

TRIZONE HEALTHCARE CONSULTANTS



Founded in 2009 by Mr. Akhil Dave and Mr. Niraj Upadhyay, Trizone Healthcare Consultants specializes in innovative healthcare marketing solutions.

The firm offers comprehensive services including branding, digital marketing, and patient engagement, leveraging advanced technologies to enhance clients' online presence and visibility.

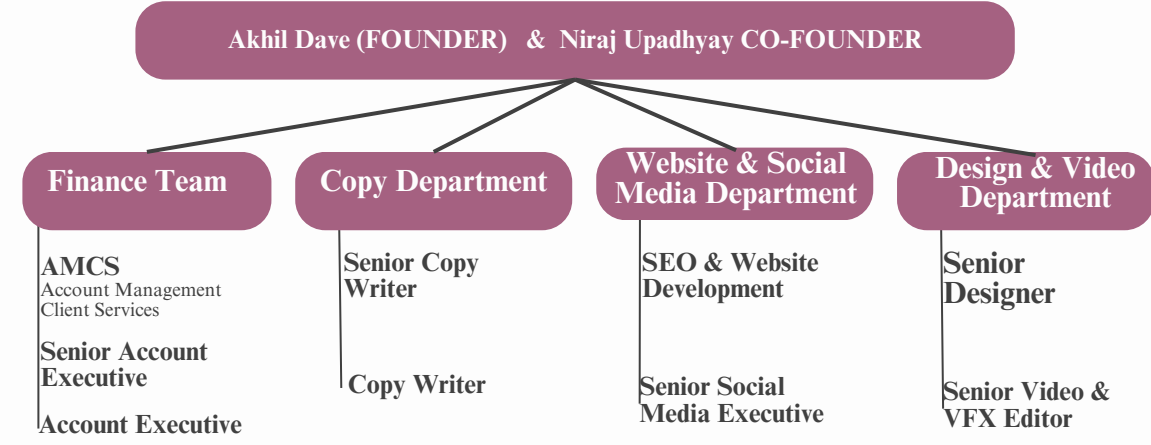
MISSION

To establish ethical marketing in healthcare, offering innovative solutions to promote providers' brands, services, and expertise, reaching the right audience and driving growth.

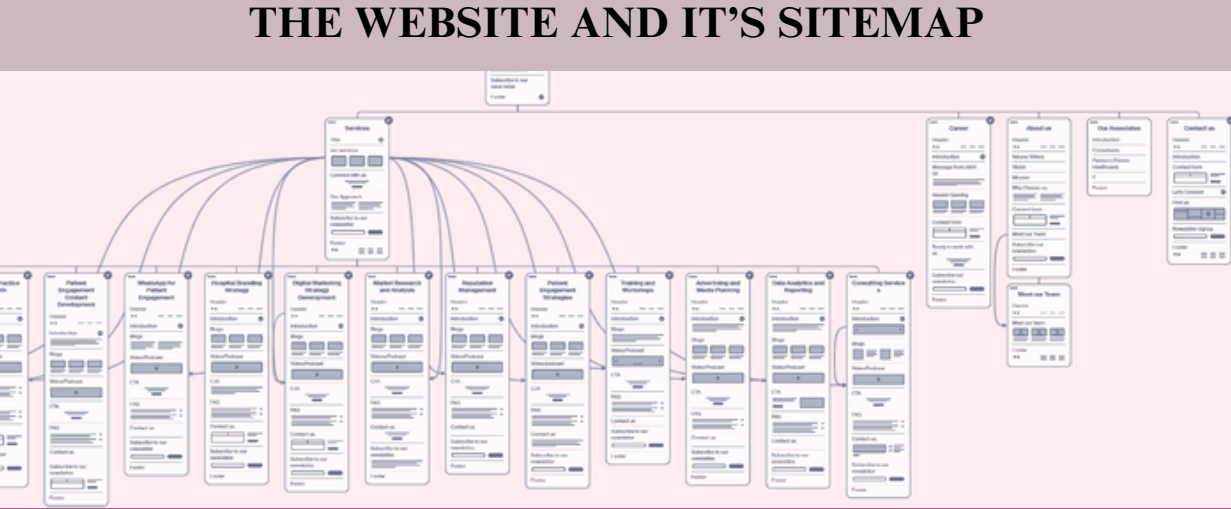
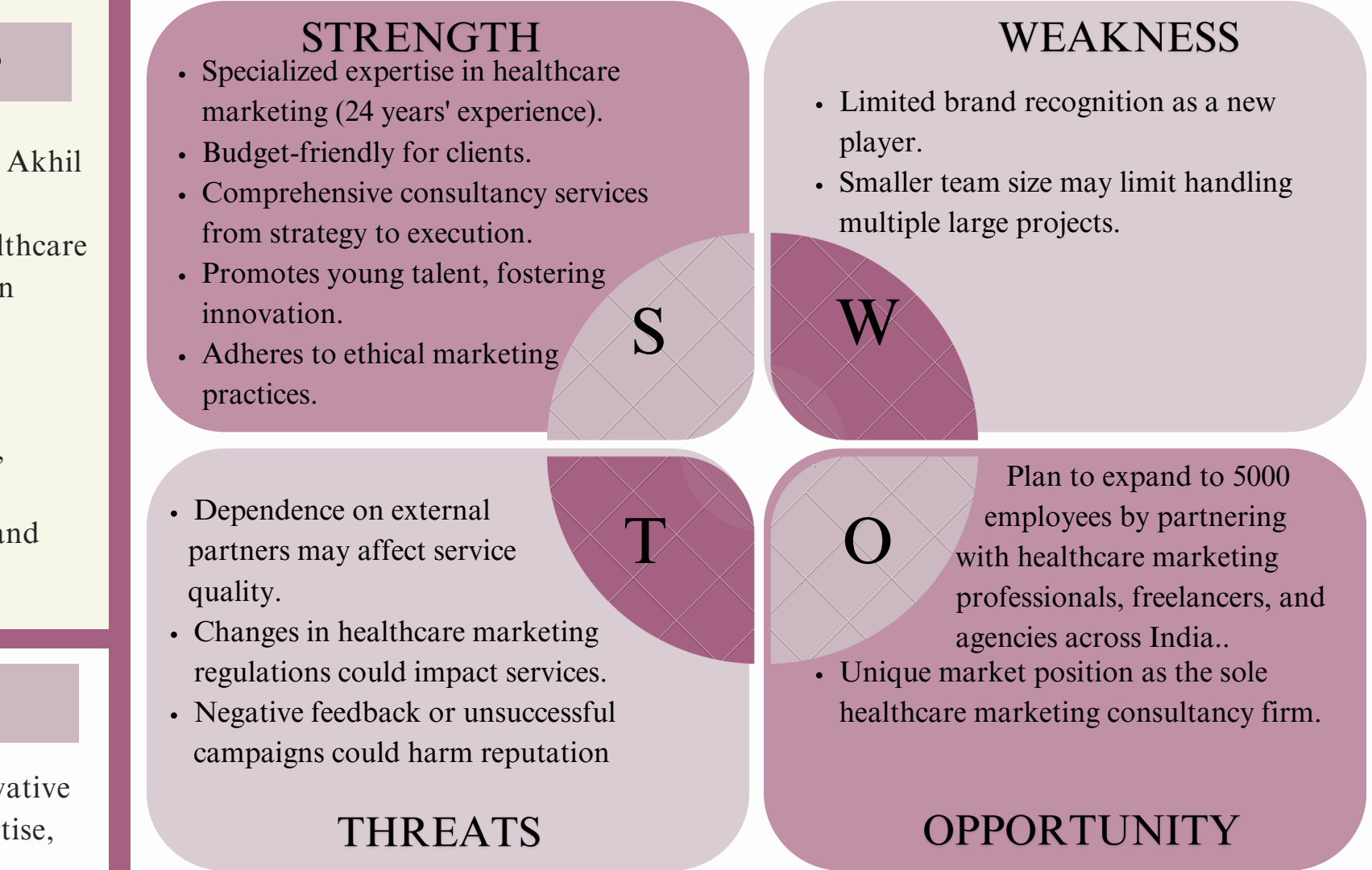
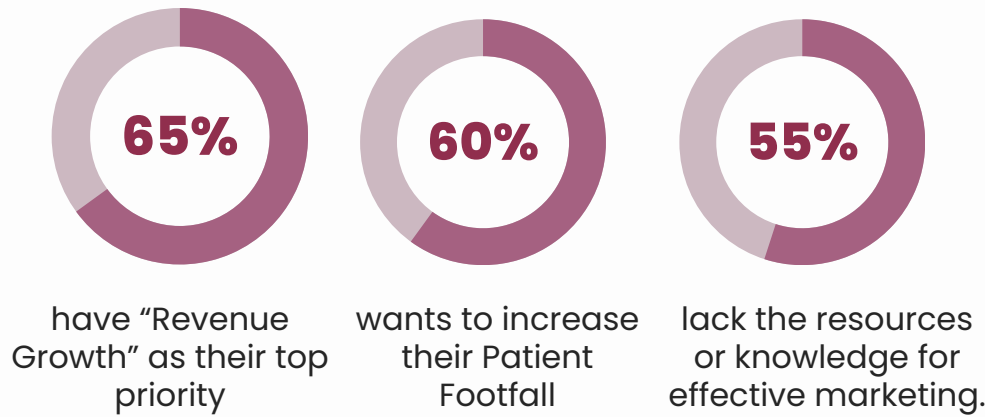
VISION

To be the leading healthcare marketing consultancy, transforming businesses with innovative 360-degree solutions that boost brand visibility, drive growth, and turn patients into brand ambassadors.

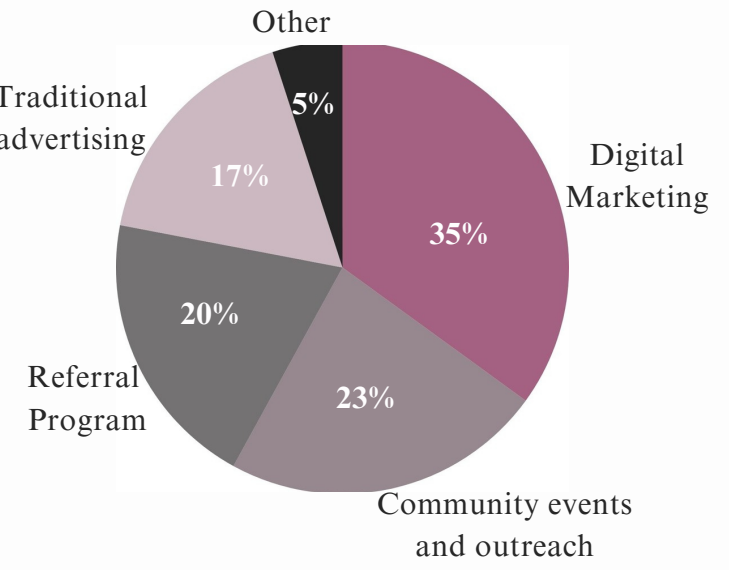
ORGANISATION STRUCTURE



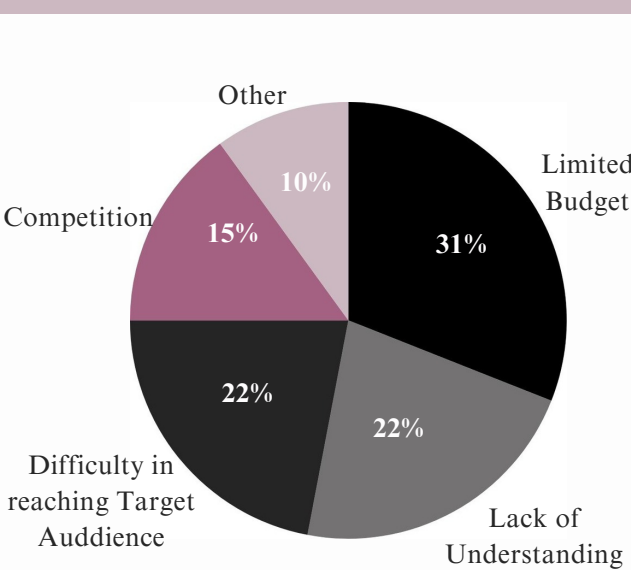
KEY PAIN POINTS FOR HEALTHCARE PROFESSIONALS



CURRENT PROMOTION METHODS USED



CHALLENGES FACED IN HEALTHCARE MARKETING



SUGGESTIONS FOR IMPROVEMENT

- Client Education
 - Develop Informative Materials
 - Workshops, conference, healthcare marketing events
- Streamline Coordination with External Teams:
 - Stricter Timelines and Check-Ins
 - Develop and implement SOPs for better coordination and consistency in service delivery.
- Improve Communication
 - Schedule regular virtual meetings to ensure all team members, both online and offline, are aligned and updated on project progress.

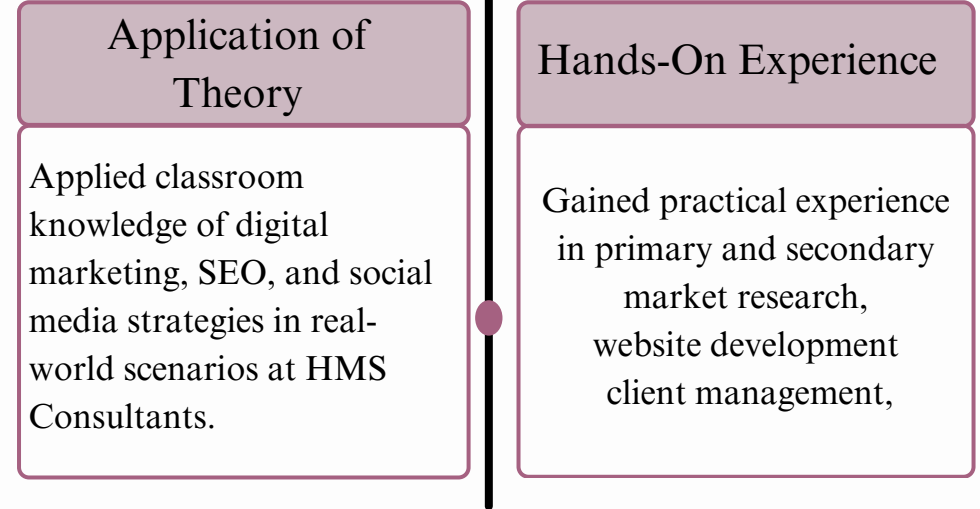
Enhance Brand Awareness

- Implement Targeted Marketing Campaigns.
- Leverage Online Advertising

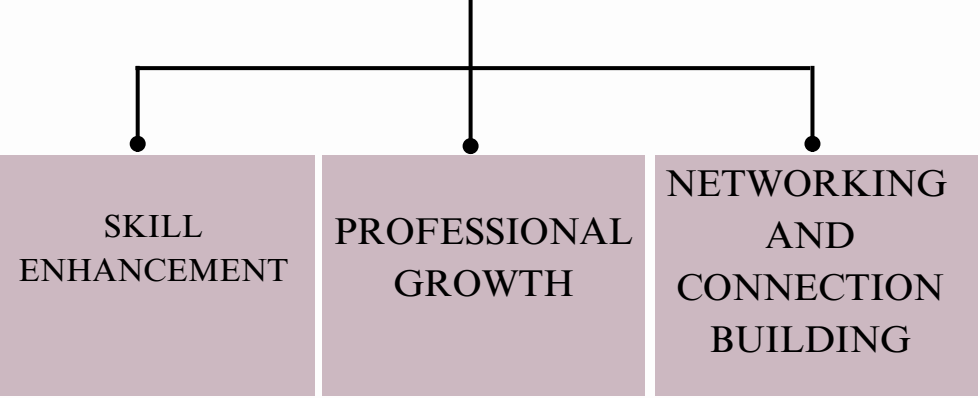
Increase Team Size

- include more specialists in digital marketing, content creation, and SEO

PRACTICAL VS. THEORETICAL UNDERSTANDING



VALUE ADDITION



KEY LEARNINGS

MARKET RESEARCH

Conducted a detailed survey of over 60 healthcare professionals to identify pain points and market needs. Also conducted secondary market research over different search engines and social media platforms.

WEBSITE DEVELOPMENT

Developed comprehensive content for the HMS Consultants website, learning domain purchasing, on-page and off-page SEO, and keyword research using tools like SEMrush and Ubersuggest.

AI TOOLS

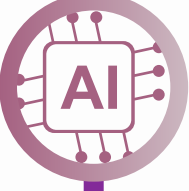
Utilized advanced AI tools such as ChatGPT, Gemini, Copilot, InVideo.ai, Vid.io, Synthesia, and Octopus.ai for content creation and digital marketing.

SOCIAL MEDIA STRATEGY

Created and executed a social media calendar for platforms like YouTube, Instagram, LinkedIn, and Facebook, including daily content posting and engagement.

CLIENT INTERACTION

Accompanied Mr. Akhil Dave on client visits, understood client requirements, and learned to prepare business proposals tailored to their needs.



SOCIAL MEDIA EXECUTION
Due to a small creative editing team handling multiple social media platforms, it was challenging to adhere strictly to the social media calendar.

COMMUNICATION GAP
The mix of online and offline interns often led to communication gaps, making coordination difficult.

CHALLENGES FACED

COORDINATION WITH EXTERNAL TEAMS
The externally hired website development team frequently delayed their work, complicating coordination efforts.

CLIENT EXPECTATIONS
As a startup, it was challenging to explain to clients that we only provided consultancy services. Many clients preferred having other services included, to avoid dealing with multiple teams..