

Internship Report

Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical

Management

by

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Under the Supervision and Guidance of

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2025

Brand Reputation Management at Apollomedics Super Specialty Hospital: A Comprehensive Overview

1. Introduction

In today's evolving healthcare ecosystem, brand reputation plays a pivotal role in shaping a hospital's success. Hospitals are no longer evaluated solely on their clinical outcomes but also on patient experience, public perception, and competitive visibility. This internship was undertaken at Apollomedics Super Specialty Hospital, Lucknow, with a focus on brand reputation management. The report explores how strategic branding practices impact trust, loyalty, and patient engagement, while also reflecting on key contributions made during the internship.

2. Objectives of Internship

- To understand the core principles of healthcare and hospital branding and reputation management.
- To analyze patient perceptions and experiences using direct and indirect feedback tools.
- To assess existing brand communication and outreach strategies of Apollomedics.
- To contribute to projects aimed at enhancing brand visibility and patient engagement.
- To apply theoretical knowledge of hospital marketing in a real-world setting.

3. Organizational Profile

- Apollomedics Super Specialty Hospital is a premier 330-bed tertiary care facility in Lucknow, established as a collaboration between Apollo Hospitals Group and Medics Super Specialty Hospital. The institution is known for its advanced clinical expertise, cutting-edge technology, and comprehensive patient services. Apollomedics combines world-class treatment protocols with compassionate care, and it serves a wide range of specialties including cardiology, oncology, neurology, orthopedics, and critical care.

4. Services Provided by the Organization

Apollomedics provides an array of specialized services across outpatient, inpatient, and emergency care settings. Key services include:

- Outpatient and Inpatient Care (OPD/IPD)
- Emergency & Trauma Services
- Surgical Interventions including Minimally Invasive Surgeries
- Critical Care Units (ICU/NICU)
- Daycare Procedures
- Diagnostic Imaging and Laboratory Services
- Preventive Health Check-ups
- Telemedicine and Home Care Support
- Patient Support Services through CRM and Guest Relations

5. Key Activities/Projects Undertaken

During the internship, a range of activities were undertaken that supported both strategic planning and on-ground execution of branding efforts:

- **Corporate Engagement & Networking:**
 - Assisted in organizing health check-up camps and outstation OPDs.
 - Coordinated Continuing Medical Education (CME) sessions for corporate clients and PSU doctors.
- **Digital Brand Monitoring:**
 - Analyzed online reviews and social media activity to assess public sentiment.
 - Helped maintain and update Google Business pages with regular doctor videos and review management.
- **Content Development & PR:**
 - Supported the Marketing Team in drafting press releases and internal newsletters.
 - Created informative presentations for health talks and community awareness programs.
- **CRM and Patient Experience:**

- Engaged in Guest Relations Officer (GRO) activities to ensure smooth patient journeys.
- Monitored CRM feedback to identify patient concerns and suggest service improvements.
- **Collaboration Gap Analysis:**
 - Conducted internal interviews to understand challenges in corporate tie-ups.
 - Recommended strategies to improve stakeholder engagement and partnership effectiveness.

6. Key Learnings from Internship

The internship provided valuable hands-on experience and practical insights into the complex dynamics of hospital branding and corporate relations. Key learnings include:

- **Holistic Understanding of Healthcare Marketing:** Branding in hospitals extends beyond advertisements—it encompasses patient trust, digital presence, and stakeholder relationships.
- **Importance of Patient Experience:** Reputation is heavily influenced by patient feedback, both offline and online.
- **Strategic Communication:** Clear, consistent, and empathetic communication is central to effective brand positioning.
- **Technology as an Enabler:** CRM tools and digital platforms play a vital role in managing relationships and enhancing service delivery.
- **Collaboration & Networking:** Successful brand growth requires strong ties with internal teams, doctors, and external partners.
- **Problem-Solving Approach:** Addressing on-ground challenges like low support service utilization or communication gaps requires creativity and structured planning.