



INTERNSHIP

At

AHMP India Foundation

Master of Business Administration (MBA)

in

Hospital and Health Management

A REPORT BY

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Under the Mentorship of

Dr. P R Sodani

2025



13/06/2025

CERTIFICATE

This is to certify that Dr. Anjali Purohit in partial fulfillment of the requirements for the award of the degree of MBA (Hospital and Health Management) from the IIHMR University, Jaipur has successfully completed her Internship at AHMP India Foundation during March 10 - May 31, 2025.

AKHILCHANDRA DAVE

A handwritten signature in blue ink, appearing to be 'Akhilchandra Dave', is written over a horizontal line.

FOUNDER CHAIRMAN
AHMP INDIA FOUNDATION

PLACE: Vadodara

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Dr. Anjali Purohit

MBA in Hospital and Health Management

IIHMR University, Jaipur

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1. INTRODUCTION

This report provides a comprehensive overview of the summer internship undertaken at AHMP India Foundation, a prominent Section 8 nonprofit organization dedicated to advancing ethical, transparent, and accountable healthcare marketing in India. The internship was carefully structured to ensure an in-depth understanding of the principles and practices of ethical healthcare marketing and their application in the dynamic healthcare landscape of the country. It offered exposure to critical areas such as large-scale event planning and management, digital communication and outreach, strategic stakeholder engagement, and applied research methodologies.

In an era characterized by rapid digital transformation and rising consumerism in healthcare, the significance of ethics in healthcare communication has never been greater. Healthcare organizations increasingly recognize the importance of responsible marketing practices that not only promote their services but also uphold public trust and contribute to informed patient decision-making. AHMP India Foundation plays a pioneering role in this domain by creating platforms for dialogue, delivering educational programs, advocating for policy reforms, and encouraging collaboration between healthcare providers, marketers, regulatory bodies, and consumers. Through these initiatives, AHMP strives to strengthen the ethical foundation of healthcare marketing and ensure that communication strategies serve the best interests of patients and society at large. This report highlights the structure, objectives, activities, and outcomes of the internship in alignment with AHMP's mission.

2. OBJECTIVES OF THE INTERNSHIP

The internship at **AHMP India Foundation** was designed with comprehensive, multi-dimensional objectives aimed at facilitating professional growth and practical learning in ethical healthcare marketing. The objectives aligned with the organization's mission to promote value-driven communication in healthcare. Each objective contributed to a structured experience across digital marketing, event management, stakeholder engagement, and applied research. Below is an in-depth elaboration of these objectives:

- **To develop a deep understanding of ethical healthcare marketing practices:**

The internship focused on exploring how ethical principles are embedded in healthcare marketing strategies. This objective emphasized learning how responsible marketing contributes to

transparency, patient trust, and institutional credibility. Activities under this objective included reviewing campaigns to analyze compliance with regulatory frameworks such as those from the Advertising Standards Council of India (ASCI) and the Medical Council of India (MCI). Interns were expected to understand the nuances of promoting healthcare services without exaggeration, avoiding misleading claims, and ensuring that messages are accurate and patient-centric. The objective also covered international benchmarks for ethical marketing.

- **To gain practical exposure in the planning and execution of AHMPCON 2025:**

This objective involved direct engagement in organizing AHMP's flagship event. It provided hands-on experience in planning, structuring sessions, speaker outreach, managing logistics, and coordinating communications. The objective aimed to build competencies in designing national-level healthcare events that serve as platforms for advocacy and knowledge-sharing. Tasks included preparing timelines, creating promotional materials, supporting onsite logistics, and participating in post-event evaluations. This experience intended to cultivate skills in time management, teamwork, problem-solving, and stakeholder alignment.

- **To foster stakeholder engagement and relationship management skills:**

The internship aimed to strengthen abilities in building meaningful relationships with hospitals, corporates, sponsors, academic institutions, and professional bodies. The goal was to learn how to present AHMP's mission persuasively, negotiate participation, and align partnership goals with ethical objectives. Interns engaged in meetings, prepared presentations, and maintained follow-up communication, all while learning the value of long-term stakeholder trust in advancing ethical healthcare marketing.

- **To apply and enhance digital marketing expertise, especially on LinkedIn:**

Another major objective was to develop competencies in leveraging digital platforms for professional outreach and ethical promotion. Interns designed content calendars, created posts, and monitored campaign performance using analytics. This objective aimed to demonstrate how social media, when used responsibly, can amplify the reach of educational content and advocacy campaigns without compromising ethical standards. Exposure to tools like Canva, Google Forms, and LinkedIn Analytics was integral to achieving this objective.

- **To conduct and support applied research on ethical healthcare marketing:**

The internship incorporated research responsibilities to bridge academic learning with practical challenges. Objectives included assisting in survey design, data collection, analysis, and reporting on healthcare marketing ethics. The research aimed to produce actionable insights that could guide AHMP's future programs and contribute to sector-wide knowledge. The experience also emphasized the importance of research ethics, data validation, and presenting findings in ways that support advocacy.

3. ORGANIZATIONAL PROFILE

AHMP India Foundation is a nationally recognized Section 8 nonprofit organization established in 2022 with the purpose of promoting ethical, transparent, and accountable healthcare marketing practices in India. The organization was created in response to growing concerns about the impact of misleading advertisements, aggressive marketing tactics, and non-compliant communication strategies within the healthcare sector. AHMP serves as a pioneering platform that brings together a diverse set of stakeholders—including healthcare marketers, hospital administrators, policy makers, regulatory authorities, academics, students, and consumer rights advocates—who are committed to transforming the marketing landscape of Indian healthcare through ethical reforms.

AHMP India Foundation's vision is to foster a healthcare ecosystem where marketing and communication efforts are grounded in integrity, accuracy, and accountability, ultimately enhancing public trust and patient welfare. The mission of the organization is to promote value-driven marketing practices through advocacy, education, capacity building, partnership development, and research. The foundation's work revolves around creating meaningful dialogue between healthcare providers and consumers, raising awareness about the risks of unethical marketing, and equipping professionals with the skills and knowledge required to practice responsible communication.

The organization undertakes a wide range of initiatives to achieve its mission. These include:

- **Organizing AHMPCON:** India's largest conference on ethical healthcare marketing that brings together experts, practitioners, students, and regulators for knowledge exchange, dialogue, and collaboration.
- **Delivering educational programs:** AHMP conducts webinars, masterclasses, and workshops focused on topics such as ethical storytelling, digital marketing compliance, regulatory frameworks,

and patient-centric communication strategies.

- **Publishing research and insights:** The organization produces white papers, newsletters, and case studies that highlight trends, gaps, and best practices in healthcare marketing ethics.
- **Providing mentorship and internships:** AHMP offers students and young professionals opportunities to gain practical exposure through structured learning, internships, and competitions.
- **Policy advocacy:** The organization works closely with regulatory bodies and government stakeholders to promote stronger compliance measures and develop frameworks for responsible healthcare advertising.

AHMP is governed by a distinguished advisory board comprising senior healthcare professionals, marketing experts, academicians, legal advisors, and social sector leaders. The board provides strategic guidance to ensure the foundation's programs align with its vision and address evolving challenges in the healthcare marketing sector. With its national reach and growing influence, AHMP India Foundation continues to play a catalytic role in advancing ethical marketing standards that safeguard patient interests and elevate the credibility of India's healthcare institutions.

4. AHMPCON 2025: EVENT HIGHLIGHTS AND OUTREACH

AHMPCON 2025 was a landmark event organized by AHMP India Foundation with the aim of fostering dialogue, capacity building, and collective action around ethical healthcare marketing in India. Recognized as the nation's premier platform dedicated to this cause, the conference brought together over 500 stakeholders, including healthcare marketers, hospital administrators, clinicians, students, policymakers, digital health entrepreneurs, consumer advocates, and regulatory representatives. The theme of the conference focused on *"Reimagining Healthcare Marketing: Ethics, Innovation, and Impact"*, reflecting the need to balance progressive marketing strategies with uncompromised integrity and patient-centric communication.

The event featured an extensive agenda comprising keynote addresses by distinguished thought leaders, panel discussions with multi-disciplinary experts, interactive workshops, masterclasses, case study presentations, and student competitions. Topics addressed included ethical storytelling, transparency in patient communication, compliance with healthcare advertising regulations, combating medical misinformation, and leveraging digital platforms responsibly in healthcare marketing.

The preparation for AHMPCON 2025 involved months of coordinated outreach efforts. AHMP India Foundation engaged extensively with hospitals, corporate sponsors, academic institutions, startups, and professional associations to secure participation, sponsorship, and partnership support. Stakeholder visits and virtual meetings were conducted to present the vision and objectives of AHMPCON, highlight its significance for the sector, and align institutional goals with the event's mission. Customized communication materials were prepared for different stakeholders to ensure clear articulation of value propositions and partnership benefits.

Digital marketing played a vital role in the event's outreach strategy. AHMPCON 2025 was promoted through dynamic LinkedIn campaigns that included pre-event teasers, speaker announcements, agenda highlights, and promotional graphics. During the event, live updates, quotes from sessions, and behind-the-scenes glimpses were shared to engage a wider audience in real time. Post-event marketing focused on sharing impact reports, speaker reflections, audience feedback, and key takeaways, sustaining engagement and reinforcing AHMP's position as a thought leader in ethical healthcare marketing.

The success of AHMPCON 2025 demonstrated AHMP India Foundation's ability to convene a diverse and influential audience, spark meaningful dialogue, and inspire action towards higher ethical standards in healthcare marketing across India.

5. KEY ACTIVITIES & CONTRIBUTIONS

The internship at **AHMP India Foundation** encompassed a diverse range of activities, allowing for practical application of academic knowledge while contributing meaningfully to the organization's initiatives. The following outlines the key areas of work and specific contributions made during the internship:

- **Stakeholder Engagement and Outreach:**

The internship involved active participation in building and nurturing relationships with hospitals, healthcare organizations, academic institutions, corporate sponsors, and professional associations. This included preparing presentations, conducting stakeholder meetings, following up on collaboration proposals, and drafting formal communications. These efforts were instrumental in securing participation and sponsorship for AHMPCON 2025, strengthening AHMP's partnerships, and reinforcing its advocacy mission.

- **Digital Marketing and Social Media Campaigns:**

A core component of the internship was managing digital outreach for AHMPCON 2025, particularly on LinkedIn. Responsibilities included designing a detailed content calendar, creating pre-event teasers, managing live event updates, and producing post-event highlights. Posts featured session summaries, speaker quotes, audience feedback, and visual graphics aligned with AHMP's brand identity. Analytics were monitored regularly to assess engagement levels and guide content optimization strategies. These campaigns significantly enhanced the visibility of AHMP India Foundation and the conference.

- **Content Creation and Knowledge Dissemination:**

The internship required drafting and editing content for AHMP's official platforms. This included writing articles, session summaries, event reports, promotional materials, and infographics using tools like Canva. All content adhered to AHMP's communication guidelines and aimed to promote ethical healthcare marketing practices, showcase event highlights, and sustain audience engagement beyond the event.

- **Event Planning and Coordination:**

Involvement in AHMPCON 2025 extended beyond promotional work to include on-ground and virtual coordination of event operations. Tasks included assisting in program scheduling, coordinating with speakers and panelists, managing attendee queries, and supporting logistics to ensure smooth execution of sessions. This role provided valuable experience in large-scale event management and stakeholder collaboration.

- **Research Support and Data Analysis:**

The internship contributed to research activities related to ethical healthcare marketing. This included supporting the design and distribution of surveys, administering data collection through digital tools, assisting in data cleaning, and contributing to preliminary analysis. Insights gained from this research informed both the dissertation project and AHMP's ongoing strategic initiatives.

6. DISSERTATION WORK

The internship at **AHMP India Foundation** provided a unique opportunity to integrate academic research with practical exposure in the field of ethical healthcare marketing. The dissertation titled “*Challenges and Opportunities in Ethical Healthcare Marketing: Insights from AHMP India Foundation*” was undertaken as part of the internship and aligned with the organization’s mission to promote value-driven marketing practices.

The primary objective of the dissertation was to assess current levels of awareness, perceptions, and practices related to ethical marketing among healthcare professionals, students, and consumers. It further aimed to identify common challenges faced in implementing ethical marketing strategies and to evaluate the role of AHMP India Foundation in addressing these challenges through its programs and advocacy efforts.

Research Design and Methodology:

The study employed a cross-sectional mixed-methods design, incorporating both quantitative and qualitative approaches. A structured questionnaire was designed and distributed digitally using Google Forms. The tool consisted of demographic questions, multiple-choice items assessing awareness and experiences, and open-ended questions to capture detailed perspectives. The sample comprised 120 respondents, including healthcare students, practitioners, marketers, and consumers from diverse geographic and professional backgrounds. Quantitative data were analyzed using Microsoft Excel for descriptive statistics (e.g., frequencies, percentages, and charts), while qualitative data were thematically coded to identify key patterns and insights.

Key Findings:

- The study revealed that while a significant proportion of respondents had been exposed to healthcare marketing messages, fewer than half demonstrated a clear understanding of what constitutes ethical marketing practices.
- Digital platforms, particularly social media, were identified as both a key opportunity and a risk area, with many respondents reporting exposure to misleading or exaggerated healthcare claims online.
- There was widespread recognition of the importance of ethical communication for building patient

trust and institutional credibility.

- AHMP India Foundation's initiatives, especially AHMPCON and its digital campaigns, were appreciated by respondents as important contributors to raising awareness on the issue. However, feedback also indicated a need for expanded regional outreach, more localized training programs, and integration of ethics into formal healthcare education curricula.

Recommendations:

Based on the findings, the dissertation recommended the following:

- Development of standardized ethical marketing guidelines, endorsed by bodies like AHMP India Foundation, for adoption by healthcare institutions.
- Inclusion of healthcare marketing ethics as a mandatory component of medical, nursing, and healthcare management education.
- Strengthening of digital literacy campaigns to help consumers and professionals critically assess healthcare marketing content.
- Continued investment by AHMP in localized programs, workshops, and partnerships to expand the reach and impact of its advocacy work.

7. KEY LEARNINGS

The internship at **AHMP India Foundation** provided an extensive learning experience that blended theoretical concepts with practical application in ethical healthcare marketing. The key learnings from this engagement span across professional, technical, and interpersonal domains:

- **Understanding of Ethical Healthcare Marketing:**

The internship fostered a deep appreciation of the role of ethics in healthcare marketing. It highlighted how ethical communication builds long-term trust with patients, enhances institutional credibility, and safeguards the integrity of the healthcare ecosystem. The experience underscored the risks associated with misleading claims, over-commercialization, and lack of transparency in healthcare promotions.

- **Proficiency in Digital Marketing and Social Media Strategy:**

The work provided hands-on exposure to designing and managing LinkedIn campaigns, crafting content calendars, creating visual posts using tools like Canva, and interpreting analytics to guide communication strategy. The learning extended to understanding how social media can be used responsibly to promote ethical narratives, engage professional audiences, and drive awareness without resorting to sensationalism.

- **Skill Development in Stakeholder Engagement:**

The internship facilitated active involvement in relationship-building with hospitals, sponsors, academic institutions, and healthcare professionals. It provided valuable insights into how to present proposals, negotiate collaborations, and manage partnerships in alignment with organizational goals and ethical values.

- **Experience in Event Planning and Coordination:**

Participation in the planning and execution of **AHMPCON 2025** offered practical experience in organizing national-level conferences. This included program scheduling, speaker coordination, logistical management, and post-event evaluation, all of which contributed to developing project management, teamwork, and problem-solving skills.

- **Research and Analytical Skills:**

The research component of the internship enhanced abilities in designing surveys, administering digital data collection, cleaning and analysing data, and synthesizing findings into actionable recommendations. This process emphasized the importance of rigor, objectivity, and clarity in healthcare marketing research.

- **Adaptability and Professionalism:**

Working within a dynamic, mission-driven organization exposed the intern to real-world challenges such as tight deadlines, changing priorities, and cross-functional coordination. It fostered resilience, flexibility, and a solutions-oriented mindset essential for future professional roles in healthcare management and communication.

8. CONCLUSION

The internship at **AHMP India Foundation** offered a holistic and transformative learning experience that successfully integrated academic knowledge with real-world practice in ethical healthcare marketing. The engagement provided valuable exposure to the complexities and opportunities of promoting ethical communication in a sector that directly impacts patient welfare and public trust. It reinforced the importance of aligning marketing strategies with ethical standards to safeguard institutional credibility and contribute to the creation of an informed and empowered healthcare consumer base.

Through contributions to **AHMPCON 2025**, digital marketing campaigns, stakeholder engagement, and research initiatives, the internship facilitated skill development in areas such as communication, project management, partnership building, analytics, and applied research. The experience also highlighted the critical role of organizations like AHMP India Foundation in advancing dialogue, setting benchmarks, and driving action towards responsible healthcare marketing practices at the national level.

The insights, skills, and values acquired during the internship will serve as a strong foundation for future professional endeavours in healthcare management, marketing, and policy. The internship emphasized that ethical marketing is not merely a compliance requirement, but a vital element of sustainable healthcare delivery that places patient well-being and societal trust at its core.