

Trizone Healthcare Consultants

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

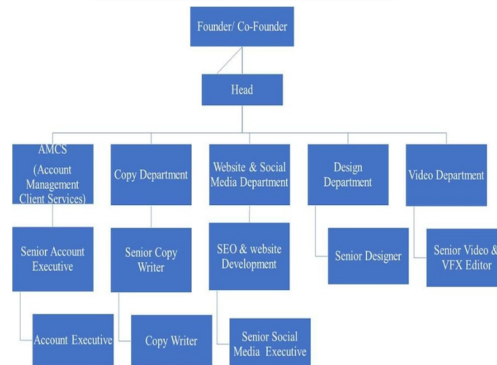
VISION

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

MISSION

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Organizational Structure



SWOT Analysis

Strengths

1. Strong reputation in cancer care.
2. In-depth client research and innovative brainstorming sessions.
3. Experienced medical staff with effective communication skills.

Weaknesses

1. Limited awareness of multispecialty services and inconsistent branding.
2. Inefficient initial planning and task distribution.
3. Insufficient internal marketing and social media presence.

Opportunities

1. Targeted marketing campaigns and regular health awareness initiatives.
2. Leveraging social media presence.
3. Adapting to current trends.

Threats

- Competitor strategies and market dynamics.
- Cultural norms challenging health awareness efforts.
- Resource allocation challenges and risk of negative market perception.



Hospitals
adding life to years

#HCG CHE NE



Learnings and Outcomes

Competitive Analysis

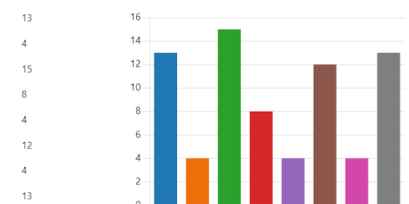
Aspect	IIHMR	IIHMR	IIHMR	IIHMR	IIHMR
Established year	2020	2020	2020	2020	2020
No. of beds	120	120	120	120	120
Doctors	20	20	20	20	20
ADMISSION	Yes	Yes	Yes	Yes	Yes
Ward	Yes	Yes	Yes	Yes	Yes
DEPARTMENTS					
1. Cardiology	Yes	Yes	Yes	Yes	Yes
2. Neurology	Yes	Yes	Yes	Yes	Yes
3. Orthopedics	Yes	Yes	Yes	Yes	Yes
4. Critical Care	Yes	Yes	Yes	Yes	Yes
5. Oncology	Yes	Yes	Yes	Yes	Yes
6. Preventive Healthcare	Yes	Yes	Yes	Yes	Yes
7. Joint Replacement	Yes	Yes	Yes	Yes	Yes
8. Other	Yes	Yes	Yes	Yes	Yes
HEALTH CHECKUP PLANS					
1. General	Yes	Yes	Yes	Yes	Yes
2. Specialist	Yes	Yes	Yes	Yes	Yes
3. Comprehensive	Yes	Yes	Yes	Yes	Yes
4. Executive	Yes	Yes	Yes	Yes	Yes
5. Corporate	Yes	Yes	Yes	Yes	Yes
6. Individual	Yes	Yes	Yes	Yes	Yes
7. Family	Yes	Yes	Yes	Yes	Yes
8. Senior Citizen	Yes	Yes	Yes	Yes	Yes
9. Child	Yes	Yes	Yes	Yes	Yes
10. Pregnancy	Yes	Yes	Yes	Yes	Yes

Survey

7. What type of treatment are you seeking or have you received?

More Details

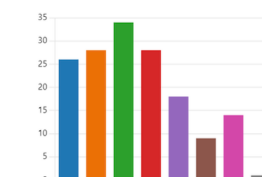
- Cardiology
- Neurology
- Orthopedics
- Critical Care
- Oncology
- Preventive Healthcare
- Joint Replacement
- Other



10. What factors influenced your choice of the multi-specialty hospital? (Select all that apply)

More Details

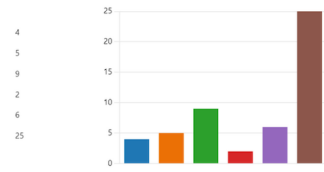
- Reputation of the hospital
- Recommendations from friends/...
- Quality of medical care
- Availability of specialized treatment...
- Insurance coverage
- Proximity to home
- Cost of treatment
- Other



8. How often do you visit multi-specialty hospitals?

More Details

- Once a month
- Once every 3 months
- Once every 6 months
- Once a year
- Less frequently
- Only When Needed



Overview of my project

- The project focused on enhancing HCG Hospitals' branding and marketing strategies to boost their recognition as a multispecialty healthcare provider. Key activities included conducting in-depth client research to identify needs and challenges, brainstorming sessions for innovative ideas, and implementing effective communication strategies for client presentations.
- The project emphasized the importance of continuous health awareness campaigns, particularly regarding the dangers of tobacco consumption. It also highlighted the need for strong internal marketing, frequent team meetings, and clear task management to ensure efficient execution of events and initiatives.
- Ultimately, the project aimed to increase HCG Hospitals' social media presence, tailor event strategies to specific audiences, and improve overall internal and external communication to create a stronger, more cohesive brand image.

Challenges

- * Language barrier was also 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

Usefulness

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

Suggestion

- * In comparison to effectively drive growth and engagement.
- * The Design Department needs to be more open to the ideas of others their competitors, they should focus on designing more creative content

THEORETICAL KNOWLEDGE

Focuses on understanding concepts, principles, and theories through studying. Theoretical knowledge provides a foundation for understanding.

PRACTICAL EXPOSURE

Involves hands-on experience and direct engagement with real-world scenarios. while practical exposure enhances skills and offers a deeper understanding of how theoretical knowledge is applied in practice.