

TRIZONE HEALTHCARE CONSULTANTS



- Trizone Healthcare, founded in 2020 by Akhil Dave and Niraj Upadhyay, offers healthcare consulting and marketing services.
- They emphasize "Knowledge without application is the same as having no knowledge at all."
- Their approach includes: Listen, Analyse, Design, Aim, Review, and Reinvent.



ORGANISATION STRUCTURE



MISSION

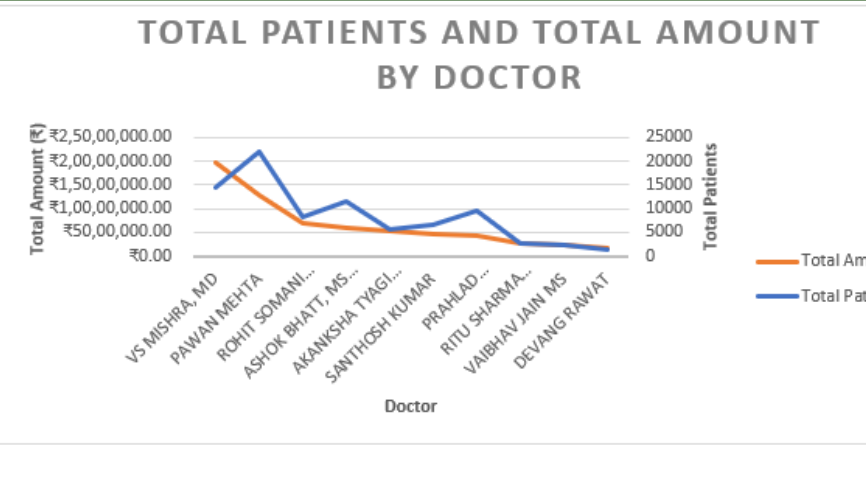
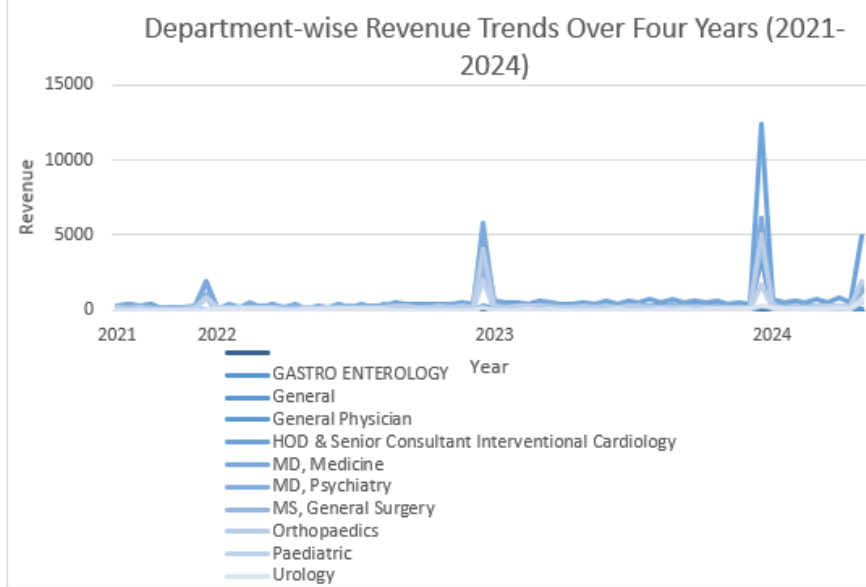
To establish ethical marketing in healthcare, offering innovative solutions to promote providers' brands, services, and expertise, reaching the right audience and driving growth.

VISION

To be the leading healthcare marketing consultancy, transforming businesses with innovative 360-degree solutions that boost brand visibility, drive growth, and turn patients into brand ambassadors.

CLIENT PROJECT

Shree Siddhi Vinayak Multispeciality Hospital (SSVMH) is a leading healthcare institution in Mandsaur, Madhya Pradesh. The hospital is committed to providing high-quality healthcare services that meet international standards. Their mission is to deliver quality healthcare at an affordable cost, ensuring that *"Your health is our mission."*



GRAPH ANALYSIS

TOTAL PATIENTS AND TOTAL AMOUNT BY DOCTOR

- DR. VS MISHRA: HIGHEST REVENUE AND PATIENT COUNT DUE TO HIGH DEMAND.
- DR. PAWAN MEHTA AND DR. ROHIT SOMANI: STRONG PERFORMANCE FROM DIVERSE SERVICES AND PATIENT TRUST.
- DR. ASHOK BHATT AND DR. ANAKSHA TYAGI: MODERATE REVENUE, SPECIALIZED IN HIGH-DEMAND TREATMENTS.
- DR. DEVANG RAWAT AND DR. VAIBHAV JAIN: LOWEST REVENUE, LESS DEMAND OR FEWER SPECIALIZED SERVICES.

DEPARTMENT-WISE REVENUE TRENDS OVER FOUR YEARS

- TOP PERFORMERS: MD MEDICINE, GENERAL PHYSICIAN, INTERVENTIONAL CARDIOLOGY DUE TO HIGH PATIENT VOLUMES.
- NOTABLE DEPARTMENTS: ORTHOPAEDICS, GENERAL SURGERY FOR HIGH-REVENUE TREATMENTS.
- UNDERPERFORMING DEPARTMENTS: GASTROENTEROLOGY, CMO, PULMONOLOGIST WITH LOWER DEMAND.
- SUGGESTION: BOOST MARKETING AND RESOURCES FOR UNDERPERFORMING DEPARTMENTS WHILE MAINTAINING HIGH-REVENUE AREAS.

Strengths

- Comprehensive range of services.
- Strong local brand presence.
- Modern infrastructure and advanced diagnostics.

Weaknesses

- Inconsistent social media presence.
- Limited online engagement and awareness campaigns.

Threats

- Launch regular social media updates and awareness campaigns.
- Expand digital footprint through consistent content and engagement.

Opportunities

- Increasing competition from other local hospitals.
- Fluctuating patient numbers due to seasonal variations.



USEFULNESS OF INTERNSHIP

- Provided invaluable practical experience, bridging the gap between theoretical knowledge and real-world application.
- Enhanced skills in healthcare consulting, digital marketing, and operational management.
- Prepared for future professional challenges with hands-on project management experience.
- Offered insights into the intricacies of healthcare marketing and patient engagement.
- Fostered professional growth and understanding of industry standards and best practices.

ACTIVITIES DONE

- Orientation, branding sessions, and team introductions.
- Preliminary and in-depth research on the digital footprint.
- Analysed website performance and social media engagement.
- Developed and refined marketing strategies.
- Revenue analysis by medical professionals and specialties.
- Identified top performers and growth opportunities.
- Assessed seasonal revenue variations.
- Proposed revenue optimization strategies.

LEARNING AND VALUE ADDITIONS

- Practical exposure provided a deeper understanding of applying theoretical concepts to real-world scenarios.
- Hands-on tasks highlighted the gap between theoretical knowledge and practical implementation.
- The internship experience emphasized the importance of adaptability and real-time decision-making.



CHALLENGES FACED DURING INTERNSHIP

- Limited access to real-time data due to organizational policies.
- Adapting to the organizational culture and workflow.
- Balancing multiple projects and meeting tight deadlines.
- Engaging and interacting with a diverse patient and client base.
- Managing inconsistencies in social media content and engagement.

LEARNINGS DURING INTERNSHIP

This internship provided invaluable practical experience, allowing me to apply theoretical knowledge in real-world settings. It enhanced my skills in healthcare consulting, digital marketing, and operational management, preparing me for future professional challenges. The hands-on experience and the opportunity to work on live projects were crucial in understanding the intricacies of healthcare management.