

SUMMER INTERNSHIP PROGRAM

at

TRIZONE HEALTHCARE CONSULTANTS LLP



From 6th May to 5th July 2024

A REPORT BY

NONI CHOUDHARY

Master of Business Administration

(Pharmaceutical Management)

2023-25

under the Mentorship of

Dr. Himadri Sinha



Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Noni Choudhary**, 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 **Ms NONI CHOUDHARY** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held from 6th May- 5th July 2024.

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

Date: 24/07/2024

A handwritten signature in blue ink, appearing to read 'H. Sinha', with a long horizontal stroke extending to the right.

(Signature of Faculty Mentor)

HIMADRI SINHA

Professor & Dean (SDS)

IIHMR UNIVERSITY, JAIPUR

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.

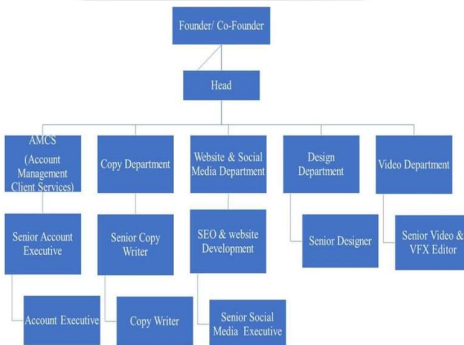
VISION

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

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.

Organizational Structure



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.

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

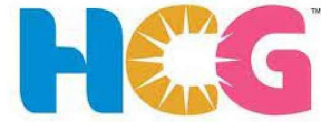
1. Limited awareness of multispecialty services and inconsistent branding.
2. Inefficient initial planning and task distribution.
3. Insufficient internal marketing and social media presence.

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



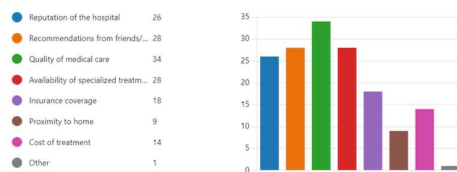
Learnings and Outcomes

Competitive Analysis

Feature	1. Cardiology	2. Neurology	3. Orthopedics	4. Critical Care	5. Oncology	6. Preventive Healthcare	7. Joint Replacement	8. Other
Established since	1997	2001	2004	2010	2015	2018	2020	2021
No. of beds	100	120	150	200	250	300	350	400
Specialty	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
AMBS	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
RESEARCH	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
DEPARTMENTS	1. Cardiology	2. Neurology	3. Orthopedics	4. Critical Care	5. Oncology	6. Preventive Healthcare	7. Joint Replacement	8. Other
Doctors	2	2	2	2	2	2	2	2
Patients	100	120	150	200	250	300	350	400
HEALTHCHECKER PLAN	1. Basic	2. Standard	3. Premium	4. Ultra Premium	5. Platinum	6. Diamond	7. Emerald	8. Sapphire
REVIEWS	1. Google	2. Facebook	3. LinkedIn	4. Twitter	5. YouTube	6. Instagram	7. TikTok	8. Snapchat
Cost of treatment	100	120	150	200	250	300	350	400
Proximity to home	100	120	150	200	250	300	350	400
Cost of treatment	100	120	150	200	250	300	350	400
Other	1	2	3	4	5	6	7	8

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

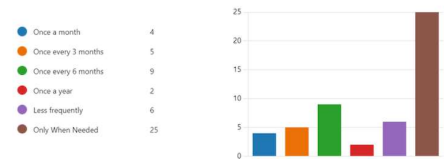
More Details



Survey

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

More Details



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.

Annexure-E

Reporting Format (Week-1)

Name of the Organization: Trizone Healthcare

Name of the Student: Noni Choudhary

Roll no: 0540

Stream: MBA (Pharmaceutical Management)

Week no: 1st

From: 6th May to 10th May

Activity Done	Week 1 , Day 1: Introduced to Trizone Healthcare & learned from Akhil Sir & Neeraj Sir's corporate experiences.Day 2: Attended branding lecture by Neeraj Sir covering principles, strategies & brand plan development. Day 3: Assigned group project - Marketing & Branding Strategy for HCG Hospitals (Ahmedabad, Rajkot, Bhavnagar, Hubli) to enhance multispecialty recognition. Day 4: Akhil Sir provided a detailed client overview of HCG Hospitals, including current operations & challenges.Day 5: Initiated secondary research on HCG Hospitals 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 development of brand plans. The presentation and videos used were engaging and informative. • We were assigned a group project with HCG Hospitals as our client. The objective is to develop a marketing and branding strategy to enhance their recognition as a multispecialty hospital. • Akhil Sir provided a detailed overview of HCG Hospitals, including their current operations and challenges. This in-depth understanding of the client's needs is crucial for crafting an effective strategy. • We commenced our research on HCG Hospitals by gathering information from various sources. This secondary research will form the foundation of our project.
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Linking theory (Classroom learning) with practice at your organization	• The importance of branding in healthcare for creating a strong reputation and attracting patients. • How to conduct in-depth client research to identify their needs and challenges. • The value of teamwork and collaboration in a group project setting. • Effective communication skills are essential for client presentations.
Gaps identified on the working area.	• Focus on areas where HCG's marketing & branding can be improved for better multispecialty recognition. Examples: Limited awareness of all specialties, inconsistent branding, or ineffective marketing channels. • Research methods: Industry reports, competitor analysis, patient reviews, client insights, potential surveys/focus groups. Importance: Targeting these gaps ensures your project directly addresses HCG's needs. • Benefit: A more impactful strategy for enhancing HCG's multispecialty image.
Suggestions for improvement	• HCG Hospitals should prioritize targeted marketing campaigns to increase awareness of their multispecialty services beyond cancer care.
Plan for the next week	• Continue in-depth research on HCG Hospitals for the next three days. • Compile the research findings into a well-organized document. • Prepare a client presentation with a focus on clear communication and strong branding elements.

Annexure-E

Reporting Format (Week-2)

Name of the Organization: Trizone Healthcare

Name of the Student: Noni Choudhary

Roll no: 0540

Stream: MBA (Pharmaceutical Management)

Week no: 2nd

From: 13th May to 18th May

Activity Done	Week 2 , Day 1:- Basic questionnaire are prepared Day 2: Meeting was scheduled for the research we have done. Day 3: Meeting was schedule for further planning on our clients (HCG Hospitals). Day 4: Google form for survey of hospitals was prepared Day 5: Local people insights were taken regarding the hospitals. Day 6: Report was prepared • 10 basic questions were prepared from the patient point of view , what they search or perception when they choose a hospital. • Meeting with sir regarding the research we have done on previous week. Discussion on report we made through our research. Sir give us reviews on our research and guide us what points should be considered regarding research. Feedback was given regarding the direction of our research. • Meeting on further planning on our clients. We were supposed to do research in an unconventional way , how to do internal marketing, what are the ways to do a more raw research. • We prepared a google form for the survey of hospital with very basic questions and circulated to get the insights of people. • We take insights of people of area where HCG hospitals are located through phone calls, Facebook, localities to know about the people perception. • We collected all the data and made a report on market scenario analysis, brand history review, asset evaluation, competitive analysis, patient need assessment, gap analysis.
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Linking theory (Classroom learning) with practice at your organization	• How to choose a correct direction for a research. • How to do a raw research. • What are different ways to do internalmarketing. • What are the different ways to get peopleperception. • How to communicate to patient or people toknow about hospitals.
Gaps identified on the working area.	• Need a strong recognition among the peoplewhere HCG Hospitals are located. • Experience medical staff needed. • People word of mouth regarding our hospital. • Instant availability on emergency.
Suggestions for improvement	• Strong internal marketing is needed. More socialpresence is needed.
Plan for the next week	• Figure out solutions or ways we can fill the gap. • Will research on each and every solutions wesuggested.

Annexure-E

Reporting Format (Week-3)

Name of the Organization: Trizone Healthcare

Name of the Student: Noni Choudhary

Roll no: 0540

Stream: MBA (Pharmaceutical Management)

Week no: 3rd

From: 20th may to 25th may

Activity Done	Week 3, Day 1: A urgent meeting was conducted for appointing a new task for “World NO Tobacco Day” on 31st may 2024 Day 2: Ideas on activities or program should be conducted on 31st may by HCG hospitals. Day 3: Task for doing raw research on Rajkot and Bhavnagar about tobacco consumption. Day 4: Task for doing raw research on Ahmedabad about tobacco consumption. Day 5: Report was prepared and presented. • A meeting was conducted on urgent basis and task was assign to get the ideas on what activities should be conducted by hospital to aware YOUNGESTERS about tobacco consumption and which also get brand recognition of HCG hospitals and to attract online and offline PR. • Meeting was conducted on the ideas we get and were shared and discussed with Akhil sir and best idea was chosen among those and further task assigned for next two days to find famous places on three cities to conduct activities. • We started day with finding famous places and spots and areas where most youngsters generally gather (like malls, parks, gardens, lakes , flea markets, schools and universities) in Bhavnagar and Rajkot. • Next day started with finding famous places and spots and areas where most youngsters generally gather (like malls, parks, gardens, lakes , flea markets, schools and universities) in Ahmedabad. • Report was prepared and submitted and also presented to Akhil sir and also we got reviews and marks on the presentation we presented. • (I got very good reviews and 9/10 marks)
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Linking theory (Classroom learning) with practice at your organization	• We got to know that not only ideas are important but also the important part is where to conduct the activities, how to find famous spots where we get most of our target audiences and how it should be different from competitors.
Gaps identified on the working area.	• People don't know that its just about active smoking is harmful but passive smoking is more harmful than active and people are not aware about this • In rural area people are still not aware about health issues these tobacco consumption do. • Still some places thought tobacco consumption is a social and culture norm • Advertisement by big celebrities and people get very much influenced by them.
Suggestions for improvement	• We should conduct this activities on timely basis on just only to celebrate the days because tobacco consumption is dangerous and it take life of our loved ones which make us suffer for lifetime. • More awareness should be done on tobacco consumption
Plan for the next week	• Back to the raw research we are conducting on branding of HCG Hospitals.

Annexure-E

Reporting Format (Week-4)

Name of the Organization: Trizone Healthcare

Name of the Student: Noni Choudhary

Roll no: 0540

Stream: MBA (Pharmaceutical Management)

Week no: 4th

From: 27th may to 1st June

Activity Done	Week 4, Day 1: Meeting was scheduled for review of our performance at Trizone Healthcare consultants. Day 2: Asked to find strategies how to do brand awareness or recognition Day 3: Meeting was scheduled by sir on how to make strategies and think 360 degree Day 4: Health trend and status was collected from June to August of Gujarat Day 5: Ideas, post, tagline were prepared. • A meeting was conducted to review the performance and also feedback is taken from all interns about work and all the work done in three weeks were discussed on clients. • We were asked to find strategies or ways to accomplish our objective. • Meeting was scheduled and a brief lecture was given how to make strategy, how to think 360 degree, how to compete with competitors and make strategy. • We start with finding health trends in Gujarat, upcoming events or days in June to August. Prevalence rate of diseases in this month and which population is affected. • We started making taglines and post related to upcoming events and finding new ways of market campaign to aware people about HCG as multispecialty hospitals.
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Linking theory (Classroom learning) with practice at your organization	• We learn how to think every possible way to make strategies and what types of tagline influence people, what things to be searched before making an strategy.
Gaps identified on theworking area.	• We need to do more brain storming sessions with others so that we can come up with newideas. • Not only doing big things are important but small things , small details are also importantto achieve the objective.
Suggestions for improvement	• Go with todays era trend, stay updated withnew things and make strategy always accordingly.
Plan for the next week	• More meetings on strategies part and theirimplementation

Annexure-E

Reporting Format (Week-5)

Name of the Organization: Trizone Healthcare

Name of the Student: Noni Choudhary

Roll no: 0540

Stream: MBA (Pharmaceutical Management)

Week no: 5th

From: 3rd June to 8th June

Activity Done	Week 5, Day 1: Modification was done in the strategy we made. Day 2: meeting was conducted (internal discussion) for designing a calendar for upcoming events Day 3: we added events and themes in calendar for every particular upcoming days Day 4: urgent task is assigned to our team to prepare the strategy for doctors day celebration (1st July) Day 5: we made a presentation • We modified our taglines, pictures that we did previously because we also need to promote our campaign. • We teammates conducted a internal meeting to discuss what we all done and making a calendar will be a good choice to concise our findings. • We added event column to the calendar and a theme column for each upcoming day and what idea of campaign we can do on that day. • A new task was assigned on priority was to give idea on celebration on doctors day with objective to value and support doctor. • Presentation was prepared with objective , target audience and ideas and activities supposed to conduct and how we can attract PR team and also do branding of our hospitals and make a marketing strategy to increase the visibility of our campaign.
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Linking theory (Classroom learning) with practice at your organization	• We learn how to think every possible way to make strategies and where to conduct the program, how to invite our target audience, how to do preparations and when to start the preparation. Also we need to make plan keeping budget a point, whether our budget meet the strategy we designed. • Even when a day comes which weekday it will be also matters.
Gaps identified on the working area.	• We need to do more brain storming sessions with others so that we can come up with new ideas. • Not only doing big things are important but small things , small details are also important to achieve the objective. • We get insights about more aspects of thinking (360 degree approach) and also stick to our objective.
Suggestions for improvement	• We are celebrating this day for doctors so we are not supposed to conduct activities that involve doctor. • Also we cannot conduct activities that related to doctors profession like instrument
Plan for the next week	• Presentation of this ideas with sir and we will be having a meeting with HCG hospitals marketing head about the plan we made for doctors day.

Annexure-E

Reporting Format

(Week-6)

Name of the Organization: Trizone Healthcare Name of

the Student: Noni Choudhary

Roll no: 0540

Stream: MBA (Pharmaceutical Management)

Week no: 6th

From: 10 June to 15 June

Activity Done	Week 6, Day 1: We presented out presentation to Akhil sir individually. Day 2: a common of HCG team with Akhil sir was scheduled Day 3: A proper presentation was made by all parameters in proper and professional format Day 4: Presentation was presented to marketing head of HCG hospitals. Day 5: More strategies are made on same assignment. • We presented out presentation to Akhil sir individually. He listens our campaign, the idea behind that. (My campaign was #healinghandsofgujarat #hcghospitals). He also reviews our presentation and he told me to add some points to it. • I added the points on which I was lacking and then we all HCG team members have a common meeting with sir, he shares ideas of all with everyone and my campaign was selected to present with marketing head. Sir also told us to make a proper presentation with combining all ideas of team members and be prepared. • We work on our presentation and preparation we made ppt, added all ideas, PR activities. • We had presentation with Marketing head of HCG HOSPITALS, she give reviews on our ideas and the point in which we are lacking that is probably in PR activities, she told us to work on it.
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	• We take the reviews and started working on it (mainly on PR activities)
Linking theory (Classroom learning) with practice at your organisation	• We learn how to think every possible way to make strategies and how to present the presentation so that nobody got bored and how to make it attractive, how to make up, how to make gestures.
Gaps identified on the working area.	• We need to do more brain storming sessions with others so that we can come up with new ideas. • PR activities need to be strong • Doctors day is a very big day, so it does not involve any activity in which doctor is included
Suggestions for improvement	• we need to identify the behaviors of doctor community to plan and event • Campaign also involves something that include PR also
Plan for the next week	• Ideas on PR activities as ma'am suggested us and maybe there will be presentation with ma'am again on the same

Annexure-E

Reporting Format (Week-7)

Name of the Organization: Trizone Healthcare

Name of the Student: Noni Choudhary

Roll no: 0540

Stream: MBA (Pharmaceutical Management)

Week no: 7th

From: 17th June to 22nd June

Activity Done	Week 7, Day 1, Day 2, Day 3 These day were off has sir was out of town Day 4: Back to old work (completing the calendar) Day 5: more ideas on upcoming events on July and august • We started again working on calendar that we left. We again think of ideas and how to implement (for July) • We started again working on calendar that we left. We again think of ideas and how to implement (for August)
Linking theory (Classroom learning) with practice at your organisation	• We need to do more brain storming sessions with others so that we can come up with newideas. • PR activities need to be strong
Gaps identified on the working area.	• How can we make uniqueness even if it is abasic idea
Suggestions for improvement	• Not to perform same for all events
Plan for the next week	• Presentation or discussion related to calendar

Annexure-E

Reporting Format (Week-8)

Name of the Organization: Trizone Healthcare

Name of the Student: Noni Choudhary

Roll no: 0540

Stream: MBA (Pharmaceutical Management)

Week no: 8th

From: 24th June to 4th July

Activity Done	Week 8, We learned about the upcoming AHMP Foundation Marketing Awards scheduled for 29th and 30th June. We immediately began planning and preparing for our participation in this event. Over the next few days there was no task as such on HCG hospital, we all were busy in AHMP foundation. We collaborated closely with our team members and our mentor, Akhil Sir, to develop presentations and gather materials focused on and healthcare marketing. Today (4th July) we having our last day of internship and a review meeting with sir where sir asked about journey, they give about my work and also he give us insights on how we can reach our goal how to reach to the job role we desire to work.
Linking theory (Classroom learning) with practice at your organisation	Throughout this final week, we were able to apply several concepts and skills learned in the classroom: • We utilized our knowledge of develop insightful presentations and discussions during the event. • Our theoretical understanding of healthcare marketing strategies allowed us to contribute effectively to the event preparation.

	• The team collaboration skills we had developed during course projects helped us work cohesively with our colleagues and mentor. • The public speaking and presentation techniques we had gained from classroom exercises enabled us to present confidently at the event.
Gaps identified on the working area.	While we were able to navigate the challenges of this final week, we did identify a few areas for improvement: • Our initial lack of experience with event preparation and planning led to some inefficiencies in the early stages. • Inconsistencies in task distribution and role clarity within the team affected our overall effectiveness. We recognized the need for better tools and resources to organize and manage our collaborative tasks more efficiently.
Suggestions for improvement	• Establish a clear timeline and task management system for future events or projects. • Introduce more frequent and detailed team meetings to improve communication and role clarity. • Daily collaboration with offline and online mode colleague's.
Plan for the next week	• Our internship comes to an end

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Annexure-F

Compiled Reporting Format

Name of the Organisation: Trizone Healthcare Consultants LLP

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

Name of the Student: Noni Choudhary

Roll no: 0540

Stream: MBA Pharmaceutical Management

Activities done	During my summer internship, I engaged in a series of activities and learning sessions that provided me with a comprehensive understanding of healthcare branding and marketing. In Week 1, I was introduced to Trizone Healthcare and had the opportunity to learn from the valuable corporate experiences of Akhil Sir and Neeraj Upadhya Sir. I attended an insightful lecture on healthcare branding principles, strategies, and brand plan development, which was both engaging and informative. Subsequently, we were assigned a group project to develop a marketing and branding strategy for HCG Hospitals (Ahmedabad, Rajkot, Bhavnagar, Hubli) with the goal of enhancing their recognition as multispecialty hospitals. Akhil Sir provided a detailed overview of HCG Hospitals, including their current operations and challenges, which was crucial for crafting an effective strategy. To build the foundation for our project, we initiated secondary research on HCG Hospitals by gathering information from various sources. In Week 2 was focused on research and planning. We prepared a basic questionnaire to understand patient perceptions when choosing a hospital and scheduled a meeting to discuss our research findings. Based on the feedback received, we planned unconventional research methods and internal marketing strategies. We created and circulated a Google form survey to gather insights and collected local perceptions through phone calls, Facebook, and local interactions. We compiled a comprehensive report that included market scenario analysis, brand history review, asset evaluation, competitive analysis, patient need assessment, and gap analysis. In Week 3, we were assigned a special task for "World No Tobacco Day" on 31st May 2024. We brainstormed ideas for activities and programs for the event, conducted raw research on tobacco consumption in Rajkot, Bhavnagar, and Ahmedabad, and prepared and presented a report on our findings. The focus was on generating ideas to raise awareness among youngsters about
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tobacco consumption and to enhance the brand recognition of HCG Hospitals through online and offline PR activities.

In Week 4 involved performance review and strategy development. We reviewed our performance at Trizone Healthcare consultants and were tasked with finding strategies for brand awareness and recognition. We attended a lecture on comprehensive strategy development and competitor analysis, and collected health trends and status data for Gujarat (June to August). We prepared taglines and posts related to upcoming events and found new ways to market the campaign to raise awareness about HCG Hospitals as multispecialty hospitals.

In Week 5, we focused on strategy implementation and calendar creation. We modified our previously made strategies, conducted an internal meeting to design a calendar for upcoming events, and added events and themes for each upcoming day. We were also assigned a task to prepare a strategy for the Doctors' Day celebration (1st July), which included developing objectives, identifying the target audience, and planning activities to attract PR attention and enhance hospital branding. We prepared and presented a comprehensive presentation for the campaign.

In Week 6 was dedicated to presentation and feedback. We individually presented our campaign ideas to Akhil Sir and received feedback. A common meeting with the HCG team and Akhil Sir was held to share and discuss all ideas, and my campaign (#healinghandsofgujarat #hcghospitals) was selected for presentation to the marketing head. We combined team ideas into a professional presentation and received further feedback from the marketing head, particularly on PR activities. We then worked on improving our strategies based on the feedback received.

In Week 7, due to the absence of our mentor, we resumed work on the event calendar and generated more ideas for implementing campaigns in July and August. This week allowed us to refine our plans and ensure that our strategies were comprehensive and effective.

In Week 8 involved preparing for the AHMP Foundation Marketing Awards scheduled for 29th and 30th June. We collaborated closely with our team members and mentor to develop presentations and gather materials focused on healthcare marketing. This preparation was intense and required us to integrate our learnings and present them effectively.

On the final day of the internship, 4th July, we had a review meeting with Akhil Sir where we discussed our internship journey, received feedback on our work, and gained valuable insights on how to achieve our career goals and desired job roles.

	This report summarizes the activities and learning experiences throughout the internship, highlighting the key tasks and projects undertaken each week. The internship provided a practical understanding of healthcare branding and marketing, equipping me with the skills and knowledge to excel in this field.
Linking theory (Classroom learning) with practice at your organisation	During my internship at Trizone Healthcare, I applied classroom theories to real-world projects, gaining practical insights into healthcare branding, marketing strategies, and team collaboration. Here is a summary of how my classroom learning linked with practice: The importance of branding in creating a strong reputation was highlighted through the development of a marketing and branding strategy for HCG Hospitals to enhance multispecialty recognition. Conducting in-depth client research learned in the classroom was practically applied through market scenario analysis, brand history review, and gap analysis for HCG Hospitals. The value of teamwork in group projects was emphasized through collaboration on strategies, research, and presentations with team members. Effective communication skills, essential for presentations, were utilized in presenting strategies to Akhil Sir and HCG Hospitals' marketing head, refining approaches based on feedback. Choosing the right direction for research was applied in identifying improvement areas for HCG Hospitals' marketing and branding. Conducting raw research was demonstrated by gathering local insights through surveys, phone calls, and social media interactions. Different ways to conduct internal marketing were explored by developing strategies to enhance brand recognition among employees and stakeholders. Gathering public perception was practically applied by creating and circulating surveys to understand patient insights and perceptions. Effective communication with patients was practiced by engaging with patients to gather feedback and improve services. Strategic event planning was demonstrated by identifying popular locations for "World No Tobacco Day" campaign activities. Developing comprehensive strategies and taglines learned in the classroom were applied by creating taglines and strategies for various campaigns, considering target audience and budget. Budget planning in strategy execution was demonstrated by developing feasible strategies within budget constraints. Effective presentation techniques were utilized in delivering engaging presentations with public speaking techniques and visual aids. The

	importance of brainstorming for innovative ideas was emphasized by conducting brainstorming sessions to explore new ideas and approaches. The role of strong PR activities in marketing was practically applied by developing PR strategies to enhance campaign visibility and attract media attention. Skills in event preparation and planning were demonstrated by planning and executing events, learning to handle logistical and strategic aspects. My internship at Trizone Healthcare provided a practical platform to apply classroom theories in real-world scenarios. This experience enhanced my understanding of healthcare branding, client research, and strategic marketing, preparing me for future professional challenges.
Gaps identified on the working area.	Improvement Areas During my internship at Trizone Healthcare, I focused on enhancing HCG Hospitals' multispecialty recognition through improved marketing and branding strategies. Key areas identified for improvement included limited awareness of all specialties, inconsistent branding, and ineffective marketing channels. Methods for research To address these, I employed various research methods such as industry reports, competitor analysis, patient reviews, and client insights, supplemented by potential surveys and focus groups. This targeted approach ensured that our strategies directly addressed HCG's specific needs, promising a more impactful enhancement of their multispecialty image. Insights Key insights included the need for stronger local recognition, experienced medical staff, and effective word-of-mouth promotion. Additionally, immediate availability during emergencies and educating the public about the dangers of both active and passive smoking were identified as crucial areas. Rural areas awareness In rural areas, there is a lack of awareness about health issues related to tobacco consumption, and some communities still view it as a cultural norm. Celebrity endorsements significantly influence public perception, making it essential to counteract these with effective health campaigns.

	Brainstorming and Idea Generation Regular brainstorming sessions were crucial in generating new ideas and considering both major initiatives and small details to achieve objectives. We emphasized the importance of a comprehensive (360-degree) approach while staying focused on our goals. Importance of PR and Unique Events We recognized the importance of strong PR activities and identified opportunities for unique, impactful events such as Doctor's Day, ensuring not to include activities that require doctors' participation. Our goal was to create unique, impactful ideas, even from basic concepts. Challenges and Team Collaboration Challenges encountered included initial inefficiencies in event preparation and planning due to a lack of experience and inconsistencies in task distribution and role clarity within the team. These issues highlighted the need for better tools and resources to manage collaborative tasks more efficiently. Summary In conclusion, my internship provided valuable insights into practical applications of theoretical knowledge, emphasizing the importance of targeted strategies, effective communication, and comprehensive planning in healthcare marketing and branding.
Suggestions for improvement	HCG Hospitals should focus on targeted marketing campaigns to increase awareness of their multispecialty services beyond cancer care. This will help in broadening the hospital's appeal and attract a wider patient base. Strong internal marketing is essential for maintaining a cohesive brand message. Increasing social media presence will help engage with the community and create a stronger online footprint, enhancing HCG's visibility and reputation. Conduct health awareness campaigns on a regular basis, rather than only on specific days. Continuous efforts are crucial, especially in educating the public about the dangers of tobacco consumption, which poses a significant health risk. Adopting a strategy that aligns with current trends and updates will ensure that HCG remains competitive and appealing to the target audience. Doctor's Day should celebrate doctors without involving them in event activities. Avoid activities related to doctors' professional instruments to

respect their professional boundaries. Understanding the behaviors and preferences of the doctor community is essential for effective event planning. Incorporate PR elements into campaigns to enhance public relations and extend the reach and impact of events and initiatives.

Avoid using the same approach for all events. Tailor each event to its specific purpose and audience to ensure it remains engaging and effective. Create clear timelines and task management systems for future events or projects. This will help in organizing efforts efficiently and ensuring timely execution.

Introduce more frequent and detailed team meetings to enhance communication and clarify roles. Clear communication is vital for smooth collaboration and effective task distribution. Encourage daily collaboration among team members, utilizing both offline and online modes. This will foster better teamwork, idea exchange, and continuous progress monitoring.

Implementing these suggestions will help HCG Hospitals improve their marketing strategies, enhance internal processes, and achieve better recognition for their multispecialty services.

Signature of the Student:- Noni Choudhary

Approved by the IIHMR University's Mentor