

ABOUT TRIZONE:

Trizone Healthcare Consultants' approach enables us to deliver universal roadmaps for healthcare providers that create disruption, deliver solutions, deliver results, and define the future of the healthcare ecosystem. We exist to solve the biggest challenges of large and small healthcare providers today.

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, 0and 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

STRENGTH

- 20+ years of experience in healthcare marketing
- Offers high-value healthcare consulting with specialized knowledge.

WEAKNESS

- Smaller staff and budget limit project scope and marketing.
- Heavy reliance on few clients

OPPORTUNITY

- Growing Demand for Content
- Marketing Expanding Digital Marketing

THREATS

- Intense Competition
- Regulatory Changes
- Customers preferences

SURAT DIABETIC FOOT AND ULCER CLINIC (PROJECT)

Dr. Ashutosh Shah, a well-known plastic surgeon in Surat, Gujarat, has been practicing since 2004. He is a board-certified cosmetic plastic surgeon registered with the Medical Council of India and a member of the Diabetic Foot Society of India (DFSI). His motto is to heal ulcers in a short span of time, keep it healed for a long without recurrence.

Problems faced by the clinic:

- 1) Brand Awareness
- 2) Patient Footfall
- 3) Product Awareness

LEARNINGS:

I developed professionalism, time management, and active listening skills during my internship. I learned the importance of timely work submission and gained insights into the healthcare market and consulting practices

CHALLENGES:

- Meetings often didn't follow the schedule, making time management difficult.
- Lack of communication with HR complicated managing responsibilities as an online intern.

THEORETICAL:

- Essential methodologies and frameworks for a strong conceptual base.
- Enhances strategic thinking with a broad perspective on industry trends.

PRACTICAL

- Direct engagement with real problems enhances skills and adaptability.
- Builds connections and allows rapid improvement through immediate feedback.

SUGGESTIONS

Expand the mentor team to improve intern management. With one mentor for all, especially online, communication and support were challenging. Hiring more mentors or focusing on offline interns could enhance guidance and interactions.

