

SUMMER INTERNSHIP PROGRAM

At



Trizone Healthcare Consultants

From 06 May 2024 to 06 July 2024

A REPORT BY

Manvi Munshiram Rana

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Rahul Sharma





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Manvi Rana**, a student from IIHMR University, Jaipur; MBA Pharmaceutical Management Batch 2023-25, has completed her internship programme 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**

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IIHMR University Faculty Mentor Approval

This is to certify that **Ms. MANVI RANA** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held during May-June 2024.

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

Date: 22/07/24

A handwritten signature in blue ink, appearing to read 'Rahul Sharma', positioned above the printed name.

Mr. Rahul Sharma

Assistant Professor

IIHMR University Jaipur

TRIZONE HEALTHCARE CONSULTANTS

KNOWING IS
KNOWING
DOING IS
DOING

- 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

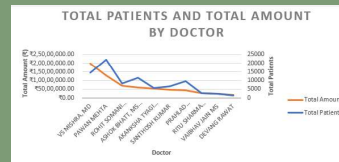
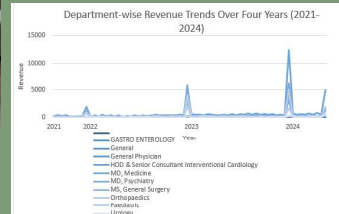
To establish ethical marketing in healthcare, offering innovative solutions to promote providers' brands, services, and expertise, reaching the right audience and driving growth.

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 Mandasaur, 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."*



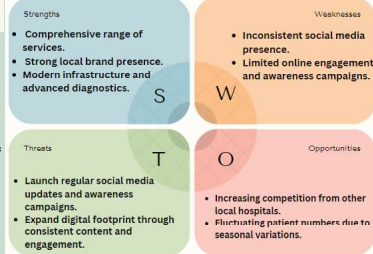
GRAPH ANALYSIS

TOTAL PATIENTS AND TOTAL AMOUNT BY DOCTOR

- DR. V. M. MEHRA: HIGHEST REVENUE AND PATIENT COUNT DUE TO HIGH DEMAND
- DR. PAVAN MEHTA AND DR. ROHIT KUMAR: STRONG PERFORMANCE FROM DIVERSE SERVICES AND PATIENT TRUST
- DR. JASHOT BHATT AND DR. ARANESHA TIAGI: MODERATE REVENUE, SPECIALIZED IN HIGH-DEMAND TREATMENTS
- DR. DEEPA KAWAT AND DR. VAIKUNTH 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, CMD, PULMONOLOGIST WITH LOWER DEMAND
- SUGGESTION: BOOST MARKETING AND RESOURCES FOR UNDERPERFORMING DEPARTMENTS WHILE MAINTAINING HIGH-REVENUE AREAS



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.

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.

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.

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.

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Manvi Rana

Roll no:0527

Stream: PM 15

Week no: Week-1

From: May 6th, 2024 **to:** May 11th, 2024

Activity Done	Day 1: Orientation and introduction to company protocols and team members by Akhil Dave Sir. Day 2: Participated in a branding session led by Mr. Niraj exploring the significance of branding strategies. Day 3: Received assignment of a client project and initiated preliminary research. Day 4: Discussed client project details with mentor and received guidance on research directions. Day 5: Conducted in-depth research on the client company's digital footprint. Day 6: Refined marketing strategy based on insights and feedback collaborated with the team on implementation plans.
Linking theory (Classroom learning) with practice at your organisation	- Applied branding strategies learned in class during the branding session. - Utilized research methodologies from coursework to conduct in-depth research on the client's digital footprint.
Gaps identified on the working area.	- Lack of regular information on social media. - Inactive YouTube channel with no videos shared in the last two years. - Instagram posts limited to Jayantis and some occasions. - No awareness about diseases and treatment on social media. - Zero surgery count.
Suggestions for improvement	- Increase social media activity by posting regular updates and informational content. - Revive the YouTube channel with regular uploads. - Diversify Instagram content to include health awareness posts. - Improve patient engagement by addressing their concerns on social media.

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Manvi Rana

Roll no:0527

Stream: PM 15

Week no: Week-2

From: May 13th, 2024 **to:** May 18th, 2024

Activity Done	- Managed social media accounts for Siddhi Vinayak Hospital. - Conducted competitor analysis and identified top hospitals in the region. - Analysed digital presence of competitors and noted best practices.
Linking theory (Classroom learning) with practice at your organisation	- Applied knowledge of digital marketing and social media management. - Used competitor analysis techniques learned in class to analyze other hospitals.
Gaps identified on the working area.	- Insufficient patient awareness about hospital services. - Low social media engagement and visibility.
Suggestions for improvement	- Enhance online presence with targeted social media campaigns. - Implement patient education programs through digital platforms.
Plan for the next week	- Design and schedule a series of educational posts for social media. - Develop a patient feedback mechanism to improve services.

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Manvi Rana

Roll no:0527

Stream: PM 15

Week no: Week-3

From: 20th May,2024 to 25th May,2024

Activity Done	• Generated revenue analysis report for the hospital's IPD (In-Patient Department). • Identified trends in revenue generation among different specialties and doctors. • Conducted correlation analysis between patient volume and revenue.
Linking theory (Classroom learning) with practice at your organisation	• Utilized financial analysis skills to assess revenue data. • Applied statistical methods learned in class for correlation analysis.
Gaps identified on the working area.	• I have found no significant gaps so far, considering our recent integration into the firm.
Suggestions for improvement	• Develop targeted strategies to enhance revenue in underperforming departments. • Implement continuous monitoring and adjustment of strategies based on performance data.

Plan for the next week	• Prepare a detailed report on the findings and suggest actionable strategies. • Start implementing the suggested strategies for improvement.
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Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Manvi Rana

Roll no:0527

Stream: PM 15

Week no: Week-4

From: 27th May,2024 to 1st June,2024

Activity Done	• Completed a comprehensive revenue analysis report for the hospital's OPD (Out-Patient Department). • Compared revenue from OPD services and investigations. • Analysed service utilization patterns across departments and doctors.
Linking theory (Classroom learning) with practice at your organisation	• Applied healthcare management theories to analyze OPD services. • Used statistical tools for comparing and contrasting revenue data.
Gaps identified on the working area.	• Imbalanced service offerings leading to underutilization of certain services. • Inefficiencies in patient flow management.
Suggestions for improvement	• Optimize service offerings to ensure balanced utilization. • Implement process improvements to streamline patient flow.
Plan for the next week	• Develop a strategic plan to address the identified gaps. • Start working on process improvements in collaboration with the team.

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Manvi Rana

Roll no:0527

Stream: PM 15

Week no: Week-5

From: 3rd June,2024 to 8th June,2024

Activity Done	- Developed a social media strategy for SSVMS Hospital. - Created a content plan for YouTube, focusing on health education and patient engagement.
Linking theory (Classroom learning) with practice at your organisation	- Utilized digital marketing strategies from coursework. - Applied content creation techniques learned in class to develop engaging YouTube videos.
Gaps identified on the working area.	Lack of engaging content on social media platforms. Ineffective use of YouTube for patient education.
Suggestions for improvement	Increase the frequency of educational content on social media. Develop a series of informative videos for YouTube.
Plan for the next week	Begin producing the first set of YouTube videos. Schedule social media posts based on the content plan.

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Manvi Rana

Roll no:0527

Stream: PM 15

Week no: Week-6

From: 10th June,2024 to 15th June,2024

Activity Done	Executed the social media content plan for SSVMS Hospital.
	Engaged with followers through interactive posts and live sessions.
Linking theory (Classroom learning) with practice at your organisation	Implemented social media engagement techniques learned in class. Applied interactive content creation skills to boost engagement.
Gaps identified on the working area.	Inconsistent engagement with followers. Lack of interactive content to drive engagement.
Suggestions for improvement	Maintain a consistent engagement schedule. Increase the use of interactive content such as polls and Q&A sessions.
Plan for the next week	Monitor and analyze engagement metrics. Adjust the content strategy based on the analysis.

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Manvi Rana

Roll no:0527

Stream: PM 15

Week no: Week-7

From: 17th June,2024 to 22th June,2024

Activity Done	Developed content ideas for Elegance Clinic's social media platforms.
	Focused on gynecomastia awareness and patient education.
Linking theory (Classroom learning) with practice at your organisation	Utilized content marketing strategies from coursework. Applied knowledge of patient education to create informative content.
Gaps identified on the working area.	Lack of awareness about gynecomastia treatments. Insufficient educational content on social media.
Suggestions for improvement	Increase educational posts about gynecomastia. Use patient stories to highlight the benefits of treatment.
Plan for the next week	Start producing and scheduling the new content. Engage with followers to gather feedback and adjust strategies.

Name of the Organisation: Trizone Healthcare Consultants

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

Name of the Student: Manvi Rana

Roll no:0527

Stream: PM 15

Week no: Week-8

From: 1st July,2024 to 4th July,2024

Activity Done	Social Media execution for AHMP India foundation, attended Event organized by AHMP at Saifee Hospital, Mumbai on healthcare Marketing. We also Volunteered there on registration desk and Social Media team. A case study was given in a group of 7 for which we had to prepare a marketing strategy for a negative review. And we won. Elegance Clinic awareness strategy made and the project have been closed.
Linking theory (Classroom learning) with practice at your organisation	Application: • Utilized market research and data analysis to identify pain points effectively. • Designed surveys, collected data, analysed results, and reported findings comprehensively. • Applied strategic management and content creation skills. • Ensured content was aligned with the brand's message and facilitated user-friendly navigation. • Leveraged marketing principles, specifically in social media marketing. • Planned and scheduled content aligning with target audience preferences and company's marketing objectives. • Applied communication and consulting skills. • Utilized problem-solving techniques and strategic thinking to propose tailored solutions to client needs. Impact: • Increased brand recognition. • Enhanced patient footfall. • Boosted revenues for clinics, Multispeciality hospitals, and nursing homes. Learning: website development, Pricing strategy, Data collection in research. Future Implications: In case I want to make career in digital and social media marketing.
Gaps identified on the working area.	People, especially doctors, small clinic owners, practitioners, hospital owner apparently have less knowledge about ethical

	healthcare marketing or even if they do, they do not have enough budget to successfully carry out their marketing operations.
Suggestions for improvement	No suggestions as of now.
Plan for the next week	End of internship period

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Acknowledgment

I want to sincerely thank the management of **Trizone Healthcare Consultants, Vadodara**, for providing me with this wonderful chance to work as an intern for the summer. I would want to express my gratitude to **Mr. Akhil Dave**, my organizational mentor, for giving me this chance to train at **Trizone Healthcare Consultants**. I could not have finished this project without his guidance and assistance. I want to express my gratitude to **Rahul Sharma**, sir, my university mentor, for his leadership and unwavering support during the internship. In addition, I want to express my gratitude to the **Placement Committee** and **Mr. Vinod Tejwani** sir for providing me with this chance and setting me on the correct course. I learned a great deal about the project in a variety of areas throughout the internship, and it would be helpful in my professional career.

Manvi Munshiram Rana

About the Organisation

Trizone Healthcare Consultants, a Vadodara-based leader in healthcare marketing, empowers providers with innovative solutions. They aim to revolutionize the industry through ethical and effective strategies, building strong brands and driving sustainable growth. Their vision? To be the go-to partner for healthcare organizations across India, recognized for excellence and a client-centric approach.

Trizone offers a comprehensive suite of services: strategy consulting, marketing, branding, advertising, and digital expertise (website development, SEO, social media). They craft robust marketing plans, develop brand identities, and execute impactful advertising campaigns. Additionally, their digital services ensure a strong online presence, and content creation bolsters marketing initiatives.

Trizone boasts a portfolio of satisfied clients, including renowned hospitals, clinics, and healthcare providers like HCG Multi Specialty Hospitals, Dr. Vaidya's Laboratory, and Elegance Clinic. They've helped these clients enhance brand image, increase patient engagement, and achieve significant market growth. Trizone's impactful work includes marketing campaigns, brand overhauls, and user-friendly websites that drive patient interaction and satisfaction.

Their approach is structured and client-focused. Trizone starts by understanding each client's needs, conducting thorough research, and designing tailored strategies. They then implement campaigns across platforms, monitor results, and make adjustments. Trizone prioritizes continuous innovation and staying updated on healthcare marketing trends to deliver the best possible outcomes – ensuring each project aligns with client goals and delivers measurable success.

Mission and Vision

Mission:

To establish ethical and right marketing practices in the healthcare industry and to be the trusted partner for healthcare providers by providing comprehensive and innovative marketing solutions, promoting their brand, services, and expertise to reach the right audience and drive growth.

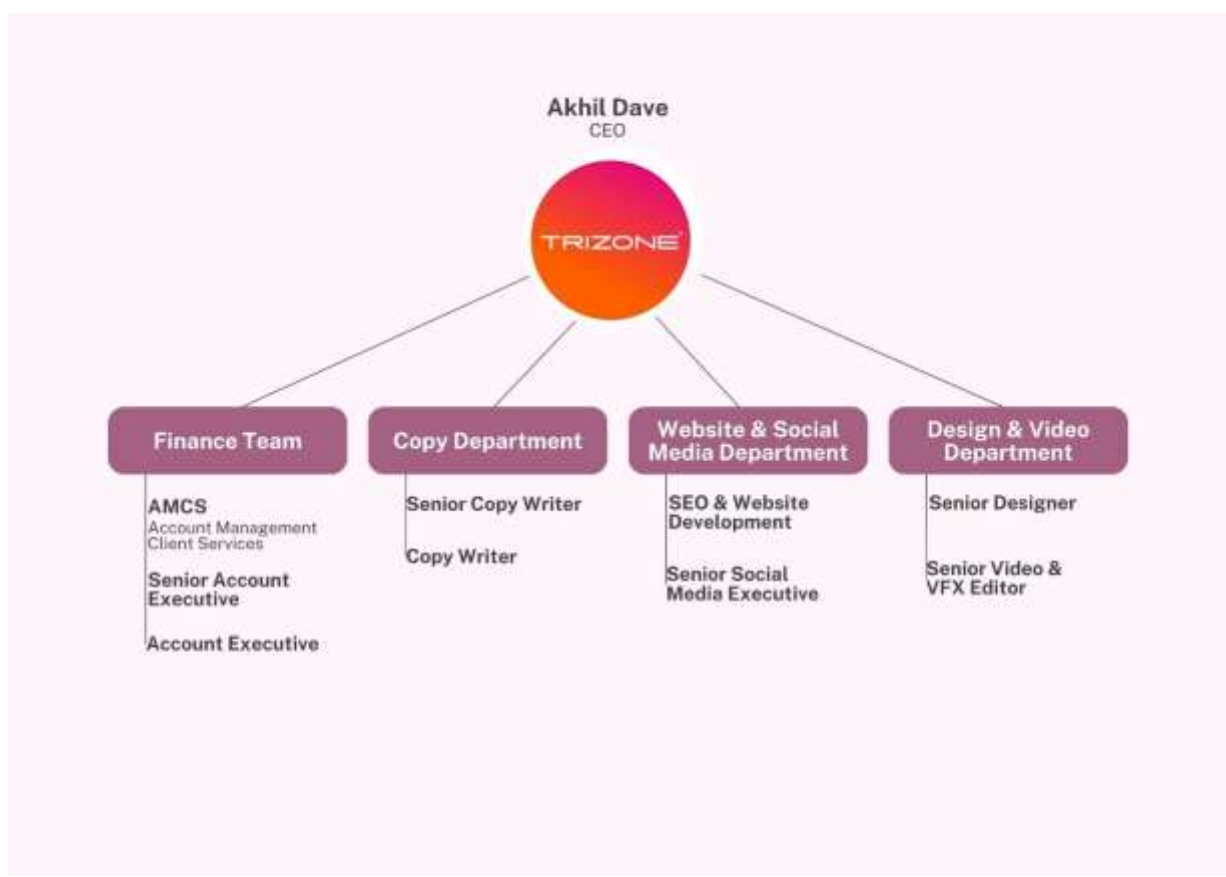
Vision:

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 their clients.

Organisation Structure

Trizone Healthcare is structured into various divisions, each specializing in different aspects of healthcare marketing and consulting:

- **Branding and Advertising:** Handles brand identity design, print and electronic media advertising, and online advertising.
- **Content Development:** Focuses on creating SEO-based content, social media content, and website content.
- **Digital Marketing:** Includes services like search engine marketing, website optimization, and social media marketing.
- **Website Development:** Manages responsive website development, UI/UX design, and performance management.
- **Training and Development:** Provides training programs and workshops to enhance healthcare marketing skills.
- **Events and Conferences:** Organizes and manages healthcare-related events and conferences.



Shree Siddhivinayak Multispeciality Hospital

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."

Key Features:

- **State-of-the-art Facilities:** SSVMH boasts modern infrastructure and facilities, including advanced diagnostic and imaging services like 3D ultrasound and mobile X-ray.
- **Comprehensive Healthcare Services:** The hospital offers a wide range of medical and surgical specialties under one roof. This includes departments such as cardiology, orthopaedics, general surgery, general medicine, paediatrics, dermatology, and obstetrics & gynaecology.
- **Emergency and Critical Care:** The hospital's emergency and critical care unit is equipped to handle over 5000+ adult and paediatric emergencies annually, following international protocols for acute care management.
- **Vision and Mission:** Their vision is to excel in healthcare, education, and research for the benefit of humanity. The mission emphasizes providing compassionate, high-quality care, and ensuring the safety and comfort of patients and their families.
- **Professional Team:** The hospital is staffed with highly qualified doctors, paramedics, and administrative personnel. They also have a dedicated team of volunteers who support the hospital's operations.

ACTIVITY DONE

Activity 1: Social Media Strategy for Shree Siddhi Vinayak Multispeciality Hospital

Objective: To boost the hospital's online presence and engage more effectively with the community through strategic social media activities.

Methodology:

- **Platform Focus:** We concentrated on key social media platforms like Instagram, YouTube, and Facebook to reach a broad audience.
- **Content Creation:** We developed engaging and informative content for each platform, including health tips, patient testimonials, and awareness posts.
- **Scheduling:** We put together a detailed social media calendar, planning specific posts for each day to ensure a consistent and relevant online presence.

Shree Siddhi Vinayak Multispeciality Hospital

Objective: To create a strong online presence and effectively engage with the community on social media.

Methodology:

- **Instagram Setup:** We optimized the Instagram account, sharing regular updates, health tips, and glimpses of hospital activities.
- **YouTube Channel:** We uploaded informative videos and patient stories to the hospital's YouTube channel to educate and engage viewers.
- **Facebook Updates:** We kept the Facebook page active with posts about the hospital's services, achievements, and health awareness campaigns.

Competitors and Market Positioning:

- **Competitors:** We identified key competitors like Pamnani (reliable and trustworthy) and R.K. Hospital (specializing in joint treatment and child delivery).
- **About Siddhi Vinayak Hospital:**
 - **Specialties:** Cardiology, Gynaecology, Obstetrics, Paediatrics, General Medicine.
 - **Capacity:** 50 beds in total, including 7 ICU beds.
 - **Reputation:** Recognized among the top hospitals in Mandsaur, with highly reputed doctors.

Identified Gaps and Areas for Improvement:

- **Current Gaps:**
 1. Infrequent updates on social media.
 2. No new videos on YouTube for the past two years.
 3. Instagram posts only on special occasions.
 4. Lack of information about diseases and treatments.
 5. Low social media awareness about the hospital.
 6. No surgeries recorded recently.

Improvement Suggestions:

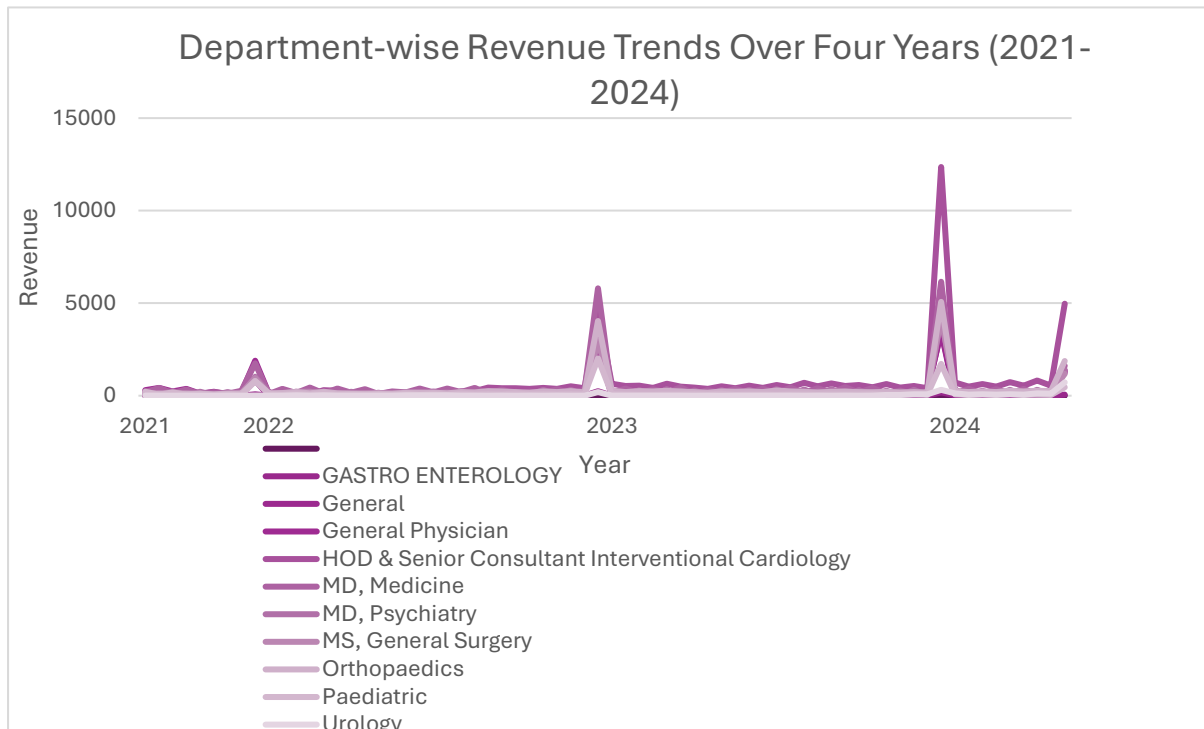
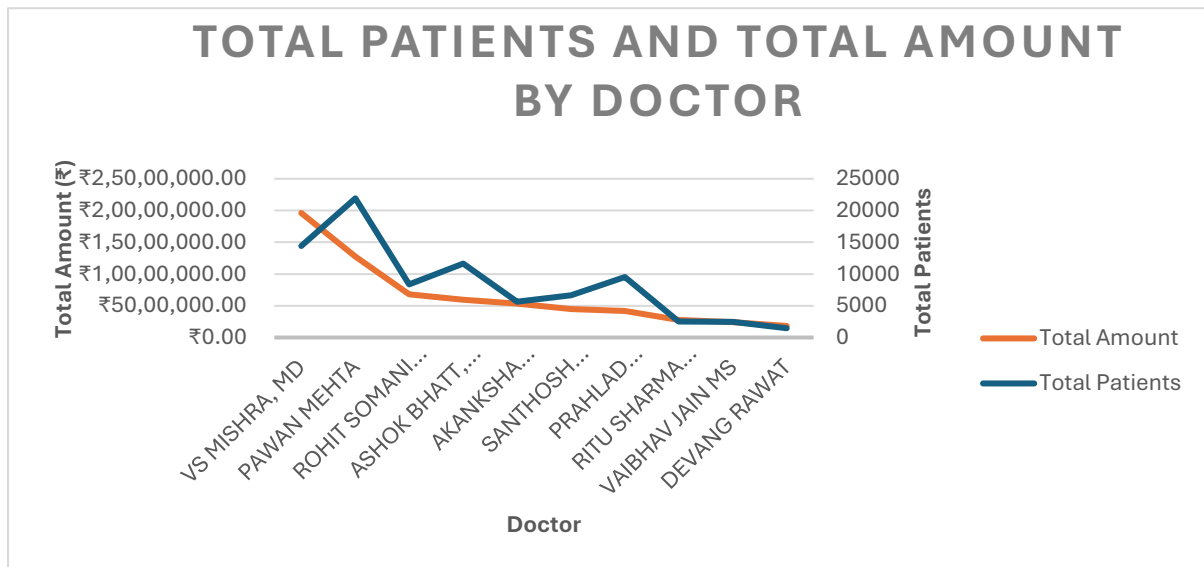
- **Social Media Activity:** Increase the frequency of informative posts and patient stories to build engagement.
- **Video Content:** Regularly upload educational and update videos on YouTube.
- **Staff Training:** Address customer complaints about staff behavior through professionalism and customer service training.
- **Operational Efficiency:** Improve management practices to reduce wait times and enhance patient experience.
- **Ethical Practices:** Ensure ethical behavior from all staff members, addressing issues like inappropriate behavior by pharmacy attendants.

Activity 2: Revenue Analysis Report

Objective: To analyze and report the revenue generated by each medical professional, identify trends in patient volume and revenue, and find areas for improvement.

Methodology:

- **Data Collection:** Gathered revenue and patient data for each doctor and department.
- **Trend Analysis:** Analysed revenue trends for each doctor and department



- **Comparative Analysis:** Compared performance across different specialties and identified top performers and growth opportunities.

Key Insights:

- **Top Performers:** Identified doctors with high revenue and efficient performance.
- **Seasonal Trends:** Highlighted peak and off-peak revenue months.
- **Departmental Performance:** Analysed revenue contribution by different departments and specialties.

Activity 3: Strategic Health Campaigns

Objective: To plan and execute health campaigns and events to increase patient engagement and promote health awareness.

Methodology:

- **Event Calendar:** Developed a calendar of health-related events and activities for June 2024.
- **Campaign Execution:** Coordinated with doctors and departments to host events such as free health check-ups, educational seminars, and awareness workshops.
- **Patient Engagement:** Promoted events through social media and in-hospital advertisements to maximize participation.

Elegance Clinic (SURAT)

Elegance Clinic is a premier cosmetic and plastic surgery centre located in Surat, Gujarat. The clinic is renowned for offering a comprehensive range of cosmetic and plastic surgery treatments, all under one roof. It is the realization of Dr. Ashutosh Shah's vision, an eminent plastic and cosmetic surgeon who has been practicing since 2004. Dr. Shah has extensive experience and expertise, having performed over 5000 breast surgeries and numerous other cosmetic procedures.

Key Features:

- **Wide Range of Services:** The clinic provides various treatments, including breast surgery, hair transplant, gynecomastia surgery, face makeovers, liposuction, rhinoplasty, and aesthetic genital surgeries. This ensures that patients can access all their cosmetic needs in one place.
- **Experienced Leadership:** Dr. Ashutosh Shah, the founder of Elegance Clinic, is a board-certified plastic surgeon with over 20 years of experience. He is recognized for his expertise in cosmetic and reconstructive surgery and is committed to providing high-quality care tailored to each patient's needs.
- **Patient-Centric Approach:** The clinic emphasizes personalized care, ensuring that each patient receives the best possible treatment and support throughout their cosmetic journey. This includes comprehensive consultations, detailed explanations of procedures, and meticulous post-operative care.

HMS Consultants

HMS Consultants is a leading healthcare marketing consultancy firm, dedicated to providing comprehensive marketing solutions to healthcare providers. With over 20 years of experience, HMS Consultants specializes in enhancing brand visibility, optimizing patient engagement, and boosting revenue for healthcare businesses.

Key Services:

- **Healthcare Marketing Strategy Development:** Tailored marketing strategies to achieve specific goals.
- **Hospital Branding and Reputation Management:** Enhancing brand presence and managing reputations.
- **Digital Marketing:** Comprehensive digital marketing strategies including social media, advertising, and content development.
- **Data and Analytics:** Data-driven strategies for performance tracking and strategic decision-making.

Unique Approach:

- **Integrated Marketing Strategies:** Combining traditional and modern marketing techniques.
- **Prescription-Based Services:** Specific, actionable, and result-oriented solutions.
- **No Long-Term Commitment:** Clients can experience results with no long-term contracts.

Learning And Value Additions

1. Difference between Practical Exposure at SIP Organisation and Theoretical Understanding from IIHMR University

- 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.

2. 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.

3. 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.

4. 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.

SWOT ANALYSIS

Category	Shree Siddhi Vinayak Multispecialty Hospital	Elegance Clinic	HMS Consultants
Strengths	○ Comprehensive range of services ○ Strong local brand presence ○ Modern infrastructure and advanced diagnostics	○ Wide range of cosmetic and plastic surgery treatments ○ Experienced leadership with Dr. Ashutosh Shah ○ Personalized patient care approach	○ Over 20 years of healthcare marketing experience ○ Tailored marketing strategies ○ Comprehensive service offerings
Weaknesses	○ Inconsistent social media presence ○ Limited online engagement and awareness campaigns	○ Limited engagement and content on YouTube ○ Inconsistent video updates and social media content diversity	○ Limited visual content on the website ○ Need for more engaging event coverage on social media
Opportunities	○ Launch regular social media updates and awareness campaigns ○ Expand digital footprint through consistent content and engagement	○ Increase YouTube and social media engagement with diverse content ○ Raise awareness about specific conditions like gynecomastia	○ Enhance visual content for the website ○ Improve event coverage with live streaming and interactive posts
Threats	○ Increasing competition from other local hospitals ○ Fluctuating patient numbers due to seasonal variations	○ Maintaining consistent content updates amid growing competition ○ Engaging a diverse audience on multiple platforms	○ Rapid changes in digital marketing trends ○ Meeting high expectations of diverse healthcare clients

Compiled Report

Name of the Organisation: Trizone Healthcare Consultants and HMS Consultants

Area/ Department/ Project of Summer Internship Program: Marketing Department for Shree Siddhivinayak Multispeciality Hospital, HMS Consultants, Elegance Clinic

Name of the Student: Manvi Munshi Ram Rana

Roll no:0527

Stream: Pharmaceutical MBA

Activities Done

- Orientation and introduction to company protocols and team members by Akhil Dave Sir.
- Participated in a branding session led by Mr. Niraj exploring the significance of branding strategies.
- Received assignment of a client project and initiated preliminary research.
- Discussed client project details with mentor and received guidance on research directions.

Shree Siddhi Vinayak Multispecialty Hospital:

- Conducted in-depth research on digital footprint and website performance.
- Analysed social media engagement and geographic reach.
- Compiled and analysed data to identify trends and areas for improvement.
- Refined marketing strategy based on insights.
- Conducted a revenue analysis report for IPD and prepared department-wise and doctor-wise revenue reports.
- Developed social media strategies, focusing on YouTube, and created an overview for SSVMSH Hospital's channel.

Elegance Clinic:

- Created content ideas and detailed plans for social media platforms.
- Focused on topics like gynecomastia awareness for Instagram, YouTube, Facebook, and LinkedIn.
- Developed content plans for themes like "Plastic Surgeon Reacts" and "Low to High Confidence Journey."

HMS Consultants:

- Selected images for the website and created reels for an event organized by AHMP India Foundation.
- Attended the event and documented activities for social media.

Linking Theory (Classroom Learning) with Practice at Your Organization

Shree Siddhi Vinayak Multispecialty Hospital:

- Applied strategic management and digital marketing concepts to real-world scenarios.
- Used competitive analysis techniques to evaluate hospital performance.
- Applied financial analysis and healthcare management theories to assess revenue and performance metrics.
- Developed social media strategies and YouTube content based on classroom learning.

Elegance Clinic:

- Implemented content marketing and social media strategies.
- Used storytelling techniques and healthcare marketing theories to create awareness campaigns.

HMS Consultants:

- Applied visual marketing theories for website image selection.
- Used event marketing strategies to create engaging social media content.

Gaps Identified on the Working Area

Shree Siddhi Vinayak Multispecialty Hospital:

- Inconsistent social media presence and limited online engagement.
- No regular updates or video content on social media.
- Variability in doctor performance and revenue, and fluctuating patient numbers due to seasonal variations.

Elegance Clinic:

- Limited engagement and inconsistent content updates on YouTube and other social media platforms.
- Lack of diverse content and awareness campaigns, particularly about gynecomastia.

HMS Consultants:

- Limited visual content for the website and need for more engaging event coverage on social media.

Suggestions for Improvement

Shree Siddhi Vinayak Multispecialty Hospital:

- Implement a consistent posting schedule and diversify content.

- Increase interaction with followers and develop a content calendar.
- Revitalize YouTube with regular uploads and diversify Instagram content.
- Launch awareness campaigns and implement performance reviews for doctors.
- Develop targeted marketing campaigns for off-peak seasons.

Elegance Clinic:

- Increase YouTube engagement with diverse and frequent content.
- Establish a regular video production schedule.
- Create a diverse range of content for social media and engage with followers.
- Launch awareness campaigns and develop a content strategy with scheduling tools.

HMS Consultants:

- Enhance the website with professional photography and videography.
- Improve event coverage with live streaming, real-time updates, and interactive posts.
Assign dedicated social media managers and use hashtags to encourage participation.

Signature of the Student

Approved by the IIHMR University's Mentor

Conclusion

My internship at Trizone Healthcare Consultants and HMS Consultants was an invaluable experience that combined practical challenges with theoretical knowledge. Working on healthcare marketing, digital footprint analysis, and patient engagement projects honed my professional skills and provided a comprehensive understanding of the industry.

At Shree Siddhi Vinayak Multispecialty Hospital, I conducted research on digital presence and social media engagement, created revenue analysis reports, and developed social media strategies. At Elegance Clinic, I crafted content ideas for social media, focusing on awareness topics like gynecomastia. For HMS Consultants, I selected images for the website and created social media content for events.

Despite challenges like limited data access and tight deadlines, I learned to be resourceful and manage time effectively. This hands-on experience bridged the gap between academic learning and real-world application, deepening my understanding of healthcare marketing and operational efficiencies.

Overall, this internship significantly enhanced my skills and prepared me for a future in the healthcare industry.