

SUMMER INTERNSHIP PROGRAM
at
TRIZONE HEALTHCARE CONSULTANT

From 6th May 2024 to 5th July 2024.

A REPORT BY
HARSH PATIDAR
Master of Business Administration
Pharmaceutical Management
2023-25

under the Mentorship of
Dr. Sudhinder Singh Chowhan
Associate Professor





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Harsh Patidar**, 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 her future endeavours.

Cheers,

Krutika Mayavanshi.

**Senior Human Resources Executive
Trizone Healthcare LLP**

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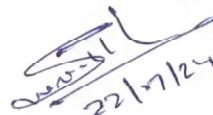
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IIHMR University Faculty Mentor Approval

This is to certify that Mr. **HARSH PATIDAR** of the 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: 22/07/2024

A handwritten signature in blue ink, followed by the date '22/7/24' written below it.

Dr. Sudhinder Singh Chowhan

Associate Professor at IIHMR University

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.

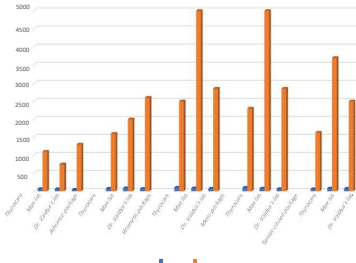
Brief Description About The Project

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

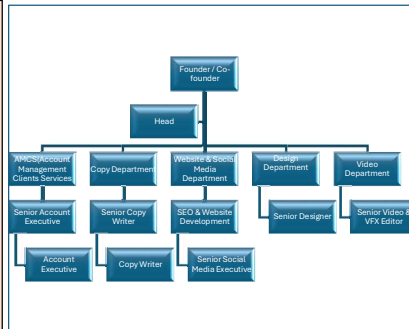


Challenges

- 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 assess the effectiveness of campaigns. In the current digital era, when having an online presence and communicating effectively are essential, these abilities are priceless.

Strengths

- 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

Acknowledgement

I would like to extend my heartfelt thanks to Mr. Akhil Chandra Dave and his exceptional team at Trizone Healthcare Consultancy for their invaluable assistance in completing my assignments.

I am writing to express my deep gratitude for the extraordinary opportunity to intern at Trizone Healthcare Consultancy under your esteemed guidance. It has been a profound honor and privilege to learn and grow within the dynamic environment of your renowned organization.

My sincere appreciation goes to you for allowing me to work alongside your team and contribute to various projects and initiatives during my internship. Your mentorship, guidance, and expertise have been instrumental in shaping my understanding of the industry and enhancing my skill set.

Throughout my internship, I have been privileged to witness your unwavering dedication to excellence and your commitment to fostering a culture of innovation. Your leadership has been a profound source of inspiration, and I am immensely grateful for the knowledge and insights you have generously shared with me.

I also wish to extend my gratitude to the entire team at Trizone Healthcare Consultancy for their warm welcome, unwavering support, and encouragement throughout my internship. Working with such a talented and dedicated group of professionals has been an enriching experience that I will cherish for a lifetime.

Once again, thank you, Mr. Akhil Chandra Dave, for your mentorship and for providing me with the opportunity to contribute to Trizone Healthcare Consultancy. I am confident that the skills and knowledge I have gained during this internship will serve as a robust foundation for my future endeavors.

Please feel free to reach out to me if there is ever an opportunity for me to contribute to Trizone Healthcare Consultancy in the future. I look forward to staying connected and maintaining the relationships I have built during my time here.

Thank you once again for everything.

HARSH PATIDAR

Department of pharmaceutical Management

IIHMR University, Jaipur

1st Week Report

Name of the Organisation: Trizone Healthcare Consultant

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Week no: 1

From: 06/05/2024 **to** 11/05/2024

Activity Done	Day one for Akhil Dave sir after giving a brief introduction sir, will discuss the role of constant. Afterwards, sir, lead a workshop on developing a brand strategy and brand planning. Then, sir, divide the students into two offline and two online groups of four. On Thursday, sir scheduled our group's meeting and assigned the clients or hospitals based on the student's preference. Shree Siddhi Vinayak Hospital is my choice. We must do a digital audit of the hospital to identify any gaps that may be closed to enhance operations. Additionally, this report is due on Monday. This is my weekly schedule for brief introductions, business development meetings, brand planning and strategy formulation, and digital audits of Shree Siddhi Vinayak Multispecialty Hospital Mandsour.
Linking theory (Classroom learning) with practice at your organisation	In class lectures, I learned about social media, and it is now useful for my digital audit of the project that the company assigned me.
Gaps identified on the working area.	The SSVMSH organization, the focus of our project, is not well-known in the community as a result of improperly raising awareness of the illness and its treatment as well as irregular updates on social media and other platforms.
Suggestions for improvement	In addition to teaching people via social media and other digital platforms, campaigns, and better hospital care, this can be enhanced by planning appropriate awareness camps.
Plan for the next week.	• Keep up the investigation and draft a brand strategy and plan for raising hospital awareness.

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: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Week no: 2

From: 13/05/2024 **to** 18/05/2024

Activity Done	I completed a digital audit of SSVMS Hospital Mandsaur, where I looked at the hospital's website and all of its social media accounts, focusing on how active the hospital is on these platforms to find out what is missing and identify various issues. I also looked at the websites and social media accounts of the hospital's competitors to gain insight into how SSVMS Hospital can raise its profile. created a PowerPoint presentation outlining every issue that was found, suggesting potential solutions and outlining a plan of action.
Linking theory (Classroom learning) with practice at your organisation	putting the marketing strategy techniques to use.
Gaps identified on the working area.	The hospital's operational issues have been attributed to patients who do not prioritize it. Additionally, the organization's digital engagement and social media activity have been recognized.
Suggestions for improvement	Consider the challenges you've encountered, come up with multiple answers, and explain how to get rid of or go past them.
Plan for the next week.	Continue to concentrate on formulating the plan to increase hospital awareness.

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: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Week no: 3

From: 20/05/2024 to 25/05/2024

Activity Done	concentrated more on the knowledge and comprehension of the process involved in creating a brand plan or strategy.
Linking theory (Classroom learning) with practice at your organisation	connecting my class-studied marketing plan with the marketing research and analysis.
Gaps identified on the working area.	Issues in the hospital's operations that are brought about by patients' lack of priority are also noted, along with information about the organization's online presence and social media activities.
Suggestions for improvement	Think through and provide multiple answers to the problems mentioned, as well as recommendations on how to resolve or get rid of the problem.
Plan for the next week.	Keep learning and acquire more and more expertise and details about creating a brand strategy.

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: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Week no: 4

From: 27/05/2024 **to** 01/06/2024

Activity Done	evaluated SSVMS Hospital's internet presence through a digital audit. developed a social media content schedule for the hospital. studied and put into practice methods to raise the hospital's visibility. formulated plans to improve the hospital's social media presence.
Linking theory (Classroom learning) with practice at your organisation	The hospital's website, social media accounts, and online reviews were assessed using the skills gained from digital marketing and auditing classes. applied concepts from consumer behavior research and social media marketing to find winning tactics.
Gaps identified on the working area.	Social media posting schedule that is inconsistent. Providing material that is specifically tailored to the audience's interests and needs at the hospital. Not enough statistics are used to monitor and enhance social media performance. low levels of follower connection and online engagement.
Suggestions for improvement	Using the content calendar as a guide, create a purposeful and regular posting schedule. Identify the audience's individual requirements and interests and create and distribute content that speaks to them. To track performance and modify tactics as necessary, do routine analytics reviews. Use interactive content, like surveys and Q&A sessions, to enhance interaction by answering messages and comments.
Plan for the next week.	Complete and execute the next month's content schedule. Start carrying out your social media targeted content initiatives. Utilize analytics software to monitor performance indicators. Develop a closer online community by interacting with the hospital's social media fans.

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: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Week no: 5

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

Activity Done	Switched to a new project where the goal was to create a marketing strategy for HCG Hospital in time for Doctors' Day on July 1. brainstormed campaign concepts, drawing from previously effective initiatives like the #InHerShoes campaign on Women's Day and the Hair Donation Drive on World Cancer Day.
Linking theory (Classroom learning) with practice at your organisation	Marketing Plan Development: Uconcepts from marketing classes to create a detailed strategy for HCG Hospital that included social media and offline elements.
Gaps identified on the working area.	Coordination Challenges: coordination challenges for a cohesive Doctors' Day event throughout various organizational groups.
Suggestions for improvement	Enhanced Communication: Encourage enhanced channels of communication amongst different units to expedite event coordination. Resource Management: Put better techniques into practice.
Plan for the next week.	Complete the Doctors' Day marketing campaign for HCG Hospital, making sure to incorporate creative and newsworthy components. Create thorough action plans for your social media extensions and on-the-ground initiatives. Launch the ground activation planning process, including relationships and logistics.

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: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Week no: 6

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

Activity Done	Analyzed prior campaigns to identify best practices and sources of inspiration, such as the World Cancer Day Hair Donation Drive. drafted a PowerPoint presentation that outlined the goals, activities, and anticipated results of the campaign. Senior team members were shown the PowerPoint, and they had conflicting opinions.
Linking theory (Classroom learning) with practice at your organisation.	Evaluated the campaign's potential, risks, opportunities, and weaknesses using the SWOT analysis methodology. incorporated the PESTEL study to take into account the legislative, technological, social, political, and economic aspects affecting the campaign.
Gaps identified on the working area.	The audience had trouble understanding the entire campaign plan because several sections of the PPT lacked specific details.
Suggestions for improvement.	To present a full view of the campaign plan, provide extra details and expound on important issues. Together with the design team, use professional color schemes, dependable fonts, and high-quality photos to improve the PPT's visual appeal.
Plan for the next week.	Update the Power Point to reflect the comments from senior team members and to offer more specific information. To bolster the reasoning behind the suggested concepts, compile and integrate data and metrics from previous campaigns.

Signature of the Student

Approved by the IIHMR University's Mentor

7th Week Report

Name of the Organisation: Trizone Healthcare Consultant

Department of Summer Internship Program: Marketing & Branding

Name of the Student: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Week no: 7

From: 17/06/2024 **to** 22/06/2024

Activity Done	Added specific details and addressed senior team member feedback to improve the presentation. collected information and measurements from previous campaigns and added it to support the concepts that were suggested.
Linking theory (Classroom learning) with practice at your organisation	In order to guarantee a thorough grasp of the campaign environment and internal capabilities, enhanced SWOT and PESTEL analysis utilized the frameworks with greater rigor.
Gaps identified on the working area.	The campaign plan needed to be adjusted, and more detailed information on the tastes and behavior of the target audience was found to be necessary.
Suggestions for improvement	Conduct further research to obtain more precise information about the preferences and behaviors of the target audience.
Plan for the next week	Create a thorough set of design guidelines for the campaign in collaboration with the design team. Once accepted, start working with the implementation team to guarantee a seamless campaign launch.

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: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Week no: 8

From: 24/06/2024 **to** 29/06/2024

Activity Done	Worked on the same assignment that I finished last week. collected and incorporated measurements and data from previous campaigns to support the suggestions that were suggested. sent in the power point.
Linking theory (Classroom learning) with practice at your organisation	To guarantee a thorough grasp of the campaign environment and internal capabilities, enhanced SWOT and PESTEL analysis utilized the frameworks with greater rigor.
Gaps identified on the working area.	There are no gaps found.
Suggestions for improvement	Nothing that could be improved.
Plan for the next week.	Training concludes during the summer.

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: Harsh Patidar

Roll no: 0508

Stream: MBA Pharmaceutical Management

Activity Done	• Brand Strategy & Introduction seminars: I took part in seminars on brand strategy, brand planning, and the importance of constants that were led by Akhil Dave. created groups for project work that included both online and offline students. • Project Assignment: Decided to do a digital audit at Shree Siddhi Vinayak Hospital (SSVMS). Identified activity levels, gaps, and opportunities for improvement after conducting a thorough assessment of the hospital's website and social media accounts. compared to rivals to identify any gaps. • Digital Audit & Strategy Development: Created a PowerPoint presentation detailing issues found and possible fixes, including tactics to improve SSVMS Hospital's online visibility and interaction. • material Planning: A calendar of material was made for the social media accounts of SSVMS Hospital. studied and put into practice methods to raise hospital awareness and involvement on social media. • HCG Hospital's New Project: A marketing strategy for Doctors' Day, July 1, was created. generated campaign concepts based on the most popular previous campaigns, like #InHerShoes and the Hair Donation Drive. • Campaign Analysis and Drafting: To identify best practices, previous successful campaigns were examined. Using input from senior team members, a draft PowerPoint presentation was made and delivered that detailed the campaign's goals, tactics, and anticipated results. • Finalizing Campaign Plan: To enhance the suggested ideas, the presentation was improved by taking into account feedback and adding specific data and metrics from previous campaigns. I turned in the last PowerPoint.
Linking theory (Classroom learning) with practice at your organisation	• Applied marketing strategy concepts learned in class to the organization's project. • Incorporated planning, analysis, and marketing research principles from the course material into the project. • Evaluate the hospital's website, social media presence, and online reviews by utilizing auditing and digital marketing expertise. To find successful tactics, apply concepts from consumer behavior research and social media marketing. • Developed a thorough marketing strategy for HCG Hospital based on insights from the marketing course, including both offline and online components. •evaluated the campaign's possibilities, threats, weaknesses, and strengths using a SWOT analysis. analyzed the campaign's impact from a political, economic, social, technological, environmental, and legal standpoint by including PESTEL research. • To gain a complete grasp of the campaign environment and internal capabilities, the SWOT and PESTEL analyses were improved.

Gaps identified on the working area.	• Social media challenges include a lack of targeted content and an irregular publishing schedule. • Limited online interaction and scant use of analytics. • Coordination problems: • Difficulty in putting together coordinated activities such as Physicians' Day. • The understanding of the audience was impacted by certain ambiguous campaign details. • Issues with digital presence include: Seldom updated social media and other platforms, which lowers exposure and awareness in the community. • Data needs: More accurate campaign strategy tweaks require more detailed audience data.
Suggestions for improvement	• Create a Consistent Posting Schedule: To guarantee constant exposure and interaction, create a content calendar and plan out regular postings on social media sites. • Develop Targeted Content: Content should be specifically tailored to the requirements and interests of the hospital's audience, with an emphasis on community health activities, patient testimonials, and healthcare advice. • Conduct Analytics Reviews: Utilize tools like Google Analytics and platform insights to analyze social media performance on a regular basis. This can help you fine-tune your plans depending on audience engagement and demographic information. • Boost Coordination and Communication: To enable smooth coordination for occasions such as Doctors' Day and guarantee coordinated marketing initiatives, enhance internal communication channels amongst hospital departments. • Resource Management Optimization: Use effective resource allocation techniques to increase the effectiveness of outreach and marketing campaigns.

Signature of the Student

Approved by the IIHMR University's Mentor

CONCLUSION

Participation in seminars on brand strategy and planning led by Akhil Dave laid a solid foundation for understanding the importance of consistent brand messaging and strategic planning. The integration of both online and offline students in project work encouraged diverse perspectives and comprehensive strategies. A thorough digital audit of Shree Siddhi Vinayak Hospital (SSVMS) identified activity levels, gaps, and opportunities for improvement. Comparing SSVMS with competitors highlighted significant areas for enhancement in its digital presence.

A detailed PowerPoint presentation was created, outlining issues found in the digital audit and proposing strategic solutions to improve SSVMS Hospital's online visibility and engagement. This included developing a content calendar for social media accounts to increase awareness and interaction through targeted content.

A marketing strategy for HCG Hospital's Doctors' Day campaign was developed, incorporating successful elements from previous campaigns like #InHerShoes and the Hair Donation Drive. A SWOT and PESTEL analysis provided a comprehensive understanding of the campaign environment and internal capabilities.

Key recommendations include establishing a content calendar to ensure regular postings on social media platforms, tailoring content to the needs and interests of the hospital's audience, focusing on community health activities, patient testimonials, and healthcare advice, and utilizing analytics tools to regularly review social media performance. Additionally, improving internal communication channels will enhance coordination for events and ensure aligned marketing efforts, while effective resource allocation will optimize outreach and campaign effectiveness.