

SUMMER INTERNSHIP PROGRAM

at

Fortis Escorts Hospital, Jaipur



From 6 May 2024 to 5 July 2024

A REPORT BY

Deep Dey

Master of Business Administration

Hospital and Health Management

2023-25

under the Mentorship of

Dr. Mamta Chauhan



IIHMR University Faculty Mentor Approval

This is to certify that Mr. Deep Dey of the academic year 2023-25 of the Institute of Health Management Research, has prepared a poster with respect to her summer internship held during May - June 2024

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

Date:22-07-2024



Dr. Mamta Chauhan
Professor

ABOUT THE ORGANISATION

- Fortis Healthcare Limited is a leading integrated healthcare services provider in India. It is one of the largest healthcare organizations in the country with 27 healthcare facilities, 4,300 operational beds and 400 diagnostics centers. Fortis Escorts Hospitals, Jaipur, has 275 operational beds, 9 Operation Theatres (OTs), and 106 Intensive Care Unit (ICU) beds. The organization has also recently begun Robotic Joint Re- placement treatment.

VISION AND MISSION

- Mission:**
"To be a globally respected healthcare organization known for Clinical Excellence and Distinctive Patient Care".
- VISION:-**
"To create a world-class integrated healthcare delivery system in India, entailing the finest medical skills combined with compassionate patient care".



AIM

- Promotion of Trauma & Emergency

OBJECTIVE

- Increase the visibility and reputation of Fortis Escorts Hospital Jaipur as a leading provider of trauma and emergency care.

WHY THIS PROJECT?

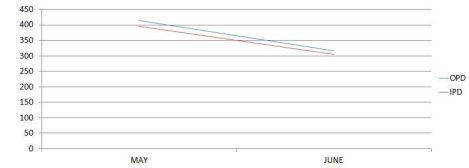
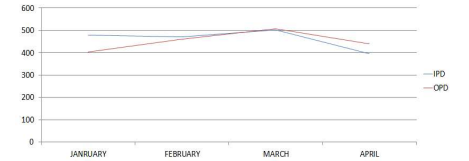
- Trauma and emergency services are essential for saving lives and providing urgent care.
- Raising awareness about these services helps the community by making sure more people get the help they need quickly.
- Effective marketing in this area can ensure people know where to go and what to do in emergencies, potentially saving lives.



STUDY METHODOLOGY

Study Type:- Retrospective

- Data Collection:** Collected trauma and emergency data from January to April 2024.
- Sampling Method:**
Convenience Sampling: Data was collected from readily available sources, including patient records from the emergency ward and feedback from surveys and focus groups. The sample includes patients who visited the emergency department between January and April 2024 and those from May to June 2024.



STUDY RESULTS

The graph indicates that patient footfall in both the IPD and OPD at Fortis Hospital was highest from January to March, peaking around 500 and 450 patients, respectively. However, there is a noticeable decline in May and June, with both departments seeing patient numbers drop to around 300.

LEARNINGS AND VALUE ADDITIONS

- Learned how to effectively reach out to community through workshops and media collaborations.
- Worked with various departments and professionals, improving teamwork and communication skills.
- Understanding how to build and manage a brand's reputation and consistency in messaging.
- Gained hands-on experience with data analysis, campaign creation, and social media management.
- Developed skills in SEO, SEM, and content management to enhance the hospital's online presence.

USEFULNESS OF INTERNSHIP

- Provided hands-on experience in healthcare marketing.
- Improved ability to work with different teams and manage marketing campaigns.
- Helped build practical skills in data analysis, digital marketing, and community outreach.



SUGGESTIONS

- Increase efforts to make the hospital's trauma and emergency services more well-known in the community.
- Upgrade the hospital's website and social media channels to provide clearer information and engage more effectively.

CHALLENGES FACED

Hard to contact with the CMS (Custom Marketing staff) team for the approval of landing pages on hospital website.

SWOT Analysis

STRENGTHS

- Recognized for its high-quality trauma and emergency services, building strong community trust.
- The hospital has a knowledgeable marketing team that can run effective campaigns.

WEAKNESS

- Website has incorrect or outdated information.
- Social media and other digital tools are not fully utilized.
- Not enough budget and resources for extensive marketing.

OPPORTUNITIES

- Medical tourism.
- Growing healthcare market.
- Technological advancement.

THREATS

- Other hospitals offer similar services.
- Limited funds can restrict marketing efforts.

THEORETICAL UNDERSTANDING

In Marketing, market segmentation and targeting to identify specific demographics

the marketing mix (Product, Price, Place, Promotion) to formulate effective strategies.

In Research Methodology learned techniques for collecting and analyzing data to understand consumer behavior and market trends..

PRACTICAL EXPOSURE

- Developed targeted marketing campaigns based on demographic data.
- Planned and executed awareness campaigns, including making posters and banners.

Collecting patient data, conducting surveys, and using insights to create targeted marketing campaigns.

Research methods to track and analyze the importance of marketing campaigns and make improvements based on feedback.



Reporting Format

(Weekly)

Name of the Organisation: Fortis Hospital

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Deep Dey

Roll no: 1699

Stream: MBA-HM 28

Week no: 01

From: 01-05-2024 to 05-05-2024

Activity Done	• Understanding roles and responsibilities of hospitals in” marketing” department and selection of project work. • Observing each department of hospital for reference marketing including emergency ward. • Collection of patients records from emergency ward and analysing hospital website. • excel entries of collected patients data.
Linking theory (Classroom learning) with practice at your organisation	• Classrooms excel and word skills made me do this work more efficiently. • Previous hospital visits for our college gave me prior information of the departments in the hospital which made me easy to recognize the specific departments.
Gaps identified on the working area.	• Website contains false information regarding hospital. • Ineffective Patient Communication. • Limited brand awareness.
Suggestions For improvement	• Increase brand awareness • Enhance community engagement • Utilize data analytics
Plan for the next week	• Seek feedback from colleagues and supervisors to identify areas of improvement. • Continue with the patient record.

WEEK 2

From: 06/05/2024 to 11/05/2024

Activity Done	• I had an orientation session with my mentor Mr Brijesh Gupta ,who provided insights into the hospital's marketing goals, target audience, and ongoing campaigns. • Under the guidance of the graphic designer, I learned basic design principles and contributed to creating visuals for upcoming social media posts and email newsletters. • Observation of patients record of emergency ward. • I had made a script making for radio FM for the promotion of trauma and emergency.
Linking theory (Classroom learning) with practice at your organisation	• Marketing management cover topics such as marketing research and analytics. Collecting and studying data to understand how consumers behave, spot market trends, and see how well our campaigns are working.
Gaps identified on the working area.	• We cannot create our own thoughts • limited brand awareness of hospital trauma and emergency • digital platform are not fully developed
Suggestions for improvement	• Increase brand awareness • Focus on digitalisation • Everyone creativity should be accepted or considered.
Plan for the next week	• Seek feedback from colleagues and supervisors to identify areas of improvement. • Continue with the patient record. • Making banner, hoardings for marketing purpose.

WEEK 3

From: 13/05/2024 to 18/05/2024

Activity Done	• Developed a content calendar to ensure a consistent & strategic flow of information on various social media platforms. • Conducted keyword research to identify terms relevant to the hospital's services and incorporated these into blog posts and website content. • Collaborated with the social media team to develop engaging content, with a particular focus on health tips, patient stories, and upcoming events. • Under the guidance of the graphic designer, I learned basic design principles and contributed to creating visuals for upcoming social media posts and email newsletters. • Maintaining landing pages of Fortis website
Linking theory (Classroom learning) with practice at your organisation	• Utilize principle of brand positioning to ensure that all content aligns with the hospital mission and values enhancing brand consistency and trust. • The 4 p of marketing;- product, place, price, promotion in the marketing management are the fundamental elements use to market a product and service effectively.
Gaps identified on the working area.	• Resource allocation • Insufficient data integration • Limited use of advanced analytics
Suggestions for improvement	• Increase team resources • Invest in advanced analytics tools • Implement integrated data system
Plan for the next week	• Content preparation for workshops. • Campaign suggestions for the project work. • Working on landing pages for improvement of hospital website

WEEK 4

From: 20/05/2024 to 25/05/2024

Activity Done	• I had done social media campaigns on Facebook, Instagram etc. • Education post and videos for highlighting the importance of trauma and emergency. • Making more banners for trauma and emergencies.
Linking theory (Classroom learning) with practice at your organisation	• Marketing subject helps in understanding the market 4Ps product, price, promotion and place. • Digital marketing subject helps in finding the market place digitally.
Gaps identified on the working area.	• Lack of BLS Training Programs • Limited Community Engagement • Improper Use of Technology
Suggestions for improvement	• Enhance Training Programs • Increase Community Engagement • Proper use of technology should done
Plan for the next week	• Increase community awareness • Increase digital marketing campaigns • Collection off feedback

WEEK 5

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

Activity Done	❖ Awareness Campaign Development; - Developed informative content about trauma and emergency symptoms, first aid, and when to seek professional help. This includes articles, infographics, and videos. ❖ Marketing Strategies Applied; - Used demographic data to identify key target audiences, including families, schools, and local businesses. - Improved website SEO for keywords related to trauma and emergency services. Implemented SEM campaigns to increase online visibility.
Linking theory (Classroom learning) with practice at your organisation	- Target Audience Analysis; :- Importance of identifying and understanding the target audience to tailor marketing strategies effectively. Application: Analysed demographics to focus campaigns on parents, teachers, and young adults who are more likely to encounter emergency situations. - Marketing Mix (4 Ps); :- Product, Price, Place, and Promotion are crucial elements in developing a marketing strategy.
Gaps identified on the working area.	- Lack of effective communication between the marketing and healthcare teams. - Limited use of advanced marketing tools and analytics. - Limited budget allocated for comprehensive marketing campaigns.
Suggestions for improvement	- Establish regular inter-departmental meetings to ensure alignment on campaign goals and activities. - Invest in marketing automation tools and advanced analytics software to better track campaign performance and optimize strategies.
Plan for the next week	- Content Creation and Distribution - Community Outreach and Engagement - Resource Allocation and Budgeting - Feedback and Improvement

WEEK 6

From: 03/06/2024 to 08/06/2024

Activity Done	❖ Social Media Campaigns: Created and launched targeted social media campaigns across platforms such as Facebook, Instagram, and Twitter. These campaigns included informative posts, graphics, and videos highlighting the importance of trauma and emergency services. ❖ Collaboration with Local Influencers: Partnered with local influencers and healthcare professionals to amplify the message through their networks. ❖ Press Releases and Articles: Published press releases and articles in local newspapers and health magazines to spread awareness. ❖ Poster making: a poster was made for promotion of trauma and emergency. The poster was made for the purpose of awareness regarding medicines.
Linking theory (Classroom learning) with practice at your organisation	▪ Market Segmentation: Applied market segmentation techniques to identify and target specific demographics that would benefit the most from the awareness campaigns. ▪ SWOT Analysis: Conducted a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats related to the promotion of trauma and emergency services. ▪ Digital Marketing Strategies: Implemented digital marketing strategies including SEO, content marketing, and social media marketing to increase reach and engagement.
Gaps identified on the working area.	• Lack of Awareness: There is a significant lack of awareness about the availability and importance of trauma and emergency services within the community. • Technology Utilization: Underutilization of modern technology and digital platforms to promote services and engage with the community.
Suggestions for improvement	➤ Increase Marketing Budget ➤ Expand Training Programs ➤ Regular Monitoring and Evaluation
Plan for the next week	• Community Workshops • BLS Training regarding Trauma and Emergency • Neighbourhood scheme • FM Campaign

WEEK 7

From: 10/06/2024 to 15/06/2024

Activity Done	❖ Launched informative posts and videos on recognizing symptoms of trauma and emergencies such as strokes, burns, and poison intake. ❖ Conducted workshops in local community centers focusing on basic first aid techniques. ❖ Hosted live webinars with healthcare professionals discussing emergency response steps. ❖ Poster made for chemist shops for the promotion of trauma and emergency.
Linking theory (Classroom learning) with practice at your organisation	▪ Applied segmentation techniques learned in class to identify and target key demographics, such as parents, teachers, and young adults. ▪ Utilized integrated marketing communication strategies to ensure consistent messaging across various channels (social media, email newsletters, physical posters).
Gaps identified on the working area.	• Limited presence on newer social media platforms where younger demographics are more active. • Insufficient resources allocated for marketing and outreach activities, limiting the potential reach of the campaigns. • Underutilization of modern technology and digital platforms to promote services and engage with the community.
Suggestions for improvement	➤ Expand Social Media Presence ➤ Implement Feedback Systems ➤ Expand Training Programs ➤ Increase Resource Allocation
Plan for the next week	• Content Creation • Feedback Integration • Emergency Drill Coordination

WEEK 8

From: 17/06/2024 to 22/06/2024

Activity Done	▪ Conducted surveys and focus groups to understand public perception and awareness of trauma and emergency services. ▪ Analyzed competitors' strategies and identified key differentiators for our services. ▪ Created informative brochures, posters, and social media content focusing on the importance of timely response in trauma and emergency situations. ▪ Developed taglines and slogans in both English and Hindi to cater to a diverse audience. ▪ Made creative for OPD centers.
Linking theory (Classroom learning) with practice at your organisation	➤ Learned how to divide the target market into specific groups based on factors like age, interests, and behavior to create more effective marketing strategies. ➤ Studied how consumers make decisions about healthcare services and the factors influencing their choices. ➤ Explored strategies for positioning our trauma and emergency services as the most reliable and accessible option in the market. ➤ Gained insights into leveraging digital channels for maximum outreach and engagement, including SEO, SEM, and content marketing.
Gaps identified on the working area.	• Limited resources allocated for marketing and outreach activities. • Limited collaboration between marketing, healthcare providers, and community outreach teams.
Suggestions for improvement	➤ Increase budget allocation for marketing efforts to enhance the scope and impact of promotional activities ➤ Implement regular training sessions for staff on the latest digital marketing tools and community engagement strategies.

Compiled Report

Name of the Organisation: Fortis Escorts Hospital, Jaipur

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Mr. Deep Dey

Roll no: 1699

Stream: MBA in Hospital and Healthcare Management

Activity Done

Research Preparation: Firstly, I familiarized myself with the Marketing department and identified the research area. In the first week, I discussed the selected topic with my mentor, Manjeet Grover. Following their approval, I finalized the research topic.

Then I understand the roles and responsibilities of the marketing department after that I observed various hospital departments, including the emergency ward. I collected patient records from the emergency ward and made a excel entries of collected patient data of the financial year 2023 -2024. This data provides me the footfall number of patients in the emergency ward. I analyzed the hospital website for the content accuracy I involved in market research and content creation. I developed a content calendar for our social media platforms and conducted keyword research to create blog posts and website content. I also maintained and updated the landing pages for trauma and emergency services on the Fortis website. For campaign development, I launched several social media campaigns specifically focused on promoting our trauma and emergency services. This included creating posters, banners & hoardings. One of the highlights was promoting Fortis trauma and emergency services during a marathon for cancer awareness, which provided an excellent platform to reach a broader audience.

Linking theory (Classroom learning) with practice at your organisation

During my internship, I applied market segmentation techniques to identify key demographics and better target our marketing efforts. By collecting and analyzing data, I gained valuable insights into consumer behavior and market trends. I utilized various research methodologies to gather and analyze this data effectively. I focused on promoting high-quality trauma and emergency services by offering special perks under the neighborhood scheme. Our outreach efforts targeted local community centers, schools, police stations, and other key locations. To promote trauma and emergency services, I leveraged social media, community events, and local media. In terms of digital marketing strategies, I implemented SEO, SEM, and content marketing to boost the visibility of our emergency ward. By using digital platforms, I was able to increase our reach and engagement on social media, ensuring our message reached to wider audience.

Gaps identified on the working area

The hospital website contains outdated or incorrect information, which can break the trust of patients. No proper communication with patients was there which creates misunderstandings and a lack of engagement with the patients. There is less awareness of Fortis Hospital Trauma and Emergency Services. The hospital's digital platforms, including its website and social media presence, are not fully developed. Developing these platforms can improve patient engagement, provide valuable health information. The hospital is underutilizing modern technology and digital tools that could enhance marketing efforts and patient interaction. Leveraging advanced technologies can optimize marketing campaigns, track their performance, and improve overall efficiency.

Suggestions for improvement

Increase Brand Awareness: Increase community engagement through targeted campaigns.

Utilize local media and influencers for longer reach.

Enhance Digital Platforms: Focus on digitalization and improve the hospital website.

Invest in advanced analytics tools and marketing software.

Allocate Resources Effectively: Increase budget allocation for marketing efforts.

Expand team resources to increase campaign scope and impact.

Increase Technology: Use modern technology and digital platforms to promote services.

Regularly update and monitor digital marketing strategies.

Encourage Creativity: Accept and consider everyone's creative ideas for campaigns and promotions.

Inter-Departmental Meetings: Establish regular meetings to ensure proper campaign goals and activities.

Expand Training Programs: Provide training programs for staff on digital marketing tools and community engagement strategies.



Signature of student



Approved by IIHMR University Mentor