strategic planning based on SWOT analysis, leveraging strengths, addressing weaknesses, capitalizing on opportunities, and mitigating potential threats

LEARNING & VALUE ADDITIONS

LEARNINGS

- Gained practical experience in market research, pricing, and digital marketing during my internship.
- Analyzed competitors to identify opportunities for comprehensive health packages.
- Used pricing strategies to attract customers while staying competitive.
- Honed digital marketing skills on Instagram, LinkedIn, and Facebook.
- Created SEO-optimized content that increased customer engagement.

SWOT ANALYSIS

S

Good brand image
24/7 service
2500 capacity of analyzing the sample.
Advanced equipment's.

W

Poor promotional activity.
Competitor have more Test Profile.
Health packages are not Appropriate.

O

Huge no. of collection centers.
Target hospitals for patients.
Large processing unit

T

Large no. of competitors.
Poor focus on Search Engine Optimization.

CHALLENGES

- Language barrier was one of the challenge that I faced.
- Obtaining comprehensive and reliable information about competitors' strategies, pricing, and offerings proved to be a challenging task during my internship.

SUGGESTION

Content Can Be More Creative And Designs For Social Media Post Can Also Be Made More Attractive Few Changes Need To Be Updated On Website



Excellence SINCE 1979



Dr. Uthas Mohan Vaidya
MBB, D.P.M.
Consultant Pathologist and Lab Director



Dr. Vaidya's Laboratory Est'd 1979

Annexure-C

Summer Training Evaluation by Faculty Mentor

Name of the Student: Sejal Prashant Ubale

Student Roll Number: 0589

Report on Summer Training - *Students will submit the Poster of work done with the organization during the summer training, (Assigned by the Organization).*

Attributes	Max Marks	Marks Obtained
Regularity in reporting to faculty mentor (8 week-8 report)	25	
Sincerity, hardworking, understanding & revisability	25	
Layout of Poster	25	
Quality of data (Appropriate, adequate, and authentic)	25	
Total	100	

Signature:

Date of Evaluation:

Name of the Faculty Mentor:

Annexure-D

Summer Training Evaluation by Panel

Name of the Student: Sejal Prashant Ubale

Student Roll Number: 0589

Report on Summer Training - *Students will submit the Poster of work done with the organization during the summer training, (Assigned by the Organization).*

Attributes	Max Marks	Marks Obtained
Presentation Skill	25	
Defending the questions raised by the Panel members	25	
Ability to link theory with practices (SWOT, Usefulness of internship, suggestions etc)	25	
Overall learning from the summer internship	25	
Total	100	

Signature:

Date of Evaluation:

Panel Members:

Faculty 1 (External)	Faculty 2 (Internal)	Faculty 3 (Internal)
Name and Signature	Name and Signature	Name and Signature

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Sejal prashant ubale

Roll no:0589 **Stream:** MBA Pharmaceutical Management

Week no: 1 **From:**06 May to 11 May 2024

Activity Done	Day 1: Orientation and introduction to company protocols and team members by Akhil Dave Sir. Day 2: Participated in a branding session led by Mr. Niraj, exploring the significance of branding strategies. Day 3: Received assignment of a client project and initiated preliminary research. Day 4: Discussed client project details with mentor and received guidance on research directions. Day 5: Conducted in-depth research on the client company's digital footprint. Analysed website performance, social media engagement, and geographic reach. Compiled data from the previous year to identify trends and areas for improvement. Day 6: Refined marketing strategy based on insights and feedback, collaborated with team on implementation plans.
Linking theory.(Classroom learning) with practice at your organisation	Applied knowledge of organizational behavior and professional etiquette learned in academic settings to interact effectively with team members and understand company protocols. Actively engaged in team building and familiarization with company culture, aligning classroom theories with real-world workplace dynamics. utilized concepts from marketing courses to grasp the significance of branding strategies discussed by Mr. Niraj. Engaged in discussions and brainstorming sessions to develop actionable strategies aligned with research findings, bridging the gap between theoretical concepts and practical project outcomes.
Gaps identified on the working area.	I have found no significant gaps thus far, considering our recent integration into the firm. However, we recognize the potential to enrich our understanding by incorporating pharmaceutical concepts into our learning. This proactive approach ensures our continuous growth and alignment with Trizone Healthcare's objectives.
Suggestions for improvement	For now, there is a lot to learn in the Healthcare marketing sessions so I can't suggest any improvement for now.
Plan for the next week	Presentation of research work

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants
Area/ Department/ Project of Summer Internship Program: Marketing Department
Name of the Student: sejal prashant ubale
Roll no: 0589 **Stream:** MBA Pharmaceutical Management
Week no: 2 **From:** 13 May to 18 May 2024

Activity Done	Day 1: on the first day a project was assigned by Akhil sir (Dr Vaidya's laboratory Thane) Day 2: briefing was done for the project assigned and tasks were allotted. Day 3: Initiated preliminary Market research for Dr vaidya's laboratory Day 4: Conducted in-depth research on the client company's digital footprint. Made a survey form for collecting data , And also completed the trend analysis from the data given. Day 5: Analysed website performance, social media engagement, and geographic reach.learned about seo and digital marketing Day 6: Compiled data from the previous year to identify trends and areas for improvement.
Linking theory. (Classroom learning) with practice at your organisation	Built a bridge between theory and practice: Actively participated in team-building activities and explored the company culture, ensuring classroom theories aligned with real-world workplace dynamics. Applied marketing concepts in real-time: Demonstrated the value of branding strategies by effectively applying concepts learned in marketing courses to Mr. Niraj's discussions. Contributed to actionable solutions: Engaged in discussions and brainstorming sessions to translate research findings into practical strategies, ensuring project outcomes aligned with theoretical foundations.
Gaps identified on the working area.	Our recent integration has been smooth, and we haven't identified any major knowledge gaps. However, to further align ourselves with Trizone Healthcare's goals, we're proactively seeking to deepen our understanding by incorporating pharmaceutical concepts into our learning.
Suggestions for improvement	For now, there is a lot to learn in the Healthcare marketing sessions so I can't suggest any improvement for now.
Plan for the next week	Formulating marketing strategies from the data collected

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Sejal prashant ubale

Roll no:0589 **Stream:** MBA Pharmaceutical Management

Week no: 3 **From:**20 May to 25 May 2024

Activity Done	Day 1: Understanding the Business Model of DVLConduct thorough research on DVL's business model. Identified key components: Value proposition, target market, revenue streams, cost structure, key activities, key resources, key partners, and customer relationships. Day 2: Exploring the CPT of Top 10 Test of DVL and doing data driven marketing strategy Day 3: Done the trend analysis according to the data given Day 4: World Tobacco Day - Awareness and Activities Research the significance of World Tobacco Day (May 31st).Identified key messages and themes promoted by the World Health Organization (WHO). Planningeducational and awareness activities related to tobacco cessation and its health impacts. Day 5: Promoting World Tobacco Day ActivitiesDeveloping Packages Created packages for different target audiences (e.g., schools, workplaces, public).Each package should include educational materials, resources for quitting tobacco, and event schedules. Day 6: Promotional Strategy: Developed a marketing strategy to promote World Tobacco Day activities by Utilizing social media, email campaigns, and local media outlets to reach a wider audience.
Linking theory.(Classroom learning) with practice at your organisation	As studied in digital marketing used the techniques of SEO (search engine optimization) and used some advertisement reference to create some unique idea to attract PR.
Gaps identified on the working area.	The gap identified was the use of some new tools and some new techniques for data and trend analysis.
Suggestions for improvement	As of now there is no doubt for this week work as it was based on a event.
Plan for the next week	Presenting strategies and packages.

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Sejal prashant ubale

Roll no:0589 **Stream:** : MBA Pharmaceutical Management

Week no: 4 **From:** 27 May to 1 june 2024

Activity Done	Day 1: Client Meeting with a Diabetic specialist Attend a client meeting with a diabetic specialist who wants to grow digitally. Discussed and understood their specific digital growth needs and goals. Day 2: Developing Digital Growth Strategy for Diabetic specialist Based on the client meeting, develop a tailored digital growth strategy. Included elements such as website optimization, SEO, social media presence, and online patient engagement. Day 3: Created a flow chart for their website according to their needs and designed the home page for them. Day 4: with the help of octavus app created a site map for the website how should be the order for website and presented it to the client Day 5: Generated ideas for Instagram and linkedin post for DVL for promoting their aarogya Vaidya monsoon package Day 6: created and generated digital marketing strategies for HMS consultants.
Linking theory.(Classroom learning) with practice at your organisation	As studied in digital marketing used the techniques of Keyword optimization , on page and off page seo and used some keyword tools such as uber suggest and google keyword planner And also some advertisement reference to create some unique idea to attract customers.
Gaps identified on the working area.	The gap identified was the use of some new tools and some new techniques for data and trend analysis.
Suggestions for improvement	As of now there is no doubt for this week work as it was based on a event.
Plan for the next week	Implementing and execution of strategies that were formed.

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: sejal prashant ubale

Roll no: 0589 **Stream:** : MBA Pharmaceutical Management

Week no: 5 **From:** 3 june to 8 june 2024

Activity Done	Day 1: created monsoon packages for DVL which includes three packages basic , advanced and standard. Day 2: After Creating packages for monsoon website review was done. Day 3: suggested changes to be updated on the website Day 4: framed marketing strategies for the monsoon packages and created social media content for the packages Day 5: created posts for instagram , linkedin and facebook. Day 6: uploded all the post and started marketing for thepackage
Linking theory. (Classroom learning) with practice at your organisation	Applied the knowledge of digital and social media marketing learned in the module of digital marketing Also used various image generating apps like evnanto elements.
Gaps identified on the working area.	The gap that was identified was lack of technical knowledge and judgmental analysis
Suggestions for improvement	For now, there is a lot to learn in the marketing sessions so I can't suggest any improvement for now.
Plan for the next week	Running ads for the package.

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: sejal prashant ubale

Roll no: 0589 **Stream:** MBA Pharmaceutical Management

Week no: 6 **From:** 10 june to 15 june 2024

Activity Done	Day 1: suggested ideas for International Doctors Day which is on 1 july. Day 2: created and designed letter card that is to be distributed for doctors day. Day 3: Designed a health is wealth package for doctors that we will be providing free of cost for all the doctors Day 4: Also worked on the fever panel of DVL. Day 5: visited Dr Vaidyas lab which is based in thane for collecting social media content. Day 6: collected all the data and informational video for the social media page of DVL
Linking theory. (Classroom learning) with practice at your organisation	Applied the knowledge of photography for collecting videos of the Doctors.
Gaps identified on the working area.	As now there is no gap identified
Suggestions for improvement	I am learning in detail about the working model of DVL.
Plan for the next week	Updating social media for DVL

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

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

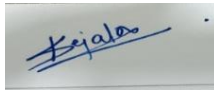
Name of the Student: sejal prashant ubale

Roll no: 0589 **Stream:** Pharmaceutical MBA

Week no: 7 **From:** 17 june to 22 june 2024

Activity Done	Day 1: Redesigned the packages for DVL Which Included The Fever Panel ,Monsoon Package . Day 2: Forwarded The Packages To DVL For Review From The Clients. Day 3: Meeting With The Client For Discussing The Packages. Day 4: All The Packages Were Confirmed By The Client And Few Changes Were Suggested Day 5: The Letter Card For Doctors Day Was Printed. Day 6: Video Were Edited For Updating On Social Media
Linking theory. (Classroom learning) with practice at your organisation	Applied the knowledge of Excel for Making The Packages On Excel Sheet.
Gaps identified on the working area.	As now there is no gap identified
Suggestions for improvement	I am learning in detail about the Tests At DVL.
Plan for the next week	Updating social media for DVL And Also Updating The Packages.

Signature of the Student



Approved by the IIHMR University's Mentor

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

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

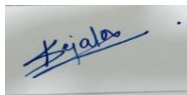
Name of the Student: sejal prashant ubale

Roll no: 0589 **Stream:** Pharmaceutical MBA

Week no: 8 **From:** 24 june to 29 june 2024

Activity Done	Day 1: All The Packages Were Uploaded On The Website Of Dr Vaidyas Laboratory Day 2: Various Posts were Created For Promoting The Packages Day 3: A Laboratory Procedure Video Was Edited And Uploaded On The Youtube Channel Of Laboratory Day 4: The Video For Dr Day Was Edited And Captions Were Generated For Social Media Day 5: All The Others Videos Brief Was Given For Further Editing Day 6: All Done With The Editing Of Videos
Linking theory. (Classroom learning) with practice at your organisation	Applied the knowledge of Photography for Making And Editing The Videos
Gaps identified on the working area.	As now there is no gap identified
Suggestions for improvement	Now The Project Of Dr Vaidyas Laboratory Has Been Completed
Plan for the next week	Keeping Updated On Social Media

Signature of the Student



Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Trizone Healthcare Consultants.

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

Name of the Student: Sejal Ubale

Roll no: 0589

Stream: MBA PHARMACEUTICAL MANAGMENT

Activity Done	Trizone Healthcare Consultants is a marketing consulting firm, which helps hospitals and healthcare organizations to form their marketing strategy. Week 1: • Orientation and introduction to company protocols and team members by Akhil Dave Sir. • Participated in a branding session led by Mr. Niraj, exploring the significance of branding strategies. • Received assignment of a client project and initiated preliminary research. • Discussed client project details with mentor and received guidance on research directions. • Conducted in-depth research on the client company's digital footprint. Analyzed website performance, social media engagement, and geographic reach. Compiled data from the previous year to identify trends and areas for improvement. • Refined marketing strategy based on insights and feedback, collaborated with team on implementation plans. Week 2: • Project assigned by Akhil Sir (Dr. Vaidya's laboratory Thane). • Briefing on the project and tasks allotted. • Initiated preliminary market research for Dr. Vaidya's laboratory. • Conducted in-depth research on the client company's digital footprint. Made a survey form for collecting data, and completed the trend analysis from the given data. • Analyzed website performance, social media engagement, and geographic reach. Learned about SEO and digital marketing. • Compiled data from the previous year to identify trends and areas for improvement. Week 3: • Conducted thorough research on DVL's business model, identifying key components. • Explored the CPT of Top 10 Tests of DVL and developed data-driven marketing strategies.
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	• Completed trend analysis based on given data. • Researched the significance of World Tobacco Day, planning educational and awareness activities. • Developed promotional packages for different target audiences. • Created a marketing strategy to promote World Tobacco Day activities using various media outlets. Week 4: • Attended a client meeting with a diabetic specialist, discussing digital growth needs and goals. • Developed a tailored digital growth strategy for the diabetic specialist. • Created a flow chart for the client's website and designed the homepage. • Created a site map using Octavus app and presented it to the client. • Generated ideas for Instagram and LinkedIn posts for DVL. • Developed digital marketing strategies for HMS consultants. Week 5: • Created monsoon packages for DVL, including basic, advanced, and standard packages. • Reviewed the website after creating packages. • Suggested updates for the website. • Framed marketing strategies for the monsoon packages and created social media content. • Created posts for Instagram, LinkedIn, and Facebook. • Uploaded all posts and started marketing the package. Week 6: • Suggested ideas for International Doctors Day. • Created and designed letter cards for Doctors Day. • Designed a "Health is Wealth" package for doctors, provided free of cost. • Worked on the fever panel of DVL. • Visited Dr. Vaidya's lab in Thane for collecting social media content.
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	Collected data and informational videos for DVL's social media page.
Linking theory (Classroom learning) with practice at your organisation	Learning and associating and practicing it in real world is totally a different scenario. In class of Marketing Management, major learning was taken from this, because in the given assignment by the teacher, we were supposed to develop a product it as a brand. Starting from thinking of idea to establishing digital presence. Week 1: - Applied knowledge of organizational behavior and professional etiquette to interact with team members and understand company protocols. - Utilized marketing concepts to grasp branding strategies discussed by Mr. Niraj. - Engaged in discussions to develop actionable strategies, bridging theoretical concepts with practical outcomes. Week 2: - Participated in team-building activities to align classroom theories with workplace dynamics. - Applied marketing concepts in real-time to develop branding strategies. - Translated research findings into practical strategies. Week 3: - Used digital marketing techniques like SEO and advertisement references to create unique ideas for PR. - Developed strategies and packages for World Tobacco Day, applying marketing theories.

	Week 4: • Implemented digital marketing techniques such as keyword optimization and SEO tools like Ubersuggest and Google Keyword Planner. • Developed strategies for client projects based on theoretical knowledge. Week 5: • Applied digital and social media marketing knowledge to create and market monsoon packages. • Used image-generating apps like Envato Elements to create social media content. Week 6: • Applied photography knowledge to collect videos for social media. • Used theoretical knowledge to design health packages and promotional materials.
Gaps identified on the working area.	In the initial weeks, we were just getting acquainted to the company, as in work culture. • No significant gaps identified. Recognized the need to incorporate pharmaceutical concepts into learning. • No major knowledge gaps identified. Proactively seeking to deepen understanding of pharmaceutical concepts. • Identified the need to use new tools and techniques for data and trend analysis. • Identified the need for better use of new tools and techniques for data and trend analysis. • Identified a lack of technical knowledge and judgmental analysis. • No gaps identified.

Suggestions for improvement	Week 1: • No suggestions for improvement as there is a lot to learn in Healthcare marketing sessions. Week 2: • No suggestions for improvement as there is a lot to learn in Healthcare marketing sessions. Week 3: • No suggestions for improvement as the work was based on an event. Week 4: • No suggestions for improvement as the work was based on an event. Week 5: • No suggestions for improvement as there is a lot to learn in marketing sessions. Week 6: • No suggestions for improvement as there is ongoing learning about DVL's working model.
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Signature of the Student
Sejal Ubale

Approved by the IIHMR University's Mentor