

About Trizone

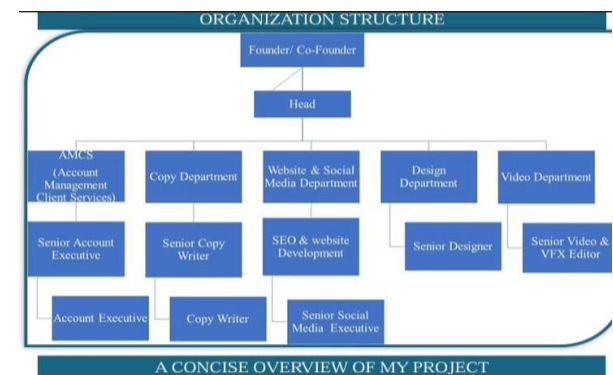
Trizone Healthcare Consultants enable to deliver universal roadmaps for healthcare providers that create disruption, deliver solutions, deliver results and define the future of the healthcare ecosystem. They exist to solve the biggest challenges of large and small healthcare providers today.

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, 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.



Learnings during internship (Theoretical vs Practical)

Competitive Analysis: This is done to check who all are our competitors, how they have captured the market. What all measures they are taking and doing differently to established sustainability in the market. **Digital marketing strategies**, Internet tools integrated in it such as- pop ups, back links. **Content Writing**, how to write a blog, with high volume keywords search and high-density keywords incorporation. **Website Making**, learnt how a website is made from scratch and Search engine optimization tools . Designing tools such as Canva for social media.

Challenges: Research is basic to develop strategies, in depth research analysis is important for competitive landscape which is dynamic and challenging due to rapidly changing market.

Trizone being a consulting firm, all the terminologies learnt were new, took me some time to get acquainted to SEO optimization concept, learning some new software's.

Suggestions: Introduce expertise in the firms and help interns interact with them.

Introduction of a basic training program: As any new trainee/ intern begins their journey with organization, they can introduce to a basic training program aimed at increasing efficiency.

Plastic and Cosmetic Surgery in India (Project): The project was about developing strategies for plastic and cosmetic clinic which is based at Surat named as elegance clinic. Aim was to identify the underlying issues and develop strategic solutions to boost the clinic's overall performance and market presence.

Objective: To address the challenges faced by Elegance Clinic in Surat, specifically focusing on improving brand recognition, increasing patient footfall, and enhancing revenue generation.

Methodology: Data Collection: Conducted surveys with potential customers and current patients. Perform market research to analyze the healthcare market and understand competitors. Monitor social media and online reviews. **Analysis:** It is about customer's Journey mapping from initial contact till follow up, and swot analysis of factors affecting clinic's performance. **Strategy Development:** Improvement in the factors that can enhance the brand, Marketing campaigns, use of digital media to create awareness and attract patients. Community Engagement to build local presence and trust.

Result: The **Data Collection** findings revealed that potential customers were unaware of the clinic's services and current patients desired more follow-up care. Action taken was Implementation of targeted follow-up protocols and awareness campaigns. Market Research Analysis showed strong competition in the local market with a gap in specific cosmetic procedures. Here we can close the gap by Introducing new procedures that competitors were not offering and highlighted these in marketing campaigns. Online reviews were about common complaints about waiting time and customer service. It Improved by scheduling systems and trained staff in customer service. **Analysis** Customer Journey Mapping it is about identifying drop-off points where potential patients lost interest. Streamlined the patient journey by simplifying appointment booking and follow-up processes. SWOT Analysis Leveraged strengths by promoting staff expertise, addressed weaknesses through rebranding efforts, and check for opportunities with new service offerings. **Strategy Development** Revamped the clinic's brand identity by working on logos and tag lines for brand recognition. Launching of digital marketing campaigns focusing on unique services and patient testimonials. Community Engagement done was by introducing idea of health fair, and free consultation days, building trust and local presence.

Conclusion: The project successfully identified the key challenges faced by Elegance Clinic, and measures were taken to solve those challenges which ultimately resulted in effective market presence and patient acquisition.

