

SUMMER INTERNSHIP PROGRAM

at
ETERNAL HOSPITAL SANGANER

From 12th May 2025 to 25th July

A REPORT BY

Sakshi Saini

Master of Business Administration

(Pharmaceutical Management)

Roll No: - 0696

2024-2026

under the Mentorship of

Akshya Kumar Mishra (Assistant Professor)





ETERNAL HOSPITAL *Sanganer*



TO WHOMSOEVER IT MAY CONCERN

Date: 21st Jul 2025

This is to certify that **Sakshi Saini** student of **IIHMR University, Jaipur** has completed her internship at "Eternal Hospital Sanganer (A Unit of Eternal Care Foundation)" from 12th May 2025 to 21st Jul 2025.

During this period, she was inducted, oriented, and trained in the working and processes of **Marketing** under the guidance of **Dr. Priyanka Maan**.

We wish her all the best for future endeavours.

For **ETERNAL HOSPITAL SANGANER**
(A UNIT OF ETERNAL CARE FOUNDATION)

Ashish Chakrawarti

Manager – Human Resources



IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Sakshi Saini** of academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 29/07/2025

A handwritten signature in blue ink, appearing to read 'Akshay'.

Dr. Akshay Kumar Mishra
Associate Professor
IIHMR University, Jaipur

Organization Mentor-Prithvi Singh Panwar

University Mentor- Akshay Kumar Mishra

ABOUT THE ORGANIZATION

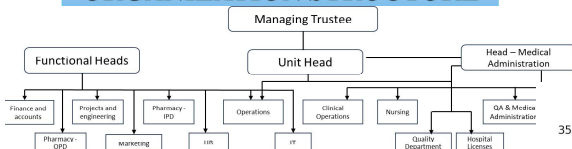
Eternal Hospital Sanganer, is the new branch of Eternal care Foundation. This initiatives aims to address the growing gap between the increasing population and access to healthcare. Located in Sanganer is a 100 plus bed Hospital, managed by the same team as Eternal Hospital Jaipur is a state-of-the art 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.

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 Cen 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.

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

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

Name- Sakshi Saini

Roll No. 0696 MBA PM-16

Month	Outreach OPD	Health talk	Camp	Doctor /s call	Outside calls	revenue
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

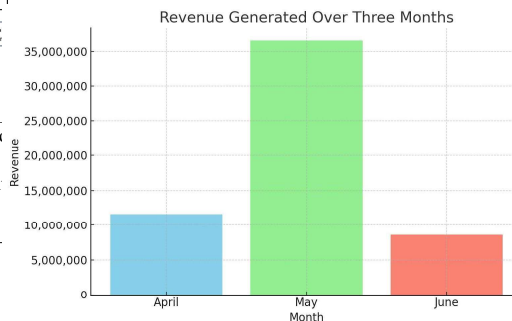
- growing healthcare needs
- Existing brand helped in overcome the negative image.

THREAT

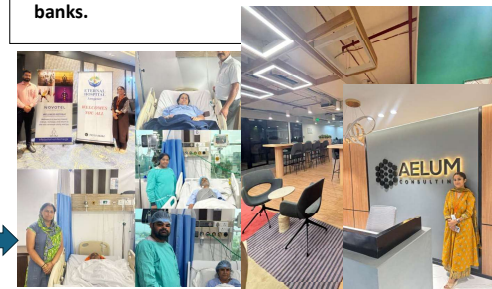
- Existing Competitors with strong Reputation
- Existing patient perceptions.

LEARNINGS

- 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.



HEALTH TALKS,CAMPS & TESTIMONIALS



Reporting Format (Weekly)

Name of the Organisation: ETERNAL HOSPITAL, SANGANER

Area/ Department/ Project of Summer Internship Program: Not Assigned Yet

Name of the Student: Sakshi Saini

Roll no:0696

Stream: MBA-PM (Batch 16)

Week no: 1

From: 12/05/2025 to 17/05/2025

Activity Done	1. Introductory Briefing with Dr Priyanka Maan Ma'am and Jaimeen Sir regarding the hospital and the roles and Expectations. 2. Orientation with different department of the hospital such as, Quality, CSSD, OT, ER, PHC, ICU, NICU, MICU, Housekeeping, Security, Engineering, BME, HR, Marketing, MRD, Credit Cell, OPD, Radiology, Pathology and Dialysis Department.
Linking theory (Classroom learning) with practice at your organization	In the initial days no job role was assigned yet as general orientation program at Eternal Hospital, we were given detailed briefings about various departments and their roles in hospital operations. The departments we covered included: Quality, CSSD (Central Sterile Services Department), Operation Theatre (OT), Emergency Room (ER), PHC (Primary Health Centre), ICU (Intensive Care Unit), NICU (Neonatal Intensive Care Unit), MICU (Medical Intensive Care Unit), Housekeeping, Security, Engineering, BME (Biomedical Engineering), Human Resources (HR), Marketing, Medical Records Department (MRD), Credit Cell, Outpatient Department (OPD), Radiology, Pathology, and Dialysis. This orientation helped us understand the workflow, responsibilities, and interdependence of each department, providing us with a comprehensive overview of how the hospital functions as a whole.
Gaps identified on the working area.	Not assigned to any specific department; only given a basic introduction to each area.
Suggestions for improvement	No suggestions as of now,
Plan for the next week	After completing the hospital orientation, we will be allotted a specific department starting from next week, on 18th May 2025. We will then be required to gain in-depth knowledge about that particular department.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

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Roll no: 0696

Stream: MBA-PM (Batch 16)

Week no: 2

From: 19/05/2025 to 24/05/2025

Activity Done	1. Completed remaining departments visits 2. Also completed visits of the billing and supply chain with day-to-day operations and daily activity in first two days then selected our respective project department (Marketing)
Linking theory (Classroom learning) with practice at your organisation	1. I first navigated a few departments before concentrating on the marketing department, where I gained the understanding of retail corporate and digital marketing. 2. Lastly assigned with the project by the organization mentor “Revamping hospital’s brand image through Campaigns”. 3. Completed the visit to the SBI Zonal Office Jaipur where a camp was conducted by Eternal hospital Sanganer on Healthy lifestyle session taken by Miami Ma’am (Dietician) at EHCC. 4. Also get to know how TPA’s come in to the process through camps
Gaps identified on the working area.	Not any specific gaps
Suggestions for improvement	No suggestions as of now,
Plan for the next week	Focus on strategies of Corporate Marketing

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Roll no: 0696

Stream: MBA-PM (Batch 16)

Week no: 3

From: 26/05/2025 to 31/05/2025

Activity Done	1. Worked on RGHS and MAA yojana Portal as it comes under also corporate marketing. 2. For the first three days I just Navigated the process. Then continued my hands on engagement with the RGHS (Rajasthan Government Health Schemes). 3. Tasks 4. include navigating patient eligibility, claim processing, and familiarizing myself with the benefits and digital workflows. 5. This deepened my understanding of public healthcare schemes and their integration with hospital services. 6. Data entry and billing support and patient data entry on excel sheet. 7. On Friday I got an Opportunity to visit a health camp conducted by EHS at Aelum Consultancy, a Jaipur based IT company. 8. I accompanied Dr. Hemant who conducted health checkups and vitals assessments for company employees.
Linking theory (Classroom learning) with practice at your organisation	RGHS and MAA Yojana: Helped me to understand government health schemes and how they came into process, eligibility, checks, claim processing, and digital workflows. Health Camp Visit: Visit at Aelum consultancy an IT based company where I observed preventive check-ups and corporate wellness practices in a real world setting.
Gaps identified on the working area.	Not such gaps identified
Suggestions for improvement	No suggestions as of now,
Plan for the next week	Gathering Feedback from patients, it will provide a valuable insight into services quality staff performances and patient satisfaction.

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Roll no: 0696

Stream: MBA-PM (Batch 16)

Week no: 4

From: 02/06/2025 to 07/06/2025

Activity Done	1. Involved shallowly in NABH audit as to check patient records, treatment charts and reports. 2. Learned about the hospital documentation standards and quality compliance requirements. 3. Spotted common issues such as missing doctor's signatures, inconsistent documents. 4. Team collaboration: worked closely with medical and administrative staff to correct discrepancies.
Linking theory (Classroom learning) with practice at your organisation	• Following the Parameter of NABH Standard learned to check the files correctly. • Applied lessons on Record-keeping: I used what I studied about keeping patient records while checking real files for mistakes or missing details • I got to know how to talk with doctors regarding packages and code under MAA yojana. • Learned how topics like audit, prescriptions, and reports are used in real hospital work. • Shot Testimonial videos for patients and attendants to collect feedback about the service they received.
Gaps identified on the working area.	Not such gaps identified
Suggestions for improvement	No suggestions as of now,
Plan for the next week	I will learn more about MAA Yojana Scheme. Will continue to keep records and patient entry in excel related to scheme.

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Roll no: 0696

Stream: MBA-PM (Batch 16)

Week no: 5

From: 09/06/2025 to 13/06/2025

Activity Done	- Continued with the documentation of MAA Yojana and RGHS. - To check if the attached reports are correct and bill is attached or not
Linking theory (Classroom learning) with practice at your organisation	- Record Verification: Used my academic knowledge of health records management while auditing patient files. - Prescription evaluation parameters: topics like drug selection, administration routes from our classroom discussion were directly observed during the quality audit training.
Gaps identified on the working area.	Not such gaps identified
Suggestions for improvement	No suggestions as of now,
Plan for the next week	I will learn more about MAA Yojana Scheme. Will continue to keep records and patient entry in excel related to scheme.

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Roll no: 0696

Stream: MBA-PM (Batch 16)

Week no: 6

From: 16/06/2025 to 21/06/2025

Activity Done	1. Participated in taking patient's Testimonial by recording their videos. 2. Managed everything talked to patients and convinced them for testimonial. 3. Worked with the team who upload the video on Eternal's Sanganer social media pages like; Facebook Instagram
Linking theory (Classroom learning) with practice at your organisation	During the Department work: Used the communication and patient Interaction skills, that I learned in the class. Put public relations and digital content skills into practice by handling video shoots.
Gaps identified on the working area.	Not such gaps identified
Suggestions for improvement	It could be slightly better as a professional team needs to shoot these testimonial and aware patients regarding that.
Plan for the next week	Continued with the Excel work for patient records MAA yojana and Testimonial shoot if any camps organized will participate in that too.

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Stream: MBA-PM (Batch 16)

Week no: 7

From: 23/06/2025 to 27/06/2025

Activity Done	Submission of RGHS query related to patient details, documentation, approval and coordinated with concerned department to ensure timely submission.
Linking theory (Classroom learning) with practice at your organisation	Applied concepts from healthcare system and Insurance management while understanding RGHS query processes. Implemented Communication skills and coordination skills learned in class to streamline query resolution between hospital departments.
Gaps identified on the working area.	A proper Training should be provided to team to understand the importance of Government scheme and timely submission.
Suggestions for improvement	SOP's need to follow for Workflow of RGHS
Plan for the next week	Continued with the Excel work for patient records MAA yojana and Testimonial shoot if any camps organized will participate in that too.

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Stream: MBA-PM (Batch 16)

Week no: 8

From: 29/06/2025 to 05/07/2025

Activity Done	Attended Doctor's Day Awareness camp conducted by Eternal Hospital Sanganer at Novotel Hotel where, Dr. Diwanshu Khatana (Internal Medicine) delivered a session on seasonal diseases and shared important dos and don'ts with hotel staff. And rest continued with testimonial shooting
Linking theory (Classroom learning) with practice at your organisation	Applied classroom knowledge of healthcare communication and public awareness campaigns during Doctor's Day event. Observed Practical digital marketing concepts.
Gaps identified on the working area.	No gaps as such
Suggestions for improvement	Nothing as such
Plan for the next week	Continue learning and assisting in shooting testimonial and editing

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Roll no: 0696

Stream: MBA-PM (Batch 16)

Week no: 9

From: 07/07/2025 to 13/07/2025

Activity Done	Observed the process of creating digital content, campaign, including how the marketing team align with that. Participated in a video shoot for promotional content for patients.
Linking theory (Classroom learning) with practice at your organisation	Applied classroom concepts of digital marketing and healthcare communication in real project scenarios. Understood the strategic use of visual design and storytelling to engage target audiences.
Gaps identified on the working area.	No Gaps Identified as such.
Suggestions for improvement	Nothing as such
Plan for the next week	Will summarize all the learnings and observe the recommendations if needed

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Roll no: 0696

Stream: MBA-PM (Batch 16)

Week no: 10

From: 15/07/2025 To 21/07/2025

Activity Done	Summarise all the activities that I performed entire 2.5 months internship period during my project revamping hospital's brand image through campaigns. Analysed the Data of the activities during this period.
Linking theory (Classroom learning) with practice at your organisation	- Applied concepts of data analysis and healthcare marketing to assess the reach and outcomes of marketing initiatives .
Gaps identified on the working area.	No Gaps Identified as such.
Suggestions for improvement	- Should create a LinkedIn page of Eternal hospital Sanganer - Need more space

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Roll no: 0696

Stream: MBA-PM (Batch 16)

Activity Done	During the 10 weeks of my internship, I began with the orientation and briefing with Dr. Priyanka Maan (Head of administration) and Janine Sir about myself and understanding roles and expectations from the hospital. I attended orientation sessions with different departments to explore hospital operations. After choosing the marketing department, I learned about its day-to-day workflow and structure. I explored government health schemes like RGHS and Maha yojana, navigating their processes and patient eligibility checks. I actively involved in NABH audit preparations, checking patient records for compliance. Continued auditing RGHS and MAA yojana patient files to ensure proper documentation of recommended tests. Collected patient feedback by recording testimonial videos and interacting directly with patients. Handled submission and resolution of RGHS queries, documentation, and approvals. Attended doctors' awareness camp on seasonal diseases at Novotel Hotel, Jaipur, coordinated by Eternal Hospital. Also visited IT organisation Aelum consultancy where marketing team conducted a health camp for vital checkup of their staff.
Linking theory (Classroom learning) with practice at your organisation	Applied theoretical knowledge of Hospital administration to practical during orientation to understand real-world workflows. - Used classroom knowledge of marketing strategy and departmental structures to explore hospital marketing processes. - Applied learnings about government health schemes to understand patient eligibility and hospital billing processes. - Used knowledge of NABH accreditation standards to practically audit patient files. - Used communication and public relations skills for collecting patient feedback and video testimonials. - Applied theoretical knowledge of Government schemes by understanding its importance and implement into real hospital scenarios communication and awareness campaigns during the doctors' camp. - Applied digital marketing and healthcare communication theories while supporting digital campaign creation. - Used data analysis and healthcare marketing concepts to analyze the reach and outcomes of all marketing initiatives.
Gaps identified on the working area.	• Limited working space • Staff required to check the documents completion
Suggestions for improvement	• Create an official LinkedIn page for Eternal Hospital, Sanganer to enhance digital presence. • - Expand hospital infrastructure to manage space limitations. • - Focus on more image-centric digital marketing to strengthen the hospital's brand image.

Signature of the Student

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