

SUMMER INTERNSHIP PROGRAM
at
TRIZONE HEALTHCARE CONSULTANTS
FROM 06/05/2024 TO 05/07/2024

A REPORT BY
MR. RAJAT SAINI
Master of Business Administration

2023-25

under the Mentorship of
DR. HEMANT KUMAR MISHRA
ASSISTANT PROFESSOR



Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

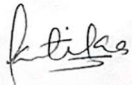
This is to certify that **Rajat Saini**, a student from IIHMR University, Jaipur; MBA Pharmaceutical Management Batch 2023-25, has completed his internship programme (online) with **Trizone Healthcare Consultants LLP** from May 6th to July 5th 2024.

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

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

Cheers,

Krutika Mayavanshi.



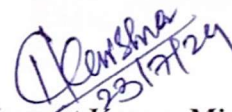
Senior Human Resources Executive
Trizone Healthcare LLP

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Rajat Saini** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to his summer internship held during May-June 2024.

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

Date:

A handwritten signature in blue ink, appearing to read 'Hemant Kumar Mishra', with the date '23/7/24' written below it.

Dr. Hemant Kumar Mishra

Assistant Professor

IIHMR University Jaipur

INTRODUCTION

Trizone Healthcare Consultants, a Vadodara-based firm, uses a 360-degree approach to define brand goals and niches for clients. They specialize in strategy consulting, marketing, branding, website development, content writing, digital marketing, and social media marketing. Their goal is to deliver solutions and disrupt the healthcare ecosystem.

MISSION

To establish ethical & right marketing practices in the healthcare industry and to be the trusted partner for healthcare providers

VISION

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

Theoretical-Practical exposure

- The practical implementation of SWOT analysis proved invaluable in evaluating our strengths, weaknesses, opportunities, and threats. This assessment guided our decision-making and strategic planning, enabling us to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate potential threats.
- Recognizing the importance of digital platforms, I utilized digital marketing techniques to promote our health packages. Through search engine optimization (SEO), we improved our online visibility, resulting in increased website ranking and attracting a larger pool of potential customers.

SWOT

STRENGTH

- 44+ years of experience
- Good brand value
- 24/7 service
- In house service
- 2000 test capacity
- 10 lakh tests performed per day
- Advanced equipment's
- Online test report

WEAKNESS

- Poor promotional activity
- Competitors have more test profile
- Website content is not proper
- Digital Marketing is not preferred
- Appropriate description about the diagnostic lab is not available

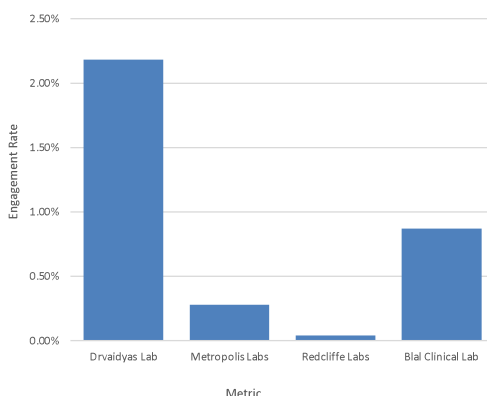
OPPORTUNITY

- Huge no. of collection centers
- Large no. of sampling in a day
- Target hospital for patients
- Large processing unit

THREATS

- Large no. of competitors
- Less google review
- No promotional activity

'Engagement Rate'



LEARNING AND VALUE ADDITION

INSTAGRAM PAGE COMPARISON FOR DIAGNOSTIC LAB

metric	Dr. Vaidya's lab	Metropolis lab	Redcliffe lab	B.Lal clinical lab
Username	@drvaidyas_lab	@metropolis_labs	@redcliffelabs	@blalclinicallab
followers	459	10.7k	54.7k	4,551
posts	299	1,136	1,292	1,931
Engagement rate	2.18%	0.28%	0.04%	0.087%

Brief description about project



- ❖ Dr. Vaidya's Lab was Established in 1979, has been serving the community for over four decades, offering high-quality diagnostics services, including home collection services, online reporting, and a professional team of experienced technicians.
- ❖ Dr. Vaidya's Laboratory has grown to become a trusted name in diagnostic services in Thane, Borivali, Ambernath, and across Mumbai.
- ❖ The laboratory was the first to acquire the NABL accreditation in the year 2006 and continues to comply with the ISO 15189 regulatory standards. It has been classified as a large laboratory as per NABL criteria and is progressing steadily towards the "Very Large Laboratory category". The laboratory is also an ICMR approved COVID laboratory.

Purpose

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

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

Utilized insights to tailor services at Dr. Vaidya's lab

Services development:

- Introduce 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.

LEARNINGS DURING INTERNSHIP

- Social media analysis
- Image research for post
- customer satisfaction focus
- Instagram polls for engagements
- Research competition
- Data collection
- Excel skills

CHALLENGES FACED DURING INTERNSHIP

- Adjusting to applying theoretical knowledge in practical scenarios can be initially challenging.
- Adapting the organization environment was challenging.
- To submit the assigned target on time.

USEFULNESS OF INTERNSHIP

- Enhanced skills in market research, competitive analysis, and strategic planning.
- Learnt how to work in a team.
- How to implement pricing strategy.

Suggestions

- Establish regular team meetings and utilize communication tools (e.g., Slack, 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

Acknowledgments

I would like to express my sincere gratitude to Trizone Healthcare Consultants for giving me the amazing chance to intern at such a distinguished organization. Throughout my internship, Akhil Chandra Dave and the entire Trizone Healthcare team provided me with consistent support, direction, and encouragement, for which I am very thankful.

I express my gratitude to IIHMR University, Jaipur for enabling this internship and for their continuous support. I would also like to thank Dr. Hemant Kumar Mishra for his great mentoring and the School of Pharmaceutical Management for helping to organize the program.

This internship has been a rewarding experience that has given me insights into the healthcare consulting industry and enabled me to put what I've learned in the classroom into practice. I'm grateful to everyone who made

RAJAT SAINI

**Department of Pharmaceutical Management
IIHMR, JAIPUR**

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MISSION AND VISION

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

Founder – Trizone Healthcare Consultants LLP

Akhil is a passionate marketing professional and a dynamic business leader. He is an IIM Lucknow alumni with over 20 years of experience in Branding, Marketing & Strategy especially in Healthcare Industry.

Akhil has had the opportunity to develop and execute marketing strategies and business processes that have revolutionized many healthcare businesses and fueled their exponential growth. After working with various healthcare organizations in March 2020 he joined Trizone India as Partner & Director, he also founded consultancy firm “Trizone Healthcare Consultants LLP” in the same year to address the greatest challenges of marketing in the healthcare industry

His pursuit is to be an expert on the principles and techniques of practical Healthcare Marketing & Business Strategy building.

PORFOLIO

Trizone Healthcare is a landmark alliance of creativity, business ingenuity and strategy.

Our ambitious approach enables us to deliver universal roadmaps for healthcare providers that create disruption, deliver solutions, deliver results and define the future of the healthcare ecosystem .We exist to solve the biggest challenges of large and small healthcare providers today. Our 360-degree approach helps define brand goals that create a niche for our client partners.

- Strategy Consulting
- Marketing
- Branding
- Advertising and Communications Design
- Content Writing
- Website Development
- Digital Marketing
- Social Media Marketing
- Audio-Visual Films
- Training and Development
- Events and Conferences

Summer Internship Report at Trizone healthcare consultants

Author: Rajat Saini (PM-15)

Affiliation: IIHMR University Jaipur.

Internship Period: 60 Days (06/05/2024-05/07/2024)

Company: trizone healthcare consultants

Designation: marketing Intern

Key Learnings

This report details my summer internship experience at Trizone Healthcare Consultants, where I applied the theoretical knowledge from my MBA program to practical tasks in a professional setting. The internship provided invaluable insights into the healthcare consulting industry and allowed me to develop key skills relevant to my career aspirations.

1. Market Analysis and Competitor Research

Activity: I focused on understanding the client's market position through extensive secondary research, analyzing market share, consumer demographics, and industry trends.

Contribution: By examining competitor strategies, I identified significant market gaps affecting profitability and suggested strategic adjustments to enhance market positioning.

2. Market Survey and Data Collection

Activity: Conducted a market survey in Thane and Mumbai using Google Forms to gather data on demographics, healthcare spending trends, and factors influencing diagnostic lab selection.

Contribution: The insights collected informed tailored marketing campaigns and improved service offerings, emphasizing the importance of consumer feedback in strategic planning.

3. Data Analysis and Targeting Strategies

Activity: Utilized Excel for data analysis to identify trends and customer segments, developing strategies to increase tobacco-related testing for World Tobacco Day.

Contribution: Implementing the STP (Segmentation, Targeting, Positioning) model, I effectively segmented the Mumbai population and designed targeted marketing campaigns, enhancing my data analysis and strategic marketing skills.

4. Competitive Analysis and Service Package Development

Activity: Analyzed competitor test packages for competitiveness by comparing pricing, features, and consumer value propositions.

Contribution: I recommended enhancements to DVL's service packages and developed monsoon-specific offerings, underscoring the importance of competitive analysis in strategic decision-making.

5. Content Creation and Marketing

Activity: Drafted articles on typhoid and seasonal health issues for the company's website, creating targeted monsoon and disease-specific test packages.

Contribution: This experience improved my content marketing abilities and highlighted the significance of clear communication in building consumer trust and engagement.

6. Advanced Competitive Analysis

Activity: Conducted an in-depth competitive analysis using Excel to classify and compare features and costs of rival packages.

Contribution: My findings facilitated critical improvements to our service offerings, reinforcing the value of data-driven decision-making.

7. Strategic Implementation and Service Refinement

Activity: Participated in meetings with Dr. Vaidya to discuss recommendations for service packages based on competitor analysis, implementing changes to features, pricing, and value propositions.

Contribution: This experience emphasized the importance of strategic management and stakeholder engagement in refining service offerings.

Challenges Faced During Internship

Learning Curve

Challenge: Transitioning from theoretical knowledge to real-world applications was initially difficult. Concepts that seemed straightforward in class became complex in practice.

Adapting to Workplace Culture

Challenge: Fitting into the workplace culture took time, as I had to learn the organization's nuances and communication preferences.

Data Handling and Analysis

Challenge: Working with large datasets in Excel was more challenging than anticipated, requiring patience and meticulous attention to detail.

Content Creation

Challenge: Creating engaging and informative content on complex health topics required extensive research and the ability to convey information clearly.

Feedback and Iteration

Challenge: Incorporating feedback into my work was sometimes difficult, necessitating frequent revisions based on insights from colleagues and supervisors.

Theoretical Concepts and Practical Learnings

1. STP (Segmentation, Targeting, Positioning)

- Practical Learning: Applied STP strategies to identify and target specific market segments, resulting in more effective marketing campaigns.

2. Competitive Analysis

- Practical Learning: Conducted thorough competitive research to optimize services and gain a competitive advantage.

3. Customer Satisfaction

- Practical Learning: Focused on customer needs and satisfaction to enhance service quality.

4. Content Marketing

- Practical Learning: Developed engaging content to educate and attract customers, increasing brand awareness and engagement.

5. Strategic Management

- Practical Learning: Collaborated on strategic initiatives to improve operational efficiency and align services with market demands.

Usefulness of Internship

My summer internship at Trizone Healthcare Consultants was an immensely rewarding experience that provided practical insights into the healthcare consulting industry and significantly contributed to my professional growth.

- **Skill Development:** Engaging in market research and competitive analysis allowed me to apply MBA concepts in real-world scenarios, honing my data analysis skills and understanding the importance of data-driven decision-making.

- **Industry Exposure:** The internship offered a unique opportunity to gain practical experience in healthcare consulting, deepening my understanding of industry complexities and market dynamics through interactions with business leaders.

- **Value Addition:** I contributed to Trizone by conducting competitive and market analyses, creating targeted marketing campaigns, and refining service offerings, reinforcing the belief that strategic research can lead to substantial business improvements.
- **Professional Growth:** The experience equipped me with valuable skills in data analysis, customer engagement, and strategic planning, boosting my confidence in managing challenging projects and adapting to various work environments.

SWOT Analysis of Trizone Healthcare Consultants

Strengths	Weaknesses
Established market presence	Limited brand awareness
Strong expertise in healthcare	Reliance on a narrow client base
Diverse service offerings	Need for enhanced marketing strategy
Opportunities	Threats
Growing healthcare market	Intense competition
Potential for partnerships	Regulatory changes
Expanding service capabilities	Economic downturns

Suggestions for Improvement

1. **Clear Communication Channels:**
 - Establish regular team meetings and utilize communication tools (e.g., Slack, Microsoft Teams) for real-time updates and discussions.
2. **Enhanced Internal Communication Protocols:**
 - Develop standardized communication protocols for sharing information across teams.
3. **Training and Development Opportunities:**
 - Offer training programs on effective communication techniques and leadership skills for team members.
4. **Role Clarity and Accountability:**
 - Clearly define roles and responsibilities to minimize confusion and duplication of efforts, fostering accountability through goal setting and regular reviews.
5. **Cultural Alignment:**
 - Promote a company culture that values transparency, collaboration, and respect in communication practices.

Reporting Format (Weekly)

Name of the Organisation: Trizon healthcare

Name of the Student: Rajat saini

Roll no: 0553

Stream: MBA in pharmaceutical management

Week no: 1st

From: 6/may/2024 to 10/may/2024

Activity Done	Week 1: Introduction: My internship at Trizone Healthcare Consultants commenced on May 6th, 2024, Monday. The initial day primarily focused on orientation and induction into the operations and objectives of Trizone. Akhil Dave, the founder of Trizone Healthcare Consultants, elucidated the business model, particularly highlighting the HMS consultancy. Day 1: - Akhil Dave Sir provided insights into the business model of HMS consultancy. - Introduction to Trizone's approach and methodologies. Day 2: - Niraj Upadhyay, another founder of Trizone, discussed branding, marketing, and advertising strategies to enhance brand visibility. - Akhil Sir allocated major clients to student groups, with each group assigned to a particular client. Day3: Assigned group project – marketing and branding strategies for Dr. Vaidya's laboratory to enhance multispeciality recognition. Day 4: Akhil Sir provided a detailed overview of Dr vaidya's laboratory, including current operations & challenges. Day 5: Initiated secondary research on Dr vaidya's laboratory to build the foundation for our project. . Received an introduction to Trizone Healthcare. We also learned about the valuable corporate experiences of Akhil Sir and Neeraj Upadhya Sir. . Attended a lecture on branding delivered by Neeraj Sir. This session provided insightful information on the fundamental principles, strategies, and tactics of healthcare branding, including the
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	development of brand plans. The presentation and videos used were engaging and informative. . We were assigned a group project with Dr vaidya's laboratory as our client. The objective is to develop a marketing and branding strategy to enhance their reach in social media and continue their legacy . Akhil Sir provided a detailed overview of Dr vaidya's laboratory , Dr. Vaidya's Laboratory, a unit of Millennium Special Pathology Laboratory, is a leading provider of high-quality diagnostic services in Mumbai. With locations spanning from Thane to Borivali and Ambernath. . We commenced our research on Dr vaidya's laboratory by gathering information from various sources. This secondary research will form the foundation of our project. .
Linking theory (Classroom learning) with practice at your organisation	The students learned to conduct in-depth client research on Dr. Vaidya's Laboratory, identifying needs and challenges, and applying classroom methodologies. They also learned the value of teamwork and collaboration in group projects, applying concepts like effective communication and task division. .
Gaps identified on the working area.	Addressing these gaps is essential to optimize the laboratory's performance, enhance research outcomes, and foster a conducive working environment for the team. • Research methods: Compared to another laboratory, Dr. Vaidya's laboratory has identified gaps in their social media presence, several

	gaps have been identified, including content quality, engagement, visual appeal, brand storytelling, and posting frequency. Importance: Targeting these gaps ensures your project directly addresses Dr. vaidya's laboratory needs.
Suggestions for improvement	Dr. Vaidya's Laboratory can improve its brand visibility and engagement through enhanced social media presence, optimized operational processes, expanded diagnostic test offerings, advanced technology, staff training, improved customer experience, quality assurance measures, and community engagement through health education programs. These strategic enhancements can enhance patient satisfaction, improve diagnostic procedures, and foster a culture of excellence, ultimately leading to greater success in the healthcare industry.
Plan for the next week	Representation of research work

Signature of the Student- Rajat saini

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Trizon healthcare

Name of the Student: Rajat saini

Roll no: 0553

Week no: 2nd

Stream: MBA in pharamaceutical management

From: 13/may/2024 to 18/may/2024.

Activity Done	Day 1: Activity: presented intial group analysis on dr. Vaidya's labortary in a professional meeting. Outcome: Received extensive feedback highlighting flaws in our approach and strategies, which was instrumental for further refinement. Day 2 to day Day 3: Activity: Dedicated these two days to re-conducting the research on Dr. vaidya's laboratory. Collaboration: Worked closely with team members to integrate the feedback received and enhance our research quality. Day 4: Activity: Re-presented the revised research on Dr Vaidya's laboratory. Post-presentation, I was assigned a new project-related to brand history review and competitive analysis on Dr. Vaidya Laboratory. Brand History Review: Understand the history of the brand including its founding, milestones, and evolution in services and branding. This helps identify its market position and reputation. Competitive Analysis: Identify key competitors and conduct a detailed SWOT analysis for each. Compare services, pricing, patient outcomes, and market shares. Day 5 to Day 6: Activity: Conducted in-depth of brand history and competitive analysis research for Dr. Vaidya laboratory using the provided digital tools.
Linking theory (Classroom learning) with practice at your organisation	Brand History: Dr. Vaidya's Laboratory, established in 1979, is a respected diagnostic center in Mumbai, offering advanced technology, automated hematology, biochemistry, microbiology, and innovative techniques like Radioimmunoassay and Elisa, and 24/7 home collection services. Competitive Analysis: Dr. Vaidya's Laboratory maintains a competitive edge by early adoption of advanced diagnostic technologies, NABL accreditation, and comprehensive, patient-centric services, despite intense competition from national chains. Dr. Vaidya's Laboratory has a strong reputation for accuracy and reliability, offering comprehensive diagnostic services and a patient-centered approach. Opportunities include expansion into new markets, partnerships, and digital

	marketing. Threats include growing competition and rapid technological advancements.
Gaps identified on the working area.	Incomplete Digital Presence: Limited information on social media engagement and digital marketing strategies. Technological Updates: Lack of detailed timelines and milestones regarding technological advancements and service upgrades. Customer Testimonials: Insufficient emphasis on patient stories and feedback to highlight service quality and patient satisfaction. Market Positioning: Need for more clarity on market differentiation strategies against major competitors. Digital Strategy: Insufficient analysis of the effectiveness of current online appointment systems and patient portals compared to co
Suggestions for improvement	Enhance Digital Presence: Develop a more robust social media strategy to increase engagement and brand visibility. Detailed Milestones: Create a comprehensive timeline highlighting key technological advancements and service upgrades. Patient Testimonials: Collect and showcase more patient stories and feedback to highlight the quality and reliability of services. Market Differentiation: Clearly articulate unique selling propositions (USPs) that differentiate Dr. Vaidya's Lab from competitors. Service Comparison: Conduct a detailed comparison of specific tests, pricing, and turnaround times with major competitors. Digital Strategy Enhancement: Improve online appointment systems, patient portals, and digital marketing tactics to enhance patient convenience and engagement.
Plan for the next week	Reviewing of data and Further planning for solutions for project

Signature of the Student-Rajat saini

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Trizone healthcare

Name of the Student: Rajat saini

Roll no: 0553

Week no: 3rd

Stream: MBA in pharmaceutical management

From: 20/may/2024 to 24/may/2024

Activity Done	worked with data in excel in this week on dr. vaidya's laboratory revenue data. Made strategies for promoting tobacco related tests for world tobacco day. Worked on excel with data to analyze dr. vaidya's laboratory's seasonal monthly tests, patients data, revenue, and ticket price.
Linking theory (Classroom learning) with practice at your organisation	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	To do some more brain more brainstorming for generating new ideas and work on data to gain insights.

Signature of the Student-Rajat saini

Approved by the IIMMR University's Mentor

Reporting Format

Name of the Organisation: Trizon healthcare

Name of the Student: Rajat saini

Roll no: 0553

Stream: MBA in pharamaceutical management

Week no: 4th

From: 27/may/2024 to 1/June/2024

Activity Done	Carried out the competitive analysis of the different test packages offered by DVL and its competitor thyrocare, provided suggestion for improvement. Made monsoon specific packages post ideas for DVL to increase the revenue in monsoon season.
Linking theory (Classroom learning) with practice at your organisation	Learned how to optimise our strategy by carrying out practice 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 case. Plan to promote our monsoon packages on social media.

Signature of the Student- Rajat saini

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Trizon healthcare

Name of the Student: Rajat saini

Roll no: 0553

Week no: 5th

Stream: mba in pharamaceutical management

From: 3/jun/2024 to 8/June/2024.

Activity Done	This week, Developed packages for Dr. vaidya's laboratory and completed their social media posts idea and content writing.
Linking theory (Classroom learning) with practice at your organisation	this week has been a dynamic blending of theory and practice. Using our theoretical knowledge of diagnostic testing and healthcare requirements, we created all-inclusive care packages for Dr. Vaidya's lab. These packages offer a variety of tests customised to each illness and are painstakingly created to treat specific health concerns such as Dengue, Typhoid, Malaria, and Chikungunya. Furthermore, through the creation of these packages and our exploration of the real-world application of social media marketing, we were able to smoothly connect theory and practice. We planned and created interesting social media content that complemented the special qualities and advantages of every care package. Through the use of attention-grabbing images, catchy headlines, strong captions, and pertinent hashtags, our goal was to increase exposure and interaction on digital media.
Gaps identified on the working area.	None
Suggestions for improvement	None
Plan for the next week	We are looking forward for new DVL packages to come

Signature of the Student- Rajat saini

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Trizon healthcare

Name of the Student: Rajat saini

Roll no: 0553

Week no: 6th

Stream: mba in pharmaceutical management

From: 9/jun/2024 to 15/jun/2024

Activity Done	This week, an activity was conducted on Dr. Vaidya's Lab of Monsoon package blog title, keywords, focusing on the Monsoon fever panel post introduction and preparing a doctor invitation letter.
Linking theory (Classroom learning) with practice at your organisation	Monsoon Package Blog Title Discussion: Discussing how theoretical concepts of effective blog titles are applied to attract readership during the monsoon season. Keywords Finding: Exploring how keyword research theory translates into finding the right SEO keywords for your monsoon-related blog posts. Monsoon Fever Panel Post Introduction: Applying theoretical knowledge of content structure to create engaging panel discussions related to monsoon health issues. Invitation Letter for Doctors on Doctor's Day: Linking theory on effective communication to practical skills in drafting professional invitations to doctors.
Gaps identified on the working area.	Keyword strategy execution, content structure for panel posts, effective invitation letter design, integration of social and digital marketing, and adaptation to Monsoon-specific marketing are crucial aspects to consider. Real-time keyword performance monitoring may reveal gaps in understanding or implementation. Consistency and engagement across discussions may also be key.
Suggestions for improvement	Implement a systematic approach to keyword strategy execution, monitor performance using tools like Google Analytics or SEMrush, and adjust content or SEO strategies accordingly. Develop a standardized template for panel posts, incorporate feedback loops, and provide guidelines for effective panel moderation. Refine invitation letter design, incorporate persuasive communication, and consider A/B testing. Integrate social and digital marketing, create a comprehensive social calendar, and use analytics tools to track campaign effectiveness. Adapt to monsoon-specific marketing by conducting market research, tailoring blog titles, content themes, and marketing messages.

Plan for the next week	Planning to meet with social media and digital marketing team to discuss about social media calendar of Dr. Vaidya's Laboratory.
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Signature of the Student- Rajat saini

Approved by the IIMMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Trizon healthcare

Name of the Student: Rajat saini

Roll no: 0553

Week no: 7th

Stream: MBA in pharamaceutical management

From: 17/June/2024 to 22/June/2024

Activity Done	Activity Done in this week We performed on dr vaidya's laboratory social media content comparison as it is monsoon in season in India Mumbai receives the highest MONSOON diseases so we researched about what our competitors are doing this season
Linking theory (Classroom learning) with practice at your organisation	The integration of theory and practice in business, such as conducting a social media content comparison during monsoon season, can help organizations achieve their objectives. This involves strategic analysis, market research, content strategy development, digital marketing principles, and continuous improvement. By analyzing competitors' content, organizations can gain insights into their strategies, content themes, and engagement tactics. Market research and consumer behavior can also be applied to understand how consumer needs and behaviors change during different seasons. This knowledge can inform the laboratory's content strategy, ensuring it resonates with the audience's current concerns. The application of digital marketing principles, such as segmentation, targeting, and positioning, can also be applied to optimize digital marketing efforts. This integration of theory and practice can drive informed decision-making and achieve organizational objectives effectively.
Gaps identified on the working area.	Dr. Vaidya's Laboratory needs to address several gaps in its competitive content strategy, audience engagement insights, innovative content formats, localization and personalization, feedback utilization, cross-platform integration, and competitive analysis tools and resources. A well-defined competitive content strategy is crucial for addressing similar health concerns during the monsoon season. Insufficient insights into audience engagement behaviors, such as surveys or social media analytics, could limit Dr. Vaidya's Laboratory's ability to engage with its audience effectively. Additionally, the lack of localization and personalization of content, the inability to utilize feedback from social media interactions, and the lack of advanced analytics tools could hinder comprehensive competitive analysis. Addressing these gaps can help Dr. Vaidya's Laboratory refine its social media content strategy, enhance audience engagement, and maintain a competitive edge in the diagnostics industry.
Suggestions for improvement	To improve Dr. Vaidya's Laboratory's social media content strategy during monsoon season, diversify content by incorporating patient testimonials,

	interactive polls, and educational videos. Ensure content is timely and relevant, engaging with the audience, investing in high-quality visuals, and tailoring content to Mumbai-specific challenges. Collaborate with local healthcare professionals or organizations to expand audience reach. Analyze social media analytics to track engagement metrics and content performance. Launch educational campaigns on preventive healthcare measures during monsoon. Integrate content with other marketing channels and stay agile by monitoring competitor strategies, industry trends, and audience feedback. These suggestions can help Dr. Vaidya's Laboratory strengthen its presence and position itself as a trusted resource for healthcare information and diagnostics services in Mumbai.
Plan for the next week	We are heading to Mumbai for AHMP INDIA FOUNDATION EVENT Representing our organization

Signature of the Student- Rajat saini

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Trizon healthcare

Name of the Student: Rajat saini

Roll no: 0553

Week no: 8th

Stream: MBA in pharamaceutical management

From: 24/June/2024 to 29/June/2024

Activity Done	<u>Day 1</u> (24th June): Learned about the upcoming AHMP Foundation Marketing Awards scheduled for 29th and 30th June and initiated planning as a group. <u>Day 2</u> (25th June): Collaborated with team members and mentor Akhil Sir on preparing presentations and materials focused on healthcare analytics and marketing. <u>Day 3</u> (26th June): Continued preparation for the event, refining our presentations and gathering relevant data. <u>Day 4</u> (27th June): Finalized preparations and rehearsed presentations with the team to ensure everything was in order for the event. <u>Day 5</u> (28th June): Attended the first day of the AHMP Foundation Marketing Awards; interacted with prominent healthcare marketers. <u>Day 6</u> (29th June): Concluded attendance at the event; had one-on-one conversations with industry leaders and gained valuable insights.
Linking theory (Classroom learning) with practice at your organisation	• Applied knowledge from healthcare marketing courses to contribute effectively to event preparations. • Used concepts from healthcare analytics to create insightful presentations and discussions. • Implemented project management skills learned in class to coordinate and execute event preparations. • Leveraged communication techniques for effective collaboration with team members and mentors. • Applied networking strategies gained from professional development workshops to connect with industry leaders at the event.

Gaps identified on the working area.	• Limited prior experience in event preparation led to initial inefficiencies in task allocation and execution • Need for more structured guidance on healthcare analytics topics to ensure thorough understanding. • Time management issues due to the short preparation window for the event. • Lack of familiarity with the preferences and expectations of the event attendees. • Challenges in balancing final project tasks with event preparations.
Suggestions for improvement	• Provide more hands-on training sessions related to event management to enhance preparedness. • Introduce a detailed guide or reference material on healthcare analytics for better comprehension. • Implement a clearer timeline and task management system for future events or projects. • Engage with previous event participants to understand best practices and expectations.
Plan for the next week	• Conduct a debrief session to discuss the outcomes and learnings from the AHMP Foundation Marketing Awards. • Prepare a final report summarizing the internship experience and key takeaways. • Provide feedback and recommendations for future internships and events within the organization. Plan for the transition process and ensure a smooth handover of any ongoing tasks or projects.

Signature of the Student- Rajat saini

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organisation: Trizon healthcare
Department: strategic marketing department
Name of the Student: Rajat saini
Roll no: 0553

Stream: MBA in pharamaceutical management

Activity Done	A group project was assigned to Dr. Vaidya's laboratory to develop a marketing and branding strategy to enhance their social media reach and legacy. Secondary research involved identifying market position, competitors, and conducting detailed analysis of services, pricing, patient outcomes, and market shares. The project also involved creating monsoon-specific packages and content writing for social media. The project also involved conducting extensive market research, analyzing competitor strategies, and creating promotional strategies for World Tobacco Day and seasonal service packages..
Linking theory (Classroom learning) with practice at your organisation	• Market Analysis and Gap Identification • Questionnaire Design and Data Collection Techniques • Segmentation, Targeting, and Positioning (STP) • Competitive Analysis • Customer Satisfaction and Needs Analysis • Marketing Strategies and Customer Engagement
Gaps identified on the working area.	• Communication gap • Improper management
Suggestions for improvement	• Establish Clear Lines of Communication • Improve Internal Communication Processes; • Clearly define and hold accountable roles • Training and Development

Signature of the Student-Rajat saini
Approved by the IIHMR University's Mentor

Reference

<https://trizonehealthcare.com/>

Summer internship report (1).pdf

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