



SUMMER INTERNSHIP PROGRAM

at

Adeh Care Facilities Pvt. Ltd, Raebareli

From 7th May 2024 to 7th July 2024

A REPORT BY

Name of the student - Ashok

Master of Business Administration

Hospital and Health management

2023-25

under the Mentorship of

Dr. Alok Kumar Mathur

Associate Professor

IIHMR UNIVERSITY

JAIPUR



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RAEBARELI (229001) UTTAR PRADESH

UNCHAHAR BRANCH : IN FRONT OF BHIMRAO AMBEDKAR

DEGREE COLLEGE UNCHAHAR RAEBARELI (229404)

UTTAR PRADESH

Customer Care No. 0535 - 2975463, 9793465003

Email : adarshdiagnosticsinfo@gmail.com

CIN : UB5100UP2021PTC147489

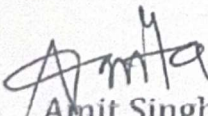
Date: 8 July 2024

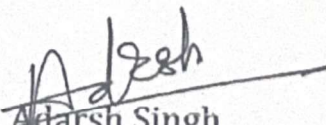
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Ashok** has successfully completed his internship in the Department of **Marketing**, Raebareli from **07 May 2024 till 07 July 2024** During this internship, he was found to be sincere and hardworking.

We wish him all the best for future.

For A.D.E.H. CARE FACILITIES PVT. LTD.


Amit Singh
(Chief People Officer)


Adarsh Singh
(Managing Director)

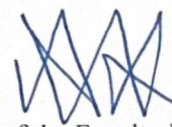
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IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Ashok** of 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: 08 August 2024

A handwritten signature in blue ink, consisting of stylized, overlapping loops and lines.
(Signature of the Faculty Mentor)

Dr. Alok Kumar Mathur
(Assistant Professor)
IIHMR UNIVERSITY
JAIPUR

HISTORY AND DESCRIPTION

Adeh Care Facilities Private Limited (ACFPL) is a Private Limited Indian Non-Government Company incorporated in India on 18 June 2021. Its registered office is in Raebareilly, Uttar Pradesh, India. Adeh Care Facilities Pvt. Ltd. is a leading diagnostic center specializing in pathology services, dedicated to providing accurate and timely medical diagnostics. Their state-of-the-art facilities and experienced professionals ensure high-quality healthcare solutions tailored to meet the needs of our patients and healthcare partners.

MISSION

Committed to provide the best diagnostic services at the most affordable price with comprehensive range of medical and technological services to the patients in order to help them live a healthy and happy life.

VISION

"To offers its patients the latest medical and technological innovations in diagnostic services"

Name – Ashok
Roll no. 1691
Faculty mentor – Dr. Alok Mathur
Department of internship - Marketing

STRENGTH
Reputation and trust
Quality of service
Experienced Staff

WEAKNESS
Limited brand awareness
Lack of online presence
Limited hours of operation

SWOT ANALYSIS

OPPORTUNITIES
Expansion of services
Digital marketing
Technological advancement

THREATS
Competition
Regulatory changes
Rising healthcare cost

THEORATICAL

- Learned the same theoretically in classroom.

PRACTICAL

- Problem-Solving
- Organisation Understanding
- Team work

LEARNINGS DURING INTERNSHIP

- Learned effective communication and counselling
- Learned working under stress along with team collaboration
- Learned to work with diverse group of people.

USEFULLNESS OF INTERNSHIP

- Help in learning skills like teamwork, effective communication and decision making
- Personal growth and understanding own strength and weakness.
- Patient interaction and handling

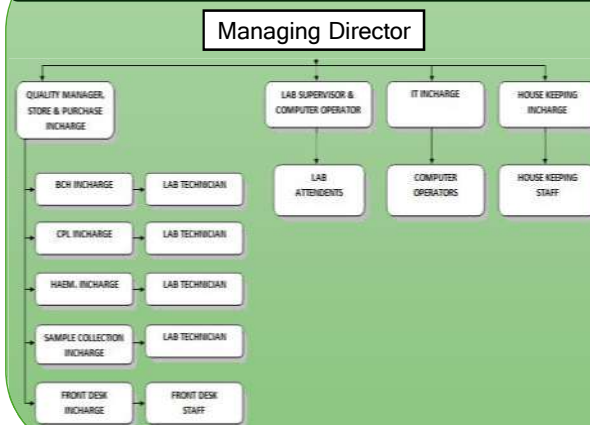
CHALLENGES FACED DURING INTERNSHIP

- Balancing multiple tasks and deadlines, often without a clear sense of priority.
- Building professional relationships in a new environment.
- Staying motivated during repetitive or less engaging tasks.

SUGGESTION FOR IMPROVEMENT

- Sufficient manpower should be needed for effective hospital operations
- Enhance communication between different stakeholders
- Conduct regular patient satisfaction surveys to identify areas of improvement.

ORGANISATION STRUCTURE



Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no: 1691

Stream: Hospital and Health management

Week no: 1st (7th May-24 to 10th May-24)

From: ...7th May 2024...to...7th July 2024 ..

Activity Done	- Had a meeting with all the department heads. - Mentor allotment. - Mentor Mentee interaction and discussion. - Learned about the organization's code of conduct and compliance requirements. - Familiarized myself with the tools and software used for marketing. - Attended introductory meetings with team members to understand their functions and responsibilities. - Gained insights into the departmental workflow and the various roles within the marketing team.
Linking theory (Classroom learning) with practice at your organisation	- Applied knowledge from the Organizational Behaviour course to understand team dynamics and department structure. - Utilized concepts from Principles of Management to appreciate the importance of the organization's code of conduct. - Related theories from Marketing Management to the marketing strategies reviewed. - Used Business Communication skills to effectively interact with team members and understand their roles.
Gaps identified on the working area.	- N/A
Suggestions for improvement	- N/A
Plan for the next week	- Focus on understanding the marketing techniques used by the organization.

	- Begin calling patients to offer health checkup packages. - Observed the rates of tests to better communicate with potential clients.
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Signature of the Student

Approved by the IIHMR University’s Mentor

Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no: 1691

Stream: Hospital and Health management

Week no: 2nd (13th May-24 to 17th May-24) **From:** ...7th May 2024...to...7th July 2024 ..

Activity Done	- Studied the marketing techniques employed by the organization. - Made calls to patients to offer health checkup packages and explain the benefits. - Observed the rates of different tests and prepared a comparative summary. - Assisted in the development of marketing scripts for patient calls. - Participated in team meetings to discuss marketing strategies and patient outreach plans. - Collected feedback from patients regarding the health checkup packages. - Collaborated with the team to identify potential improvements in patient communication
Linking theory (Classroom learning) with practice at your organisation	- Utilized skills from Business Communication to develop effective communication scripts for patient calls. - Related theories from Principles of Management to the SWOT analysis conducted. - Used knowledge from Organizational Behaviour to understand team collaboration during meetings. - Applied principles from Essentials of Hospital Services to better understand patient feedback and service quality.
Gaps identified on the working area.	- Inconsistent communication techniques across different team members. - Lack of a standardized follow-up process for patient calls.
Suggestions for improvement	- Standardize communication scripts to ensure consistency. - Develop a structured follow-up process to maintain patient engagement.
Plan for the next week	- Work on referral marketing by meeting doctors with senior team members. - Understand the process of convincing doctors to send tests to the lab.

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no:1691

Stream: Hospital and Health management

Week no: 3rd (20th May-24 to 24th May-24) **From:** ...7th May 2024...to...7th July 2024 ..

Activity Done	- Accompanied senior team members to meetings with doctors for referral marketing. - Observed and participated in discussions to convince doctors to send tests to our lab. - Learned about the strategies and techniques used in referral marketing. - Met with various doctors to understand their needs and preferences. - Collected feedback from doctors to identify key factors influencing their decisions. - Collaborated with the senior team to refine marketing strategies based on doctor feedback.
Linking theory (Classroom learning) with practice at your organisation	- Applied principles from Marketing Management to build rapport with doctors through referral marketing. - Utilized skills from Business Communication to effectively present and discuss lab services with doctors. - Related concepts from Principles of Management to the organization and execution of referral marketing strategies. - Used knowledge from Organizational Behaviour to understand and improve team dynamics during doctor meetings.
Gaps identified on the working area.	- Limited data on doctor preferences and decision-making factors. - Inadequate follow-up system to maintain relationships with doctors
Suggestions for improvement	- Collect and Analyse data on doctor preferences to tailor marketing strategies. - Implement a robust follow-up system to strengthen relationships with doctors.
Plan for the next week	- Continue calling patients for lab tests and explore other marketing techniques used by the organization.

Signature of the Student

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no:1691

Stream: Hospital and Health management

Week no: 4th (27th May-24 to 31st May-24) **From:** ...7th May 2024...to...7th July 2024 ..

Activity Done	- Continued making calls to patients to promote lab tests and health checkup packages. - Explored and analysed additional marketing techniques used by the organization. - Collected and documented patient feedback to improve communication strategies. - Assisted in updating marketing materials based on patient and doctor feedback. - Conducted a competitor analysis to identify areas for improvement. - Collaborated with the team to plan and execute targeted marketing campaigns. - Monitored the performance of ongoing marketing initiatives and provided insights for optimization.
Linking theory (Classroom learning) with practice at your organisation	- Applied concepts from Marketing Management to optimize marketing techniques and initiatives. - Utilized skills from Business Communication to improve patient interaction and feedback collection. - Related principles from Principles of Management to the planning and execution of marketing campaigns.
Gaps identified on the working area.	- Lack of real-time monitoring tools for marketing campaign performance. - Inconsistent patient feedback collection methods
Suggestions for improvement	- Implement real-time monitoring tools to track marketing campaign performance. - Standardize patient feedback collection methods to ensure consistency
Plan for the next week	- Work on bulk SMS lab promotion and manage the organization's Google profile. - Encourage patients to review the Google profile of the organization

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no:1691

Stream: Hospital and Health management

Week no: 5th (3rd June to 7th June)

From: ...7th May 2024...to...7th July 2024

Activity Done	- Observed bulk SMS campaign to promote lab services. - Observed organization's Google profile and encouraged patients to leave reviews. - Observed the effectiveness of the bulk SMS campaign and gathered feedback. - Collaborated with the digital marketing team to optimize the Google profile. - Observed engaging content for the Google profile to attract potential clients. - Monitored patient reviews and responded to feedback promptly. - Monitored strategies to enhance the online presence of the organization
Linking theory (Classroom learning) with practice at your organisation	- Applied concepts from Marketing Management to execute and analyze the bulk SMS campaign. - Utilized skills from Business Communication to manage and optimize the Google profile.
Gaps identified on the working area.	- Limited integration of patient feedback into digital marketing strategies. - Inconsistent monitoring of online reviews and patient engagement.
Suggestions for improvement	- Integrate patient feedback into digital marketing strategies to enhance effectiveness. - Develop a structured system for monitoring and responding to online reviews
Plan for the next week	- Visit schools and colleges with senior team members to promote lab services. - Understand the promotional process in educational institutions

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Annexure-E

Reporting Format (Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no: 1691

Stream: Hospital and Health Management

Week no: 6th (10th June to 14th June) **From:** 7th MAY 2024...to...7th July 2024.....

Activity Done	- Visited schools and colleges with senior team members to promote lab services. - Participated in promotional events and interacted with students and faculty. - Assisted in setting up promotional stands and distributing marketing materials. - Observed the strategies used to engage with educational institutions. - Collected feedback from students and faculty regarding the promotional activities. - Monitored the effectiveness of the promotional events and identified areas for improvement.
Linking theory (Classroom learning) with practice at your organisation	- Utilized skills from Business Communication to engage with students and faculty effectively. - Used knowledge from Organizational Behaviour to enhance team collaboration during promotional events. - Applied insights from Essentials of Hospital Services to understand and address the needs of educational institutions
Gaps identified on the working area.	- Limited data on the impact of promotional activities in educational institutions. - Inconsistent follow-up with educational institutions after promotional events.
Suggestions for improvement	- Analyse data on the impact of promotional activities in educational institutions. - Implement a structured follow-up process to maintain relationships with educational institutions.
Plan for the next week	- Visit doctors again with senior team members to discuss sending tests to the lab. - Interact with doctors to strengthen relationships and understand their needs.

Signature of the Student

Reporting Format (Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no: 1691

Stream: Hospital and Health management

Week no: 7th (17th June-24 to 21st June-24) **From:** ...7th May 2024...to...7th July 2024.

Activity Done	- Visited doctors again with senior team members to discuss sending tests to the lab. - Participated in detailed discussions with doctors to address their feedback and concerns. - Collected and documented feedback from doctors regarding lab services. - Analysed the effectiveness of previous referral marketing strategies. - Identified key factors influencing doctors' decisions to refer patients to the lab. - Collaborated with the team to refine marketing strategies based on doctor feedback. - Strengthened relationships with doctors through continuous engagement and follow-up
Linking theory (Classroom learning) with practice at your organisation	- Business Communication: Utilized communication skills to effectively present and discuss lab services. - Marketing Management: Related concepts to the refinement of referral marketing strategies. - Principles of Management: Used management principles to organize and conduct effective meetings with doctors. - Essentials of Hospital Services: Understood the critical role of doctor referrals in healthcare service delivery.
Gaps identified on the working area.	- Limited tracking of the long-term impact of doctor referrals on lab services. - Inconsistent follow-up with doctors after initial meetings.
Suggestions for improvement	- Implement a system to track the long-term impact of doctor referrals on lab services. - Develop consistent follow-up procedures to maintain strong relationships with doctors.
Plan for the next week	- Work at the front desk to interact with customers and gather their feedback. - Focus on understanding and resolving customer issues.

Signature of the Student

Reporting Format (Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no:1691

Stream: Hospital and Health management

Week no: 8th (24th June-24 to 28th June-24) **From:** ...7th May 2024...to...7th July 2024.

Activity Done	- Worked at the front desk to interact with customers and address their issues. - Collected customer feedback regarding lab services. - Assisted in resolving customer complaints and ensuring their satisfaction. - Observed common customer issues and identified areas for improvement. - Provided insights to the team on enhancing customer service based on feedback. - Worked on improving the Google profile ratings by encouraging satisfied customers to leave positive reviews. - Monitored and responded to online reviews to maintain a positive online reputation. - Collaborated with the team to implement strategies for improving customer satisfaction
Linking theory (Classroom learning) with practice at your organisation	- Marketing Management: Related concepts to enhancing the online reputation and customer satisfaction strategies. - Principles of Management: Used management principles to analyze customer feedback and implement improvements. - Essentials of Hospital Services: Understood the importance of excellent customer service in healthcare settings
Gaps identified on the working area.	- Limited resources for addressing and resolving customer complaints promptly. - Inconsistent documentation of customer feedback and issues.
Suggestions for improvement	- Allocate more resources to address and resolve customer complaints efficiently. - Standardize the documentation process for customer feedback and issues to ensure consistency.
Plan for the next week	- Promote a new collection centre by meeting doctors in the region. - Set up promotional stands in society and market areas to increase awareness.

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Reporting Format

(Weekly)

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Ashok

Roll no:1681

Stream: Hospital and Health management

Week no: 9th (1st July-24 to 7th July-24)

From: ...7th May 2024...to...7th July 2024.

Activity Done	- Promoted a new collection centre by meeting doctors in the region. - Presented the benefits of the new collection centre to doctors to encourage referrals. - Set up promotional stands in society and market areas to increase awareness of the new centre. - Distributed marketing materials and engaged with potential clients at promotional stands. - Collected feedback from doctors and potential clients regarding the new collection centre. - Analysed the effectiveness of the promotional activities and identified areas for improvement. - Collaborated with the team to refine the promotional strategies based on feedback.
Linking theory (Classroom learning) with practice at your organisation	- Organizational Behaviour: Applied principles to build relationships with doctors and potential clients. - Business Communication: Utilized communication skills to effectively present the new collection centre and engage with the community. - Marketing Management: Related concepts to planning and executing promotional activities.
Gaps identified on the working area.	- Lack of awareness among patient. - Less use of social media marketing.
Suggestions for improvement	- Increase the social media marketing. - Also use regional language for promotions.
Plan for the next week	- Completion of Internship

Signature of the Student

Approved by the IIHMR University's Mentor



Compile Report

Name of the Organisation: Adeh Care Facilities Pvt. Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing (Pathology)

Name of the Student: Ashok

Roll no: 1691

Stream: MBA-Hospital and Health Management

Activity Done	During my internship at Adeh Care Facilities Pvt. Ltd. marked a pivotal step in my academic journey as an MBA student specializing in hospital and health management. This opportunity allowed me to delve into the intricate world of healthcare marketing, providing me with hands-on experience in patient outreach, marketing strategies, and interdepartmental collaboration. Throughout my internship, I aimed to bridge the gap between theoretical knowledge and practical application, gaining invaluable insights into the operational dynamics of a pathology department. Orientation and Initial Learning-Meeting with Department Heads: The beginning of my internship was marked by an orientation session with the heads of various departments within Adeh Care Facilities. This meeting served as an introduction to the organization's core values, mission, and vision. I learned about the strategic objectives set forth by the management, which emphasized patient-centered care and innovation in healthcare delivery. Understanding these foundational elements was crucial as I embarked on my journey in the marketing department. Mentor Allocation Upon completion of the orientation, I was assigned a mentor who would guide me throughout my internship. My mentor's extensive experience in healthcare marketing provided me with insights that proved invaluable in navigating my responsibilities. Regular check-ins and discussions allowed me to seek clarification on complex topics, fostering a supportive learning environment that encouraged my professional development.
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Understanding Compliance and Conduct

A significant aspect of my initial training involved understanding the organization's code of conduct and compliance requirements. Familiarity with these guidelines ensured that all marketing initiatives aligned with regulatory standards and promoted the organization's reputation within the community.

Familiarization with Tools and Software

As I settled into my role, I took the initiative to familiarize myself with the various marketing tools and software utilized by the organization. This included Customer Relationship Management (CRM) systems, data analytics tools, and communication platforms. Gaining proficiency in these technologies was essential for effectively managing patient interactions and analyzing the impact of marketing campaigns.

Engaging in Marketing Strategies

Team Interactions

Throughout my internship, I actively engaged with team members in various capacities. Attending regular meetings provided me with insights into the diverse roles within the marketing department. I learned about the collaborative processes involved in developing marketing strategies, emphasizing the importance of clear communication and teamwork in achieving organizational objectives.

Patient Outreach Initiatives

A significant portion of my responsibilities involved patient outreach through telephone calls aimed at promoting health checkup packages. During these interactions, I focused on not only providing information about the services offered but also on addressing patients' concerns and queries. This experience honed my communication skills and reinforced the importance of empathy in building trust with potential patients.

Development of Marketing Scripts

In collaboration with senior team members, I assisted in the development of marketing scripts for patient calls. Crafting these scripts involved ensuring that they were informative, engaging, and tailored to address common patient concerns. By refining these materials based on feedback and testing, we aimed to enhance our outreach efforts and improve conversion rates.

Feedback Collection

Collecting feedback from patients was an integral part of my role. I implemented surveys and conducted follow-up calls to gauge patient satisfaction with the health checkup packages. Analysing this feedback allowed me to identify areas for improvement in our offerings and provided valuable insights into patient preferences.

Fostering Referral Marketing

Meetings with Healthcare Professionals

A key component of my internship involved fostering relationships with healthcare professionals through referral marketing. Accompanying senior team members to meetings with doctors allowed me to observe the nuances of professional interactions within the healthcare community. These meetings were essential for building rapport and understanding the needs of healthcare providers.

Understanding Doctor Preferences

In my discussions with various doctors, I sought to understand their preferences and expectations regarding lab services. Gathering insights into their referral processes and the factors influencing their decisions was crucial for tailoring our marketing strategies to better align with their needs.

Strategy Refinement

Collaboration with my team was vital in refining our marketing strategies based on the feedback received from doctors. By analyzing this information, we were able to make data-driven decisions that enhanced our outreach efforts and improved relationships with healthcare providers. This iterative process underscored the importance of adaptability in a constantly evolving healthcare landscape.

Community Engagement

Promotional Activities

My internship also involved significant community outreach initiatives aimed at raising awareness about our lab services. I participated in visits to local schools and colleges, where I engaged with students and faculty. Setting up promotional stands allowed me to interact directly with the community, distribute marketing materials, and share information about the importance of preventive healthcare.

Gathering Community Feedback

Collecting feedback during these outreach efforts provided invaluable insights into community perceptions of our services. I conducted informal surveys and facilitated discussions to understand the preferences and concerns of potential patients. This information was instrumental in shaping our marketing campaigns and ensuring they resonated with our target audience.

Enhancing Digital Presence

Collaboration with Digital Marketing Team

Recognizing the growing significance of digital marketing in today's healthcare landscape, I collaborated closely with the digital marketing team. Our focus was on optimizing the organization's online presence, particularly its Google profile. This involved creating engaging content that showcased our services, responding promptly to patient inquiries, and encouraging satisfied patients to leave positive reviews.

Monitoring Marketing Campaigns

As part of my responsibilities, I monitored the effectiveness of our bulk SMS campaigns aimed at promoting lab services. Analyzing engagement metrics and gathering feedback from recipients allowed me to assess the impact of our outreach efforts. This data-driven approach enabled the team to make informed adjustments to our campaigns, enhancing their overall effectiveness.

Front Desk Experience

Direct Patient Interaction

Working at the front desk provided me with direct exposure to patient interactions. This role allowed me to address inquiries, provide information about our services, and gather feedback in real time. Interacting with patients face-to-face reinforced the importance of customer service in healthcare and highlighted the need for effective communication skills.

Resolving Customer Complaints

I assisted in resolving customer complaints and ensuring patient satisfaction. By actively listening to concerns and providing timely solutions, I contributed to maintaining a positive relationship between the organization and its patients. This experience underscored the significance of empathy

	and responsiveness in delivering high-quality healthcare services. Promoting the New Collection Centre Introduction of New Services As my internship progressed, I was entrusted with the responsibility of promoting a new collection centre. This initiative involved meeting with local doctors to discuss the benefits of referring patients to the new facility. I focused on emphasizing convenience, accessibility, and the quality of services provided at the new centre. Community Outreach Setting up promotional stands in community areas allowed me to raise awareness about the new collection center. I engaged with potential clients, distributed marketing materials, and gathered feedback on our services. This grassroots approach helped foster a sense of community involvement and encouraged potential patients to utilize our services.
Linking theory (Classroom learning) with practice at your organisation	During my internship, I had the opportunity to apply the knowledge gained from my classroom studies, The integration of theoretical learning with practical experience significantly enhanced my understanding and skills and made it easier for me to tackle the day-to-day work challenges thus improving my abilities and comprehension. • Effective communication with all stakeholders. • Health communication with patients and attenders about the importance of health checkups. • importance of Diagnostics in healthcare delivery system • Learning different models of communication in organisation. • Learn practice aspects of behaviour change • communication in diagnostics. • Learn practical importance of gender consideration in health intervention. • Learn the impact of organization culture & environment, • organization structure on the employees • Learn to focus on personal efficiency and effectiveness and • creativity to perform different tasks easily.

	• Understanding organizational behavior. • Learn how human resource management contributes to • continuous and efficient working of organisation. • How important is to select the right human resource for the role. • Understanding diagnostics services and functioning of Pathology. • Understanding different points of view of different stakeholders for the betterment of organization. • Understanding different government policies like MMCSBY, ABPMJAY, etc. and credit payors like ECHS, RGHS, NTPC, HINDUSTAN ZINC, etc. for fostering a better healthcare delivery system and financial support to the people. • Working with colleagues and other stakeholders helps in • learning power of teamwork • Learning the importance of motivation and contributing to efficiency of employees. • Learn the importance of administrative services and their • contribution to efficient routine working of hospital. • Learn the importance of interpersonal and intrapersonal • communication to perform the given task • Learn the importance of effective daily meetings with an • organization mentor. • Learning the importance of Time management. • Personality development and impact on other members • Importance of Leadership skill in good team building • Learn how decision-making ability is routine part of • management. • Learn the importance of relationship management in image building of Diagnostics.
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	• People management is most important in Diagnostics setup. • Learn the importance of analysis and presentation of data. • Learn the importance of different event celebration at the • hospital and their impact on all stakeholders. • Understand role of marketing in growth of diagnostics. Overall, my internship experience seamlessly blended classroom knowledge with practical application. This direct linkage between theoretical learning and real-world practice solidified my understanding and prepared me for future challenges in the healthcare field.
Gaps identified on the working area.	• Inconsistent communication techniques across different team members. • Lack of a standardized follow-up process for patient calls. • Limited data on doctor preferences and decision-making factors. • Inadequate follow-up system to maintain relationships with doctors. • Lack of real-time monitoring tools for marketing campaign performance. • Inconsistent patient feedback collection methods. • Limited integration of patient feedback into digital marketing strategies. • Inconsistent monitoring of online reviews and patient engagement. • Limited data on the impact of promotional activities in educational institutions. • Inconsistent follow-up with educational institutions after promotional events. • Limited tracking of the long-term impact of doctor referrals on lab services. • Inconsistent follow-up with doctors after initial meetings. • Limited resources for addressing and resolving customer complaints promptly.

	• Inconsistent documentation of customer feedback and issues. • Lack of awareness among patients about available services. • Underutilization of social media marketing. • Inadequate training for team members on effective communication and follow-up techniques. • Lack of a centralized database for tracking interactions with doctors and patients. • Insufficient analysis of patient feedback to identify common issues and areas for improvement. • Limited use of technology to automate and streamline follow-up processes.
Suggestions for improvement	• Standardize Communication Techniques: Implement comprehensive training programs to ensure all team members utilize consistent and effective communication methods. • Develop a Standardized Follow-Up Process: Create and enforce a standardized follow-up protocol for patient calls to ensure consistent patient engagement and satisfaction. • Gather Doctor Preferences Data: Conduct surveys and maintain a database to systematically gather and analyze data on doctor preferences and decision-making factors. • Enhance Doctor Relationship Management: Establish a robust CRM system to ensure regular and personalized follow-up with doctors to strengthen relationships. • Implement Real-Time Monitoring Tools: Adopt advanced analytics tools to monitor marketing campaign performance in real-time for more agile and informed decision-making. • Standardize Patient Feedback Collection: Develop a uniform method for collecting patient feedback to ensure consistency and reliability of the data. • Integrate Feedback into Marketing Strategies: Regularly incorporate patient feedback into digital marketing strategies to better address patient needs and improve service offerings. • Monitor Online Reviews and Engagement: Set up dedicated teams to consistently

	monitor and respond to online reviews and patient engagement on digital platforms. • Evaluate Educational Promotional Activities: Collect and analyze data on the effectiveness of promotional activities in educational institutions to improve future campaigns. • Follow-Up with Educational Institutions: Implement a follow-up process to maintain relationships with educational institutions and assess the impact of promotional events. • Track Long-Term Impact of Doctor Referrals: Develop a system to track the long-term impact of doctor referrals on lab services to understand and enhance referral effectiveness. • Timely Doctor Follow-Ups: Schedule regular follow-ups with doctors after initial meetings to maintain and strengthen professional relationships. • Allocate Resources for Customer Complaints: Ensure adequate resources are dedicated to promptly address and resolve customer complaints. • Document Customer Feedback and Issues: Establish a standardized documentation process for customer feedback and issues to facilitate continuous improvement. • Increase Patient Awareness: Launch awareness campaigns to educate patients about the available services and benefits. • Enhance Social Media Marketing: Invest in social media marketing strategies to reach a broader audience and engage with patients more effectively. • Training on Communication and Follow-Up: Provide regular training sessions for team members on effective communication and follow-up techniques. • Centralized Interaction Database: Create a centralized database to track all interactions with doctors and patients for better coordination and follow-up. • Analyse Patient Feedback for Improvement: Regularly analyse patient feedback to identify common issues and areas for improvement, then implement necessary changes. • Automate Follow-Up Processes: Utilize technology to automate follow-up processes,
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	ensuring timely and consistent communication with patients and doctors
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Signature of the Student

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