

Trizone Healthcare consultants

Trizone Healthcare develops specialized solution with the main goal of boosting its client partners foot traffic so that their brands are visible to patients. Through the application of their extensive experience, Trizone Healthcare's skilled consultants help hospital achieve their growth objectives.

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.

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.

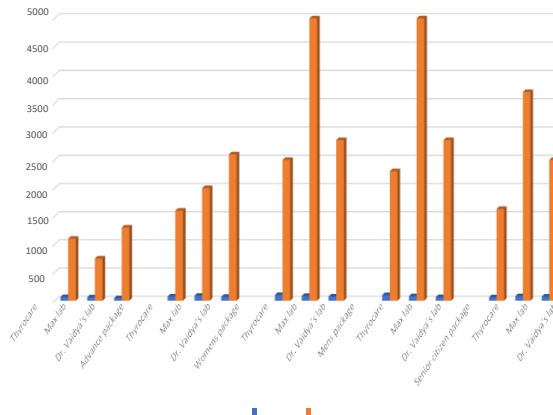
Brief Description About The Project

For the diagnostic lab industry, I performed a competitive analysis of health package offerings. In light of the findings, I created and estimated all-inclusive health plans with a variety of tests to meet particular diagnostic requirements. In Thane, the diagnostic lab, more people were expected to visit. I used Facebook, LinkedIn, and other social media sites along with the creations of a brochure for newspaper ads to publicize these bundles. Gaining more awareness and clients for the diagnostic lab was the goal.

Presented by:- Harsh Patidar **Roll No.** 0508

Faculty Mentor:- Dr. Sudhinder Singh Chowhan

Industry Mentor:- Mr. Akhil Dave

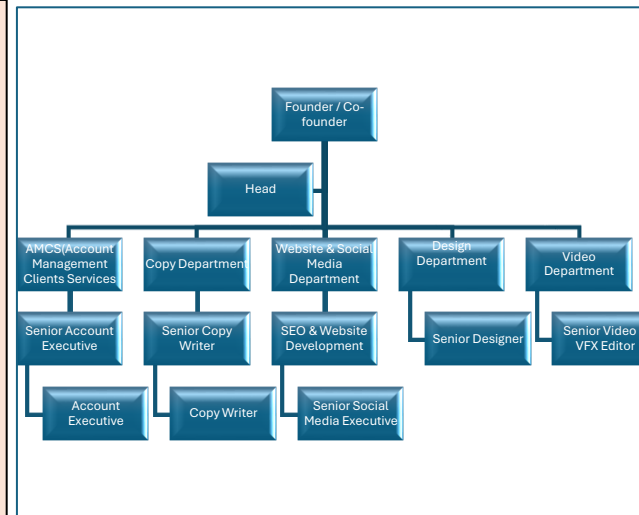


Challenges

- Keeping up with pricing strategies and ensuring competitiveness while preserving profitability is difficult due to the market's rapid changes.
- Finding thorough and trustworthy information about the tactics, costs, and products of rivals might be difficult.
- The language barrier presented another difficulty for the interns.

Theoretical-Practical exposure

By studying the market and competition, I was able to effectively apply pricing techniques and establish the best possible price for our health packages taking into account variables like costs, client preference, and value proposition. In addition, I made sure to target the proper demographic and customized our package to suit their unique requirements. This enhanced customer satisfaction and drove traffic to the diagnostic lab.



Learning & Value Addition

- Secondary Research: Analyzing my competitors gave me a thorough grasp of the market. I develop my ability to get and evaluate data regarding the health plans offered by rival companies, which helped me spot business prospects and create all-inclusive solutions to address particular diagnostic objectives
- Pricing Strategies: I learned how crucial pricing is to drawing in clients and maintaining a competitive edge. I discovered how to strategically establish the prices for our health packages by taking into account variables like costs, market trends, and consumer preferences. With this power, I'll be able to maximize profitability while giving customers what they want.
- Digital Marketing: I became acquainted with the field of digital marketing by promoting the health packages on websites like Facebook, LinkedIn, and Instagram. I gained knowledge on how to make interesting contents, use targeted advertising, and asses the effectiveness of compaigns. In the current digital era, when having an online presence and communicating effectively are essential, these abilities are priceless.

Strentghs

- Round-the-clock support
- Home-based assistance
- Test capacity of 2000

Weakness

- Rivals have more expensive test profile
- The content on the website is appropriate
- No online health package are offered

Opportunity

- patient's target hospitals
- A sizable processing unit

Threats

- A lower number of google reviews
- No marketing initiatives