

SUMMER INTERNSHIP PROGRAM

at

APOLLO PROTON CANCER CENTRE, CHENNAI



From 6th May 2024 to 6th July 2024

A REPORT BY

Nishanth Ganesh. S

Master of Business Administration

(Hospital / Healthcare management)

2023-25

under the Mentorship of

S.P CHATTOPADHYAY





10th July 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Nishanth Ganesh S**, student of MBA hospital/healthcare management of Indian Institute of Health management and research, Jaipur has completed his Internship in Department of **Marketing and Communication** at Apollo Proton Cancer Centre between 06th May 2024 and 06th July 2024.

We wish him all the very best for his future endeavors.

for Apollo Proton Cancer Centre,


Gayathri Venkatesan
Senior Executive - HR

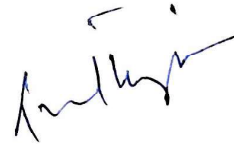


IIHMR University Faculty Mentor Approval

This is to certify that **Nishanth Ganesh.S** of the academic year 2023-25 of **Institute of Health Management Research** has prepared a poster with respect to his summer internship held during May-July 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 23rd July 2024



(Signature of Faculty Mentor)

Mr. S.P Chattopadhyay

Professor

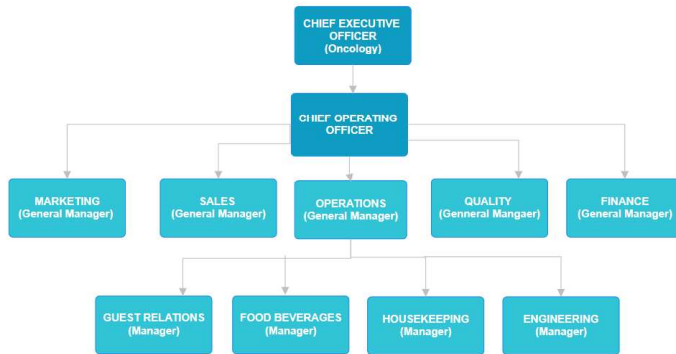
IIHMR University Jaipur

About the Organization

- Apollo Proton Cancer Centre was inaugurated in 2019 as the sole proton therapy facility in Southeast Asia and the Middle East.
- It operates as a 220-bed hospital equipped with three proton gantries.
- With five years of operational history, it boasts a team of over 35 consultants specializing in various medical fields.
- Recently, ranked no.1 among Chennai single specialty hospitals in Times Health Survey.



Organization Structure



Aim

To Position Apollo Proton Cancer Centre as a comprehensive solution hub for oncology

Objective

To improve brand awareness of the hospital and familiarization of the treatment

Gap Analysis

Current	Desired	Actions
- Below average reach in social media - average visibility of Proton therapy among public - Disproportionate subscribed audience between hospitals of the same enterprise - Under marketing of screening programmes	- Increase viewership by 25 % for every publish - Improved awareness about flagship treatment - Build social media presence like other associated enterprise - tap potential revenue and leads from screening programmes	- Changing approach of content creation - Aggressive marketing for proton therapy - Seek collaborations with sister companies to share online presence - Promote for direct sales

Marketing Strategy

Target

Demographics:
Men and women above the age of 40

Economy:
affluent class (earning above 50lakhs per annum)

Psychographic:
Corporate workers, luxury seekers, foodies, health conscious

Online Channel

- Ads in Video streaming platforms
- Google ads
- Collaborative post in social media
- Shoot meaningful patient testimony for digital platforms
- Partnerships with health influencers in social media
- TV ads in top news channels
- Newsletter for email ids in patient data base
- Promotional content in enterprise's app

Offline Channel

- Ads Health magazine
- On ground events that promote screening programs
- Brouchures and pamphlet circulated in other branches of the enterprise

MISSION



To provide healthcare services of international standards accessible to every individual.

VISION



Touch a Billion Lives

STRENGTHS

Only Proton therapy provider in south east asia and middle east.

Brand equity

International standard hospitality

One stop solution for all oncology needs.

WEAKNESS

High Cost of Treatment

Lack of Branches

OPPORTUNITES

Growing Demand for Advanced Cancer Treatment

Potential increase in medical tourism.

THREATS

Cheaper Treatment providing hospitals

Regulatory challenges in equipping proton therapy

Alternative treatments

Challenges



Burden of the Brand



Friction towards change



Delayed response from external resources

Suggestions



Value inducing content marketing



Adapt collaborative efforts



Promote Diagnostic programmes

Usefulness



working alongside department leaders



Exposure of working in a corporate setup



Getting to know how the industry functions

Learnings



Customers are the top priority



Nuances of digital marketing



Process of running campaigns

Weekly Report

Name of the Organisation: Apollo Proton Cancer Centre, Chennai

Area/ Department/ Project of Summer Internship Program: Marketing and Communications

Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital management

Week no: 1st Week

From: May 6th to 11th May

Activity Done	• Networking within the department. • Observing the digital marketing activities of the organization. • Processing and documentation of bills and invoice. • Designing creatives for an event • Released live updates of the event on social media. • Media coverage of the event
Linking theory (Classroom learning) with practice at your organisation	• Search Engine Optimization (SEO). • Interpersonal communication. • Branding and positioning.
Gaps identified on the working area.	• Lack of agenda and follow ups
Suggestions for improvement	• Improved frequency of team meetings to assure that all team members progress.
Plan for the next week	• Actively involve in the tasks of the department and get in-depth knowledge

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Weekly Report

Name of the Organisation: Apollo Proton Cancer Centre, Chennai

Area/ Department/ Project of Summer Internship Program: Marketing and Communications

Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital management

Week no: 2nd Week

From: May 13th to 18th May

Activity Done	• Arranging a Video shoot for promotional of the organization. • Played a part in organizing a press meet • Content writing. • Email media release • Designing creatives
Linking theory (Classroom learning) with practice at your organisation	• Business communication “ press release”
Gaps identified on the working area.	• Low footfall in the hospital’s website
Suggestions for improvement	• Better SEO campaigns
Plan for the next week	• Actively involve in the tasks of the department and get in-depth knowledge

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Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital Management

Week no: 3rd Week

From: May 20th to 25th May

Activity Done	• Editing visual media for social media • Content writing for social media. • Preparation for a TV interview for promotion of organization • Processing bills and invoice
Linking theory (Classroom learning) with practice at your organisation	• Types of appeals in health communication • Communication Need Assessment (CNA)
Gaps identified on the working area.	• Lack of out of the box thinking • Lack of experimenting
Suggestions for improvement	• Due to the sensitivity of the sector, ideas must be filtered thoroughly, Therefore there are constraints for creative thinking.
Plan for the next week	• Create consistent activity on social media platforms

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Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital management

Week no: 4th Week

From: May 27th to 1st June

Activity Done	• Video shoot for digital media • Media coverage and publishing of newly opened facility • Revamp of YouTube page • Making creatives
Linking theory (Classroom learning) with practice at your organisation	• Branding and positioning. • Channels of BCC
Gaps identified on the working area.	• Consistency of communication with the public is missing
Suggestions for improvement	• Plan an active communication agenda for proper and consistent connection with the public
Plan for the next week	• Progress in project works

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Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital management

Week no: 5th Week

From: May 3rd June to 8th June

Activity Done	• Developed engaging and visually appealing content for social media posts. • Managed the receipt and verification of incoming bills and invoices. • Conducted market research to identify target audiences and trends • Developed content for email newsletters and promotional materials. • Media coverage of the event
Linking theory (Classroom learning) with practice at your organisation	• Market Research • Marketing Channels
Gaps identified on the working area.	• Lack of brand familiarization despite being the only proton therapy providing facility in the South East Asia at this price point.
Suggestions for improvement	• Aggressive Marketing Campaigns for Proton Therapy particularly.
Plan for the next week	• Execute the marketing campaign for proton therapy.

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Weekly Report

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Area/ Department/ Project of Summer Internship Program: Marketing and Communications

Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital management

Week no: 6th Week

From: May 10th to June 15th

Activity Done	• Learning about digital media ads like meta-ads. • Planning the Social media campaign for men's health week. • Designing an emailer. • Planning Digital media campaign for a Diagnostic program.
Linking theory (Classroom learning) with practice at your organisation	• Leadership Styles. • Marketing Research • Consumer Behavior
Gaps identified on the working area.	• Unable to capture the market share despite having state of the art facilities.
Suggestions for improvement	• Increase in Internal referrals
Plan for the next week	• Plan the next marketing campaign. • Revamp of social media platforms.

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Weekly Report

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Area/ Department/ Project of Summer Internship Program: Marketing and Communications

Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital management

Week no: 7th Week

From: June 17th to June 23rd

Activity Done	• Created and scheduled content for the hospital's Facebook and Instagram pages • Assisted with filming and editing short video testimonials from satisfied patients • Creative planning for an information communication video for patients
Linking theory (Classroom learning) with practice at your organisation	• Leadership Styles. • Demographic segmentation • Online ads like facebook ads
Gaps identified on the working area.	• Limited engagement on social media • Lack of compelling story telling in testimonial videos.
Suggestions for improvement	• Develop a more interactive content strategy that encourages user engagement, such as polls and Q&A sessions. • Implement an email marketing platform and build an email subscriber list.
Plan for the next week	• Research local SEO best practices specifically relevant to attracting patients searching for nearby healthcare services. • Start creating infographics or blog posts on the researched topics for patient education.

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Weekly Report

Name of the Organisation: Apollo Proton Cancer Centre, Chennai

Area/ Department/ Project of Summer Internship Program: Marketing and Communications

Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital management

Week no: 8th Week

From: June 24th to June 29th

Activity Done	• Planning internal engagement for doctors' day. • Revamp of YouTube page of the organization. • Designing OPD ads for Print media • Coordinating and planning for media coverage for patient communication.
Linking theory (Classroom learning) with practice at your organisation	• Public relations • Content marketing • Marketing Research
Gaps identified on the working area.	• Monotonous content • Limited engagement with online followers due to irregular posting schedules. • Lack of collaboration to reach the intended audience
Suggestions for improvement	• Plan a weekly agenda for consistent engagement with public in social media.
Plan for the next week	• Develop a social media content schedule for consistent posting • Finalize the content calendar for the next month.

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Weekly Report

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Area/ Department/ Project of Summer Internship Program: Marketing and Communications

Name of the Student: Nishanth Ganesh .S

Roll no: 1767

Stream: Hospital management

Week no: 9th Week

From: July 1st to July 6th

Activity Done	- Publicizing 'Times Health Survey' of hospital rankings on all social media handles. - Designing OPD ads and forwarding the designs to the legal team for approval for print media. - Media coverage, post-production and Publishing of internal event 'Doctor's day' - Promotion activity of a consultant
Linking theory (Classroom learning) with practice at your organisation	- Customer needs analysis (CNA) - Types of appeal in health communication - Market research
Gaps identified on the working area.	- Lack of value added to the public in terms of content. - Long process for processing bills.
Suggestions for improvement	- Considering the public perspective and understanding their wants will give better success in digital platforms. - One stop application for processing of bills
Plan for the next week	Complete reports and project

Signature of the Student

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Compiled Reporting Format

Name of the Organisation: Apollo Proton Cancer Centre

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Nishanth Ganesh.S

Roll no: 1767

Stream: Hospital/ Healthcare Management

Activity Done	During the summer internship project, several activities were undertaken that spanned a variety of tasks within the digital marketing department. Initially, networking within the department was prioritized to understand the existing workflows and team dynamics. Observations of ongoing digital marketing activities provided valuable insights into the organization's current strategies and areas of focus. Administrative tasks such as processing and documenting bills and invoices were also handled to ensure smooth financial operations. Creative design work was a significant part of the internship, with the development of creatives for various events and managing live updates on social media during these events. Media coverage and coordination were integral, ensuring that events received appropriate exposure. Additionally, video shoots for promotional content and internal events like Doctor's Day were organized, filmed, and edited. Throughout the internship, there was a strong focus on content creation and management. This included developing engaging social media posts, and promotional materials, as well as revamping the organization's YouTube page. Market research activities were conducted to identify target audiences and trends, which informed the creation of tailored content for promotional materials. The internship also involved planning and executing digital media campaigns, such as those for Men's Health Week and a diagnostic program.
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Linking theory (Classroom learning) with practice at your organisation	The internship provided an excellent opportunity to apply theoretical knowledge from the classroom to practical situations within the organization. Concepts such as Search Engine Optimization (SEO), branding and positioning, and channels of behavior change communication (BCC) were directly linked to the tasks performed. The preparation and execution of press releases and media communications utilized skills learned in business communication classes. Further, the principles of marketing research and consumer behavior were applied when conducting market research and planning digital media campaigns. Leadership styles and interpersonal communication theories were observed and practiced through team interactions and project management. The knowledge of public relations and content marketing was particularly useful in managing media coverage and creating engaging content for various platforms.
Gaps identified on the working area.	Several gaps were identified during the course of the internship. One notable issue was the lack of a consistent agenda and follow-ups, which led to inefficiencies in task progression and team coordination. The hospital's website experienced low footfall, indicating a need for more effective SEO campaigns. Despite having state-of-the-art facilities, the organization struggled to capture market share, pointing to deficiencies in internal referrals and aggressive marketing campaigns. There was also a noticeable lack of out-of-the-box thinking and experimenting with new ideas, likely due to the constraints inherent in the sensitive healthcare sector. Communication with the public was inconsistent, leading to gaps in engagement and brand familiarization. Social media engagement was limited, and testimonial videos lacked compelling storytelling elements.
Suggestions for improvement	To address these gaps, several suggestions for improvement were proposed. Increasing the frequency of team meetings could help ensure all members are progressing and aligned with project goals. Implementing better SEO campaigns could drive more traffic to the hospital's website. For the organization to capture a larger market share, it is

	recommended to initiate aggressive marketing campaigns, particularly highlighting the unique selling points such as being the only proton therapy provider in Southeast Asia at a specific price point. While the sensitive nature of the sector requires careful filtering of creative ideas, fostering a culture that encourages innovative thinking within these constraints could lead to more effective solutions. Planning a more active communication agenda can ensure consistent public engagement. Developing a more interactive content strategy on social media, such as polls and Q&A sessions, can boost engagement. Additionally, implementing an email marketing platform and building an email subscriber list would enhance direct communication with the audience. To streamline administrative processes, the introduction of a one-stop application for bill processing is suggested. Finally, understanding the public perspective and tailoring content to meet their wants and needs can result in more impactful digital marketing efforts.
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Signature of the Student

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Report should be maximum of 10-12 pages.

