

Internship Report

Submitted



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of
Master of Business Administration (MBA)
in
Hospital and Health Management

By

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Detailed summary of the internship at Godrej Memorial Hospital.

BY

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Internship Period: 1st April 2024- 30th June 2024

Introduction:

The Marketing Department of Godrej Memorial Hospital plays a pivotal role in promoting the hospital's brand and fostering community engagement. With a focus on enhancing visibility, increasing patient footfall, and building trust, our department implements strategic initiatives to ensure that the hospital's services are accessible and well-known within the community. Through innovative marketing campaigns, partnerships with corporate entities, and targeted digital outreach, we aim to create awareness, drive patient acquisition, and ultimately contribute to the hospital's mission of providing affordable quality healthcare to all.

Description of the Organization:

Godrej Memorial Hospital is a modern multi-specialty hospital located in close proximity to Vikhroli Railway station and Eastern Express Highway. The hospital provides specialty and super-specialty services, which includes Hyperbaric Medicine and HBOT. The focus is on Emergency Medical Care.

Godrej hospital meets health care needs of General public and Godrej Employees alike.

The Hospital is accorded NABH (National Accreditation Board for Hospitals & Health care Providers) & NABL (National Accreditation Board for Testing & Calibration Laboratories) Accreditation

MISSION

To provide Compassionate Health care to all at affordable cost in a Rational and Ethical manner with focus on quality.

VISION

To be a Center of Medical Excellence with focus on Emergency Medical Care

Internship Objectives:

1. To gain hands-on experience in marketing strategies and activities within a healthcare setting.
2. To contribute to the promotion and visibility of Godrej Memorial Hospital as a trusted healthcare provider.
3. To develop skills in event organization, corporate partnership development, and digital marketing.
4. To assist in increasing patient footfall and enhancing patient satisfaction through targeted marketing efforts.
5. To learn and apply marketing principles to real-world scenarios, contributing to personal and professional growth.

Internship Activities and Responsibilities:

- Organized 7 health camps and CPR training activities to enhance the hospital's visibility and create goodwill in society.
- Developed marketing strategies to increase brand awareness and attract more patients to the hospital.
- Established corporate tie-ups to provide healthcare services to companies, including health check-up plans, IPD, OPD, emergency ambulance, and HBOT services.
- Generated 10 leads and signed 3 MOUs with corporate partners.
- Implemented digital marketing initiatives, including creating 18 health-related posts on various social media platforms, conducting live sessions, and engaging followers to improve brand visibility and gain followers.

- Managed Google reviews to enhance patient satisfaction, receiving a total of 40 reviews during the internship period.

Learning Outcomes:

- 1. Enhanced understanding of marketing strategies and their application in the healthcare industry.
2. Proficiency in event management, corporate partnership development, and digital marketing techniques.
3. Improved communication and interpersonal skills through engaging with diverse stakeholders.
4. Increased awareness of the importance of patient satisfaction and its impact on overall healthcare delivery.

Achievements and Contributions:

1. Successfully organized 7 health camps and CPR training activities, enhancing the hospital's visibility and goodwill in the community.
2. Established 10 corporate partnerships and secured 3 MOUs, expanding the hospital's reach and service offerings.
3. Developed and implemented 18 impactful digital marketing posts, resulting in increased brand visibility and follower engagement on social media platforms.
4. Generated 40 Google reviews, contributing to improved online reputation and patient satisfaction ratings for the hospital.
5. Played a key role in driving patient footfall and promoting awareness of Godrej Memorial Hospital as a trusted healthcare provider in the market.

Recommendations:

1. Expand and diversify marketing initiatives to reach a wider audience, including targeted campaigns for specific demographics and healthcare needs.
2. Strengthen corporate partnerships by offering customized healthcare solutions and packages tailored to the needs of partner organizations.

3. Continuously monitor and analyze digital marketing metrics to optimize content, engagement strategies, and platform performance.
4. Implement a systematic approach to collecting and responding to patient feedback, focusing on areas for improvement and enhancing overall patient satisfaction.
5. Invest in ongoing training and development opportunities for marketing team members to stay updated on industry trends, technologies, and best practices.

Noteworthy Activities and Events

Throughout our recent initiatives, we've engaged in several impactful activities aimed at promoting health awareness and community involvement. Here are some highlights:

Summer Health Boot Camp:

Our Summer Health Boot Camp was a resounding success, catering to a diverse demographic with activities designed to promote overall wellness. Key highlights included:

- Comprehensive health check-ups and CPR training sessions.
- First aid crash courses and nutrition workshops.
- Special sessions on coping with extreme heat and transitioning to monsoon conditions.
- Engaging quizzes, Q&A sessions, and recreational games.

The camp, open to all age groups and free of cost, attracted a total of 38 enthusiastic participants. Each attendee received participation certificates and enjoyed refreshments, fostering a positive community experience.

Autism Awareness Day Event:

In observance of Autism Awareness Day, I hosted a dedicated event to educate and support individuals and families affected by autism. This initiative underscored our commitment to inclusivity and community support.

Corporate Partnerships and Collaborations:

We've initiated discussions and formalities for partnerships with esteemed organizations such as IIT-B, IIM-Powai, Cipla, Accenture, and SBI. These collaborations aim to enhance our outreach and impact through shared resources and expertise.

Wellness Wednesdays with GMH:

Introduced "Wellness Wednesdays with GMH," a series of live interactive sessions on Instagram focusing on crucial health topics. Recent sessions covered management of hypertension, osteoporosis, and brain stroke, attracting a growing number of engaged viewers. These sessions occur bi-weekly, demonstrating our commitment to accessible health education.

Community Engagement and Outreach:

Our efforts extend beyond events to include regular social media campaigns on various health observance days, patient feedback collection, and fostering a supportive online community through Google reviews.

Ongoing Initiatives:

Continued organization of CPR training camps, health check-ups, and specialized talks for senior citizens further solidifies our dedication to promoting health and wellness at every age.

Learnings:

1. Engaging with diverse demographics through free, inclusive events like the Summer Health Boot Camp taught us the importance of tailored activities and inclusive approaches in fostering community health awareness.
2. Organizing detailed activities such as health check-ups, CPR training, and educational workshops highlighted the significance of meticulous planning and logistics management to ensure smooth execution and participant satisfaction.
3. The process of establishing partnerships with prestigious institutions and corporations underscored the value of networking and collaborative efforts in expanding reach and resources for impactful health initiatives.
4. Hosting "WellnessWednesdays with GMH" on Instagram demonstrated the power of digital platforms in reaching and educating a broader audience, enhancing our ability to disseminate health information effectively.
5. Gathering patient feedback and reviews enabled us to continuously improve our services and tailor future events to better meet community needs and expectations.

Organizational Benefits:

1. These activities have bolstered our reputation as a proactive organization committed to community health, fostering trust and engagement among participants and stakeholders alike.
2. By expanding our event offerings and digital presence, we've significantly increased our reach, fostering greater awareness and education on crucial health topics across diverse demographics.

3. Collaborations with renowned institutions and corporations have not only expanded our resources but also enhanced our credibility and capability to implement larger-scale health initiatives.

4. Insights gained from participant feedback and reviews have facilitated continuous improvement in service delivery, ensuring that our programs remain relevant, accessible, and impactful.

5. Establishing a robust framework for ongoing events and digital campaigns ensures sustained community engagement and impact, laying a foundation for future growth and outreach.

In summary, these activities have not only contributed to advancing health education and awareness but have also strengthened organizational capabilities, partnerships, and community relationships, positioning us as a leader in promoting holistic health and well-being.

Conclusion:

In conclusion, my internship experience at Godrej Memorial Hospital's Marketing Department has been both rewarding and enlightening. Through hands-on involvement in various marketing initiatives, I have gained valuable insights into the dynamic intersection of healthcare and marketing. From organizing health camps and CPR training sessions to forging corporate partnerships and implementing digital marketing strategies, each task has contributed to my personal and professional growth.

The achievements made during the internship period, including successful event execution, lead generation, and digital outreach, reflect the dedication and teamwork of the marketing department. Moving forward, the lessons learned and skills acquired will undoubtedly serve as a solid foundation for future endeavors in the healthcare marketing field.

I am grateful for the opportunity to have contributed to the promotion and visibility of Godrej Memorial Hospital as a trusted healthcare provider. I am confident that the recommendations provided will further enhance the hospital's marketing efforts and drive continued success in delivering quality healthcare services to the community.

Overall, this internship has been a valuable learning experience.