

Description about the organization

Fortis Memorial Research Institute (FMRI) is a 311-bed multi-specialty hospital known for its advanced diagnostics and therapeutic capabilities, including robotic surgery, organ transplants, stem cell therapy, and precision medicine. As the flagship hospital of the Fortis Healthcare network, FMRI boasts state-of-the-art infrastructure, cutting-edge technology, and a highly skilled team of renowned clinicians. Ranked 29th in Newsweek's "World's Best Smart Hospitals 2023" survey, it is nationally and internationally recognized. FMRI is the only ELSO Certified Training Centre for ECMO in India and holds accreditations from Joint Commission International (JCI), NABH, and NABL.

Mission: To be a globally respected healthcare organisation known for Clinical Excellence and Distinctive Patient Care.

Vision: To create a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care.

Sales and marketing Organogram

SALES AND MARKETING DEPARTMENT

SALES

MARKETING

TRADE
(REFERRALS)

CORPORATE
PRIVATES

PSU SALES

COMMUNITY

INTERNATIONAL

BRANDING

PUBLIC
RELATIONS
(PR)

SOCIAL MEDIA
MARKETING

Usefulness of internship

- It equipped me with hands-on skills in:
 - I. Client relationship management,
 - II. Strategic thinking and analysis
 - III. Content Creation and promotional campaign planning and execution within a healthcare setting.
 - IV. Event coordination and management.
- The exposure to diverse operational aspects and interactions with multidisciplinary teams have undoubtedly prepared me for a career path aligned with healthcare marketing and sales.

Challenges during the internship

- Understanding the sales and marketing department's operations.
- Stakeholder Meetings
- Client Engagement
- Crafting visa invitation letters and addressing patient inquiries required precision and an understanding of their unique needs.
- Creating content for marketing campaigns and writing medical blogs was challenging.
- Market Analysis that delved into social media strategies of leading competitors.

STRENGTHS

Established Reputation
Experienced Staff
Strong private and government ties. PSUs- 44, Corporate- 261
Robust international medical tourism

WEAKNESS

Lack of workforce during health check-up camps.
Over involvement of third-party agencies causing inconvenience to international patients.
Lack of interpreters for a few languages.
Poor social media marketing strategies to increase follower engagement.

SWOT
ANALYSIS

OPPORTUNITIES

Promoting telemedicine services
Exploring new markets and demographics (domestic as well as international)
Better social media marketing strategies.
Empanelment with CGHS Scheme.

THREATS

Competition from other hospitals with more bedding capacity, lower treatment costs , more corporate and PSU tie-ups and better social media presence.

Revenue verticals % share

Payor Mix: Average of last financial year

Revenue verticals	%
Cash	21.5
TPAs	22.5
Govt & PSUs	2.6
ECHS	-
Pvt Corps	2.1
CGHS	-
Ind	-
ESI	-
ORR	1.4
Domestic	48.7
International	22.3
Total Revenue	72.3

Geography	Revenue	% Contribution
City	249.0	29%
Outside City (Same State)	55.8	7%
Other States	271.3	32%
International	268.7	32%
Total	844.8	100%

Learnings during internship

- The internship provided invaluable insights into the intricate workings of a healthcare sales and marketing ecosystem. It underscored the importance of strategic partnerships, community engagement, and meticulous planning in healthcare service delivery.
- Engaging with diverse stakeholders—from local communities to multinational corporations—enhanced my understanding of adapting marketing strategies to different target audiences.
- Moreover, exposure to international patient management highlighted the complexities and sensitivities involved in global healthcare services.
- Navigating through varied activities within sales, community engagement, corporate relations, and marketing not only enriched my professional skill set but also instilled a deeper appreciation for the healthcare industry's dynamic nature. The experience reinforced the significance of continuous learning and adaptability in achieving organizational goals and delivering patient-centric care.

Practical exposure and theoretical knowledge

- The internship at Fortis Healthcare was a transformative experience, bridging theoretical knowledge with practical insights into healthcare sales and marketing domains.

Understanding the importance of real-life practicalities that are not explicitly taught in theory such as client engagement, content creation etc.

Recognising the value of practical experience to enhance theoretical knowledge and understanding like during the social media market analysis

Learned to solve problems and make decisions in practical, everyday situations, like inefficiencies in the registration process and inadequate staffing during health camps.

Recognising the significance of addressing the problems and gaps immediately by using your own judgement to find solutions

Suggestions

- Dedicated team for camps.
- Hospital empanelment with CGHS and other government schemes which will eventually increase patient base, revenue an'd reputation.
- Increase bedding capacity (as FMRI has high patient count which leads to more waiting time) which will in turn, increase the sales of the hospital.
- Establish telemedicine services with the stakeholders.
- Increase upcountry and trade(referral) sales by offering them
- Increase interpreter Availability (at least one interpreter for all languages)
- Direct Communication Channels, eliminating third party agencies, for international patients.
- Enhancing social media marketing content strategy.

