

SUMMER INTERNSHIP PROGRAMME
AT
TRIZONE HEALTHCARE CONSULTANTS



From May 06,2024 to July 05,2024

A REPORT BY

Jainam Kothari

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 **Jalnam Kothari**, 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. JAINAM KOTHARI** 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: 19/07/2024.

A handwritten signature in blue ink, appearing to read 'Rahul Sharma', written over a horizontal line.

Mr. Rahul Sharma

Assistant Professor

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.

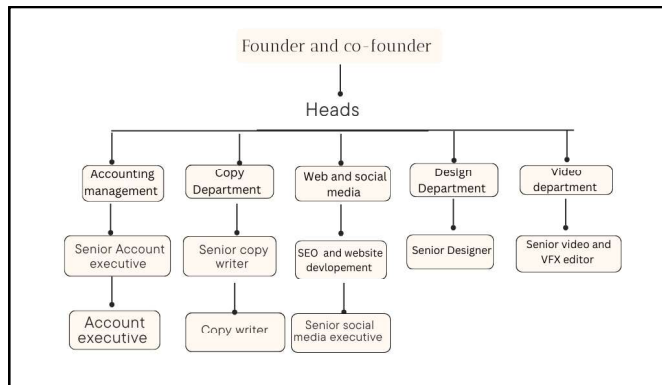
Vision

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 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.

Organisational Structure

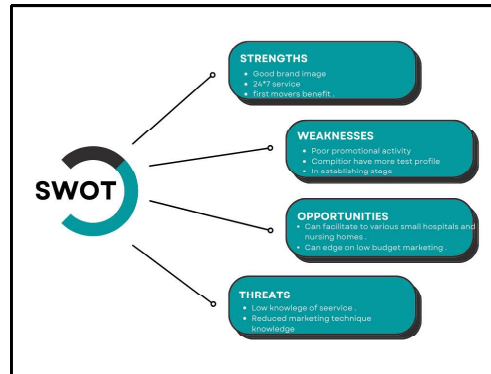


A concise overview of my project

- Conducted a secondary market research for the firm examining market demands and problems such as budget issues , most preferred methods of marketing etc.
- Performed a survey to analyze and find the target audience and their pressing issues .
- Based on the research findings planned out the marketing campaign for the firm on the most pressing issues .
- utilized the insights to plan out various marketing content such as social media posts and website blogs .
- the project aimed for establishing rudimentary elements for the firm such as website , social media presence and building brand awareness and also developing a marketing campaign for the same .

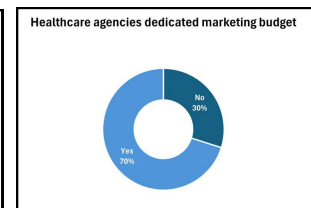
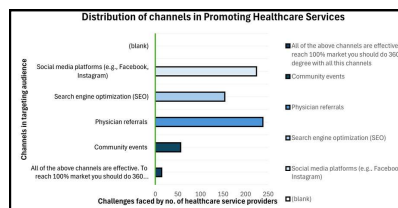
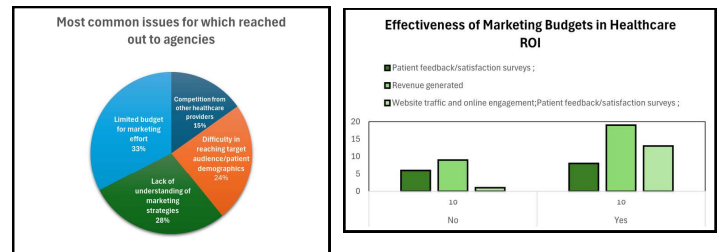
Learnings and outcomes

Swot Analysis



HMS
HEALTHCARE MARKETING STRATEGY

Learnings and outcomes



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 conten

Theoretical knowledge and practical eexposure

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

Acknowledgement

I would like to extend my heartfelt gratitude to everyone who made my internship experience at Trizone Healthcare Consultants enriching and memorable.

First and foremost, I would I like to thank Trizone healthcare consultants for making mu internship a great learning experience. I would like to extend my gratitude to the founders Mr. Akhil Dave die and Mr. Neeraj Upadhyay sir for continuous support and guidance in marketing consulting and in developing both my technical and personal skills.

I would like to thank the amazing team at Trizone healthcare consultants for their continuous support and help by them to empower my technical and personal growth.

I would also like to thank IIHMR University for granting me this opportunity to develop myself and gain invaluable experience. I would like to extend my thanks to the placement cell, IIHMR University for bringing in this opportunity for a great practical experience and exposure to develop skills and vision.

I would like to thank my mentor Rahul Sharma sir for constant support and advice to make the most of the opportunity and guidance.

Finally, I am grateful to my friends, family and all the ones who supported me throughout this internship and helped in my development.

Jainam Kothari

Index

Sno.	Title.	Page no.
1.	About the organization	7
2.	Organizational Structure	8
3.	HMS Consultants	9
4.	Learnings and value addition	10
5.	Compiled report	12
6.	Conclusion	13

About the organization

More than just a marketing agency, Trizone is a team of passionate healthcare marketing experts dedicated to empowering hospitals, clinics, and other providers to achieve lasting success.

Founded on the belief that strong brands build strong practices, the founders and co-founder, Mr. Akhil Dave and Mr. Neeraj Upadhayay, Trizone goes beyond cookie-cutter marketing tactics. They delve deep, understanding your unique goals and challenges within the competitive healthcare landscape. Their team, with its keen grasp of ethical medical marketing and the ever-evolving healthcare industry, crafts personalized strategies designed to not just attract patients but foster genuine loyalty. Imagine your patients becoming enthusiastic advocates for your practice, spreading the word about your exceptional care – that's the power of a Trizone strategy.

From crafting a clear and compelling brand identity that resonates with your target audience to meticulously implementing data-driven marketing campaigns across the digital and traditional landscape, Trizone ensures your message reaches the right people, at the right time. They are your partners in growth, dedicated to helping you achieve your vision and build a thriving healthcare practice in Vadodara.

Believing in the philosophy of “knowing is knowing, doing is doing”, they believe in not only ideas thought but how they are executed. This brings more of the statistical approach than just theoretical approach.

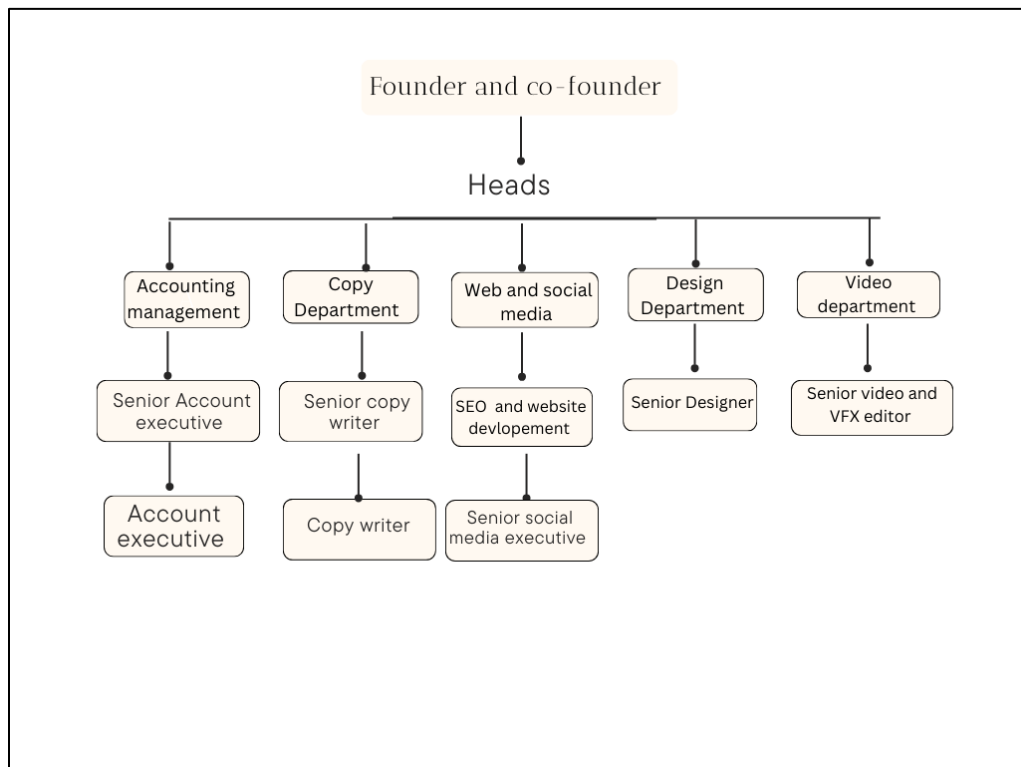
VISION - To be the leading healthcare marketing consultancy firm, transforming healthcare businesses through innovative and effective 360-degree marketing solutions that increase brand visibility, drive growth, engagement and turn patients into brand ambassadors for our clients.

MISSION - To 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.

Organizational structure

Trizone has various divisions which specialize in different criteria of business building, marketing, branding and promotions .

- Accounting Management
Senior accounting executive
Account executive
- Copy-right department
Senior copy-right writer
Copy writer
- Web and digital media head
SEO and digital advertising
Social media executive
- Design head
Senior designer
- Videography head
Video and VFX executive



HMS consultants

HMS consultants is a innovative firm in the post incubation stage aiming to help the healthcare entities with marketing branding and promotion of their services and increase foot fall. They offer various services customized for healthcare service providers with a lower budget for marketing and branding but still want to enhance their brand recognition.

HMS provides various services such as:

- Healthcare marketing strategy
- Hospital marketing audit
- Medical practice growth
- Patient engagement content development
- WhatsApp for patient engagement
- Digital marketing strategy development
- Reputation management
- Patient engagement strategies
- Hospital branding strategy
- Training and workshops
- Advertising and media planning
- Healthcare website development
- Healthcare data analytics and reporting
- Consulting services
- Market research and analysis.



HMS has a 7-step consulting process which enables them to understand the concerns and root cause of that in a very detailed process.

1. Listen
2. Research
3. Analyze
4. Test
5. Evaluate
6. Refine

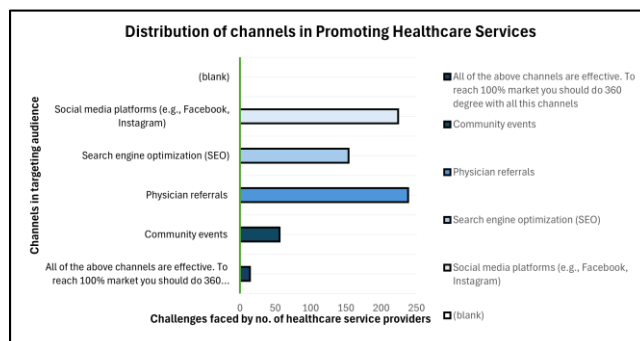
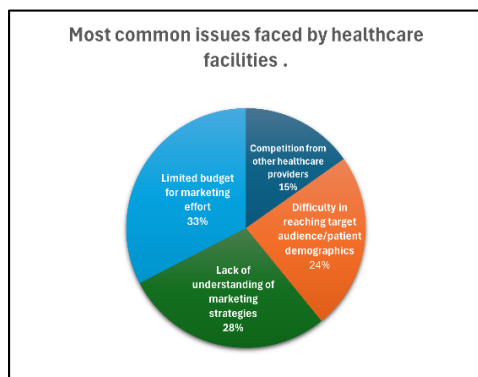
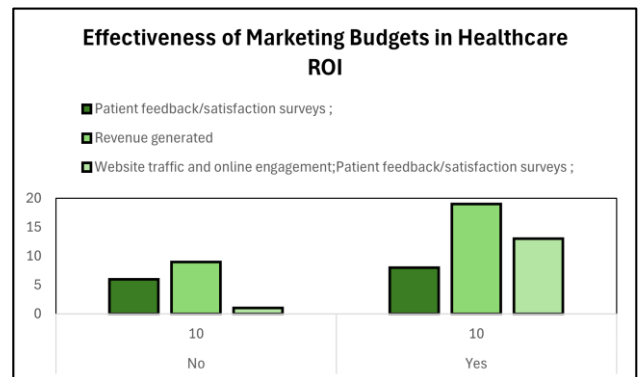
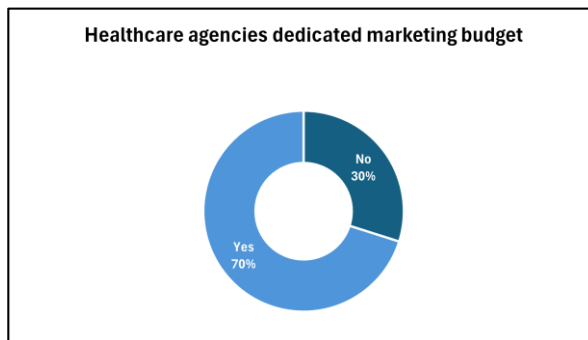
This process implies a complete cycle process which involves a trial-and-error process and hence aims to continuous improvements of the client's firm.

Learnings and value addition

This was a great opportunity to gain hands on experience for various things and apply the classroom learning in real time tasks.

- Audience identification and engagement: Identifying and engaging with the actual target audience for various products.; Identifying the target audience through different social media accounts and research.
- Data storytelling: Gaining ability to derive meaningful insights from the data collected and dashboards made.
- Content creation: Creating brand specific content that delivers the brand values and ideology; Creating a detailed social media post calendar to optimize the SEO throughout social media platforms.
- Technical skills: Enhanced proficiency in using tools such as Power BI, MS Office and SQL; increased experience in social media engagement and SEO Optimization.
- Professional Skills: Improved brainstorming skills and developed more and better perspectives for different cases.

The following charts depict the results outcomes of the survey conducted. These charts depict the various aspects of the customer targeting.



The following insights were derived from the data analysis:

- The survey analysis helps to understand the needs of the healthcare providers and their preferred methods of marketing and promotion of their services.
- Common issues include limited marketing budgets, understanding of strategies, reaching target demographics and competition from other providers.
- 70% of healthcare providers have allocated specific budgets for marketing, recognizing its importance in the evolving healthcare landscape.
- Digital marketing emerged as the most effective method (68%), followed by referral programs (11%) and traditional marketing (15%).
- Social media platforms (Instagram, Facebook) and SEO are the preferred channels for marketing, offering broader and faster reach.
- The shift towards strategic marketing investments ensures healthcare providers reach the right audience with the right message, enhancing overall effectiveness.

SWOT Analysis:

Strength: 1. A strong and experienced leadership with a great vision. 2. Comprehensive service offerings and specific services dealing with specific client problems. 3. The importance and focus on ethical healthcare marketing. 4. Established long-term relationships with clients and effective communication with all of them. 5. Ability to provide 360-degree marketing solutions	Weakness: 1. The company is very popular in the Gujrat region but was limited to that geographical area. the expansion should be up for consideration. 2. The company has a high potential but has not expanded and hence has a limited employee base. 3. For every idea to be executed and implemented, there was high dependency on the top hierarchy and hence can delay the execution sometimes.
Opportunity: 1. As the healthcare market is growing, expansion should be considered. 2. Having a dedicated digital marketing team, trends and chances can decode easily and hence can be edged on easily. 3. Opportunity to collaborate and explore new healthcare markets and develop a new chance.	Threats: 1. Intense competition from various another competitor. 2. Disturbed and unrealized proper consumer base, hence more time is involved in creating a proper consumer base. 3. Rapid changes in technological, marketing and social media changes may be considered.

Compiled report

Name of the Organization: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding department for HMS Consultants.

Name of the Student: Jainam Kothari

Roll no: 0514

Stream: MBA in Pharmaceutical Management

Activity Done	• Conducted a survey and collected data from potential target audience. • Analyzed the collected data and created a dashboard to depict the findings of the survey. • Created the content for various social media platforms such as Instagram, LinkedIn, Facebook and websites. • Designed visually appealing and engaging blogs for the website for the most concerning topics found out through the survey.
Linking theory (Classroom learning) with practice at your organization	• Marketing principles and strategy preparation based on the target consumer and services provided by the firm. • Analysis of consumer behavior and market trends to tailor the services accordingly. • Understanding consumer behavior through data and preferences. • Research methodology of conducting market research and surveys to get a better understanding of consumers and their needs.
Gaps identified on the working area.	• Team connectivity and communication were compromised which resulted in delays and miscoordination. • There was a lack of proper training and development program to enhance the understanding about the organization and the working methodology. • There was a clear risk of delay and

	confusion with adaptability to new technology which resulted in delay and falling behind with the task at hand.
Suggestions for improvement	• Implementing proper team schedule to ensure team connectivity. • Optimizing resource allocation to ensure the best results with least miscoordination. • A proper structured training program will help to understand the company dynamics better and hence also improve productivity.

Signature of student

Approved by IIHMR University's Mentor

Conclusion

The primary goal of my internship at Trizone healthcare consultants was to gain a hands on experience in the dynamic field of marketing, consulting and understanding the process and efforts behind a brand creation and to develop the necessary skills. During my internship I worked on various projects and hence developed an innovative approach for the same.

I got an opportunity to learn various skills and implement them and engage with the target audience, create social media Engagement and as well as work on my technical skills.

This internship contributed a lot to my professional and personal development. It enriched my problem-solving skills, decision making ability, and creative thinking. It gave me the confidence to handle real- life problems and solve them.

I am deeply grateful to the founders, Akhil Dave sir and Neeraj Upadhyay sir for their immense support and guidance throughout. I would like to thank the Trizone team for having a wonderful time at work and for their support.

Overall, this internship has been a remarkable memory and a great start to the professional world. I would surely keep the learnings in mind and keep working on my skills. I am thankful for the opportunity and look forward to applying what I have learned in my future endeavors.