

SUMMER INTERNSHIP PROGRAM

at

PLAN MY HEALTH

From 6th May, 2024 to 5th July, 2024

A REPORT BY

Sakshi Tapadia

Master of Business Administration

Hospital and Health Management

2023-25

under the Mentorship of

Mr. Ashish Bandhu



18.07.2024

EXPIERENCE CERTIFICATE

This is to certify that **Dr. Sakshi Tapadia**, student of MBA, Indian Institute of Health Management Research (IIHMR University, Jaipur) has successfully completed her Summer Training at **Plan My Health- JAINAM WELLNESS LIMITED**, Mumbai from 06/05/2024 to 05/07/2024.

Her performance was found satisfactory. We extend her good wishes for a bright and successful career ahead.

For **Plan My Health**

Jainam wellness Limited

—
CEO & MD

Mr. Akshay J. Shah

CC : HR Admin

Mamta Ghadshi

For JAINAM WELLNESS LIMITED

Director



IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Sakshi Tapadia** of academic year 2023-2025 of **INSTITUTE OF HEALTH MANAGEMENT RESEARCH** has prepared a poster with respect to her summer internship held during 6th May 2024 – 5th July, 2024.

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

Date: 24 July 2024

A handwritten signature in blue ink that reads 'Ashish'.

Mr. Ashish Bandhu

Assistant Professor

IIHMR UNIVERSITY JAIPUR



Effective Marketing Strategies for Occupational Health Services



Presented by – Dr. Sakshi Tapadia Roll No – 1871 Stream – MBA-HM
Under the guidance of Mr. Ashish Bandhu (University Mentor) &
Mr. Akshay Shah (Organization Mentor)

Brief History and Description about Organization

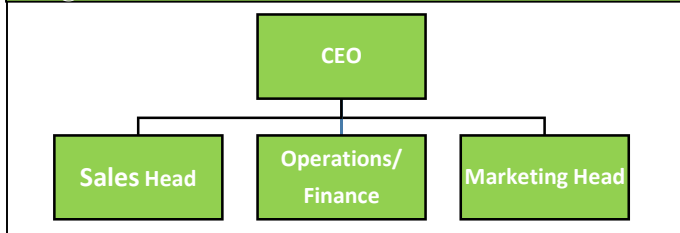
Plan My Health was founded in 2011 to transform workplace healthcare by offering tailored health services.

- 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.

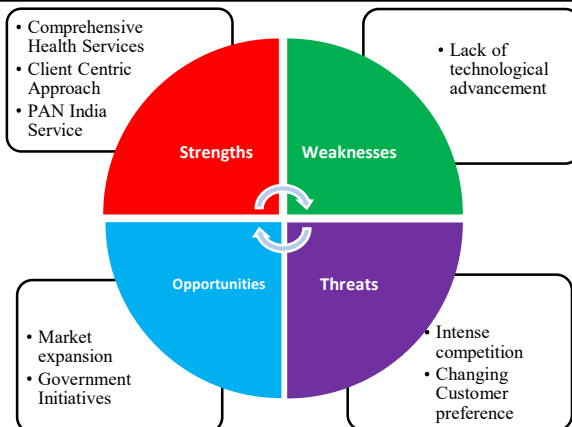
Vision: To lead the way in occupational health by creating safe, healthy and productive workplaces by providing accessible, personalized and high quality health solutions.

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

Week 1

Name of the Organisation: Plan My Health

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: MBA Health and Hospital Management

Week no: 1

From: 06-05-2024 to 11-05-2024

Activity Done	1. Briefing and introduction about our company by our mentor Mr. Akshay Shah. 2. Training and Orientation to company policies, sales and marketing strategies specific to health services. 3. We were assigned to prepare a effective pitch for potential clients to promote our services. 4. Then we were assigned a task to contact potential doctors to assign for one of the OHCs. 5. Following up with interested clients and answering their queries.
Linking theory (Classroom learning) with practice at your organisation	We were taught about the various marketing strategies in the classroom which came to be useful in our first few tasks given by our mentor.
Gaps identified on the working area.	In the classroom teaching only the basic understanding of the marketing strategies were given, no in depth practical knowledge was taught.
Suggestions for improvement	In depth and more practical knowledge should be given.
Plan for the next week.	1. Follow up with potential clients and doctors who showed interest during my pitches to further discuss potential partnerships. 2. Connect with more potential clients.

Signature of the Student

Sakshi Tapadia

Approved by the IIHMR University's Mentor

Week 2

Name of the Organisation: Plan My Health

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: MBA Health and Hospital Management

Week no: 2

From: 13-05-2024 to 18-05-2024

Activity Done	1. Assigned new tasks for pitching corporates. 2. Assisted in finding the doctors for Occupational Health Centre for Karad location. 3. Assisted in finding the nurses for Occupational Health Centre for Orrisa location. 4. Conducted interviews for nurses. 5. Learned making proposals.
Linking theory (Classroom learning) with practice at your organisation	We were taught about the various marketing strategies in the classroom which came to be useful in our first few tasks given by our mentor.
Gaps identified on the working area.	In the classroom teaching only the basic understanding of the marketing strategies were given, no in depth practical knowledge was taught.
Suggestions for improvement	In depth and more practical knowledge should be given.
Plan for the next week.	1. Follow up with potential clients and doctors who showed interest during my pitches to further discuss potential partnerships. 2. Connect with more potential clients. 3. Finalize the doctors and nurses for Occupational Health Centre.

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Week 3

Name of the Organisation: Plan My Health

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: MBA Health and Hospital Management

Week no: 3

From: 20-05-2024 to 25-05-2024

Activity Done	1. Finalized a GNM nurse for Occupational Health centre at Paradip, Orissa. 2. Assisted in identifying doctors for the Occupational Health Centre at Karad location. 3. Assigned a new task to find a diagnostic centre for an Occupational Health Centre at Bangalore. 4. Finalized a deal with a diagnostic centre to conduct medical check-up for 100 employees at Powai, Mumbai. 5. Continued calling corporate offices.
Linking theory (Classroom learning) with practice at your organisation	We were taught about the various marketing strategies in the classroom which came to be useful in our tasks given by our mentor.
Gaps identified on the working area.	In the classroom teaching only the basic understanding of the marketing strategies were given, no in depth practical knowledge was taught.
Suggestions for improvement	In depth and more practical knowledge should be given.
Plan for the next week.	1. Follow up with potential clients and doctors who showed interest during my pitches to further discuss potential partnerships. 2. Connect with more potential clients. 3. Finalize the doctors and Diagnostic centres for Occupational Health Centre.

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Week 4

Name of the Organization: Plan My Health

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: MBA Health and Hospital Management

Week no: 4

From: 27-05-2024 to 01-06-2024

Activity Done	1. Conducted an interview for a GNM nurse for the Occupational Health Centre in Paradip, Orissa. 2. Coordinated with doctors for the Occupational Health Centre in Budaun, Lucknow. 3. Assisted in organizing a health check-up at the Powai location on 28th May. 4. Networked with AFIH doctors for OHC at Chakan, Pune. 5. Continued reaching out to Corporate Clients. 6. Coordinated with the team to organize HPV Awareness Session for MKES Law College, Mumbai on 31 st May.
Linking theory (Classroom learning) with practice at your organisation	We were taught about the various marketing strategies in the classroom which came to be useful in our tasks given by our mentor.
Gaps identified on the working area.	In the classroom teaching only the basic understanding of the marketing strategies were given, no in depth practical knowledge was taught.
Suggestions for improvement	In depth and more practical knowledge should be given.
Plan for the next week.	1. Follow up with potential clients and doctors who showed interest during my pitches to further discuss potential partnerships. 2. Connect with more potential clients. 3. Finalize the Doctors, nurses and Diagnostic centres for Occupational Health Centre at various location.

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Week 5

Name of the Organisation: Plan My Health

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: MBA Health and Hospital Management

Week no: 5

From: 03-06-2024 to 08-06-2024

Activity Done	1. Connected with Corporate clients for the HSE/EHS OHC Sales Job. 2. Coordinated with doctors for the Occupational Health Centre in Budaun, Lucknow. 3. Connected with Surgical equipment dealers from Raigarh. 4. Continued reaching out to Corporate Clients.
Linking theory (Classroom learning) with practice at your organisation	We were taught about the various marketing strategies in the classroom which came to be useful in our tasks given by our mentor.
Gaps identified on the working area.	In the classroom teaching only the basic understanding of the marketing strategies were given, no in depth practical knowledge was taught.
Suggestions for improvement	In depth and more practical knowledge should be given.
Plan for the next week.	1. Follow up with potential clients and doctors who showed interest during my pitches to further discuss potential partnerships. 2. Connect with more potential clients.

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Week 6

Name of the Organization: Plan My Health

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: MBA Health and Hospital Management

Week no: 6

From: 10-06-2024 to 15-06-2024

Activity Done	1. Connected with Corporate clients for the HSE/EHS OHC Sales Job. 2. Continued connecting with doctors for the Occupational Health Centre in Budaun, Lucknow. 3. Continued reaching out to Corporate Clients. 4. Visited the Occupational Health Clinic at Brookefield Properties, Mumbai. 5. Analysed data to provide actionable insights for marketing strategies. 6. Managed and monitored company LinkedIn accounts.
Linking theory (Classroom learning) with practice at your organisation	We were taught about the various marketing strategies in the classroom which came to be useful in our tasks given by our mentor.
Gaps identified on the working area.	In the classroom teaching only the basic understanding of the marketing strategies were given, no in depth practical knowledge was taught.
Suggestions for improvement	In depth and more practical knowledge should be given.
Plan for the next week	1. Follow up with potential clients and doctors who showed interest during my pitches to further discuss potential partnerships. 2. Connect with more potential clients.

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Sakshi Tapadia

Approved by the IIHMR University's Mentor

Week 7

Name of the Organisation: Plan My Health

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: MBA Health and Hospital Management

Week no: 7

From: 17-06-2024 to 22-06-2024

Activity Done	1. Connected with Corporate clients. 2. Continued connecting with doctors for the Occupational Health Centre in Gurgaon. 3. Managed and monitored company LinkedIn accounts.
Linking theory (Classroom learning) with practice at your organisation	We were taught about the various marketing strategies in the classroom which came to be useful in our tasks given by our mentor.
Gaps identified on the working area.	In the classroom teaching only the basic understanding of the marketing strategies were given, no in depth practical knowledge was taught.
Suggestions for improvement	In depth and more practical knowledge should be given.
Plan for the next week	1 .Follow up with potential clients and doctors who showed interest during my pitches to further discuss potential partnerships. 2. Connect with more potential clients.

Signature of the Student

Sakshi Tapadia

Approved by the IIHMR University's Mentor

Week 8

Name of the Organisation: Plan My Health

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: MBA Health and Hospital Management

Week no: 8

From: 24-06-2024 to 29-06-2024

Activity Done	1. Connected with Corporate clients and Corporate Associates. 2. Managed and monitored social platforms of the organisation.
Linking theory (Classroom learning) with practice at your organisation	We were taught about the various marketing strategies in the classroom which came to be useful in our tasks given by our mentor.
Gaps identified on the working area.	In the classroom teaching only the basic understanding of the marketing strategies were given, no in depth practical knowledge was taught.
Suggestions for improvement	In depth and more practical knowledge should be given.
Plan for the next week	1. Follow up with the potential clients.

Signature of the Student

Sakshi Tapadia

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organization: PLAN MY HEALTH

Area/ Department/ Project of Summer Internship Program: Marketing and HR Operations

Name of the Student: Sakshi Tapadia

Roll no: 1871

Stream: Hospital and Health Management

Activity Done	Client Engagement and Networking: • Prepared effective pitches for potential clients to promote our services • Contacted Corporate Clients and Corporate Associates • Contacted Potential Healthcare workers for Occupational Health Centers (OHCs) in different organizations • Finalized a deal with a diagnostic center for conducting medical check-ups for 100 employees in Powai, Mumbai • Connected with Surgical equipment dealers from Raigarh • Networked with AFIH Doctors for OHC in Chakan, Pune • Coordinated doctors for various OHC locations including Budaun, Karad, Bhopal, Gurugram and Pune • Followed up with interested clients and addressed their queries Recruitment and Coordination: • MD Medicine Doctor for Power Luminous Technology, Gurugram • MD Psychiatrist for Infosys, Bhopal • MBBS Doctor for H.G Infra Engineering Limited, Ghatpuri Railway Station, Budaun • MBBS Doctor for D.P. Jain Co & Infrastructure Pvt Ltd Camp, Sangli • AFIH Doctor for OHC at Chakan, Pune • GNM Nurse for Arcellar Mittal Nippon Steel Plant, Paradeep • GNM Nurse for Ulwe, Navi Mumbai
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	• Diagnostic Centre for 100 employees at Hiranandani Builders, Powai • Surgical Equipment dealers for Steel Plant at Raigarh, Chattisgarh • Coordinated with the team for organizing a health check-up at Powai location • Assisted in organizing health awareness sessions like HPV Awareness session for MKES Law College, Mumbai • Conducted interviews for nurses Proposal Development and Marketing: • Learned how to create proposals for potential clients • Developed marketing strategies based on data analysis Social Media Management: • Managed and monitored company LinkedIn accounts and other social platforms
Linking theory (Classroom learning) with practice at your organization	During my Internship, I was able to apply several key concepts and theories learned in the classroom to real world scenarios: • Marketing Strategies: The theoretical knowledge of marketing strategies was applied when creating pitches and developing campaigns for potential clients • Client Engagement: Techniques learned in Communication Planning and Management Module were used to effectively communicate with and engage potential clients and doctors • Proposal Writing: Skills acquired in business communication were put into practice when creating proposals for clients

Gaps identified on the working area.	• Communication Barriers: There were occasional communication gaps between different departments which sometimes led to delay in project completion • Resource Allocation: Limited resources for certain projects particularly in terms of manpower for recruitment and follow up tasks • Technology Utilization: The use of outdated software and tools in some areas led to inefficiencies and increased time for data processing and analysis • Training: There was a need for more comprehensive training programs for interns to quickly adapt to the organizational processes and tools
Suggestions for improvement	• Enhanced Communication Channels: Implement regular inter-departmental meetings and use collaboration tools to improve communication • Resource Optimization: Allocate dedicated teams or individuals to specific tasks to ensure better focus and efficiency. Consider hiring more temporary staff during peak periods • Technology Upgrade: Invest in modern software and tools for data analysis, project management and client relationship management to improve overall productivity • Comprehensive Training Programs: Develop structured training programs for new hires and interns to ensure they are well-versed in company processes and tools from the start • Feedback Mechanisms: Establish a regular feedback mechanism where employees can share their insights and suggestions for

	improvement, fostering a culture of continuous improvement
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Signature of the Student: 

Approved by the IIHMR University's Mentor: 