

University Mentor : Dr. Sanjay gupta

Presented By: Joshi Devanshu
Roll no.:0656
MBA Pharmaceutical Management

Industry Mentor: Mr. Akhil Dave

TRIZONE HEALTHCARE CONSULTANTS



Founded in 2009 by Mr. Akhil Dave and Mr. Niraj Upadhyay, Trizone Healthcare Consultants specializes in innovative healthcare marketing solutions.

The firm offers comprehensive services including branding, digital marketing, and patient engagement, leveraging advanced technologies to enhance clients' online presence and visibility.

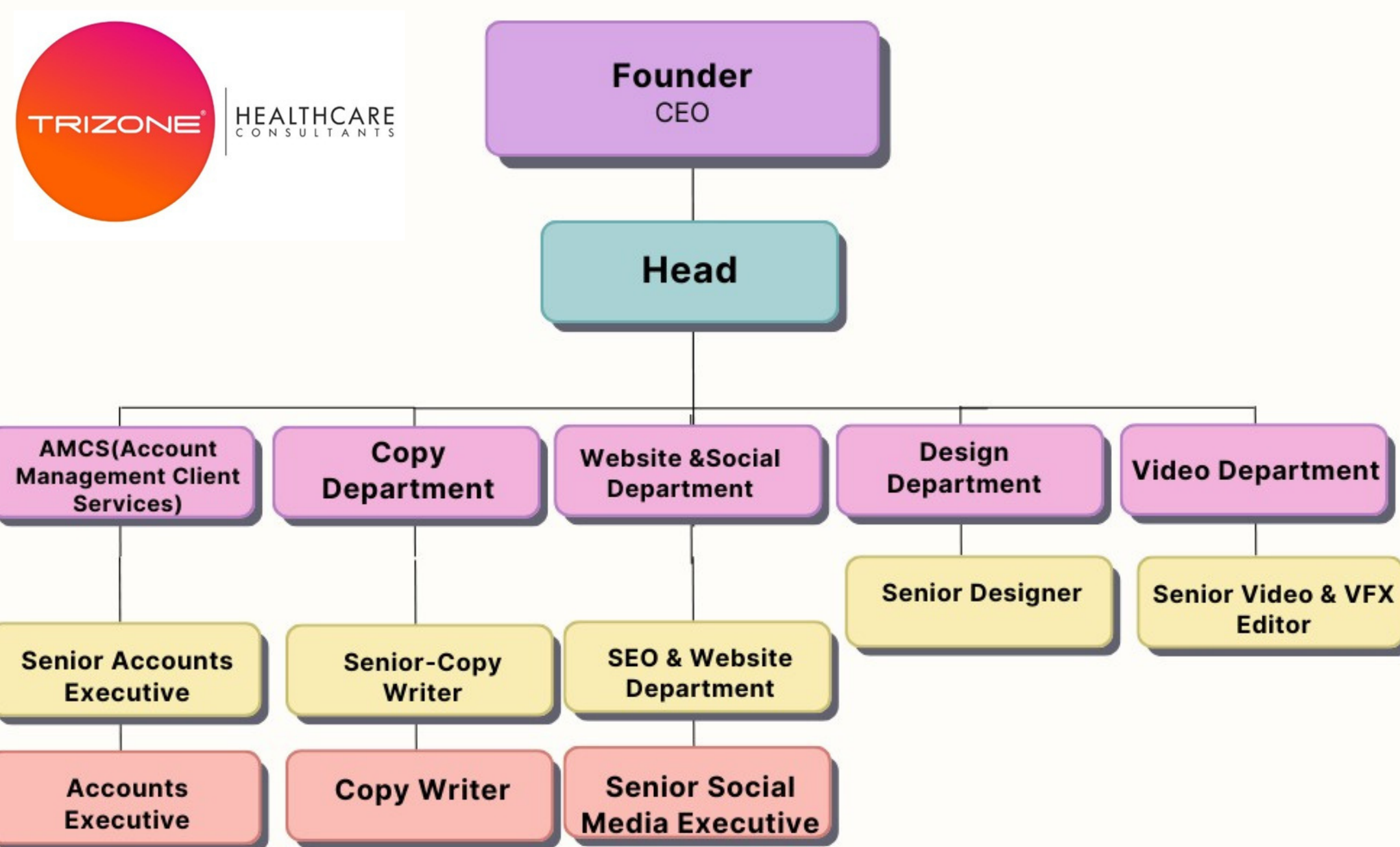
MISSION

To establish ethical marketing in healthcare, offering innovative solutions to promote providers' brands, services, and expertise, reaching the right audience and driving growth.

VISION

To be the leading healthcare marketing consultancy, transforming businesses with innovative 360-degree solutions that boost brand visibility, drive growth, and turn patients into

Organization Structure



CLIENT PROJECT

HEALTH AI FOR ENHANCED PATIENT SAFETY



Founded in 2015, Dozee is India's first contactless remote health monitoring platform that uses advanced ballistocardiography technology to track vital signs like heart rate, respiration, sleep, and stress through a sensor placed under the mattress. Trusted by over 380 hospitals and thousands of homes, Dozee's AI-powered Early Warning System helps detect health deterioration in real-time, enabling timely medical intervention. With 24/7 monitoring, cloud-based data access, and certifications including US FDA 510(k), CE certification, and HIPAA compliance, Dozee is revolutionizing patient care both in clinical and home settings.

STRENGTH

- FDA-Cleared, Clinically Validated RPM Technology.
- Contactless Monitoring with AI-Driven Early Warning System (EWS).
- Affordable, Accessible, and Scalable Design.
- Proven Impact & Institutional Adoption

WEAKNESS

- Limited Brand Recognition in Western Markets.
- Over-Reliance on B2B Channels.
- Integration & Workflow Gaps in Hospitals.
- Plug-and-Play Integration.
- Data Privacy Perception

OPPORTUNITY

- Global Expansion via Unified RPM-as-a-Service (RaaS) Model.
- Positioning as Staffing Shortage Solution.
- Partnerships with Insurance, Telemedicine, and Pharma.
- Home Health Boom & Elderly Care Focus
- AI & Predictive Health Data Insights

THREATS

- Global Competition
- Changing Regulatory & Data Compliance Landscape.
- Technological Leapfrogging.
- Home Health Boom & Elderly Care Focus
- Economic Constraints & Reimbursement Pressure

THEORETICAL UNDERSTANDING

- Explored keyword strategy, on-page SEO, metadata structuring, and SERP visibility.
- Learned frameworks like SWOT, PESTLE, and Porter's Five Forces for analyzing healthcare markets.
- Understood market segmentation, patient demographics, and healthcare service delivery models.

PRACTICAL UNDERSTANDING

- Used SEMrush, Google Analytics, and Ubersuggest to perform keyword research and competitor audits.
- Identified Skilled Nursing Facilities (SNFs) in Texas as key target markets for Dozee.
- Conducted competitor benchmarking and analyzed audience behavior using digital analytics tools.

Problem Solutions

- Researched the U.S. healthcare market and used CMS data to find which cities have the highest number of Skilled Nursing Facilities (SNFs) with good ratings.

- Based on this data, I recommended Texas as the best state for Dozee to enter first, because it has many SNFs and a growing need for affordable remote patient monitoring.

- Created LinkedIn landing pages specifically for SNFs, highlighting Dozee's key features like FDA/HIPAA compliance and smooth integration with PointClickCare (a commonly used EHR system).

- Designed professional brochures for SNF decision-makers, explaining how Dozee can help reduce readmissions, save costs, and support staff with 24x7 monitoring.

- Focused on making the content more product-driven and less regional, so the message is clear and impactful for U.S. healthcare providers.

- Developed sitemaps for both Dozee's U.S. and India websites to improve navigation, structure, and user experience—ensuring the content is organized, SEO-friendly, and customer-focused.

KEY LEARNINGS

- Market Research and Analysis :-**
Gained hands-on experience in gathering, interpreting, and analyzing market trend, competitor data, and audience behavior as well as effective campaign planning
- Strategy development:-**
Developed strong skills in creating targeted marketing and business strategies aligned with organizational goals and market dynamics
- Strategic content writing:-**
Learned to make SEO-friendly, and audience-focused content tailored for various digital platforms
- Website sitemap development:-**
Understood the structural design of website by creating sitemap that enhance user navigation and align with business
- SEO and its Tools:-**
Gained practical knowledge of search engine optimization techniques and tool like google analytics, SEMrush and uber suggest including keyword research, meta-tag optimization and tracking
- Social Media Strategy:-**
Developed social media calendars, engagement plans, and performance analysis for platforms like Instagram, LinkedIn, and Facebook, aimed at increasing brand visibility and audience engagement.
- Client Interaction:-**
Improved communication and professionalism through direct client engagement, understanding their needs, collecting feedback, and incorporating inputs into strategies and deliverables.
- Digital Marketing:-**
Acquired comprehensive exposure to various digital marketing domains such as email marketing, paid ads (PPC), influencer collaboration, and campaign analysis, contributing to overall brand growth.

Problem Statement

- Dozee aims to expand its market presence in the United States
- Limited lead generation through digital channels.
- Low brand visibility and engagement on LinkedIn and other social media platforms
- Fewer qualified leads and slower market penetration despite advanced remote patient monitoring technology.

PROMOTIONAL CAMPAIGNS

TOFU: TOP OF THE FUNNEL / AWARENESS STAGE

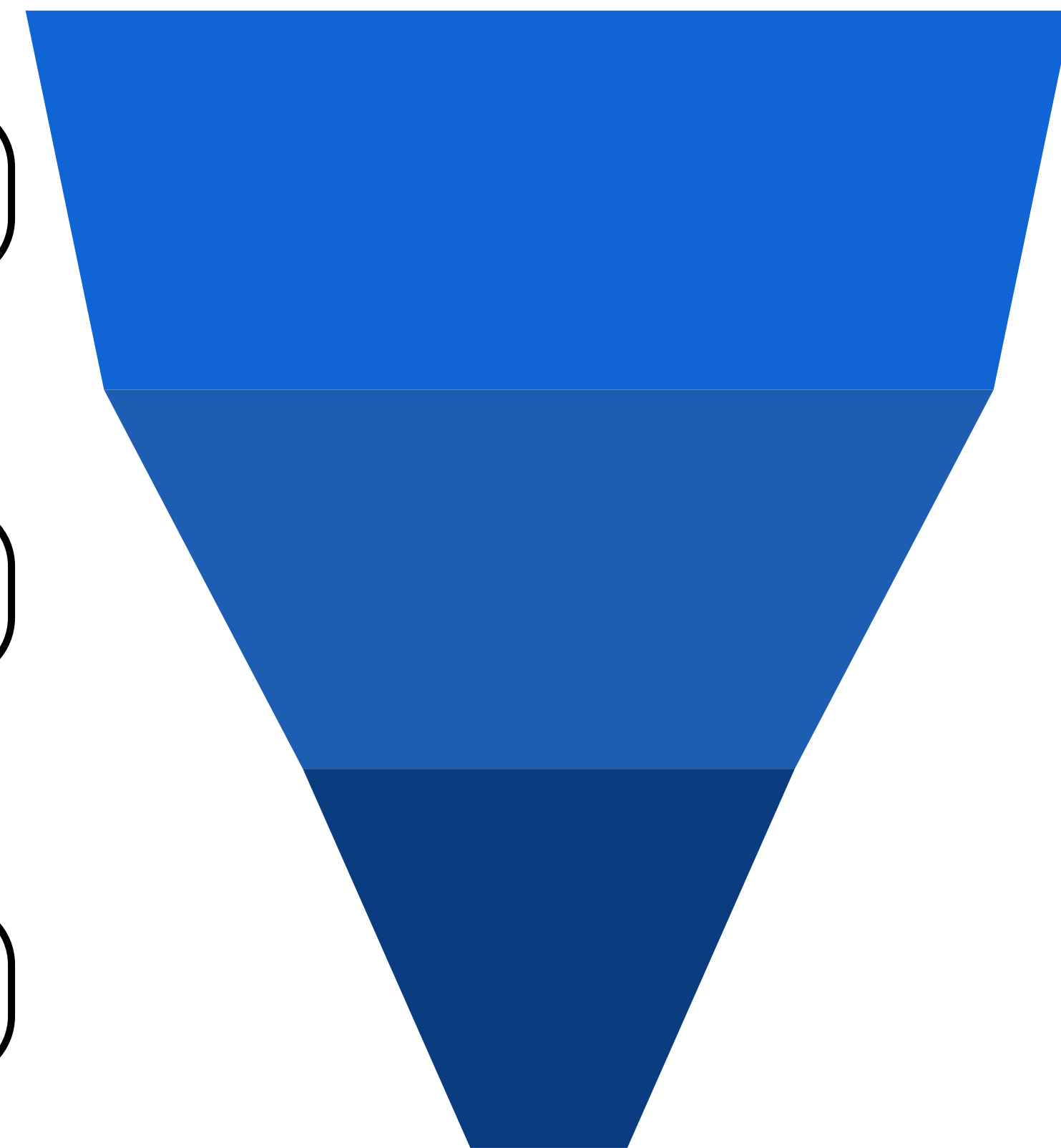
- Smart Patient Monitoring
- Contactless Health Tracking
- AI-Powered Vital Monitoring

MOFU: MIDDLE OF THE FUNNEL CONSIDERATION STAGE

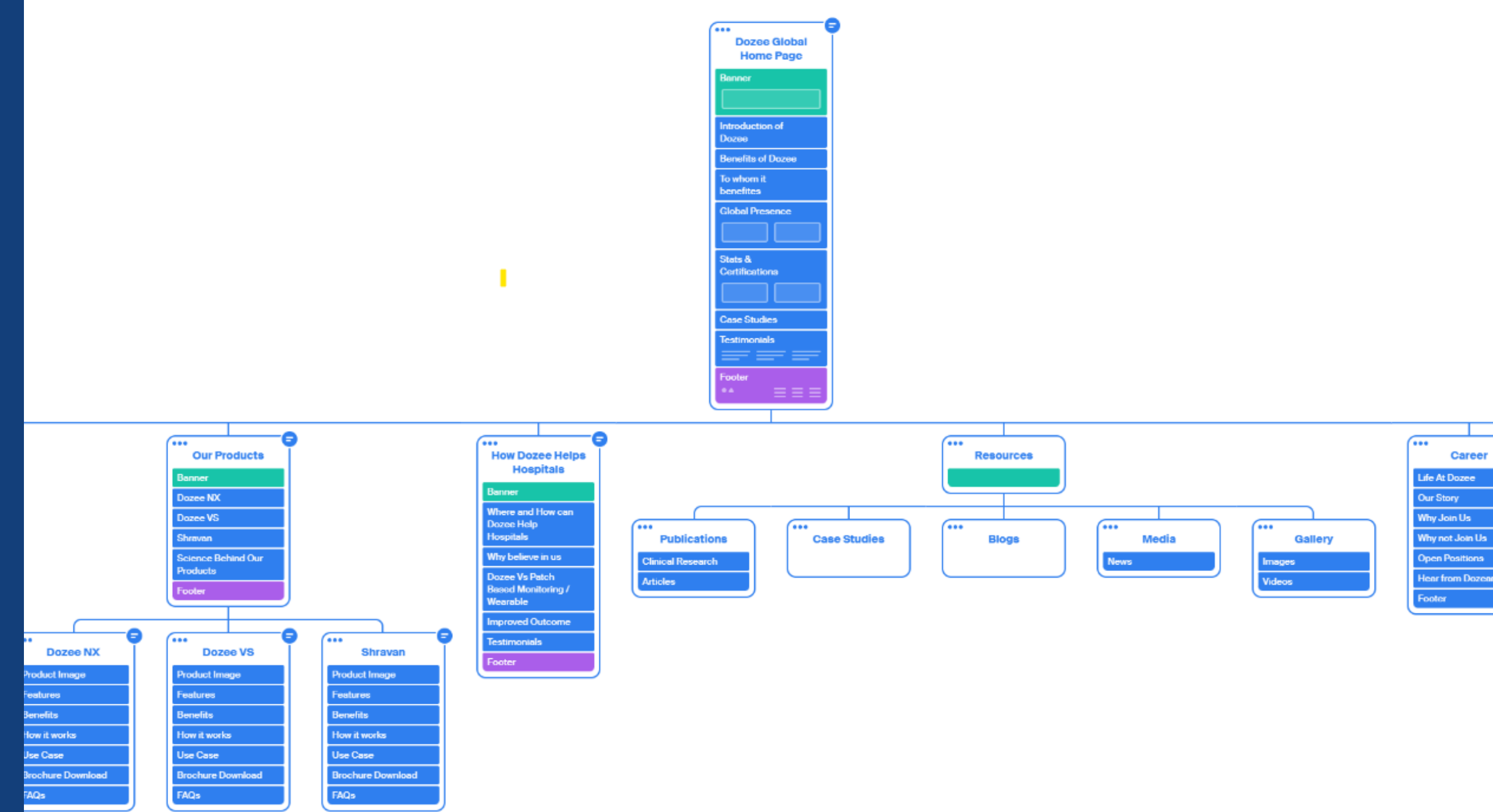
- Clinically Validated RPM
- FDA & CE Certified
- PointClickCare Integrated
- Proven Care Impact

BOFU: BOTTOM OF THE FUNNEL / DECISION STAGE

- Start Monitoring Today
- Request a Demo
- Book Your Trial
- Deploy in SNFs



SITEMAP FOR USA AND INDIA



CHALLENGES FACED

- Low digital traction and brand recall in the competitive U.S. med-tech landscape.
- Ineffective social media messaging due to reliance on India-centric testimonials.
- Lack of product-centric assets tailored for SNFs and decision-makers in the U.S.
- Absence of tools to quantify business value or clinical outcomes for U.S. prospects.

SUGGESTIONS

- Upskill content and project teams in clinical workflows, medical language, and SNF operational models to ensure relevance and precision.
- Recruit healthcare marketing professionals with experience in U.S. eldercare or hospital tech sectors.
- Conduct on-ground research in SNFs or gather expert panels to extract user-centered pain points and improve messaging.
- Align marketing efforts with reimbursement models and clinical KPIs like hospital readmission rates, CMS star ratings, and staff efficiency.

