

SUMMER INTERNSHIP PROGRAM

At



Trizone Healthcare Consultants

From 06 May 2024 to 06 July 2024

A REPORT BY

BINALI CONTRACTOR

MBA Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Ashokkumar Peepliwal





HEALTHCARE
CONSULTANTS

Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

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

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

We are confident that she will excel in all her future endeavours.

Cheers,

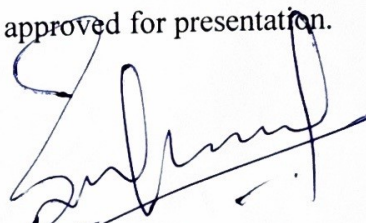
Krutika Mayavanshi.

**Senior Human Resources Executive
Trizone Healthcare LLP**

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. BINALI CONTRACTOR** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

A handwritten signature in blue ink, appearing to read 'Dr. Ashok Kumar Peepliwal', written over a horizontal line.

Date: 19/07/2024

Dr. Ashok Kumar Peepliwal

Professor

IIHMR University Jaipur

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.

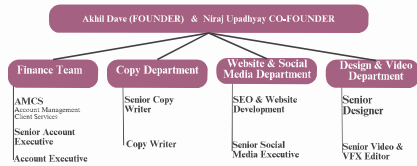
MISSION

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

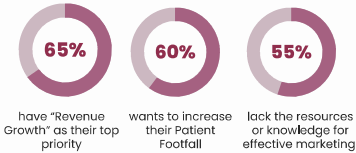
VISION

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.

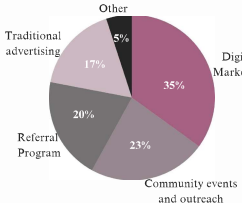
ORGANISATION STRUCTURE



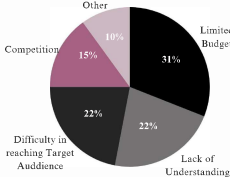
KEY PAIN POINTS FOR HEALTHCARE PROFESSIONALS



CURRENT PROMOTION METHODS USED



CHALLENGES FACED IN HEALTHCARE MARKETING



STRENGTH

- Specialized expertise in healthcare marketing (24 years' experience).
- Budget-friendly for clients.
- Comprehensive consultancy services from strategy to execution.
- Promotes young talent, fostering innovation.
- Adheres to ethical marketing practices.

S

WEAKNESS

- Limited brand recognition as a new player.
- Smaller team size may limit handling multiple large projects.

W

THREATS

- Dependence on external partners may affect service quality.
- Changes in healthcare marketing regulations could impact services.
- Negative feedback or unsuccessful campaigns could harm reputation

T

OPPORTUNITY

- Plan to expand to 5000 employees by partnering with healthcare marketing professionals, freelancers, and agencies across India..
- Unique market position as the sole healthcare marketing consultancy firm.

O



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

Application of Theory

Applied classroom knowledge of digital marketing, SEO, and social media strategies in real-world scenarios at HMS Consultants.

Hands-On Experience

Gained practical experience in primary and secondary market research, website development client management,

VALUE ADDITION

SKILL ENHANCEMENT

PROFESSIONAL GROWTH

NETWORKING AND CONNECTION BUILDING

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..

Annexure-E

Reporting Format

(Weekly)

WEEK 1

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Binali Contractor

Roll no: 0490

Stream: PM

Week no: 1st

From: May 6th, 2024 to: May 11th, 2024

Activity Done	The initial day primarily focused on orientation and induction into the operations and objectives of Trizone. Akhil Dave, the founder of Trizone Healthcare Consultants, elucidated the business model, particularly highlighting the HMS consultancy. Day 1: • Akhil Dave Sir provided insights into the business model of HMS consultancy. • Introduction to Trizone's approach and methodologies. Day 2: • Niraj Upadhyay, another founder of Trizone, discussed branding, marketing, and advertising strategies to enhance brand visibility. • Akhil Sir allocated major clients to student groups, with each group assigned to a particular client. Days 3-5: • Assigned to work on Elegance Clinic, Surat, under Dr. Ashutosh Shah, a plastic surgeon and cosmetologist. • Tasked with formulating a comprehensive marketing and branding strategy using a blend of Philip Kotler's principles and Trizone's IMC strategy. • Conducted market research and competitor analysis.
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	• Studied the products and services offered by Elegance Clinic. • Developed strategies to enhance brand reputation, increase patient footfall, and generate revenue. • Initiated market research to identify the needs of HMS in the market and the pain points of clinicians and small-scale hospitals or nursing homes.
Linking theory (Classroom learning) with practice at your organisation	• Branding and Marketing Strategies: Applied theories from Philip Kotler's principles and classroom learning to develop effective marketing and branding strategies for Elegance Clinic. • Market Research and Analysis: Utilized market research methodologies learned in class to conduct competitor analysis and identify target audience segments. • Digital Marketing: Implemented digital marketing strategies including SEO and social media engagement, which are key components of my coursework.
Gaps identified on the working area.	• Limited Brand Recognition: Observed that HMS Consultants has limited brand recognition in the market, which can hinder client acquisition. • Resource Constraints: Identified that the smaller team size may limit the capacity to handle multiple large projects simultaneously.
Suggestions for improvement	• Enhance Brand Awareness: Implement targeted marketing campaigns to increase brand recognition and visibility for HMS Consultants. • Increase Team Size: Hire additional skilled personnel to manage the workload more effectively and handle multiple projects without compromising quality.
Plan for the next week	• Presentation Preparation: Prepare a presentation on the formulated marketing and branding strategy for Elegance Clinic, due on Monday. • Website Development: Continue working on the website development for HMS Consultants. • Further Market Research: Conduct additional market research to understand the requirements of HMS in the market and the challenges faced by clinicians and small-scale healthcare facilities.

WEEK 2

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Binali Contractor

Roll no:0490

Stream: PM

Week no: 2nd

From: 13th May,2024 to 18th May,2024

Activity Done	this week we worked on content development for website of HMS consultants. sir taught us how website domains are bought. How to research for keywords which has high search volumes and use it in our website to optimize it for seo. we searched for these keywords and also used apps like ubbersuggest and semrush,and then use it in editing content of website(HMS) we also learned how to effectively use prompts in chatgpt to generate content. We are currently working on designing a structure for HMS consultants.
Linking theory (Classroom learning) with practice at your organisation	Relevance: branding, marketing strategies ,social media marketing ,digital marketing and client management. Application: we apply branding theories to refine our client's brand identity and market positioning.We applied the concepts we learned about SEO and SEM while developing HMS website content. Impact: We got to know the impact of these methods of research and website development in increasing brand recognition, patient footfall and revenues of clinics, multispeciality hospitals, nursing homes. Learning: website development, MoA during registration of company,SEO and SEM , keyword research using ubersuggest and SemRush. Future Implications: The information I learned here will be very useful in case I want to startup my own company.
Gaps identified on the working area.	I have found no significant gaps thus far, considering our recent integration into the firm. However, we recognize the potential to enrich our understanding by incorporating pharmaceutical concepts into our learning. This proactive

	approach ensures our continuous growth and alignment with Trizone Healthcare's objectives.
Suggestions for improvement	For now, there is a lot to learn in the Healthcare marketing sessions so I cant suggest any improvement for now.
Plan for the next week	Report submission and review by sir and make corrections if needed, Learning regarding Pricing strategies.

WEEK 3

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Binali Contractor

Roll no:0490

Stream: PM

Week no: 3rd

From: 20th May,2024 to 25th May,2024

Activity Done	Performed thorough secondary research on target audience for Elegance clinic related to hair transplant . Learned to Prepare a Business Proposal for Khushi IVF regarding marketing and branding consultancy also understood a bit about pricing strategies. Furthermore finalized the sitemap of website of HMS Consultants. Coordinated with Website developer for finalization of layout and content. Currently we are performing research for HMS Consultant by collecting survey from healthcare professionals regarding there thoughts,needs and views on Healthcare marketing.
Linking theory (Classroom learning) with practice at your organisation	Relevance: branding, marketing strategies ,social media marketing ,digital marketing and client management. Application: we applied branding theories to refine our client's brand identity and market positioning.We applied the concepts we learned about SEO and SEM while developing HMS website content. Impact: We got to know the impact of these methods of research and website development in increasing brand recognition, patient footfall and revenues of clinics, Multispeciality hospitals, nursing homes.

	Learning: website development, Pricing strategy, Data collection in research. Future Implications: In case I want to make career in digital and social media marketing .
Gaps identified on the working area.	I have found no significant gaps so far, considering our recent integration into the firm.
Suggestions for improvement	For now, there is a lot to learn in the Healthcare marketing segment so I cant suggest any improvement for now.
Plan for the next week	Social media strategy for HMS consultant of a month.

WEEK 4

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Binali Contractor

Roll no:0490

Stream: PM

Week no: 4th

From: 27th May,2024 to 1st June,2024

Activity Done	Surveys regarding HMS consultants have been collected and report of results has been submitted. The pain points were identified. The sitemap and content are also ready and the website is under development by the website developer. Next we are working on creating a social media calender for HMS Consultants Instagram, Facebook, Linkedin and Youtube page. Sir taught us the importance and usage of AI and also briefed us about social media marketing Algorithm. We also had discussions about few clients who approached HMS for consultancy.
Linking theory (Classroom learning) with practice at your organisation	Relevance: branding, marketing strategies ,social media marketing ,digital marketing and client management. Application: Utilized my knowledge of market research and data analysis to identify pain points effectively. This process involved designing the survey, collecting data, analyzing results, and reporting findings comprehensively. Applied strategic management and content creation skills. Ensured the content was

	aligned with the brand's message and the sitemap facilitated user-friendly navigation. Leveraged marketing principles, specifically in social media marketing. Planned and scheduled content that aligns with the target audience's preferences and the company's marketing objectives. Applied communication and consulting skills. Utilized problem-solving techniques and strategic thinking to propose solutions tailored to client needs. Impact: We got to know the impact of these methods of research and website development in increasing brand recognition, patient footfall and revenues of clinics, Multispeciality hospitals, nursing homes. Learning: website development, Pricing strategy, Data collection in research. Future Implications: In case I want to make career in digital and social media marketing .
Gaps identified on the working area.	People, especially doctors, small clinic owners, practitioners, hospital owner apparently have less knowledge about ethical healthcare marketing or even if they do, they do not have enough budget to successfully carry out their marketing operations.
Suggestions for improvement	More awareness and Knowledge about effective implementation of marketing strategies.
Plan for the next week	Social media calender preparation , podcast, youtube content , survey based statistics preparation, article and newsletter content strategy preparation.

WEEK 5

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Binali Contractor

Roll no: 0490

Stream: PM

Week no: 5th

From: 2nd June, 2024 to 8th June, 2024

Activity Done	Social media calender for HMS Consultants prepared. We are working on post content for social media for every platform including Facebook, Instagram, LinkedIn, youtube. We are working on podcasts also. For elegance Clinic also we have reached on the last stage to marketing that is effective communications for which we are doing trend analysis that is
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	what type of content is being prepared in that area and is best perceived by our target audience.
Linking theory (Classroom learning) with practice at your organisation	Relevance: Branding, marketing strategies, social media marketing, digital marketing, and client management. Application: Utilized my knowledge of market research and data analysis to identify pain points effectively. This process involved designing the survey, collecting data, analysing results, and reporting findings comprehensively. Applied strategic management and content creation skills. Ensured the content was aligned with the brand's message and the sitemap facilitated user-friendly navigation. Leveraged marketing principles, specifically in social media marketing. Planned and scheduled content that aligns with the target audience's preferences and the company's marketing objectives. Applied communication and consulting skills. Utilized problem-solving techniques and strategic thinking to propose solutions tailored to client needs. Impact: We got to know the impact of these methods of research and website development in increasing brand recognition, patient footfall and revenues of clinics, Multispeciality hospitals, nursing homes. Learning: website development, Pricing strategy, Data collection in research. Future Implications: In case I want to make career in digital and social media marketing .
Gaps identified on the working area.	People, especially doctors, small clinic owners, practitioners, hospital owner apparently have less knowledge about ethical healthcare marketing or even if they do, they do not have enough budget to successfully carry out their marketing operations.
Suggestions for improvement	More awareness and Knowledge about effective implementation of marketing strategies.
Plan for the next week	• Continue with podcast production and YouTube content creation. • Conduct trend analysis for Elegance Clinic to refine content strategy. • Prepare articles and newsletter content based on survey data. • Engage with clients to understand their evolving needs and adjust marketing strategies accordingly..

WEEK 6

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Binali Contractor

Roll no: 0490

Stream: PM

Week no: 6th

From: 10th June,2024 to 15th June,2024

Activity Done	Thorough social media research about what are the trends going around related to services of our client. Review meeting about the ideas generated. Currently working on A strong executable strategy for a new branch of elegance clinic that is mens health clinic. Content creation for blogs that would be added on website of hms consultants. Also learned about google trends and other AI tools a bit.
Linking theory (Classroom learning) with practice at your organisation	Relevance: Branding, marketing strategies, social media marketing, digital marketing, and client management. Application: Utilized my knowledge of market research and data analysis to identify pain points effectively. This process involved designing the survey, collecting data, analysing results, and reporting findings comprehensively. Applied strategic management and content creation skills. Ensured the content was aligned with the brand's message and the sitemap facilitated user-friendly navigation. Leveraged marketing principles, specifically in social media marketing. Planned and scheduled content that aligns with the target audience's preferences and the company's marketing objectives. Applied communication and consulting skills. Utilized problem-solving techniques and strategic thinking to propose solutions tailored to client needs. Impact: We got to know the impact of these methods of research and website development in increasing brand recognition, patient footfall and revenues of clinics, Multispeciality hospitals, nursing homes. Learning: website development, Pricing strategy, Data collection in research. Future Implications: In case I want to make career in digital and social media marketing .
Gaps identified on the working area.	People, especially doctors, small clinic owners, practitioners, hospital owner apparently have less knowledge about ethical healthcare marketing or even if they do, they do not have enough budget to successfully carry out their marketing operations.
Suggestions for improvement	More awareness and Knowledge about effective implementation of marketing strategies.

Plan for the next week	Social Media execution. Making our website live

WEEK 8

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing department

Name of the Student: Binali Contractor

Roll no: 0490

Stream: PM

Week no: 8th

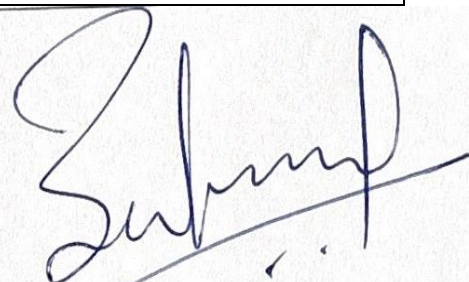
From: 24th June, 2024 to 4th July, 2024

Activity Done	Social Media execution for AHMP India foundation , attended Event organized by AHMP at Saifee Hospital , Mumbai on healthcare Marketing. We also Volunteered there on registration desk and Social Media team. A case study was given in a group of 7 for which we had to prepare a marketing strategy for a Wearable device. On HMS front, Website's desktop version has been made and the helix team is working on the mobile app version. It's social media content has been created for entire July month. Elegance Clinic awareness strategy made and the project have been closed.
Linking theory (Classroom learning) with practice at your organisation	Relevance: Branding, marketing strategies, social media marketing, digital marketing, and client management. Application: Utilized my knowledge of market research and data analysis to identify pain points effectively. This process involved designing the survey, collecting data, analysing results, and reporting findings comprehensively. Applied strategic management and content creation skills. Ensured the content was aligned with the brand's message and the sitemap facilitated user-friendly navigation. Leveraged marketing principles, specifically in social media marketing. Planned and scheduled content that aligns with the target audience's preferences and the company's marketing objectives. Applied communication and consulting

	skills. Utilized problem-solving techniques and strategic thinking to propose solutions tailored to client needs. Impact: We got to know the impact of these methods of research and website development in increasing brand recognition, patient footfall and revenues of clinics, Multispeciality hospitals, nursing homes. Learning: website development, Pricing strategy, Data collection in research. Future Implications: In case I want to make career in digital and social media marketing .
Gaps identified on the working area.	People, especially doctors, small clinic owners, practitioners, hospital owner apparently have less knowledge about ethical healthcare marketing or even if they do, they do not have enough budget to successfully carry out their marketing operations.
Suggestions for improvement	No suggestions as of now.
Plan for the next week	End of internship period



Signature of the Student



Approved by the IIHMR University's Mentor

*On the last day of every week report in the above format should be submitted to the faculty mentor.
Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.*

COMPILED REPORT

SR. NO.	TITLE	PAGE NO.
1	Acknowledgement	16
2	About The Organization	17
3	Project A: Elegance Clinic • Introduction • Activities Done • Objectives • Methodology • Swot Analysis	18
4	Project B: HMS Consultants • Introduction • Activities Done • Objectives • Methodology • Swot Analysis	21
5	Linking Classroom Learning with Internship Experience	29
6	Gaps Identified in The Working Areas	30
7	Suggestions for Improvement	32
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ACKNOWLEDGMENT

I would like to express by heartfelt gratitude to the management of **Trizone Healthcare Consultants, Vadodara** for giving me this amazing opportunity for a summer internship in their organization. I want to thank my organizational mentor **Mr. Akhil Dave** sir for providing me with this opportunity and get trained at Trizone Healthcare Consultants, without his support & supervision I wouldn't have completed this project. I would like to thank my university mentor **Dr. Ashok Peepliwal** sir for their guidance and their constant support throughout the internship. I would also like to thank **Mr. Vinod Tejawani** sir & the Placement Committee for giving me this opportunity & guiding me on the right path. Throughout the internship I had an immense learning experience in various fields of the project & it would be helpful in my professional career.

Binali Contractor

ABOUT THE ORGANISATION

Trizone Healthcare Consultants is a premier full-service healthcare marketing and branding agency, co-founded by Akhil Dave and Niraj Upadhyay, who collectively bring over 30 years of experience in the healthcare industry. The firm's mission is to enhance healthcare business growth through innovative and customized marketing strategies that transform patients into brand ambassadors. Trizone employs a 360-degree approach to define brand goals, creating strategies that bridge the gap between perception and reality, ultimately increasing patient footfall, enhancing reputation, and boosting revenue.

The company offers a comprehensive range of services tailored to healthcare providers, including strategy consulting, marketing, branding, advertising, content writing, website development, and digital marketing. Their strategy consulting covers marketing, growth, market entry, pricing, and branding strategies, helping healthcare organizations navigate market dynamics and achieve sustainable growth.

In marketing, Trizone excels in internal marketing, hospital marketing, and comprehensive marketing planning. Their branding services encompass hospital brand identity design, brand architecture, brand manuals, departmental service promotional design, internal branding, staff uniform design, stationery design, and internal signage design. These efforts ensure cohesive and impactful branding across all touchpoints.

Advertising and communications design include print and electronic media advertisements, outdoor advertising, brochures, leaflets, direct mailers, and online advertising. Content writing services cover ads and film scripting, blog and article writing, creative content development, SEO-based content, social media content, and website content, ensuring effective communication and engagement with target audiences.

Website development focuses on creating dynamic, responsive websites with excellent user experiences. Trizone offers website performance management, updates and maintenance, payment gateway integration, and landing page development, ensuring a robust online presence. Their digital marketing services include search engine marketing, website optimization, search engine optimization, and Google My Business management, along with social media marketing to build strong online communities.

Trizone's unique service mix and positive ROI have established it as a leader in healthcare marketing and branding, serving a diverse clientele of hospitals, clinics, and healthcare businesses. The firm's innovative approaches and customized solutions help clients achieve their marketing and branding goals effectively. The organizational structure fosters efficiency and collaboration, with dedicated teams for each service area. The company culture emphasizes continuous learning and innovation, ensuring cutting-edge solutions for clients.

Looking ahead, Trizone aims to expand its service offerings and geographic reach, focusing on healthcare technology and digital health innovations. The firm is committed to exploring new opportunities and staying at the forefront of the healthcare marketing industry. Trizone's vision is to be the leading healthcare marketing consultancy, transforming healthcare businesses through effective 360-degree marketing solutions. Their mission is to establish ethical marketing practices and be the trusted partner for healthcare providers, promoting their brand, services, and expertise to reach the right audience and drive growth.

A. ELEGANCE CLINIC PROJECT

INTRODUCTION

Elegance Clinic, situated in Surat, Gujarat, is a premier cosmetic clinic known for its expertise in various aesthetic and reconstructive procedures [link to Elegance Clinic website if allowed in your report's guidelines]. Led by the renowned Dr. Ashutosh Shah, a top plastic surgeon in the region, the clinic offers a comprehensive suite of services designed to enhance patients' appearance and well-being

Elegance Clinic offers a welcoming environment where patients can explore a range of services designed to enhance their natural beauty and confidence. Their team, led by the renowned Dr. Ashutosh Shah, puts a strong focus on hair restoration, with advanced techniques like FUE and FUT hair transplants to address hair loss concerns.

Looking to achieve a more sculpted physique? Elegance Clinic offers body contouring procedures like liposuction, tummy tucks, and breast enhancements to help patients achieve their desired body image. They also understand the importance of facial rejuvenation, providing a variety of procedures like rhinoplasty, eyelid surgery, and facelifts to restore a youthful appearance.

For those seeking a non-surgical approach, Elegance Clinic offers a range of options. Whether it's reducing wrinkles with Botox and fillers, achieving smoother skin with laser treatments, or improving texture with chemical peels, the clinic has something for everyone. With consultations readily available, patients can discuss their unique goals and explore the most suitable options to feel their absolute best.

ACTIVITIES DONE

- **Research and Analysis:** Conducted thorough secondary research on the target audience for Elegance Clinic's services, including hair transplant and liposuction, and performed competitor analysis.
- **Data Analysis:** Analyzed market trends and customer feedback to identify strengths, weaknesses, opportunities, and threats (SWOT analysis) for Elegance Clinic.
- **Digital Strategy:** Developed a comprehensive digital marketing strategy, including SEO optimization, social media engagement, social media Calendar preparation .
- **Trend Analysis:** Conducted social media trend analysis to align marketing strategies with current trends and audience preferences.

OBJECTIVES

- **Rebrand Elegance Clinic:** Transform the clinic from being known primarily for Dr. Ashutosh Shah to a standalone brand.
- **Promote Key Services:** Increase awareness and demand for key services such as hair transplants, liposuction, and men's health.
- **Enhance Revenue:** Develop strategies to balance services and maximize revenue with minimal time and effort.
- **Develop IMC Strategy:** Create an integrated marketing communications strategy to boost the clinic's brand recognition and patient footfall.

METHODOLOGY

1. **Initial Research and Analysis:**
 - Conducted a detailed study of services offered by Elegance Clinic.
 - Identified target audience segments and conducted competitor analysis.
 - Analysed customer feedback and market trends.
2. **Strategy Development:**
 - Utilized Philip Kotler's marketing principles alongside Trizone's IMC strategy.
 - Developed marketing and branding strategies to enhance clinic reputation and increase patient footfall.
3. **Digital and Social Media Planning:**
 - Conducted trend analysis to identify effective communication strategies.
 - Created and implemented social media content and blog posts.

SWOT ANALYSIS

<u>STRENGTH</u> • Board-certified surgeon and first-ever robotics hair transplant in South Gujarat. • □ Led by Dr. Ashutosh Shah, a highly skilled and experienced plastic surgeon with over 15 years in the field, since 2004 • Comprehensive Services: Offers a wide range of aesthetic and reconstructive procedures, including advanced hair transplants. • State-of-the-Art Facilities: Equipped with the latest technology and infrastructure adhering to international standards.	<u>WEAKNESS</u> • High Costs: High consultancy fees (₹1200) Advanced procedures and technology might be expensive for some potential patients, limiting the market. • Limited Geographic Reach: Currently based in Surat, limiting accessibility for patients from other regions. • Dependence on Key Personnel: Heavy reliance on Dr. Ashutosh Shah's expertise, which could be a risk if he is unavailable.
<u>OPPORTUNITIES</u> • Supporting the LGBTQ community and participating in Pride Month. • Targeting college students for beard hair transplants. • Introducing WhatsApp chatbots and AR for before-and-after looks. • Medical Tourism: Leveraging India's growing medical tourism sector to attract international patients. • Partnerships and Collaborations: Forming alliances with other healthcare providers and wellness centers to expand service offerings.	<u>THREATS</u> • Competitors like Siddharth Hair Transplant Center with public figure endorsements and lower costs. • Competitors like Celebre Aesthetics (Dr. Siddharth Sakhiya) and Dr. Pradip Atodaria. • Any negative reviews or publicity could impact the clinic's reputation and patient trust.

B. HMS CONSULTANTS PROJECT

INTRODUCTION:

HMS Consultants is a pioneering healthcare marketing consultancy firm founded by Akhil Dave. Established to address the unique challenges faced by healthcare providers, HMS Consultants offers specialized solutions designed to enhance visibility, patient engagement, and overall growth in the healthcare sector.

HMS Consultants aims to be the leading healthcare marketing consultancy firm, transforming healthcare businesses through innovative and effective 360-degree consultancy of marketing solutions. Their vision is to increase brand visibility, drive growth, increase patient footfall and turn patients into brand ambassadors for their clients. The mission is to establish ethical and right marketing practices in the healthcare industry, becoming a trusted partner for healthcare providers by promoting their brand, services, and expertise to reach the right audience and drive growth.

HMS Consultants provides a comprehensive range of services tailored specifically for the healthcare sector to address marketing and branding challenges. These services include healthcare marketing strategy development, hospital marketing audits, and strategies for medical practice growth. They specialize in creating patient engagement content and utilizing WhatsApp for enhanced patient interaction. Their digital marketing offerings encompass strategy development, market research, advertising, and social media marketing. HMS also excels in branding and reputation management, offering training and workshops for healthcare providers. Additionally, their data analytics and reporting services facilitate data-driven decision-making, while their consulting services support strategic decision-making to help healthcare providers achieve their marketing and branding objectives effectively.

ACTIVITIES DONE:

- **Market Research:** Conducted extensive research on the target audience for understanding needs of Healthcare professionals from single practitioners, small clinic owners, hospitals in the market through Surveys(primary research) and secondary research.
- **Survey Analysis:** Collected and analysed survey data from healthcare professionals to identify key pain points and gap in the market, areas for improvement in healthcare marketing.
- **Website Development:** Assisted in the development and optimization of HMS Consultants' website, including content creation, keyword research, and SEO techniques.
- **AI and SEO Training:** Received training in AI applications for market analytics and advanced SEO techniques to improve website visibility and public relations.
- **Social Media Strategy development/execution:** Developed a social media calendar and created content for HMS Consultants' Instagram, Facebook, LinkedIn, and YouTube pages.
- **Event Participation:** As a member of the AHMP India Foundation, we participated in an event in Mumbai as a social media execution team and worked on network expansion.
- **Client Discussions:** Engaged in discussions with healthcare professionals to strategize competitive positioning and marketing approaches for HMS Consultants.
- **Final Review and Presentation:** Finalized all project deliverables, ensured completion of tasks, and presented the work during the internship review.

OBJECTIVES

1. **Survey and Needs Assessment:** Perform surveys to understand the pain points of various healthcare professionals and owners, determining the need for HMS Consultants' products, services, or consultancy.
2. **Data Analysis and Reporting:** Analyse the data obtained from surveys and generate a comprehensive report detailing the findings and insights.
3. **Enhancing Online Presence:**
 - **Website Development:** Create and optimize the HMS Consultants website, including wireframes, sitemaps, layouts, and SEO-optimized content based on keyword research.
 - **Social Media Strategy:** Develop a robust social media presence, focusing primarily on Instagram and LinkedIn, followed by Facebook and YouTube, to engage and attract the target audience.

METHODOLOGY

1. Survey and Needs Assessment:

- **Design Survey:** Create detailed survey questionnaires aimed at healthcare professionals and owners to identify their pain points and needs.
- **Conduct Surveys:** Distribute surveys through various channels such as email, social media, and direct outreach.
- **Collect Responses:** Gather responses from a diverse group of healthcare providers to ensure comprehensive data.

2. Data Analysis and Reporting:

- **Data Collection:** Compile survey responses into a central database for analysis.
- **Data Analysis:** Use statistical tools and techniques to analyse the collected data, identifying key trends and insights.
- **Report Generation:** Generate detailed reports summarizing the findings, highlighting the main pain points, and providing actionable recommendations.

3. Enhancing Online Presence:

- **Website Development:**
 - **Wireframe and Sitemap Creation:** Design the basic structure and navigation flow of the website.
 - **Layout Design:** Develop visually appealing and user-friendly layouts for each page.
 - **Content Creation:** Perform keyword research to identify high-traffic terms and phrases. Create SEO-optimized content that is engaging and informative.
 - **Implementation:** Work with web developers to build and launch the website, ensuring it is fully optimized for search engines.
- **Social Media Strategy:**
 - **Platform Selection:** Focus on Instagram and LinkedIn initially, expanding to Facebook and YouTube based on engagement metrics.
 - **Content Planning:** Develop a content calendar that includes a mix of educational posts, client testimonials, industry news, and promotional material.
 - **Execution:** Post regularly, monitor engagement, and adjust strategies based on performance data.

SURVEY RESULTS ANALYSIS

In the dynamic and demanding world of healthcare, professionals strive to balance exceptional patient care with the sustainability and growth of their practices. Recognizing these unique challenges, we conducted an extensive survey targeting healthcare professionals, from single practitioners to hospital owners. The insights gathered illuminate key pain points and opportunities, offering valuable guidance for healthcare consulting and marketing strategies.

Key Pain Points for Healthcare Professionals

While excelling in patient treatment, many healthcare professionals encounter significant challenges in other aspects of their practice. Our survey identified three primary pain points:

- 1. Revenue Growth:** Increasing revenue remains a top priority. Many healthcare providers struggle to attract more patients and expand their practice despite their expertise.
- 2. Patient Footfall:** Driving patient footfall is a common challenge, with many professionals seeking effective strategies to enhance their visibility and attract more patients.
- 3. Brand Building:** Establishing a strong brand presence is crucial, yet many healthcare professionals lack the resources or knowledge to market themselves effectively.

Our survey respondents held diverse positions, including primary care physicians, specialists, clinic managers, and hospital administrators. Each role brings unique perspectives and challenges, underscoring the need for customized marketing solutions.

Promotional Challenges and Strategies

When asked about the biggest challenges in promoting healthcare services, respondents highlighted several key issues:

- Limited Marketing Knowledge:** Many healthcare professionals are not well-versed in marketing techniques, leading to ineffective promotional efforts.
- Budget Constraints:** There is a significant gap in the market regarding dedicated marketing budgets, with many practitioners lacking the financial resources to invest in robust marketing strategies.
- Satisfaction with ROI:** A substantial number of respondents expressed dissatisfaction with the return on investment (ROI) from their current marketing activities, indicating a need for more efficient and cost-effective approaches.

Current Promotional Practices

The survey explored how healthcare professionals currently promote their services, revealing a variety of methods:

- Online Presence: Many respondents utilize websites, social media platforms, and online reviews to increase visibility and engage with patients.
- Traditional Media: Some healthcare providers still rely on traditional advertising methods such as print media, radio, and local community events.
- Word of Mouth: Referrals from satisfied patients remain a powerful promotional tool, highlighting the importance of delivering high-quality care.

Marketing Budget and ROI Assessment: A critical finding from our survey is the infrequency with which healthcare professionals review the effectiveness of their marketing efforts. Many respondents do not have a dedicated marketing budget, and those who do often fail to assess their ROI regularly. This oversight can lead to missed opportunities for optimization and improvement.

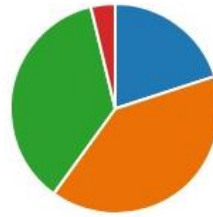
Utilizing Branding and Marketing Agencies: Despite the challenges, some healthcare providers have recognized the value of partnering with branding and marketing agencies. These collaborations can bring much-needed expertise and resources to develop and execute effective marketing campaigns. However, the survey indicates that such partnerships are not yet widespread, suggesting room for growth in this area.

Measuring Success and Market Awareness: Success in healthcare marketing is measured through various metrics, including website traffic, social media engagement, and online reviews. However, only a fraction of respondents actively monitors these metrics, indicating a potential area for improvement. Regular assessment of market awareness and patient engagement can provide valuable insights to refine marketing strategies and enhance overall effectiveness.

. How do you measure the success of your marketing campaigns?

[More Details](#)

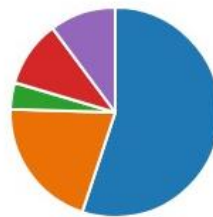
Website traffic and online enga...	16
Patient feedback/satisfaction su...	32
Revenue generated	29
Other	3



. How frequently do you assess the awareness of your healthcare services in the local market?

[More Details](#)

Monthly	27
Quarterly	10
Annually	2
Irregular	5
Never	5

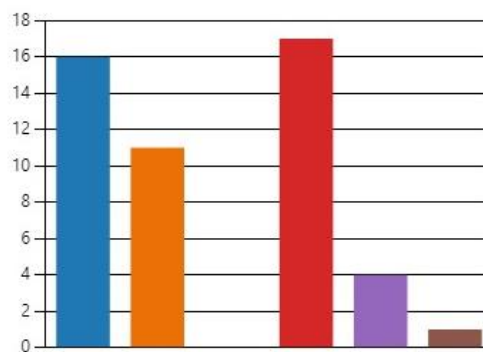


Effective Channels and Improvement Needs: When asked to rate the overall effectiveness of their current marketing efforts on a scale of 1 to 10, many healthcare professionals rated their efforts at 5 or below. The feedback pointed to several key areas for improvement:

. What channels do you find most effective for reaching your target audience?

[More Details](#)

Social media platforms (e.g., Fac...	16
Search engine optimization (SEO)	11
Email marketing	0
Physician referrals	17
Community events	4
Other	1



- **Enhanced Online Presence:** Investing in a professional website, search engine optimization (SEO), and engaging social media content can significantly boost visibility.

- **Targeted Marketing Campaigns:** Developing targeted campaigns that address specific patient needs and demographics can lead to higher engagement and conversion rates.

How do you currently promote your healthcare services? (Select all that apply)

[More Details](#)

Traditional advertising (e.g., new...	18
Digital marketing (e.g., social m...	37
Referral programs	21
Community events and outreach	25
Other	5



- **Regular Performance Reviews:** Establishing a routine for reviewing marketing performance and ROI can help identify successful strategies and areas needing adjustment.

SWOT ANALYSIS

<u>STRENGTH</u> • HMS Consultant's principal consultant Mr. Akhil Dave boasts a specialized expertise in healthcare marketing consultancy, backed by over 24 years of experience in health and hospital marketing. • Budget Friendly option for clients • The firm provides a comprehensive range of consultancy services, from strategy development to execution. • The firm also promotes young talent, encouraging innovation and fresh perspectives within the team. • Ethical marketing practices are a cornerstone of HMS's approach, ensuring that all strategies are implemented with integrity.	<u>WEAKNESS</u> • Being a relatively new player in the market, the firm has limited brand recognition. • The smaller team size may limit the capacity to handle multiple large projects simultaneously.
<u>OPPORTUNITIES</u> • Expansion Through Associations: Aim to grow to 5000 employees by associating with healthcare marketing professionals, freelancers, and advertising agencies across India. • Unique Market Position: Currently, there is no other firm solely dedicated to healthcare marketing consultancy, making HMS a unique player in the market.	<u>THREATS</u> • Dependence on External Partners: Reliance on associates and external partners might impact service quality and consistency. Though a SOP will be prepared but the threat is persistence. • Changes in healthcare marketing regulations or Advertisement related regulations could impact service delivery. • Any negative feedback or unsuccessful campaigns could impact reputation.

LINKING CLASSROOM LEARNING WITH INTERNSHIP EXPERIENCE

Here's how I linked my academic knowledge with practical experiences:

1. Branding and Marketing Strategies:

- **Classroom Learning:** Studied various branding theories, market positioning strategies, and the importance of a strong brand identity.
- **Internship Application:** Applied these theories to refine the brand identity of HMS Consultants and develop effective market positioning strategies. Created content that aligned with the brand's message and enhanced market presence.

2. Digital Marketing and SEO:

- **Classroom Learning:** Gained knowledge about SEO, SEM, keyword research, and digital marketing techniques.
- **Internship Application:** Utilized SEO and SEM concepts while developing and optimizing the HMS Consultants website. Conducted keyword research using tools like Ubersuggest and SEMrush to create SEO-optimized content, improving the website's search engine ranking.

3. Market Research and Data Analysis:

- **Classroom Learning:** Learned various market research methodologies, data collection techniques, and statistical analysis tools.
- **Internship Application:** Designed and distributed surveys to healthcare professionals, collected data, and used statistical tools to analyse responses. Generated comprehensive reports that provided actionable insights for strategic decision-making.

4. Social Media Marketing:

- **Classroom Learning:** Studied social media marketing strategies, content creation, and audience engagement techniques.
- **Internship Application:** Developed a social media calendar and created engaging content for HMS Consultants' social media platforms. Analysed social media trends and adjusted strategies based on performance metrics to maximize engagement and reach.

5. Strategic Management and Content Creation:

- **Classroom Learning:** Explored strategic management principles and effective content creation techniques.
- **Internship Application:** Ensured all created content aligned with HMS Consultants' strategic objectives. Developed a robust content strategy for Elegance Clinic's hair transplant services, focusing on patient engagement and education.

6. Client Management and Communication Skills:

- **Classroom Learning:** Emphasized the importance of effective communication, client management, and consultancy skills.
- **Internship Application:** Engaged with healthcare professionals to understand their needs and strategize competitive positioning for HMS Consultants. Applied problem-solving techniques and strategic thinking to propose tailored marketing solutions.

GAPS IDENTIFIED IN THE WORKING AREAS

During my internship at Trizone Healthcare Consultants, several gaps were identified across three areas: HMS Consultants, Elegance Clinic, and Trizone Healthcare Consultants itself. These gaps provide opportunities for improvement and were observed in various aspects of the projects and organizational processes.

HMS Consultants

1. Limited Brand Recognition

Despite its expertise, HMS Consultants has limited brand recognition in the market. This can hinder the firm's ability to attract new clients and grow its market share.

2. Resource Constraints

The smaller team size at HMS Consultants may limit its capacity to handle multiple large projects simultaneously. This could lead to missed opportunities and client dissatisfaction due to delays or inability to take on new projects.

3. Market Needs and Budget Constraints

Every healthcare owner, whether a single practitioner, clinic owner, or hospital owner, desires to increase patient footfall, enhance brand recognition, and generate more revenue. However, they might not have sufficient budget to achieve these goals. This creates a challenge for comprehensive service offerings. HMS Consultants can provide consultancy on how to achieve these goals effectively with limited budgets. They can guide clients to use local developers or freelancers for implementation, thereby reducing costs.

Elegance Clinic

1. Person-Centric Branding

The brand is heavily centered around Dr. Ashutosh Shah, rather than the clinic as a whole. This could pose a risk if Dr. Shah is unavailable and may limit the clinic's growth potential. Recommendation: Shift the branding focus to the clinic and its comprehensive services, highlighting the team's expertise and the clinic's state-of-the-art facilities.

2. Imbalanced Service Promotion

There is an imbalance in the promotion of various services, leading to underutilization of certain profitable services. This could result in missed revenue opportunities and

inefficient use of resources. Implement a balanced marketing strategy that promotes all key services, such as ZSR circumcision, breast cosmetic surgery, gynecomastia, hair transplant, liposuction, and the new Men's Health Clinic.

Trizone Healthcare Consultants

1.Communication and Coordination

Communication between online and offline teams needs improvement. This issue often led to misunderstandings and inefficiencies in project execution. Effective communication and coordination are crucial for seamless project management. Implement regular virtual meetings and collaborative tools to ensure all team members are on the same page and can collaborate effectively, regardless of their location.

2. Competitive Analysis and Market Research

A noticeable gap in continuous competitor analysis and market research. While initial analyses were conducted, ongoing monitoring of competitor activities and market trends is essential to stay competitive. Establish a dedicated team or periodic review system for continuous market and competitor analysis to adjust strategies proactively.

3.Resource Allocation

The need for more staff, particularly in the technical team, was identified as a critical gap. With multiple projects running simultaneously, the existing team often struggled to manage the workload effectively. Hiring additional skilled personnel and optimize resource allocation to ensure the team can handle multiple projects efficiently without compromising on quality.

SUGGESTIONS FOR IMPROVEMENT

Increase Team Size:

- **Hiring Skilled Personnel:** Recruit additional team members with expertise in digital marketing, data analytics, content creation, and client management to handle the increasing workload and ensure high-quality service delivery.
- **Internship Programs:** Establish internship programs with universities to bring in fresh talent and innovative ideas. This can also serve as a pipeline for future full-time employees.
- **Freelancers and Consultants:** Collaborate with freelancers and consultants on a project basis to manage peak workloads and provide specialized skills as needed.

Improve Internal Communication and Coordination:

- **Regular Meetings:** Implement regular virtual and in-person meetings to ensure all team members are aligned and up-to-date on project progress and objectives.
- **Collaborative Tools:** Utilize project management and collaborative tools like Trello, Slack, or Asana to enhance communication and coordination among team members, especially between online and offline teams.

Continuous Competitor Analysis and Market Research:

- **Dedicated Team for Market Research:** Establish a dedicated team or periodic review system for continuous competitor analysis and market research to stay ahead of market trends and adjust strategies proactively.
- **Feedback Mechanism:** Implement a feedback mechanism where clients can regularly provide insights and suggestions, helping HMS Consultants to continuously improve their services based on real-time market needs.

Resource Allocation and Management:

- **Optimize Resource Allocation:** Assess current resource allocation and optimize it to ensure that critical projects receive adequate attention and support. This includes prioritizing tasks and ensuring balanced workloads.
- **Skill Development:** Invest in continuous training and development programs for existing staff to enhance their skills and keep them updated with the latest trends and technologies in healthcare marketing.

APPENDICES

Appendix A: Survey Questionnaire

https://docs.google.com/forms/d/e/1FAIpQLSf7my2o8_InPOoK-tDiPmmEJxS-NgWDF6npZhwpBqQO6kYQIg/viewform?usp=sf_link

Appendix B: Website Wireframe and Sitemap

<https://octopus.do/6hxkllvqf8k>

Appendix D: Social Media Content Calendar

[HMS SOCIAL MEDIA CALENDER.xlsx](#)

Appendix E: HMS WEBSITE

[HMS | Healthcare Marketing Strategy – Healthcare Marketing Redefined \(hmsconsultants.in\)](#)

