

Internship Report

Title: The Integration of Mental Wellness in Physical Health Marketing: A New Paradigm for Holistic Patient-Centred Brand Building

Submitted By:

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Internship Organization: B-Black Belt Brand Builder

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1. Acknowledgement

I would like to express my sincere gratitude to B-Black Belt Brand Builder for providing me with the opportunity to undertake this internship. Special thanks to my faculty mentor at IIHMR University for their continuous guidance and support throughout this period.

2. Introduction

The healthcare industry is witnessing a paradigm shift towards holistic patient-centred care. This internship aimed to explore the integration of mental wellness into physical health marketing strategies, emphasizing the importance of addressing both physical and mental health aspects in patient engagement and brand building.

3. Objectives

To evaluate the role of mental wellness in influencing patient behaviour and treatment outcomes.

To identify marketing strategies that effectively integrate mental and physical health messaging.

To assess patient perceptions, awareness, and acceptance of mental wellness in brand communication.

To design a brand framework that emphasizes holistic patient engagement in healthcare.

4. Organizational Profile

B-Black Belt Brand Builder is a pharmaceutical and healthcare brand consulting organization headed by Mr. Vivek Hattangadi. The firm specializes in:

- Pharma brand storytelling
- Marketing strategy formulation
- Training and mentoring of pharma marketing professionals
- Creating customer-centric brand plans for the Indian healthcare market

It focuses on transforming brands from commodity products to emotionally resonant, patient-focused entities.

5. Methodology

Study Design: Descriptive and analytical cross-sectional study.

Sample Size: 74 survey respondents (patients), supported by four detailed case studies.

Data Collection Tools: Structured questionnaires

Secondary data from brand reports and marketing campaigns

Data Analysis: Data were analysed using Microsoft Excel, employing descriptive statistics, correlation analysis, and qualitative analysis for case studies and open-ended responses.

6. Activities Undertaken

- Conducted surveys to gather patient insights on mental wellness and its impact on treatment adherence.
- Analysed existing healthcare marketing campaigns for integration of mental wellness components.
- Developed a comprehensive brand framework that incorporates mental wellness into physical health marketing strategies.
- Collaborated with marketing teams to design patient-centered communication materials.

7. Key Learnings

- Recognized the significant influence of mental wellness on patient engagement and treatment outcomes.
- Gained insights into effective strategies for integrating mental health messaging into healthcare marketing.
- Developed skills in data analysis, strategic planning, and patient-centered communication.

8. Conclusion

Integrating mental wellness into physical health marketing is essential for building trust and enhancing patient engagement. This holistic approach can lead to improved treatment adherence and better health outcomes, positioning healthcare brands as empathetic and patient focused.

9. Recommendations

- Healthcare organizations should prioritize mental wellness in their marketing strategies.
- Training programs for marketing professionals should include modules on mental health awareness.
- Further research is needed to explore the long-term impact of integrated health marketing on patient outcomes.