

Organization Mentor-Prithvi Singh Panwar

University Mentor- Akshay Kumar Mishra

Name- Sakshi Saini

Roll No. 0696 MBA PM-16

ABOUT THE ORGANIZATION

Eternal Hospital Sanganer, is the new branch of Eternal care Foundation. This initiatives aims to address the growing gap between the increasing population and access to healthcare. Located in Sanganer is a 100 plus bed Hospital, managed by the same team as Eternal Hospital Jaipur is a state-of-the art JCI and NABH accredited tertiary care Hospital in Jaipur This Landmark Institute is the result of the vision of the Dr. Samin K. Sharma, world renowned Interventional Cardiologist based at Mount Sinai Hospital New York , USA. Founded in 2013.

KEY REVAMPING INITIATIVES

- Established hospital name & logo reflecting trust and modern care
- Redesigned website & improved SEO for better digital reach
- Active social media pages (Facebook, Instagram, LinkedIn)
- Community engagement through health camps, CMEs, and health talks
- Patient testimonials and digital storytelling to rebuild trust
- Staff training to ensure brand-consistent patient interactions
- Feedback collection & continuous improvement

Month	Outre ach OPD	Health talk	Camp	Doctor 's call	Outsi de calls	reven ue
April	6	7	7	257	141	11665352
May	2	7	12	260	77	36594888
June	7	9	10	279	65	8567581

SWOT ANALYSIS

STRENGTH

- Existing Trusted brand name (EHCC) helped to establish EHS Sanganer.
- Existing team of EHCC as Doctors, helped in building new team to train them and enhanced Infrastructure.

WEAKNESS

- Negative Perception from regen era took time to overcome
- Initial social media presence were limited.
- Limited Space

OPPORTUNITY

- Existing brand helped in overcome the negative image.

THREAT

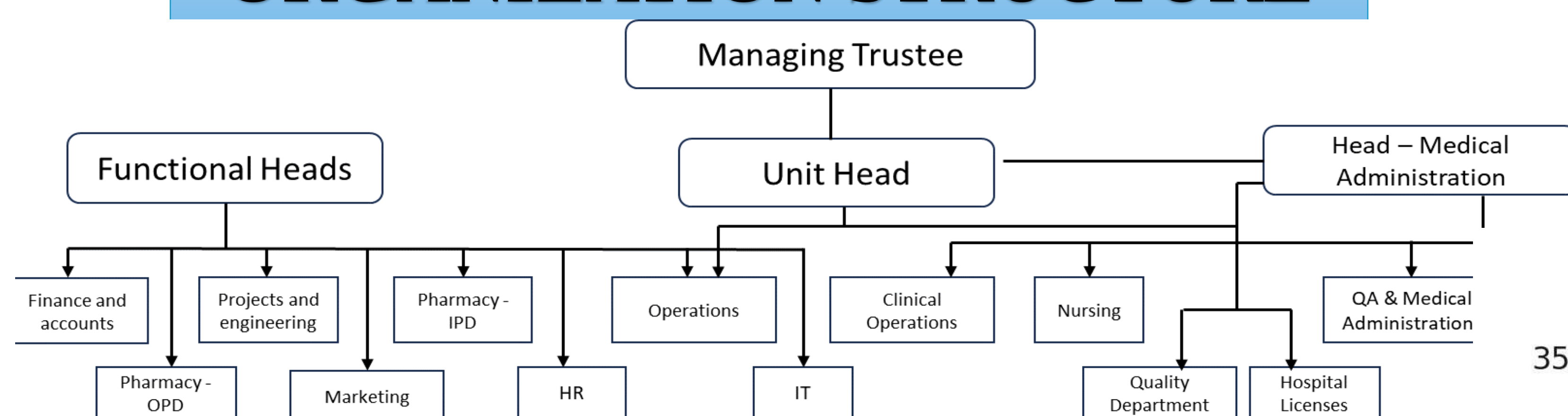
- Existing Competitors with strong Reputation
- Existing patient perceptions.

VISION & MISSION

VISION: To provide high quality care and to touch the lives of the people through excellence in clinical care and affordable cost.

MISSION: To provide compassionate, accessible, high quality, patient centered, cost effective healthcare to one and all through best-in-class medical practices, technology and to work continuously to improve and sustain clinical outcomes, patient safety and satisfaction

ORGANIZATION STRUCTURE



HISTORY

Regen Hospital earlier struggled with outdated infrastructure, poor brand perception, and limited patient trust. it was acquired and transformed into Eternal Hospital, part of Eternal Heart Care Center Research Institute, with the aim to revamp brand image, quality standards, and patient experience.

OBJECTIVE

To transform Regen Hospital's negative legacy into a modern, trusted, and patient-centric brand (Eternal Hospital) through strategic marketing and digital campaigns — enhancing patient care, service awareness, and digital visibility.

MARKETING PROCESS FLOW

Situation Analysis: Identified low trust and visibility

Audience Identification: Local population, referring doctors, corporate partners

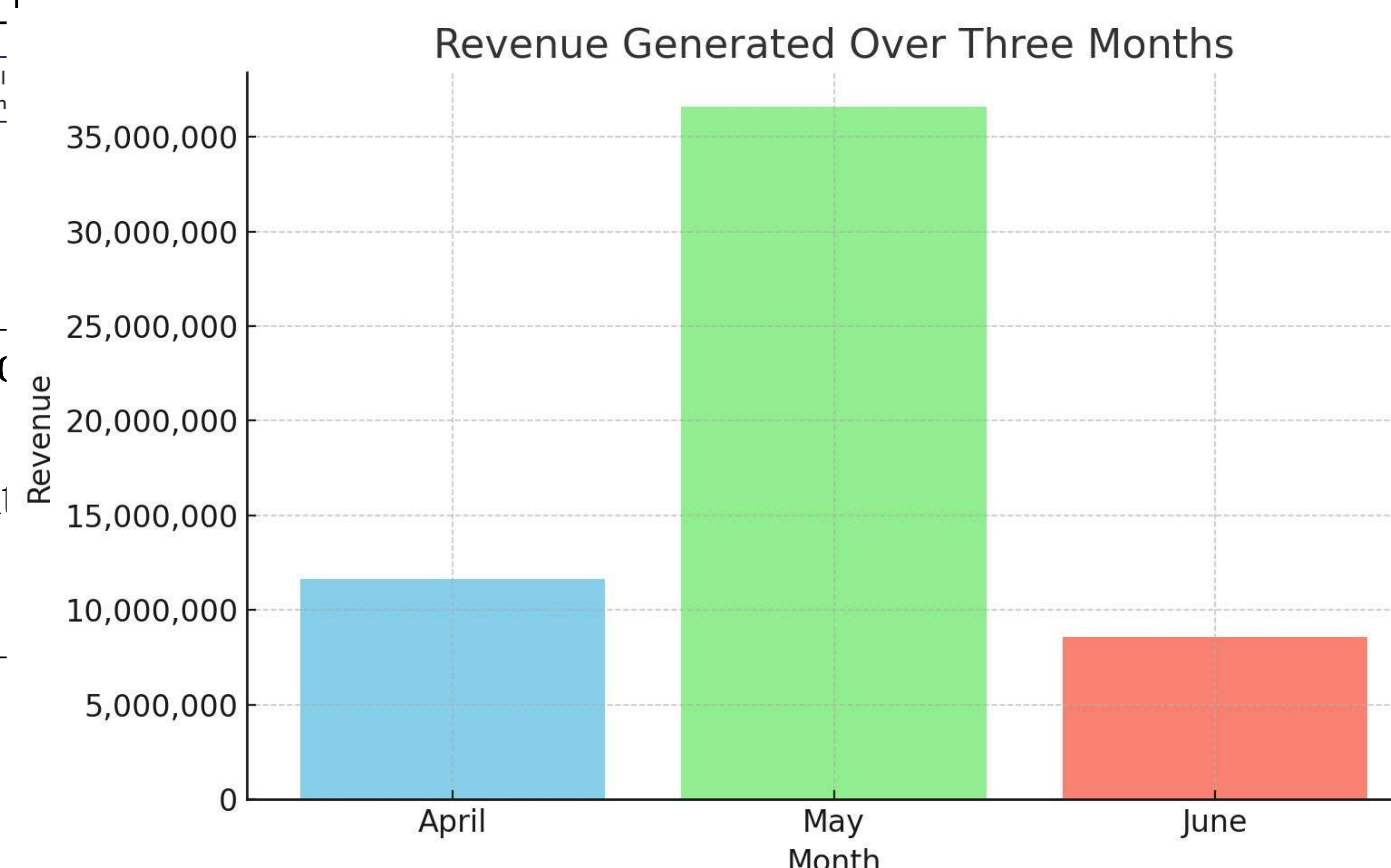
Campaign Strategy Design: Focus on trust, quality, and care stories

Content Planning & Creation: Website, videos, patient stories, posts

Digital Execution: Social media, health campaigns, offline events

Performance Review: Monitoring footfall, website traffic, engagement

Reporting & Recommendations: Adjust strategy as needed



HEALTH TALKS,CAMPS & TESTIMONIALS

- Digital campaign's role in transforming Hospital's brand image
- Strategic Target Audience & Patient engagement
- Collected Patient Testimonials and Feedback, which helped identify brand perception gaps and strengths.
- Visited Health camps organized in IT Companies and banks.

