

SUMMER INTERNSHIP PROGRAM
at

Trizone Healthcare Consultants

From 6th May to 5th July 2024

A REPORT BY

Vaishnavi Gandhi

Master of Business Administration

Hospital and Health Management

2023-25

under the Mentorship of

Dr. Neetu Purohit

Associate Professor



Date: 05.07.2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Vaishnavi Gandhi**, a student from IIHMR University, Jaipur; MBA Hospital and Health 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 **Dr. Vaishnavi Gandhi** of academic year 2023-25 of the **INSTITUTE OF HEALTH MANAGEMENT RESERACH** has prepared poster with respect to her summer internship held during May-July 2024.

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

Date-24/07/2024

A handwritten signature in blue ink, appearing to read 'Neetu Purohit', with a horizontal line underneath.

(Signature of Faculty Mentor)

Dr. Neetu Purohit
(Professor)

IIHMR UNIVERSITY JAIPUR

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.

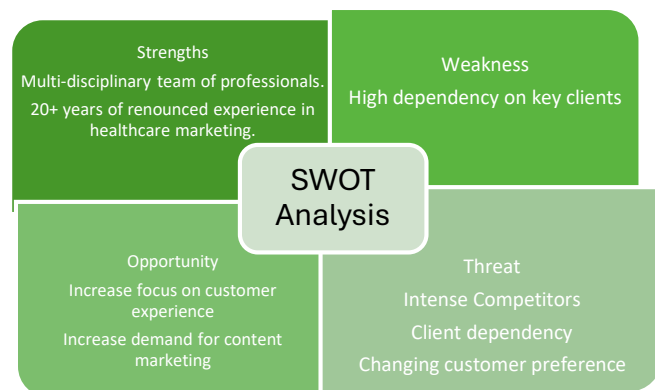
Plastic and Cosmetic Surgery in India (Project): The project was about developing strategies for plastic and cosmetic clinic which is based at Surat named as elegance clinic. Aim was to identify the underlying issues and develop strategic solutions to boost the clinic's overall performance and market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



Under the Mentorship of Dr. Neetu Purohit
Batch HHM' 28 Vaishnavi Gandhi 1709



Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and Hospital Management

Week no: 1

From:6th May to 11th May

Activity Done	Attended Orientation Program. Got to know about the work, what company does for their clients. Did some research on how to look for competitors. What factors to be consider for effective marketing.
Linking theory (Classroom learning) with practice at your organisation	Trying to associate classroom learnings with the practical knowledge. To assess needs of the customer and services, company is providing.
Gaps identified on the	Just getting acquainted with company culture.

working area.	Not yet.
Suggestions for improvement	Not for this week may be for upcoming week.
Plan for the next week.	In upcoming weeks, we will be discussing about ideas with the sir for marketing of the clients which he has allocated.

Signature of the Student

Vaishnavi Gandhi

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.

Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and Hospital Management

Week no: 2

From:13th May to 18th May

Activity Done	In the 2nd week of the summer internship programme, I learnt and worked on market analysis, for the services provided to the client, what all market is to target audience, how to learn about pricing and studied about which segment of the market is to be captured. Also working on the website designing for the company.
Linking theory (Classroom learning) with practice at your organisation	As learnt in the marketing, about the segmentation (who could be the ideal set of customers) pricing and which target audience to be marketed.
Gaps identified on the working area.	Gap identified while working, in coming weeks I will get to learn how to target audience in respect to client.

Suggestions for improvement	Need to more and more brainstorm for new ideas. Also, learn more about how to get better content and how to surf for better data.
Plan for the next week.	Will work on website content editing and designing.

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Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and Hospital Management

Week no: 3

From:20th May to 25th May

Activity Done	In the 3rd week of the summer internship programme, I worked on market analysis for Elegance Clinic Surat, studied about the scope of services, and segmentation. In a group of five conducted a survey to assess the awareness and need of the services provided by HMS (Healthcare Management Consultancy). And working on a website design and content. Apart from working for Elegance Clinic Surat, A new client has been introduced guided by our mentor, conducted a meeting and observe how to deal with the client understand their perspective and making them understand ours.
Linking theory (Classroom learning) with practice at your organisation	As from the classroom learnings, regarding Organisational Behaviour learning about that, and knowing how organisations work in real life, also about which challenges are faced by the organisation.

Gaps identified on the working area.	Gap identified while working is to have basic idea about the market, to keep yourself updated about the activities happening outside world.
Suggestions for improvement	Need to brainstorm for new ideas. Would have to learn about and practice that marketer's perspective to understand the things from grass root level.
Plan for the next week.	Will work on some new projects and improve the existing ones with new ideas and will learn about client management.

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Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and Hospital Management

Week no: 4

From: 27th June to 1st June

Activity Done	In the 4th week of the summer internship programme, we made social media calendar, in different social media platforms, when to post, how to post, what to post is decided prior and post is made accordingly. For Elegance clinic, we are working on the social media post what could be the new ideas we can come up for social media post.
Linking theory (Classroom learning) with practice at your organisation	In the class we have learnt, about the USP for the products, here we provide USP for services and learning how to provide it.

Gaps identified on the working area.	Gap identified while working is to have basic idea about the market, to keep yourself updated about the activities happening outside in the world, to connect healthcare market with rest of the world.
Suggestions for improvement	Having skills and applying it is a very different scenario, you need to practice a lot to achieve the expected performance and doing more than that.
Plan for the next week.	Will work on some new projects and improve the existing ones with new ideas and learn about how to make content more attractive.

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Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and Hospital Management

Week no: 5

From: 3rd June to 8th June

Activity Done	In the 5th week of the summer internship programme, After discussion with the new client, we noted take away points which we applied for blog editing. we made social media calendar, in different social media platforms, when to post, how to post, what to post is decided prior and post is made accordingly.
Linking theory (Classroom learning) with practice at your organisation	In the class we have learnt, about the USP for the products, here we provide USP for services and learning how to provide it.
Gaps identified on the working area.	Gap identified while working is to have basic idea about the market, to keep yourself updated about the activities happening outside in the world, to connect healthcare market with rest of the world. (This is continuing from 4th week)

Suggestions for improvement	Having skills and applying it is a very different scenario, you need to practice a lot to excel the expected performance. How to think about the social media post. And how to make it in such a way to present. We should have been acquainted with who have expertise in particular field.
Plan for the next week.	We were about to finalise the layout for the website and writing blogs with keywords. Will work on some new projects and improve the existing ones with new ideas.

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Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and Hospital Management

Week no: 6

From: 10th June to 15th June

Activity Done	In the 6th week of the summer internship programme, the social media which was made accordingly we gather content for the same and sometimes made post for social media post. According to site map developed for website, content was developed accordingly. wrote few blogs on the topics. Finalise the website layout. For Elegance clinic, we are working on the social media post what could be the new ideas we can come up for social media post. Brainstorming has been done to get more ideas. Checked for the competitors and their social media. What is the thing that people are searching for more.
Linking theory (Classroom learning) with practice at your organisation	In the class we have learnt, about to how gather content and how to do research for this.

Gaps identified on the working area.	Gap identified while working is to have basic idea about the market, to keep yourself updated about the activities happening outside in the world, to connect healthcare market with rest of the world. The basic idea is to do research and most important thing, how to do it.
Suggestions for improvement	Brainstorming, how to look for creative ideas and generate new ideas.
Plan for the next week.	Will work on some new projects and improve the existing ones with new ideas and hopefully website will be live soon with the content we have finalise.

Signature of the Student

Vaishnavi Gandhi

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Reporting Format

(Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and Hospital Management

Week no: 7

From: 17th June to 22nd June

Activity Done	In the 7th week of the summer internship programme, in my Project of working for Elegance clinic, Social Media Post content strategy was improvised, competitor analysis, ideas generation, keep in mind dialect for which we are preparing content, and we worked on this, finish our respective task. In Men's health clinic, making of google form, and checking for awareness up till now. For HMS, Generation of blog, SEO optimization of the website and blog, we have checked for keywords to improvise the traffic on the website, social media post execution and making of the content.
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Linking theory (Classroom learning) with practice at your organisation	In the class we have learnt, about to how gather content and how to do research for this. How social media influences and make the greater reach. Hands on content editing and posting. How to increase reach to public through social media.
Gaps identified on the working area.	Studying theory and applying practically are two different things, Marketing is something you have to come with creative ideas to increase the reach and target objective.
Suggestions for improvement	We must learn, to check for minute details as well, considering it is very important. Minimizing the gap about the problems by working on minute details, analysing it and improving on it,
Plan for the next week.	We have almost finished working on our respective projects.

Signature of the Student

Vaishnavi Gandhi

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Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultants

Area/ Department/ Project of Summer Internship Program: Marketing and Branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and Hospital Management

Week no: 8

From: 24th June to 29th June

Activity Done	In the 8th week of the summer internship programme, in my Project of working for Elegance clinic, Social Media Post content strategy was improvised, competitor analysis, ideas generation, keep in mind dialect for which we are preparing content, and we worked on this, finish our respective task. In Men's health clinic, making of google form, and checking for awareness was done last week, this week we have collected responses, and got to know very few people were aware of this. On HMS, Generation of blog, SEO optimization of the website and blog, we have checked for keywords to improvise the traffic on the website, social media post execution and making of the content. Made Doctor's Day video for July 1st.
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Linking theory (Classroom learning) with practice at your organisation	In the class we have learnt, about to how gather content and how to do research for this. How social media influences and make the greater reach. Hands on content and post. How to increase reach to public through social media.
Gaps identified on the working area.	Studying theory and applying practically are two different things, Marketing is something you must come with creative ideas to increase the reach and target objective.
Suggestions for improvement	Minimizing the gap about the problems by working on minute details, analysing it and improving on it.
Plan for the next week.	We have completed our respective projects. All the presentation was given to the mentor of the company in the respective weeks.

Signature of the Student

Vaishnavi Gandhi

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Compiled Reporting Format

Name of the Organisation: Trizone Healthcare Consultants.

Area/ Department/ Project of Summer Internship Program: Marketing and branding

Name of the Student: Vaishnavi Gandhi

Roll no:1709

Stream: MBA Healthcare and hospital management

Activity Done	Trizone Healthcare Consultants is a marketing consulting firm, which helps hospitals and healthcare organizations to form their marketing strategy. In the very first week of the summer internship Program, we had introductory session with sir (Mr. Akhil Dave), and we got know in detail about the company, how company works, what is the vision and mission, company culture, who all are the founders and co-founders, story behind establishing of this marketing firm. Being a pioneer in the business serves as an edge. We explained the concept of marketing. Who all the customers and what service they provide. It explained how and what steps the company takes to stay in the market. Brief about competitors. What factors are to be considered for effective marketing. We were made acquainted with knowledge of branding by the company's co-founder. It was a power-point based presentation, and detailed explanation about brand formation, brand recognition and strategy, sustainability of brand with several examples. The three major problems recognized by the company which hospitals and other healthcare organizations face are <u>branding, patient footfall and revenue generation.</u>
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	In the 2nd week of the summer internship program, being a part of Trizone Healthcare consultants, we contributed our share of knowledge for a new venture founded by the sir that is “Healthcare Management Advisors Pvt Ltd”. He explained basic ideas behind forming of HMS, what’s the vision and mission of the company, the need of forming another company named HMS, what gap he analyzed and lead to establishing this firm. How to cater problems which were analyzed by the single own clinicians regarding marketing. Learned about market analysis, services provided to the client, what all market is to target, how to learn about pricing and studied about which segment of the market is to be captured. As a new venture was introduced, we were supposed to work on that starting with making of digital presence of the company. In the 3rd week of the summer internship program, the concept of IMC (Integrated Marketing Communication) was introduced and made us learn how to apply this to our clients in the internship process. A discussion / session happened about the clients, explained who all their clients are, how they deal with the clients, how they explained their services to the clients, how they learn and unlearn the expectations, catch the minute details about and figured out about what they want. We were assigned, clients as a project to work on, and gave brief idea about that in a group of five conducted a survey to assess the awareness and need of the services provided by HMS (Healthcare
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	Management Consultants) And working on a website design and Layout. Learn about how to purchase domain for the website from a authorised site such as Go Daddy. In the 4th week of the summer internship program, clients were assigned, a whole detailed explanation was given, discussions were taken, what all work they have done till date was shown, on what problems they are working with them. I worked on market analysis for Elegance Clinic Surat, studied about the scope of services, and segmentation, conducted a meeting and observe how to deal with the client understand their perspective and making them understand ours, Key components regarding the post, what is main content, how to make it concise, were explained. We helped by shadowing on the existing understanding. There were trained and experience video editors and graphic designer, learnt from them as well. In the 5th week of the summer internship program, At the Trizone Healthcare Marketing Consultants, first step to is basic research about the topic, understand the services, research about customer, (Target audience), Age group, detailed study about who all can be our competitors and what are they doing. To know about digital marketing of their clients, making of social media. Swot analysis of the respective clients. Testimonial, how to use those testimonials in a way to make a clear idea about the services provided. We were given a practical approach of client meet up. Our mentor took us to one
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	of the meetings, to check for how one maintains deal, how to talk to clients, learn about their expectations, explain our services available to them. Since we have started working on HMS (HealthCare Marketing Advisors), we were working on the establishing and introducing new venture in the market, starting from making of digital presence for it. For Digital marketing, we were introduced about the algorithm, of how social media works, what is the right time to post, when is the right time, which audience will be available when (approx.), at what time content will be seen by maximum people. The main approach to the problem was to understand the need, takes key points into consideration, make strategy to cater that problem, focus was on IMC (Integrated Marketing Communication). Also, a 360 degrees approach to the problem, as in making of overall marketing strategy for the problem. Looking for solution from all aspects. In the 6th week of the summer internship program, As the client was assigned, checked for their availability at different platforms, gone through website and looked for the services available there, Choices were given to work on any of the services and study that in detail in respect to understanding the service from both hospital perspective and market perspective. Checked their social media as well how they promote their clinic, what all
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	content they provide to public in there YouTube videos, what measures they take to reach maximum people. Also, it is very important to check for the dialect and areas to be covered. we collected data and made a word document and gave the presentation. Got to know about the gap and were the problem lies. At HMS, we have started with making of website, making content for social media, making of post for different platforms, Instagram, Facebook, YouTube, LinkedIn. For HMS we also made social media Calendar, which carry detail about the social media platforms and what content to post at what time of the day. starting from scratch, hands on and gave our inputs for website, many aspects are considered when you make website, design, colour, font and together selected layout according to the needs, neat and clean, it must be Mobile Friendly. Mainly the target audience for the company were doctors and taking into consideration their perspective, due to lack of time and several other reasons, mobile usability by doctors was easy, i.e. visiting website on mobile would be more convenient option. In the 7th week of the summer internship program, in my Project of working for Elegance Clinic, Social Media Post content strategy was improvised, competitor analysis, ideas generation, taking into consideration about the dialect for which
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	we are preparing content, and we worked on this, finish our respective task. One of the services, which was provided by Elegance Clinic, as it is cosmetic clinic, which catering to the problems of the men. For this in Men's health clinic, to check how effectively men open about their needs and problems we made google form frame questions regarding awareness of the problems, there comfort about sharing all this. For HMS we have learn about blog content writing, how to make content, what all is to write in the content, how content can be valid showing on website, topics were assigned, and we were asked to develop blogs on those topics. Wrote blogs on the industry trends Keywords play very important role in establishing digital presence. First, there are software which helps us in knowing the volume and density of keywords, which helps in making content effective for readers and increase traffic on our website. Second, SEO (Search Engine Optimization) of the website and blog. Including high volume keywords will help in increasing traffic on the website. Backlinks helps in increasing traffic on the website. Creating a back links is important. We worked on WhatsApp chat bot for website. Where people can clear their
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	doubts and ask questions. In the 8th week of the summer internship program, Mainly, Improvisation was done, competitor analysis (It is basically checking for what competitors are doing), ideas generation, keep in mind dialect for which we are preparing content. In Men's health clinic, the google form made was circulated among men's, and collected response for the same, and got the data which said there were very less people who are comfortable talking about themselves, about their personal problems.
Linking theory (Classroom learning) with practice at your organisation	Learning, associating and practicing it in real world is totally a different scenario. In class of Marketing Management, major learning was taken from this, because in the given assignment by the teacher, we develop whole marketing strategy for our product from scratch, thinking of idea to establishing digital presence. Apart from this, other subjects have contributed to make us acquainted with the

	company's structure. We were assigned work to give our inputs for overall development of the website, in class we designed website, and overall marketing strategy. From segmentation to positioning, applying those 4'Ps (price, people, product, promotion), Target audience, who all can be our customer, the services, market to be targeted, pricing and social media importance, in the world of digital marketing. Organisational Behaviour learning about that, and knowing how organisations work in real, learning about the challenges faced by the organisation, work culture, what all are the positions in the organisation. Learn about the USP for the products, here we provide USP for services and learning how to provide it. Learning overall and in depth about our services and how to do research for this. How social media influences and make the greater reach. Hands on content and post. How to increase reach to public through social media.
Gaps identified on the working area.	In the initial weeks, we were just getting acquainted to the company, as in work

	culture. The Major Gap identified at Trizone healthcare consultants, was regarding single own Practitioner, who cannot market their clinic, marketing is an expensive thing, so coming up with strategies and pricing table for small clinics and hospitals in the city and with this founding and another company 'Healthcare marketing advisors'. The company people gave us access to the software of keywords, website (site map), Canva for social media, all these software, but we were asked to explore on our, here we could not recognise the full potential of the tool, people who are expertise in that field their guidance would be of great help. One mentor for all 8 on site present intern, I think there should have enough staff to handle workload but not enough to guide us one on one. The students who were present online, could really grab the knowledge and experience of the company. No regular meeting was held, I think this created a gap for them knowing about the task and completing it. No training was assigned for us before starting of our work, just they used to show how to do it, not in a proper format training was assigned. Similarly, it goes for market research.
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	Observation and research are the basic of any project. Observation is easy, but what you need to see, what details you see, keep in mind as a perspective of marketer, this was said but really taught, this is something years of experience will require to have that approach. Data analytics were not effectively used to track the marketing performance. Gap identified while working is to have basic idea about the market, to keep yourself updated about the activities happening outside in the world, to connect healthcare market with rest of the world. Skills were introduced, what all marketers should possess, but adequate training was not provided for this. We were not a part of any team, as in under skilled employee. We people from IIHMR, we assigned topics together and were asked to work on that. Coming together of different ideas is good, but with limited knowledge, but under some team who has already excel in their domains would have helped more to learn and understand the concepts. Guidance was given for social media post and content but were not taught how to make it informative, how to make it eye catchy.
Suggestions for improvement	To check for minute details as well,

	considering it is very important. Minimizing the gap about the problems by working on minute details, analysing it and improving on it. HMS is a great step taken by addressing the need and gap of the market and people, keeping in mind the need of single own Practitioner, and mainly analysing this gap of recognising themselves in the market. About software, they should introduce, describe the use of it, explain about the tools available, what all we can explore and needed for the task. For better understanding of the task assigned, one on one mentorship is needed, making intern work under one employee, would help in more effectively in clearing doubts, and excelling performance. If the Mentorship which offline students are getting, doing hands on, and cannot provide this as efficiently as for online students, then they should reduce the intake for online or stop should providing option for internship offline. There were issues with timings as well. Training is must, Marketing was a new domain, I think they can improve by providing, some training module, of 15 days or 1 week, this would have help in finishing, assigned task, would give better results. Observation, it as skill you need to develop on your own but being a marketing intern
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	and looking from marketer's perspective, one should guide about the things to look after, minute details, what questions need to be asked if you are conversing, to get our answers that will help in knowing mindset of the people. They can use of data analytics tools for better management of data. Not many cases studies were discussed, for making us understand the healthcare market and outside environment, I think more often case studies discussion should happen for better gaining of idea and knowledge. Also, learn more about how to look for better content and how to surf for better data. How to think about the social media post. And how to make it in such a way to present. Brainstorming, how to look for creative ideas and generate new ideas. Would have to learn about and practice that marketer's perspective to understand the things from grass root level and for better understanding.
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think about the social media post. And how to make it in such a way to present. Brainstorming, how to look for creative ideas and generate new ideas.

Would have to learn about and practice that marketer's perspective to understand the things from grass root level and for better understanding.

Vaishnavi

Signature of the Student

Vaishnavi Gandhi

Approved by the IHMR University's Mentor

Ravishankar

Report should be maximum of 10-12 pages