

Internship Report

Name: Janvi Agarwal (0515)

Course: MBA in Pharmaceutical Management

Institution: IIHMR University, Jaipur

1. Introduction

The healthcare sector in India is witnessing rapid transformation driven by increasing demand, digital innovations, and a growing focus on patient-centered care. Marketing in the healthcare domain is not limited to promotion but extends to strategic planning, community outreach, patient engagement, and reputation management. As part of the MBA in Digital Marketing program, I had the opportunity to intern at **Apollo Medics Super Speciality Hospital**, Lucknow — a state-of-the-art tertiary care institution that serves as a regional healthcare leader.

This internship provided me with practical exposure to hospital marketing strategies, Outstation OPD (Out Patient Department) operations, stakeholder coordination, and patient communication techniques. I gained hands-on experience in managing OPD camps, developing patient education content, and applying academic principles in real-world settings. The blend of operational and strategic learning during this internship contributed significantly to my understanding of healthcare management and marketing.

2. Objectives of the Internship

The internship was designed to bridge the gap between academic learning and practical experience in a healthcare setting. The specific objectives included:

- To understand how marketing strategies are implemented in a hospital environment.
 - To learn about Outstation OPD operations, patient flow management, and doctor coordination.
 - To apply theoretical concepts such as service marketing, healthcare operations, and digital communication in real-time situations.
 - To contribute to increasing patient awareness and hospital outreach through content development and marketing support.
 - To gain insights into the administrative, operational, and logistical aspects of running medical camps and specialty clinics.
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3. Organization Profile

Apollo Medics Super Speciality Hospital, located in Gomti Nagar, Lucknow, is a 330+ bedded tertiary care hospital offering advanced diagnostic and treatment services across multiple specialties. It is part of the Apollo Hospital Group, one of Asia's largest and most trusted healthcare providers.

Founded on the principles of clinical excellence and patient-first philosophy, Apollo Medics serves as a hub for high-end treatments including organ transplants, minimally invasive surgeries, advanced diagnostics, and comprehensive critical care. The hospital boasts a team of nationally and

internationally trained doctors and is equipped with the latest medical technologies, ensuring evidence-based and patient-centred healthcare delivery.

The hospital also emphasizes community outreach through specialty camps, Outstation OPDs, health awareness campaigns, and digital initiatives.

4. Services Provided by the Organization

Apollo Medics Super Speciality Hospital offers a wide range of clinical and diagnostic services including:

a. Core Medical Services

- Cardiology & Cardiothoracic Surgery
- Neurology & Neurosurgery
- Oncology (Medical, Surgical, Radiation)
- Nephrology & Urology
- Gastroenterology & GI Surgery
- Orthopaedics & Joint Replacement
- Pulmonology & Critical Care
- Endocrinology & Diabetology

b. Diagnostic & Emergency Services

- Advanced Radiology (MRI, CT, Ultrasound)
- NABL-accredited Pathology Lab
- 24x7 Emergency and Trauma Services
- Fully equipped ICUs and NICU

c. Supportive and Allied Services

- Pharmacy and Blood Bank
- Nutrition & Dietetics
- Physiotherapy and Rehabilitation
- Health Check Packages

d. Special Initiatives

- Outstation OPDs and Community Medical Camps
 - Preventive Health Awareness Programs
 - Teleconsultation and Digital OPDs
 - Patient Education and Support Services
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5. Key Activities/Projects Undertaken Other Than Dissertation

Besides working on the dissertation-related responsibilities, several additional tasks and projects were undertaken during the internship:

a. Coordination of Outstation OPDs

- Managed logistics, patient registration, and doctor coordination at OPD camps in Sultanpur and other regions.
- Facilitated smooth communication and documentation between host hospitals, consultants, and patients.

b. Healthcare Content Development

- Authored an informative blog comparing **Open Heart Surgery** with **Minimally Invasive Cardiac Surgery (MICS)** to educate patients on treatment options.
- Researched and prepared content for awareness campaigns promoting MICS and IVF services.

c. Doctor Onboarding and Stakeholder Management

- Interacted with specialists from various departments (Cardiology, IVF, Oncology, etc.) to understand their needs and preferences for Outstation OPDs.
- Supported agreement drafting, compliance verification, and onboarding of new consultants.

d. Marketing Support

- Worked with the hospital's marketing team to strategize promotional campaigns for new OPD centers.
- Assisted in content planning for digital platforms like WhatsApp, Instagram, and hospital website posts.

e. Administrative Support

- Maintained a tracker for agreement status, partner hospital details, and OPD schedules.
- Participated in review meetings to assess patient turnout, doctor feedback, and improvement suggestions.