

SUMMER INTERNSHIP PROGRAM

at

Trizone Healthcare Consultants

From 06/05/2024 to 05/07/2024

A REPORT BY

Sakshi Mishra

Master of Business Administration

MBA PM -15

2023-2025

Under the Mentorship of

Dr. Kajal Sitlani

(Assistant Professor)



Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Sakshi Mishra**, 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. **Sakshi Mishra** 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

A handwritten signature in blue ink, appearing to read 'Kajal', with a stylized flourish extending from the end.

Dr. Kajal Sitlani

Assistant Professor

IIHMR University, Jaipur



"Knowing is Knowing, Doing is Doing"

Trizone Healthcare - Introducing a Revolution

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. They exist to solve the biggest challenges of large and small healthcare providers today.



Our 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.



Our 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.

Challenges faced during internship

- Learning Curve: Adjusting to applying theoretical knowledge in practical scenarios was initially challenging.
- Adapting to Workplace Culture: Understanding and integrating into the company's culture and dynamics took time
- Managing Pressure: Deadlines, high expectations, and multitasking created a little pressure.
- Project Scope and Expectations: Clarifying project goals, timelines, and deliverables required ongoing communication.

Usefulness of Internship

- Professional Development: Enhanced skills in market research, competitive analysis, and strategic planning.
- Hands-on Experience: Gained practical insights into healthcare consulting practices, preparing for future career challenges.
- Impact: Contributed to organizational goals by implementing actionable strategies, improving operational efficiency and client satisfaction.

CONSUMER INTERSHIP PROGRAM IIHMR UNIVERSITY JAIPUR

Submitted by: SAKSHI MISHRA,
Roll no-0563

Market Research and Data Analysis for Dr. Vaidya's Laboratory in Thane, Mumbai



Purpose

To understand the healthcare needs, preferences, and spending patterns of residents in Thane, Mumbai.

Goal

To gather actionable insights that can help Dr. Vaidya's Lab tailor its diagnostic services to better meet local demands and improve market penetration.

Data Collection Techniques

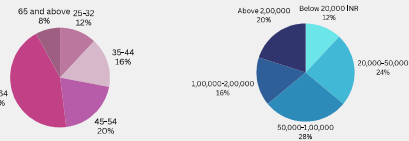
Questionnaires

- Designed to collect detailed information on demographics, healthcare preferences, and feedback on current diagnostic services.
- Utilized Google Forms for efficient data collection and analysis.

Key Demographics and Healthcare Spending Patterns

Demographics:

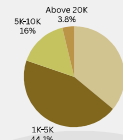
- Age Distribution: Majority of respondents were between 25-45 years.
- Income Levels: Varied income brackets with a significant portion in the middle-income group.



- Education Levels: High literacy rate with many respondents having tertiary education.

Healthcare Spending:

- Monthly healthcare expenditure: Analyzed average spending on diagnostics and medical consultations.



Utilized Insights to Tailor Services at Dr. Vaidya's Lab

Service Development:

- Introduced new health packages based on popular demand (e.g., monsoon-specific packages).
- Enhanced existing packages with additional tests and competitive pricing.

Marketing Strategies:

- Targeted marketing campaigns highlighting new and improved packages.
- Leveraged digital platforms and social media to reach a wider audience.

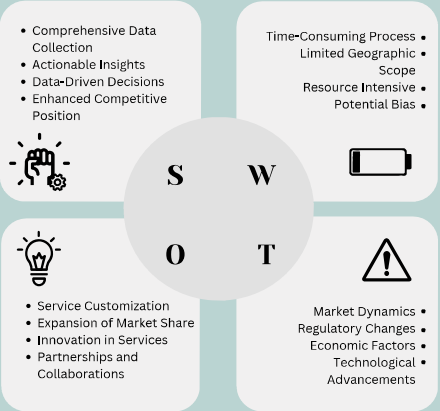
Key Activities and Learnings:



- Market Analysis and Identification
- Communication and Data Collection
- Excel Skills and STP Application



- Competitive Analysis
- Customer Satisfaction Focus
- Marketing Strategies



Theoretical understanding vs practical exposure

Segmentation, Targeting, and Positioning (STP):

Practical Learnings: Applied STP strategies to segment Mumbai demographics for targeted marketing campaigns.

Competitive Analysis:

Practical Learnings: Conducted competitive analysis using Excel to compare pricing, features, and service offerings of competitors.

Market Research and Analysis:

Practical Learnings: Conducted comprehensive market research to identify healthcare spending patterns and customer preferences in Thane and Mumbai.

Communication and Brand Management:

Practical Learnings: Developed effective communication strategies to enhance brand visibility and customer engagement. Managed social media platforms.

Suggestions

- Establish regular team meetings and utilize communication tools (e.g., google meet, Microsoft Teams,) to facilitate real-time updates and discussions.
- Foster accountability by setting clear goals and expectations, and regularly reviewing progress and outcomes.
- Ensure that communication practices align with the company's values and strategic objectives to promote a cohesive work environment.

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Acknowledgment

I want to thank Trizone Healthcare Consultants from the bottom of my heart for giving me the chance to intern at their prestigious company. I would especially like to thank Akhil Chandra Dave Sir and the entire Trizone Healthcare team for all their help, support, and encouragement during my internship.

I am appreciative of IIHMR University, Jaipur for making this internship possible and for their continued assistance and direction. I express my gratitude to the School of Pharmaceutical Management for their support in organizing this internship program, as well as to Dr. Kajal Sitlani Ma'am for her mentorship.

I have learned a lot from my internship, which has given me insight into the healthcare consulting sector and allowed me to put what I have learned in the classroom to use.

SAKSHI MISHRA

Department of Pharmaceutical Management

IIHMR, JAIPUR

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone healthcare consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Week Number: 1st

From: 6th May 2024 to 10th May 2024

Activity Done	• Secondary research about client • Analysed competitors and tactics
Linking Theory (Classroom Learning) with practice at organization	Analysed the gap in the market of our client that was the reason of the declining profit.
Gaps Identified on the working area	• Communication gap • Improper management
Suggestions for Improvement	There was no prior info before meeting about timings. Communication and management can be improved.
Plan for the next week	Will be analysing the area of improvement of our client to suggest how profit can be maximized and how to reach more customers.

Signature of Student: Sakshi Mishra

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone healthcare consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Week Number: 2nd

From: 13th may, 2024 – 17th may, 2024

Activity Done	Presented report of last week to Akhil sir. Conducted market analysis of Thane, Mumbai using a google form which included Demographics, healthcare spending patterns, factors that influenced choice of diagnostic lab and feedback regarding current diagnostic services.
Linking Theory (Classroom Learning) with practice at organization	Learned how to make questionnaire and learned data collection techniques.
Gaps Identified on the working area	Nothing
Suggestions for Improvement	Nothing in this week
Plan for the next week	Analysis of Data that I collected and make a report on that.

Signature of Student: Sakshi Mishra

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone healthcare consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Week Number: 3rd

From: 20th May 2024 – 24th May 2024

Activity Done	Worked with Data in Excel in this week. Made strategies for promoting tobacco related tests for world tobacco day. Worked on Excel with data.
Linking Theory (Classroom Learning) with practice at organization	Applied learnings of excel in real world data. Applied STP for targeting and segmenting the population of Mumbai to whom we will promote our tests.
Gaps Identified on the working area	Communication gap
Suggestions for Improvement	Better communication
Plan for the next week	Do some more brainstorming for generating innovative ideas and work on data to gain insights.

Signature of Student: Sakshi Mishra

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone healthcare consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Week Number: 4th

From: 27th May 2024 – 31st May 2024

Activity Done	Conducted the competitive analysis of the different test packages offered by DVL and its competitor Dr. B Lal laboratory, provided suggestion for improvement. Made monsoon specific packages for DVL to increase the revenue in monsoon season.
Linking Theory (Classroom Learning) with practice at organization	Learned how to optimise our strategy by conducting COMPETITIVE ANALYSIS in real world setting.
Gaps Identified on the working area	none
Suggestions for Improvement	none
Plan for the next week	Will plan to work on website of DVL to check how can we improve it according to customer ease. Plan to promote our monsoon packages on social media

Signature of Student: SAKSHI MISHRA

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone healthcare consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Week Number: 5th

From: 3rd June 2024 - 7th June 2024

Activity Done	Drafted articles on dengue to be published on website. Made Monsoon test Packages and some monsoon specific disease packages like dengue special package, malaria special packages and got content of client to introduce them in upcoming days.
Linking Theory (Classroom Learning) with practice at organization	Learned how to cater the needs of customer and focus on what customer wants. (Customer Satisfaction)
Gaps Identified on the working area	none
Suggestions for Improvement	none
Plan for the next week	Optimise the website of Dr. Vaidya's laboratory.

Signature of Student: SAKSHI MISHRA

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone healthcare consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Week Number: 6th

From: 10th June 2024 – 14th June 2024

Activity Done	Worked on a content writing for upcoming Doctors Day on 1 st July. Wrote blogs on monsoon diseases such as Dengue, Malaria, Chikungunya, typhoid, and leptospirosis to be published on website.
Linking Theory (Classroom Learning) with practice at organization	Learned about diverse ways of marketing and how to connect with customer.
Gaps Identified on the working area	Lack of Communication between team members
Suggestions for Improvement	Better communication
Plan for the next week	Will write more blogs for the website and work on some health packages that are going to be live on website soon.

Signature of Student: SAKSHI MISHRA

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone healthcare consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Week Number: 7th

From: 17th June 2024 – 21st June 2024

Activity Done	This week, I conducted a comprehensive competitive analysis of various packages offered by our competitors using Excel. The analysis involved collecting and organizing data on pricing & features of the competitors' Packages. I utilized various Excel functions to compare these packages effectively. Based on this analysis, I identified key areas where our services could be enhanced to gain a competitive edge in the market.
Linking Theory (Classroom Learning) with practice at organization	Learned about data analysis, market research, and strategic management and learned about the importance of data-driven decision-making and how to use tools like Excel for business analysis.
Gaps Identified on the working area	None
Suggestions for Improvement	None
Plan for the next week	NA

Signature of Student: SAKSHI MISHRA

Summer Internship Programme (SIP)

Weekly Report

Name of the Organization: Trizone healthcare consultants

Department of Summer Internship Programme (SIP): Marketing

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Week Number: 8th

From: 24th June 2024 – 28th June 2024

Activity Done	This week, we had a meeting with Dr. Vaidya, during which he suggested various changes to our packages based on the competitive analysis. Following his suggestions, I implemented the necessary changes to our packages. This involved updating the prices, features, and value propositions to better align with market demands and enhance our competitive positioning.
Linking Theory (Classroom Learning) with practice at organization	Learned about the importance of continuous improvement and responsiveness to market insights. Implementing these changes required a practical application of project management and collaboration skills
Gaps Identified on the working area	None
Suggestions for Improvement	None
Plan for the next week	NA

Signature of Student: SAKSHI MISHRA

Compiled Reporting Format

Name of the Organization: Trizone healthcare consultants

Area/Department/ Project of Summer Internship Programme:

Name of the Student: Sakshi Mishra

Roll Number: 0563

Stream: MBA Pharmaceutical Management

Activity Done	Week 1: • Secondary Research about the Client: ○ Conducted extensive research on the client's current market position, their offerings, and their target customer base. ○ Analysed available data to understand the client's strengths, weaknesses, opportunities, and threats. • Analysed Competitors and Tactics: ○ Identified key competitors in the diagnostic services market. ○ Analysed their service offerings, pricing strategies, and market tactics to understand their competitive edge. Key Learnings: • Gained practical experience in conducting competitive analysis, including data collection, market research, and comparative analysis. • Understood the importance of strategic planning and how to develop competitive service packages. • Learned how seasonal trends, such as monsoon-related health issues, can be leveraged to create targeted marketing strategies. • Week 2: • Presentation of Previous Week's Report to Akhil Sir: ○ Compiled findings from the first week and presented them to Akhil Sir for feedback and further guidance. • Market Analysis of Thane, Mumbai:
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	○ Designed and distributed a Google form to gather data on healthcare needs and preferences of residents in Thane and Mumbai. ○ Analysed the collected data to identify key trends and insights. Key Learnings: • Enhanced my skills in content creation and writing for a professional audience. • Learned how to develop specialized health packages that cater to specific seasonal health concerns. • Improved my ability to work with clients to gather and integrate their content and feedback into new offerings. Week 3: • Working with Data in Excel: ○ Organized and analysed survey data using Excel. ○ Utilized various Excel functions and tools to derive meaningful insights from the data. • Strategy Development for World Tobacco Day: ○ Developed strategies to promote tobacco-related tests, leveraging the awareness generated by World Tobacco Day. ○ Planned marketing and promotional activities to reach target audiences effectively. Key Learnings: • Refined my competitive analysis skills, including how to assess competitor strengths and weaknesses. • Gained insights into the development of value-added service packages. • Learned the importance of continuous improvement and responsiveness to market trends. Week 4:
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	• Competitive Analysis of Test Packages: ○ Conducted a detailed analysis of the different test packages offered by Dr. Vaidya's Lab and its competitors, such as Dr. B Lal Laboratory. ○ Provided suggestions for improving the competitiveness of Dr. Vaidya's packages. • Development of Monsoon-Specific Packages: ○ Created special health packages tailored to common monsoon-related diseases to boost revenue during the monsoon season. Key Learnings: • Developed a deeper understanding of customer needs and preferences through direct interaction and feedback. • Learned how to create engaging and informative content that addresses specific health concerns. • Improved my ability to collaborate with clients and incorporate their inputs into service development. Week 5: • Content Creation for Website: ○ Wrote informative articles on dengue to be published on the website. ○ Developed content for monsoon-specific disease packages, including dengue, malaria, and others. • Introduction of New Packages: ○ Coordinated with clients to introduce new packages and ensured their successful rollout in the upcoming days. Key Learnings: • Gained experience in creating timely and relevant content for special occasions, enhancing my event-based marketing skills. • Learned about various monsoon-related diseases and how to effectively communicate health information to the public.
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	- Improved my ability to write engaging and informative blog posts that cater to the informational needs of the audience. Week 6: Content Writing for Doctors' Day: - Created content for an upcoming Doctors' Day event on 1st July. - Wrote blogs on various monsoon diseases to be published on the website. Marketing Strategies and Customer Engagement: - Learned about different marketing strategies and how to effectively connect with customers through engaging content. Key Learnings: - Enhanced my skills in website content management and digital marketing. - Learned the importance of maintaining up-to-date and accurate information on the website to ensure credibility and customer trust. - Improved my ability to collaborate with different departments to gather and integrate information effectively. Week 7: Comprehensive Competitive Analysis Using Excel: - Conducted a thorough competitive analysis of various packages offered by competitors using Excel. - Collected, organized, and analysed data on pricing and features of competitors' packages. - Identified key areas for improvement in Dr. Vaidya's services to enhance market competitiveness. Key Learnings: - Developed advanced Excel skills, including data organization, analysis, and visualization.
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	• Gained a deeper understanding of the importance of data-driven decision-making in business strategy. • Learned how to identify competitive advantages and opportunities for improvement through thorough market analysis. Week 8: • Implementation of Service Package Modifications: ◦ Held a meeting with Dr. Vaidya to discuss the findings from the competitive analysis and suggestions for improvement. ◦ Worked on implementing the necessary modifications to service packages, including updates to pricing, features, and value propositions. ◦ Applied project management and collaboration skills to ensure smooth implementation of changes. Key Learnings: • Learned the importance of continuous improvement and responsiveness to market insights. • Gained practical experience in project management and collaboration, as implementing these changes required coordinating with various stakeholders. • Understood the critical role of leadership in guiding strategic decisions and driving organizational improvements.
Linking Theory (Classroom Learning) with practice at organization	Market Gap Analysis: • Applied theoretical concepts of market gap analysis to identify opportunities for the client. • Used SWOT analysis framework to systematically assess the client's market position. Data Collection Techniques: • Utilized theoretical knowledge of survey design and data collection to create effective questionnaires.

	- Applied techniques learned in class to ensure accurate and reliable data collection. Excel and STP (Segmentation, Targeting, Positioning): - Applied advanced Excel skills to analyse large datasets and derive insights. - Used STP framework to develop targeted strategies for different market segments. Competitive Analysis Optimization: - Utilized theoretical concepts of competitive analysis to systematically evaluate competitors. - Applied strategic management principles to provide actionable recommendations. Customer Needs and Satisfaction: - Focused on understanding customer needs and enhancing satisfaction, drawing from consumer behaviour theories. - Applied principles of customer relationship management to develop effective content and packages. Marketing Strategies and Engagement: - Applied marketing theories to create engaging content and strategies. - Used knowledge of digital marketing to enhance customer engagement through website content. Data-Driven Decision Making: - Emphasized the importance of data-driven decision-making learned in strategic management courses. - Applied data analysis techniques to inform strategic decisions and enhance competitive positioning. Continuous Improvement and Market Responsiveness: - Applied concepts of continuous improvement and responsiveness to market insights from operations management. - Used project management and collaboration skills to implement changes effectively.
Gaps Identified on the working area	Communication Gap: - Identified a lack of clear communication channels among team members, leading to misunderstandings and inefficiencies. Improper Management: - Noted instances of disorganized project management, resulting in delays and confusion.

	- Continued observation of communication challenges affecting team coordination and project execution. Lack of Communication Between Team Members: - Noted persistent issues with internal communication affecting collaboration and productivity.
Suggestions for Improvement	Improve Communication: - Implement regular team meetings and clear communication channels to ensure everyone is on the same page. Enhance Management Practices: - Adopt project management tools and techniques to improve organization and efficiency. Better Communication: - Foster a culture of open communication and feedback to enhance teamwork and project execution.

Signature of Student: SAKSHI MISHRA

Approved by the IIHMR University's Mentor