



Effective Marketing Strategies for Occupational Health Services



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Brief History and Description about Organization

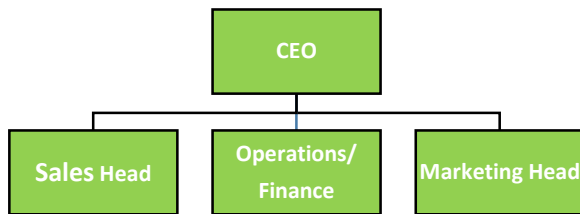
Plan My Health was founded in 2011 to transform workplace healthcare by offering tailored health services.

- It is a corporate wellness and occupational health service provider company.
- It has served more than 300 clients across India with a network of 5000+ healthcare professionals.
- Building on its success, the organization later established **Educure School Health** to extend its healthcare services to educational institutions.

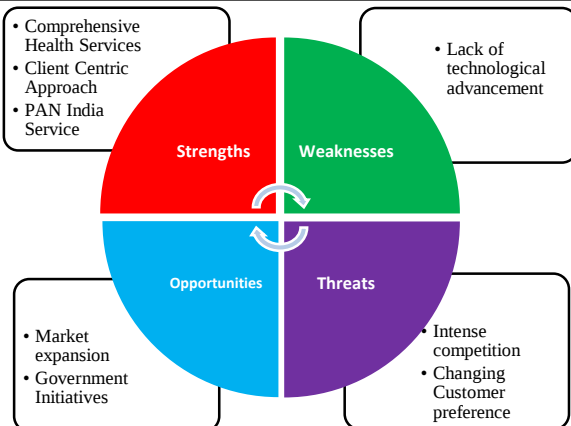
Vision: To lead the way in occupational health by creating safe, healthy and productive workplaces by providing accessible, personalized and high quality health solutions.

Mission: The mission is to deliver superior occupational health services that protect and promote the health of workers.

Organization Structure



SWOT Analysis



Theoretical understanding in marketing

- Learned about the marketing strategies
- Learned communication skills and techniques

Practical exposure in marketing

- Applied marketing strategies when creating pitches and developing campaigns for potential clients
- Engaged with clients using active listening and communication skills effectively addressing their needs

Learning and Value Additions

Client Engagement – Connected with various stakeholders like healthcare professionals (Doctors, Nurses, AFIH doctors) for occupational health centers, infra-companies and educational institutions.

Data Analysis – Learned how to gather relevant data and analyzing current market trends in OHCs,

Webinars and Events – Hosted health awareness sessions on HPV vaccination and conducted health check-up for corporate clients.

Social Media Marketing – Utilized platform like LinkedIn to share content and drive traffic to organization website.

Email Marketing – Sent personalized messages and profiles to convert prospects into leads.

Challenges faced during Internship

- Working in a fast paced startup environment with high expectations with little to no training.
- Unavailability of proper data, it was available in discrete form
- Challenges in acquiring new clients

Usefulness of Internship

- Exposure to real life challenges faced in healthcare sector
- Building connections with healthcare professionals
- Developed skills like project management, data analysis, communication and teamwork
- Personal development by improving confidence, work ethics and adaptability

Field Visit



Suggestions

- More formal approach to serve existing and new clients
- Prioritize client engagement and satisfaction as much as possible
- Adopt advanced technology for data analysis
- Weekly review meetings
- Strengthen the Internship program by offering structured mentorship and diverse project opportunities