

INTERNSHIP PROGRAM

At



HMS Consultants

From 10 March 2025 to 30 May 2025

A REPORT BY

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MBA Pharmaceutical Management

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Under the Mentorship of

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1. Introduction

This internship report provides a comprehensive account of the professional experience gained during the two-month internship at **HMS Consultants**, conducted from **March 10, 2025, to May 30, 2025**. The internship was an integral component of the MBA (Pharmaceutical Management) program at **IIHMR University, Jaipur**, and aimed at bridging academic knowledge with practical exposure in the field of healthcare marketing and strategic consultancy.

HMS Consultants is a specialized healthcare consulting firm known for providing end-to-end marketing, branding, and digital communication solutions to hospitals, clinics, and healthcare startups. The firm is committed to promoting ethical, data-driven, and result-oriented strategies for enhancing visibility, patient engagement, and brand equity in the healthcare sector.

During the internship, I was actively involved in several client-based and internal projects related to digital marketing strategy, SEO content creation, social media planning, patient outreach campaigns, and healthcare branding. The experience provided in-depth exposure to the real-time challenges faced by healthcare organizations in building and maintaining a strong digital presence.

In addition to contributing to assigned projects, I also conducted field-based research and surveys with healthcare professionals, which formed the foundation for my dissertation titled *“The Role of Data-Driven Marketing in Enhancing Brand Visibility and Patient Engagement in the Healthcare Sector.”* This dual engagement allowed me to apply academic concepts to practical scenarios while simultaneously collecting data for research purposes.

This report details the objectives of the internship, the profile of the host organization, services offered, tasks undertaken beyond dissertation-related work, and the professional and personal learnings gained through this valuable experience.

2. Objectives of the Internship

The internship at **HMS Consultants** was designed to provide immersive, real-world exposure to the practices and strategies used in healthcare marketing, with a particular emphasis on digital transformation, ethical branding, and patient engagement. The primary and secondary objectives of the internship were aligned with both academic learning outcomes and professional development goals. Below are the key objectives pursued during the internship:

2.1 Academic Objectives

- **Application of Theory to Practice:** To apply core principles of marketing, branding, consumer behavior, and health communication learned during the MBA (Pharmaceutical Management) program in a real-world consulting environment.
- **Research Integration:** To support the dissertation work by collecting primary data through surveys and informal interviews with healthcare professionals and incorporating field-level observations into academic analysis.
- **Exposure to Healthcare Market Dynamics:** To develop a practical understanding of the unique challenges, constraints, and consumer expectations that shape marketing strategies in the Indian healthcare sector.

2.2 Professional Objectives

- **Skill Development in Digital Marketing Tools:** To gain hands-on experience with tools such as Google Trends, Ubersuggest, Meta Business Suite, Canva, and Google Analytics for planning and evaluating digital campaigns.
- **Brand Strategy Execution:** To understand how healthcare branding strategies are developed and executed for clinics, hospitals, and wellness centers—ranging from logo design to digital positioning.
- **Patient Engagement & ROI Tracking:** To assist in designing marketing campaigns that improve patient interaction, trust, and brand loyalty while learning how to track return on investment (ROI) in non-traditional healthcare settings.
- **Ethical Marketing Practices:** To explore how HMS Consultants incorporates ethics and regulatory compliance in healthcare promotions, particularly in sensitive areas like cosmetic surgery, IVF, and mental health.

- **Client Communication and Reporting:** To observe and participate in stakeholder interactions, client briefings, and feedback loops to develop communication and presentation skills relevant to consulting roles.

3. Organizational Profile

HMS Consultants is a specialized healthcare marketing and strategic consulting firm based in India, dedicated to providing end-to-end branding and communication solutions to a wide range of healthcare providers. The organization operates at the intersection of marketing, digital transformation, and healthcare management, catering primarily to hospitals, specialty clinics, diagnostic centers, wellness brands, and individual practitioners across the country.

Founded with the mission of enabling healthcare providers to navigate the complexities of digital marketing ethically and effectively, HMS Consultants emphasizes the use of **data-driven decision-making, customized brand development, and patient-centric communication**. Their team includes professionals with expertise in public health, digital strategy, graphic design, content development, and healthcare compliance, allowing them to offer holistic marketing support tailored to the nuances of the medical sector.

The firm is known for its commitment to **ethical marketing practices** and **ROI-focused strategies** that go beyond mere promotion. HMS Consultants collaborates closely with clients to understand their values, services, and long-term goals, and then develops communication frameworks that resonate with both patients and regulators. They avoid aggressive or misleading advertising, instead favoring value-driven and informative content that builds trust and credibility in healthcare services.

During the internship period, the firm was actively engaged in projects ranging from **social media campaigns, SEO and website optimization, and reputation management**, to **survey-based research** on marketing readiness among Indian healthcare professionals. These activities reflect the organization's multi-disciplinary capabilities and forward-thinking approach to building sustainable healthcare brands.

4. Services Provided by the Organization

HMS Consultants offers a comprehensive suite of services tailored exclusively for the healthcare industry. Recognizing the unique regulatory, ethical, and communicative demands of medical marketing, the organization provides end-to-end solutions that bridge traditional branding techniques with modern, digital-first approaches. These services are aimed at enhancing brand credibility, increasing patient engagement, and supporting sustainable growth for healthcare professionals and institutions.

4.1 Strategic Healthcare Marketing

HMS Consultants helps clients create a long-term marketing roadmap based on brand positioning, patient demographics, competitive analysis, and industry trends. This includes:

- Marketing strategy planning tailored for specialties such as cosmetic surgery, IVF, general practice, dentistry, and diagnostics.
- Target audience profiling and competitor benchmarking.
- Campaign performance tracking and optimization based on KPIs and patient conversion metrics.

4.2 Digital Marketing & SEO

Recognizing the central role of digital platforms in patient decision-making, the firm offers full-scale digital marketing services that include:

- **Search Engine Optimization (SEO):** Keyword strategy, content creation, and on-page optimization to improve visibility on Google.
- **Social Media Management:** Creating and scheduling platform-specific content for Instagram, Facebook, and LinkedIn, supported by analytics and audience engagement reports.
- **Email and WhatsApp Marketing:** For patient reminders, promotions, and announcements while ensuring compliance with healthcare communication norms.

4.3 Branding and Identity Development

HMS Consultants crafts unique and memorable brand identities that reflect the values and expertise of healthcare providers:

- Logo design, tagline development, and visual identity kits.
- Brand voice and messaging guidelines specific to different specialties.
- Packaging and signage design for wellness products, clinics, or in-house services.

4.4 Website Design and Management

In today's digital-first landscape, a professional, fast-loading, and informative website is a core asset. HMS provides:

- UI/UX-centric website design optimized for SEO and mobile responsiveness.
- Content structuring for services, doctor profiles, testimonials, and blogs.
- Integrated features such as appointment booking, chatbot support, and analytics dashboards.

4.5 Content Development and Educational Campaigns

The firm believes in ethical and informative communication. It creates:

- Health blogs, infographics, patient FAQs, and explainer videos.
- Campaigns focused on awareness, prevention, and patient education.
- Personalized storytelling formats to humanize brands and build emotional connections with patients.

4.6 Market Research and Insights

To guide strategy development, HMS frequently conducts internal and client-specific research using both primary and secondary data:

- Surveys and interviews with healthcare professionals and patients.
- Competitor analysis and market gap assessment.
- Use of tools such as Ubersuggest, Google Trends, and Meta Insights for keyword and trend evaluation.

4.7 Reputation and Review Management

Online reputation is crucial for patient trust. HMS Consultants helps clients:

- Monitor online reviews across platforms like Google, Practo, and JustDial.

- Respond to negative feedback professionally and constructively.
- Implement systems for consistent patient feedback collection and reputation building.

4.8 Compliance and Ethical Oversight

HMS ensures all strategies adhere to medical advertising regulations set by bodies like MCI, IMA, and local state authorities. Their services include:

- Compliance checks for all public-facing content.
- Ethical review of campaign language and design.
- Advising clients on privacy policies and patient data protection in digital communications.

5. Key Activities/Projects Undertaken (Other Than Dissertation)

During the course of the internship at **HMS Consultants**, I was involved in a variety of assignments that extended beyond the scope of my dissertation. These activities contributed significantly to my learning and provided hands-on exposure to diverse functions in healthcare marketing and consulting. Below are the key non-dissertation projects and initiatives I contributed to:

5.1 Social Media Content Planning and Execution

One of my primary responsibilities involved working with the creative and strategy teams to plan and execute content calendars for multiple healthcare clients. I participated in:

- Designing monthly social media calendars tailored for specialties like dermatology, IVF, and cosmetic surgery.
 - Coordinating with graphic designers and content writers to create platform-specific posts for Instagram, Facebook, and LinkedIn.
 - Reviewing campaign performance through **Meta Business Suite** and recommending improvements for engagement.
 - Scheduling and tracking ad boosts with client-approved budgets to increase reach and impressions.
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5.2 SEO and Keyword Strategy Development

I assisted in building SEO strategies for clinic websites and content platforms by:

- Performing keyword research using **Ubersuggest**, **Google Keyword Planner**, and **Semrush**.
 - Mapping keywords to service pages and blog topics to improve organic ranking.
 - Drafting SEO-optimized meta descriptions, titles, and headings under guidance.
 - Monitoring Google Trends data to align health content with seasonal and high-search-volume topics.
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5.3 Internal Case Study Development

As part of an internal branding project, I contributed to documenting successful campaigns and digital strategies implemented for past clients. These case studies were used for internal training and pitching to new clients. My tasks included:

- Collecting data on campaign goals, execution, and measurable outcomes (e.g., patient acquisition increase, web traffic growth).
 - Writing and formatting case reports with visual analytics (charts, screenshots, campaign results).
 - Assisting in presentations that showcased ROI-driven marketing models used by HMS Consultants.
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5.4 Survey Outreach and Data Compilation

Apart from the dissertation-focused data collection, I supported broader organizational surveys aimed at understanding healthcare providers' digital readiness. This included:

- Coordinating with interns and outreach teams to circulate survey links among doctors and clinic managers.
 - Conducting short follow-up interviews with select respondents to clarify their pain points.
 - Organizing and cleaning the data in Excel for visual representation and team analysis.
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6. Key Learnings from Internship

The internship at **HMS Consultants** offered a valuable opportunity to bridge theoretical knowledge with real-world application in the field of healthcare marketing and strategic communication. Over the course of the two-month experience, I developed critical skills, gained industry-specific insights, and enhanced my ability to contribute meaningfully to client-oriented projects. The following are the key learnings gained through this internship:

6.1 Practical Exposure to Healthcare Branding

Working with HMS Consultants enabled me to understand the nuances of branding within the healthcare sector. Unlike conventional product branding, healthcare requires trust-building, patient sensitivity, and ethical positioning. I learned how to:

- Craft branding strategies tailored to specialties like cosmetic surgery, dental care, and fertility treatment.
 - Develop brand voices and messaging that aligned with both medical professionalism and patient comfort.
 - Participate in logo ideation, tagline selection, and visual identity projects for new clinic launches.
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6.2 Mastery of Digital Tools and Platforms

One of the most rewarding aspects of the internship was gaining proficiency in various digital tools used for healthcare marketing. These included:

- **Google Trends** and **Ubersuggest** for keyword research and content planning.
- **Meta Business Suite** for scheduling posts, analyzing engagement, and running targeted social media campaigns.
- **Google Analytics** for assessing website traffic, bounce rates, and patient conversion paths.
- Use of **Canva** for visual content alignment with campaign objectives and brand aesthetics.

6.3 Understanding of Ethical and Regulatory Frameworks

Healthcare marketing in India is governed by ethical boundaries laid out by medical councils and regulatory bodies. I learned:

- The importance of compliance in healthcare advertising (e.g., avoiding exaggerated claims or patient testimonials in sensitive areas like IVF or psychiatry).
- How to ensure transparency in digital communication by focusing on education and awareness instead of aggressive promotion.
- The significance of respecting patient privacy and data security when managing online feedback and communication.

6.4 Real-Time Client Interaction and Consulting Skills

By being part of meetings and communication threads with clients, I gained exposure to:

- How to listen to client requirements, interpret their goals, and convert them into marketing deliverables.
- Drafting reports, progress updates, and proposal decks tailored for different client needs.
- Handling feedback, refining content, and aligning timelines—all essential aspects of client servicing in a consultancy environment.

6.5 Research and Analytical Skills

Contributing to both internal and external research projects sharpened my analytical abilities. I learned how to:

- Design effective surveys targeting healthcare providers.
- Clean and organize large datasets for meaningful interpretation.
- Convert quantitative findings into strategic recommendations using visual charts and narrative insights.

- Evaluate the effectiveness of marketing campaigns using ROI, reach, click-through rate (CTR), and engagement metrics.
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6.6 Soft Skills and Team Collaboration

Beyond technical skills, the internship helped me grow personally and professionally through:

- Improved time management and multi-tasking in a fast-paced, deliverable-driven environment.
 - Collaborative teamwork across design, content, and strategy teams.
 - Enhanced communication and interpersonal skills through regular interactions with mentors, colleagues, and clients.
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Conclusion

In summary, the internship at HMS Consultants was an enriching experience that provided a solid foundation in healthcare marketing, strengthened my research capabilities, and equipped me with practical tools and frameworks essential for a career in healthcare consulting or brand management. It has not only contributed significantly to my academic growth but also clarified my long-term professional interests.