

**INTERNSHIP
AT
TRIZONE HEALTHCARE CONSULTANTS**

(18th March 2024- 18th June 2024)

**A dissertation on

A STUDY ON ROLE OF DIGITAL MEDIA IN

SELECTION OF HEALTHCARE PROVIDER**

**by

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Introduction

Fueled by a passion for the healthcare sector and a thirst for practical application, I embarked on an enriching internship as a Healthcare Marketing Intern at Trizone Healthcare. As a current MBA student at IIHMR University, Jaipur, I craved the opportunity to bridge the gap between theoretical marketing concepts and real-world scenarios. My three-month internship at Trizone provided an invaluable platform to do just that, immersing me in the dynamic world of healthcare marketing.

Trizone Healthcare is a premier healthcare marketing and branding agency, specializing in a comprehensive range of services including strategy consulting, marketing, branding, advertising, content writing, website development, and digital marketing. This internship aimed to bridge the gap between academic knowledge and practical experience in the healthcare industry.

This report chronicles my transformation from a student of marketing theory to a practitioner with a newfound perspective. I actively participated in critical aspects of healthcare marketing, including market research, competitor analysis, and strategic development. This hands-on experience provided a comprehensive understanding of the intricacies involved in marketing healthcare services. Through in-depth analysis of patient demographics, emerging industry trends, and competitor strategies, I was able to contribute valuable insights and recommendations for Trizone's patient acquisition and retention efforts. Beyond technical skill development, this internship fostered my ability to collaborate effectively with colleagues and communicate complex marketing ideas clearly and concisely.

Overall, this internship was a pivotal experience that enriched my knowledge of the healthcare industry and prepared me for future professional challenges. This report elaborates on my specific objectives, the organizational profile of Trizone Healthcare, the services they provide, and my detailed responsibilities during the internship.

Objectives of Internship

- To understand the competitive landscape in healthcare marketing.
- To gain insights into patient demographics and behaviors.
- To develop and recommend effective marketing strategies.
- To collaborate on innovative campaigns and promotional activities.

Core Responsibilities

- **Competitive Analysis:** Researched competitors' marketing tactics, pricing, and services. Identified strengths, weaknesses, opportunities, and threats.
- **Market Research:** Gathered data on patient demographics and behaviors. Monitored industry trends and technological developments.
- **Strategy Development:** Collaborated on innovative strategies to attract and retain patients. Recommended campaigns and promotions based on analysis.

Organizational Profile

Trizone Healthcare is a leading consultancy specializing in healthcare marketing and branding. The company provides a range of services, including strategy consulting, marketing, branding, advertising, content writing, website development, and digital marketing.

Services Provided by Organization

- **Strategy Consulting:** Marketing, growth, market entry, pricing, and branding strategies.
- **Marketing:** Internal, hospital, and marketing planning.
- **Branding:** Brand identity design, architecture, manuals, and promotional design.
- **Advertising & Communications:** Media advertising, outdoor advertising, and online advertising.
- **Content Writing:** SEO-based content, social media content, and website content.
- **Website Development:** Responsive websites, UI/UX design, performance management, and maintenance.
- **Digital Marketing:** Search engine marketing, website optimization, and social media marketing.

Key Activities/Projects Undertaken Other than Dissertation

During my internship at Trizone Healthcare, I engaged in several key activities and projects that significantly contributed to my professional growth and practical understanding of healthcare marketing.

1. **Social Media Marketing for Elegance Clinic, Surat:**
 - Managed the clinic's social media accounts, creating and posting content to increase engagement and visibility.
 - Developed and implemented strategies to increase patient footfall, focusing on targeted marketing campaigns and promotions.
2. **Website Improvement for Elegance Vidhyalay:**
 - Supported Elegance Vidhyalay in enhancing their website's appearance and user experience.

- Worked on design elements and content organization to make the website more appealing and user-friendly.
- 3. **Market Presence Enhancement for Surat Diabetic Foot:**
 - Created strategies to improve the market presence of Surat Diabetic Foot, focusing on increasing brand awareness and patient engagement.
 - Developed and curated post content for social media and other digital platforms.
- 4. **Lift Branding for HCG Hospital:**
 - Assisted in the lift branding project for HCG Hospital, contributing to the design and implementation of branding materials within the hospital premises.
- 5. **FAQ Section for Elegance Clinic Website:**
 - Handled the entire FAQ section for the Elegance Clinic website, ensuring comprehensive and clear information was provided for patients and visitors.

Key Learnings from Internship

My internship at Trizone Healthcare provided invaluable insights and practical skills that will be pivotal for my future career in healthcare marketing.

1. **Comprehensive Understanding of Healthcare Marketing:**
 - Gained hands-on experience in managing social media marketing campaigns, particularly for Elegance Clinic, Surat, where I developed strategies to increase patient footfall and handled the FAQ section for their website.
2. **Strategic Development and Implementation:**
 - Enhanced my ability to develop and implement marketing strategies, as seen in my work with Surat Diabetic Foot, where I improved the organization's market presence and created engaging post content.
3. **Website Improvement and User Experience:**
 - Learned the importance of user-centric website design through my work with Elegance Vidhyalay, improving their website's appearance and functionality.
4. **Branding and Visual Marketing:**
 - Assisted in the lift branding project for HCG Hospital, gaining insights into the nuances of creating effective branding materials within healthcare settings.
5. **Collaboration and Communication:**

- Improved my ability to collaborate with colleagues and communicate complex marketing ideas clearly, which was essential in all projects I undertook.

Overall, this internship was a transformative experience, bridging the gap between theoretical knowledge and real-world application, and equipping me with the skills and confidence needed to excel in the healthcare marketing industry.

Thank You

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