

INTERNSHIP REPORT

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Introduction:

This report presents the insights and experiences gained during my internship at ADEH Care Facilities Pvt. Ltd. The internship focused on understanding and analyzing the effectiveness of localized marketing strategies implemented by the organization to enhance diagnostic service utilization in semi-urban and urban settings. The internship provided practical exposure to marketing in healthcare, community outreach, and service delivery optimization.

Objective of Internship:

The primary objectives of the internship were:

- To understand the planning and execution of localized marketing campaigns in diagnostics.
- To measure their effectiveness on patient engagement and service utilization.
- To assist in collecting and analyzing data from various operational zones.
- To draw actionable insights that can guide future marketing efforts at ADEH Care.

Organisational Profile:

ADEH Care Facilities Pvt. Ltd. is a growing healthcare organization specializing in diagnostic and preventive health services. With a mission to provide accessible, affordable, and quality diagnostics, the organization operates a network of diagnostic centers serving urban and semi-urban populations in Rajasthan. Its patient-first approach and focus on community-based outreach make it a unique player in the diagnostics space.

Services Provided by Organisation:

ADEH Care offers a wide range of diagnostic services including:

- Pathology tests (CBC, LFT, HbA1c, Vitamin D, Lipid Profile, etc.)
- Imaging services (X-rays, ultrasounds)
- Preventive health packages
- Home sample collection
- Community-based health screening camps
- Digital appointment booking and tele-reporting services

Key Activities Performed:

During the internship, the following key activities were undertaken:

- Collected and analyzed patient footfall and diagnostic utilization data.
- Conducted in-depth interviews with staff, referral partners, and patients.
- Evaluated marketing campaign impact through CRM and feedback forms.
- Participated in the design and feedback collection of WhatsApp and SMS campaigns.
- Assisted in organizing health camps and documenting outreach effectiveness.

Key Learnings:

- Gained practical understanding of healthcare marketing in diagnostics.
- Learned how community-specific strategies improve service uptake.
- Developed skills in qualitative and quantitative data analysis.
- Understood the role of trust, language, and cultural alignment in healthcare outreach.
- Observed CRM system usage and challenges in tracking patient follow-ups.

Recommendations:

- Strengthen CRM and digital follow-up systems for patient retention.
- Formalize partnerships with referral partners through loyalty programs.
- Continue use of regional languages and culturally relevant content in campaigns.
- Implement feedback loops post-campaign to refine strategies.
- Use data analytics to identify high-potential zones for outreach.