

SUMMER INTERNSHIP PROGRAM
at
TRIZONE HEALTHCARE CONSULTANT

From 6th May 2024 to 5th July 2024.

A REPORT BY
Himanshu Agarwal
Master of Business Administration
Pharmaceutical Management
2023-25

under the Mentorship of
Dr. Ratna Verma ma'am
Associate Professor





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Himanshu Agarwal**, a student from IIHMR University, Jaipur; MBA Pharmaceutical Management Batch 2023-25, has completed his internship programme (online) with **Trizone Healthcare Consultants LLP** from May 6th to July 5th 2024.

He demonstrated a positive attitude and enthusiasm towards learning new things.

We are confident that he will excel in all his future endeavours.

Cheers,

Krutika Mayavanshi.

**Senior Human Resources Executive
Trizone Healthcare LLP**

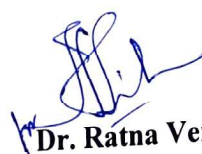


IIHMR University Faculty Mentor Approval

This is to certify that **Mr. HIMANSHU AGARWAL** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 22/07/24


Dr. Ratna Verma

Associate Professor

IIHMR University Jaipur



DRIVING AWARENESS AND ENGAGEMENT: A BRANDING INITIATIVE FOR SSVMS HOSPITAL

Name: HIMANSHU AGARWAL
Roll No- 0511 Stream: MBA PM-15

Faculty Mentor: DR. RATNA VERMA
Industry Mentor: MR AKHIL CHANDRA DAVE



TRIZONE HEALTHCARE CONSULTANT

ABOUT

Trizone healthcare consultants is a Vadodara based firm established in 2019 which works with 360-degree approach and helps in defining brand goals that create a niche for client partners. This organization works with unique approach they are Listen and understand, analysed and research, design and develop, aim and shoot, review results and discover and reinvent. This organization is into strategy consulting, marketing, branding, website development, content writing, digital marketing, social media marketing and advertisement and communication design

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 client.

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.

SWOT ANALYSIS

Strengths:

- Specialisation in healthcare.
- Client relationship.
- Innovative solutions.

Weaknesses:

- Limited global presence..
- Resource Constraints.
- Marketing and branding.

Opportunities

- Market expansion
- Digital transformation consulting.
- Strategic partnership.

Threats:

- Changing industry trends.
- Economic Downturns
- Regulatory changes.

OBJECTIVE

To develop and deploy an integrated marketing strategy that aligns with the hospital's mission and values, focusing on building strong community relationships and enhancing the hospital's image as a leader in healthcare services and also aiming to increase patient engagement, information dissemination, and overall brand visibility by leveraging digital marketing tools, social media platforms, and community engagement initiatives.

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL UNDERSTANDING

Theoretical Exposure : involves

- Conceptual understanding
- Case Studies
- Reading and Research
- Simulated scenarios
- Coursework and Exams

Practical Exposure: It aids in grasping the core principles and concepts.

- Real world projects
- Problem Solving and team collaboration
- Client interaction
- Mentorship and feedback

Theoretical exposure provides the foundational knowledge and structured understanding necessary for problem-solving, while practical exposure offers hands-on experience and the opportunity to develop and refine skills in a real-world setting. Both are essential for a well-rounded learning experience

CHALLENGES FACED

- Communication barriers
- Technical and learning challenges.
- Limited networking opportunities
- Learning and mentorship
- Company culture and integration.



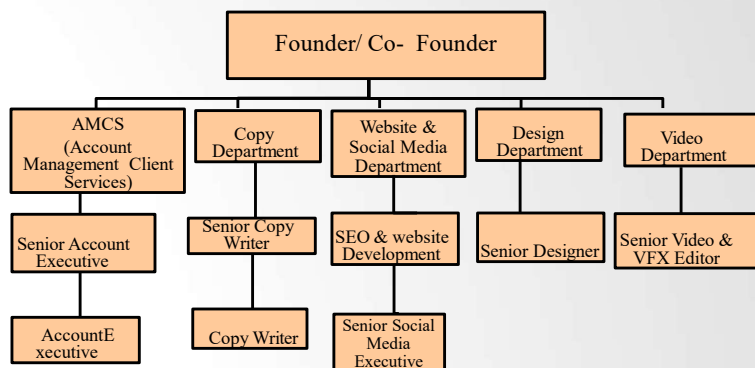
LEARNING

- Conducted digital audits of SSVMS Hospital and HCG Hospital, identifying gaps and areas for improvement in their online presence.
- Developed and implemented brand strategies, including the creation of content calendars and social media engagement plans.
- Applied classroom knowledge of marketing strategies, social media marketing, and consumer behavior to real-world projects.
- Utilized SWOT and PESTEL analyses to assess and plan marketing campaigns, ensuring a comprehensive understanding of internal and external factors.
- Enhanced communication and coordination within the organization for unified event planning and execution, particularly for Doctors' Day.
- Gathered and analyzed data from past campaigns to inform and strengthen future marketing strategies.

USEFULNESS

- Skill development
- Industry insights
- Professional experience
- Networking
- Application of theory
- Remote work skills
- Exposure to client
- Feedback and improvements

HIERARCHY



SUGGESTION

- Regular check-ins
- Prioritize client engagement and satisfaction as much as possible

1st Week Report**Name of the Organisation:** Trizone Healthcare Consultant**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Himanshu Agarwal**Roll no:** 0511**Stream:** MBA Pharmaceutical Management**Week no:** 1**From:** 06/05/2024 **to** 11/05/2024

Activity Done	First day Akhil Dave sir take an introduction session and then describe the role of constant. Then sir take session on building brand strategy and brand planning. Then sir make group of 4 students two is from offline and two is from online and on Thursday sir arranged meeting of our group and distribute the client or hospital as per the choice of the student. I choose Shree Siddhi Vinayak Hospital. We have to do digital audit of hospital and find the gap by which we improve the business of hospital. And we have to submit this report on Monday. This is all activity which i will done in this week in short introduction, business development session, brand planning and building brand strategy and perform digital audit of Shree Siddhi Vinayak Multispecialty Hospital Mandsour.
Linking theory (Classroom learning) with practice at your organisation	Leant about social media in the class lectures and it is today helping in my digital audit of the project which I have got by the organization.
Gaps identified on the working area.	The organization (SSVMSH) on which our project is, not properly spreading the awareness about the disease and their treatment and also not regularly updating on social media as well as on other platform due to which the organization is not well among the area.
Suggestions for improvement	This can be improved by organizing proper awareness camp and also by educating people through social media or digital platforms or by arranging the campaigns, also improving their service in the hospital.
Plan for the next week.	Continue the research and prepare a brand plan as well as strategy for increasing the awareness about the hospital.

Signature of the Student**Approved by the IIHMR University's Mentor**

2nd Week Report**Name of the Organisation:** Trizone Healthcare Consultant**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Himanshu Agarwal**Roll no:** 0511**Stream:** MBA Pharmaceutical Management**Week no:** 2**From:** 13/05/2024 **to** 18/05/2024

Activity Done	Performed the digital audit of the SSVMS hospital mandsaur , where I visited the website and all the social media platforms of the hospital and focused on the how much the hospital is active on all the social media platforms which helps me to identify the various problem and also able to find what is missing and also visited the website and social media channels of the competitors which helps me to understand how SSVMS hospital can improve its visibility Prepared a PowerPoint presentation of all the identified problems and mentioned what can be their solution also developing a strategy for the same.
Linking theory (Classroom learning) with practice at your organisation	Applying the marketing strategy methods.
Gaps identified on the working area.	Problems identified in the working organisation that due to what the patients are not prioritising this hospital and identify about digital activity of organization, how much they are active on social media
Suggestions for improvement	Think and identified several solutions for the problems identified and mentioned how the problem can be removed or overcome
Plan for the next week.	Keep working on developing the strategy for the improvement of the awareness of hospital.

Signature of the Student**Approved by the IIHMR University's Mentor**

3rd Week Report**Name of the Organisation:** Trizone Healthcare Consultant**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Himanshu Agarwal**Roll no:** 0511**Stream:** MBA Pharmaceutical Management**Week no:** 3**From:** 20/05/2024 **to** 25/05/2024

Activity Done	Focused more on the learning and understanding that how a brand plan or strategy is made.
Linking theory (Classroom learning) with practice at your organisation	Linking the marketing research and analysis and also marketing plan that I studied in the class.
Gaps identified on the working area.	Problems identified in the working organisation that due to what the patients are not prioritising this hospital and also identify about digital activity of organization, how much they are active on social media
Suggestions for improvement	Consider and come up with several solutions to the issues raised, along with suggestions for how to overcome or eliminate the issue.
Plan for the next week.	Continue the learning and gain more and more knowledge and information on preparing a brand plan

Signature of the Student**Approved by the IIHMR University's Mentor**

4th Week Report**Name of the Organisation:** Trizone Healthcare Consultant**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Himanshu Agarwal**Roll no:** 0511**Stream:** MBA Pharmaceutical Management**Week no:** 4**From:** 27/05/2024 **to** 01/06/2024

Activity Done	Conducted a digital audit of SSVMS Hospital's online presence. Created a content calendar for the hospital's social media platforms. Researched and implemented strategies to increase awareness of the hospital. Developed solutions to enhance social media engagement for the hospital.
Linking theory (Classroom learning) with practice at your organisation	Applied knowledge from digital marketing and auditing courses to evaluate the hospital's website, social media platforms, and online reviews. Utilized principles from social media marketing and consumer behaviour studies to identify effective strategies.
Gaps identified on the working area.	Inconsistent posting schedule on social media platforms. Lack of targeted content to address the needs and interests of the hospital's audience. Insufficient use of analytics to track and improve social media performance. Limited online engagement and interaction with followers.
Suggestions for improvement	Establish a consistent and strategic posting schedule based on the content calendar. Create and share targeted content that caters to the specific needs and interests of the audience. Implement regular analytics reviews to monitor performance and adjust strategies accordingly. Increase engagement by responding to comments, messages, and using interactive content such as polls and Q&A sessions.
Plan for the next week.	Finalize and implement the content calendar for the upcoming month Begin execution of targeted content strategies on social media. Set up analytics tools to track performance metrics Engage with the hospital's social media followers to build a stronger online community.

Signature of the Student**Approved by the IIHMR University's Mentor**

5th Week Report

Name of the Organisation: Trizone Healthcare Consultant

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Himanshu Agarwal

Roll no: 0511

Stream: MBA Pharmaceutical Management

Week no: 5

From: 03/06/2024 **to** 08/06/2024

Activity Done	Transitioned to a new project focused on developing a marketing plan for HCG Hospital for Doctors' Day (1st July). Brainstormed campaign ideas, leveraging past successful campaigns such as the Hair Donation Drive on World Cancer Day and the #InHerShoes campaign on Women's Day.
Linking theory (Classroom learning) with practice at your organisation	Marketing Plan Development: Utilized knowledge from marketing courses to structure a comprehensive plan for HCG Hospital, incorporating both on-ground and social media components.
Gaps identified on the working area.	Coordination Challenges: Difficulty in coordinating between different units within the organization for a unified Doctors' Day event.
Suggestions for improvement	Enhanced Communication: Foster improved communication channels between various units to streamline coordination for events. Resource Management: Implement better resource management strategies.
Plan for the next week.	Finalize the marketing campaign for HCG Hospital's Doctors' Day, ensuring it includes innovative and PR-able elements. Develop detailed action plans for both on-ground activities and social media extensions. Initiate preparations for the on-ground activation, including logistics and partnerships with local entities.

Signature of the Student

Approved by the IIHMR University's Mentor

6th Week Report

Name of the Organisation: Trizone Healthcare Consultant

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Himanshu Agarwal

Roll no: 0511

Stream: MBA Pharmaceutical Management

Week no: 6

From: 10/06/2024 to 15/06/2024

Activity Done	Analyzed past successful campaigns, such as the Hair Donation Drive on World Cancer Day, to draw inspiration and best practices. Created a draft PPT outlining the campaign strategy, objectives, activities, and expected outcomes. Presented the PPT to senior team members, receiving mixed feedback.
Linking theory (Classroom learning) with practice at your organisation.	Utilized the SWOT analysis framework to assess the strengths, weaknesses, opportunities, and threats associated with the campaign. Incorporated the PESTEL analysis to consider the political, economic, social, technological, environmental, and legal factors influencing the campaign
Gaps identified on the working area.	Some sections of the PPT lacked detailed information, making it difficult for the audience to understand the complete campaign plan.
Suggestions for improvement.	Add more detailed information and elaborate on key points to provide a comprehensive view of the campaign plan. Collaborate with the design team to enhance the visual appeal of the PPT, using high-quality images, consistent fonts, and a professional colour scheme.
Plan for the next week.	Revise the PPT to include more detailed information and address the feedback received from senior team members. Gather and incorporate data and metrics from past campaigns to strengthen the justification for the proposed ideas.

Signature of the Student

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7th Week Report**Name of the Organisation:** Trizone Healthcare Consultant**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Himanshu Agarwal**Roll no:** 0511**Stream:** MBA Pharmaceutical Management**Week no:** 7**From:** 17/06/2024 to 22/06/2024

Activity Done	Enhanced the presentation by adding detailed information and addressing feedback from senior team members. Gathered and included data and metrics from past campaigns to strengthen the justification for proposed ideas.
Linking theory (Classroom learning) with practice at your organisation	Enhanced SWOT and PESTEL Analysis applied the SWOT and PESTEL analysis frameworks more rigorously to ensure a comprehensive understanding of the campaign environment and internal capabilities.
Gaps identified on the working area.	further data need identified the need for more granular data on target audience preferences and behaviour to fine-tune the campaign strategy.
Suggestions for improvement	conduct additional research to gather more specific data on target audience preferences and behaviour.
Plan for the next week	Work with the design team to develop a comprehensive set of design guidelines for the campaign. Begin coordinating with the implementation team to ensure smooth execution of the campaign once approved.

Signature of the Student**Approved by the IIHMR University's Mentor**

8th Week Report**Name of the Organisation:** Trizone Healthcare Consultant**Department of Summer Internship Program:** Marketing & Branding**Name of the Student:** Himanshu Agarwal**Roll no:** 0511**Stream:** MBA Pharmaceutical Management**Week no:** 8**From:** 24/06/2024 to 29/06/2024

Activity Done	Worked on the same project as I did last week, Gathered and included data and metrics from past campaigns to strengthen the justification for proposed ideas. Submitted the ppt.
Linking theory (Classroom learning) with practice at your organisation	Enhanced SWOT and PESTEL Analysis applied the SWOT and PESTEL analysis frameworks more rigorously to ensure a comprehensive understanding of the campaign environment and internal capabilities.
Gaps identified on the working area.	No gaps identified.
Suggestions for improvement	No suggestions for improvement.
Plan for the next week.	End of summer training.

Signature of the Student**Approved by the IIHMR University's Mentor**

Compiled Report

Name of the Organisation: Trizone Healthcare Consultant

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Himanshu Agarwal

Roll no: 0511

Stream: MBA Pharmaceutical Management

Activity Done	• Introduction & Brand Strategy Sessions: Participated in sessions led by Akhil Dave on brand strategy, brand planning, and the role of constants. Formed groups combining offline and online students for project work. • Project Assignment: Chose Shree Siddhi Vinayak Hospital (SSVMS) for a digital audit. Conducted a comprehensive audit of the hospital's website and social media platforms, identifying activity levels, gaps, and improvement areas. Compared with competitors to find missing elements. • Digital Audit & Strategy Development: Prepared a PowerPoint presentation outlining identified problems and potential solutions, including strategies to enhance SSVMS Hospital's online presence and engagement. • Content Planning: Created a content calendar for SSVMS Hospital's social media platforms. Researched and implemented strategies to increase hospital visibility and social media engagement. • New Project for HCG Hospital: Developed a marketing plan for HCG Hospital for Doctors' Day (1st July). Brainstormed campaign ideas inspired by successful past campaigns, such as the Hair Donation Drive and #InHerShoes. • Campaign Analysis & Drafting: Analysed past successful campaigns for best practices. Created and presented a draft PPT outlining the campaign strategy, objectives, activities, and expected outcomes, incorporating feedback from senior team members. • Finalizing Campaign Plan: Enhanced the presentation by addressing feedback and including detailed data and metrics from past campaigns to strengthen the proposed ideas. Submitted the final PPT.
Linking theory (Classroom learning) with practice at your organisation	• Implemented marketing strategy methods from class in the organization's project. • Integrated marketing research, analysis, and planning concepts from coursework into the project. • Leveraged digital marketing and auditing knowledge to assess the hospital's website, social media presence, and online reviews. Applied principles from social media marketing and consumer behaviour studies to identify effective strategies. • Formulated a comprehensive marketing plan for HCG Hospital, incorporating both on-ground and social media elements, based on marketing course insights. • Conducted a SWOT analysis to evaluate the campaign's strengths, weaknesses, opportunities, and threats. Incorporated PESTEL analysis to examine the

	political, economic, social, technological, environmental, and legal factors affecting the campaign. Refined the SWOT and PESTEL analyses for a thorough understanding of the campaign environment and internal capabilities.
Gaps identified on the working area.	Social Media Challenges: - Inconsistent posting schedule and lack of targeted content. - Minimal use of analytics and low online engagement. Coordination Issues: - Difficulty in organizing unified events like Doctors' Day. - Some campaign details were unclear, impacting audience understanding. Digital Presence Concerns: - Infrequent updates on social media and other platforms. - Resulting in limited visibility and awareness in the community. Data Needs: - Requires more detailed audience data for precise campaign strategy adjustments.
Suggestions for improvement	Establish a Consistent Posting Schedule: Develop a content calendar and schedule regular posts on social media platforms to ensure consistent visibility and engagement. Create Targeted Content: Tailor content to address the specific interests and needs of the hospital's audience, focusing on healthcare tips, patient testimonials, and community health events. Implement Analytics Reviews: Regularly analyse social media performance using tools like Google Analytics and platform insights to refine strategies based on audience engagement and demographic data. Enhance Communication and Coordination: Improve internal communication channels between hospital units to facilitate seamless coordination for events like Doctors' Day, ensuring unified promotional efforts. Resource Management Optimization: Implement efficient resource allocation strategies to maximize the impact of marketing campaigns and outreach initiatives

Signature of the Student

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