

SUMMER INTERNSHIP PROGRAM

At



Trizone Healthcare Consultants

From 12 May 2025 to 21 July 2025

A REPORT BY

Joshi Devanshu Shaileshchandra

Master of Business Administration

Pharmaceutical Management

2024-26

IHMR-U/02/2024-26/0656

under the Mentorship of

Dr. Sanjay Gupta





HEALTHCARE
CONSULTANTS

Date: 18.07.2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Devanshu Joshi**, has successfully completed his internship program with **Trizone Healthcare Consultants LLP** from **12th May 2025** to **18th July 2025**.

During his healthcare internship, **Mr. Devanshu Joshi** made valuable contributions to the team, consistently demonstrating efficiency, professionalism, and a strong grasp of his responsibilities.

He displayed a positive and self-motivated attitude towards learning new things.

We wish him all the best in all his future endeavors.

Cheers,

Shweta Brahme,

Human Resources Executive

Trizone Healthcare Consultants LLP.

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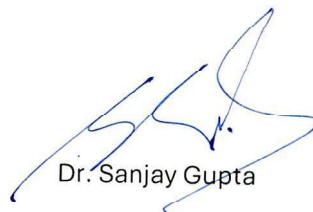
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IIHMR University Faculty Mentor Approval

This is to certify that **Mr. JOSHI DEVANSHU SHAILESHCHANDRA** of academic year 2024-26 of **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025,

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 28/07/2025

A handwritten signature in blue ink, appearing to be 'S. Gupta', written over the printed name.

Dr. Sanjay Gupta

(Professor & Dean)

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.

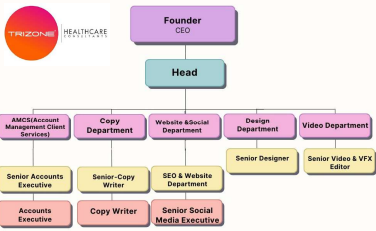
MISSION

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

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 write 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, backlink and other suggest including keyword research, meta-tag optimization and tracking.
- **Social Media Strategy** - Developed social media calendar, 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.

PROMOTIONAL CAMPAIGNS

TOP: TOP OF THE FUNNEL / AWARENESS STAGE

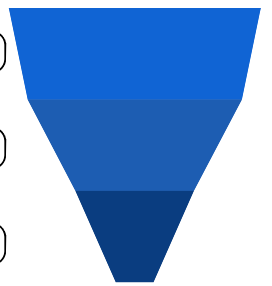
- Smart Patient Monitoring
- Contactless Health Tracking
- AI-Powered Risk Monitoring

MID: MIDDLE OF THE FUNNEL / CONSIDERATION STAGE

- Health Value Proposition
- FDA & CE Certified
- Point-of-Care Integrated
- Proven Care Impact

BOT: BOTTOM OF THE FUNNEL / DECISION STAGE

- Smart Monitoring Entry
- Request a Demo
- Book Your Trial
- Display in SNFs



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 Statement

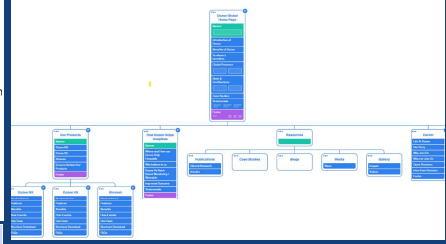
- Dozee aims to expand its market presence in the United States
- Limited lead generation through digital channels.
- Low brand visibility and engagement on LinkedIn and other social media platforms
- Fewer qualified leads and slower market penetration despite advanced remote patient monitoring technology.

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.



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.

Week 1

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 1 From: ...12/5/25.....to.....16/5/25.....

Activity Done	Analyzed the TriZone Healthcare Consultants website: - Reviewed their portfolio, service offerings, mission, vision, and content approach. - Understood healthcare branding strategies used by consulting firms. Conducted structured market research on HCG's spine care services. Benchmarked HCG against CIMS, Sterling, and Shalby Hospitals for spine service positioning. Performed a SWOT analysis of competing hospitals' spine offerings. Participated in initial planning for marketing strategies to improve spine-related consultations and procedures.
Linking theory (Classroom learning) with practice at your organisation	Market Research & Competitive Analysis: Applied theoretical concepts of healthcare service differentiation and strategic competitor mapping learned in class. Specifically focused on the nuances of service delivery vs. product marketing in the healthcare ecosystem. Service Line Marketing: Integrated Marketing Mix to assess current marketing practices in the spine department and identify improvement areas.
Gaps identified on the working area.	HCG's brand recall remains strongly associated with oncology, leading to low visibility of its spine care offerings. The hospital website does not feature a dedicated section for spine services, limiting patient access to relevant information. Lack of digital content to educate potential patients on early symptoms, treatment options (surgical/non-surgical), and post-operative recovery pathways. The HCG Care app does not currently support teleconsultation booking for spine consultations, reducing digital accessibility. Patient-facing content tends to be overly clinical and lacks simplified, patient-friendly explanations.
Suggestions for improvement	Initiate an outreach campaign in partnership with colleges and corporations titled "Strong Spine, Strong You" to raise awareness about spinal health and early diagnosis. Propose the development of a content strategy focused on blogs, infographics, and testimonial videos to enhance patient education and trust.
Plan for the next week	Collaborate with the digital marketing team to develop targeted promotional materials (e.g., social media creatives, brochures, posters) for the spine department. Support the planning and execution of a pilot campaign aimed at increasing outpatient inquiries and bookings for spine services.

	Begin compiling data-driven insights to evaluate spine department performance and prepare a draft dashboard of relevant KPIs.
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Week 2

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 2 **From:** ...19/5/25.....to.....24/5/25.....

Activity Done	This week, I worked on several interesting tasks that helped me apply what I've been learning in the classroom to real-life healthcare marketing. I continued with the competitor analysis for HCG Hospital, especially focusing on how their spine care services compare to other multispecialty hospitals like CIMS, Shalby, and Sterling. This helped me understand how HCG could position itself better in the non-oncology segment. I also wrote a blog for Elegance Clinic. As a content writer, my goal was to keep the tone friendly and informative so that it connects with patients. This gave me a chance to work on brand-focused content and understand how to write in a specific tone of voice. During the week, I explored the basics of blog optimization—things like how to use keywords naturally, the importance of meta titles and descriptions, and how to make content easy to read and engaging. I spent some time learning about Pay-Per-Click (PPC) advertising. Although I haven't worked directly on campaigns yet, I now understand how PPC works, including how keywords, targeting, and ad structures come into play. I also joined a brainstorming session with one of the senior consultants at HCG. We discussed ideas to increase awareness and patient footfall for the hospital's spine care services. It was a great experience to hear strategic insights and contribute my thoughts.
Linking theory (Classroom learning) with practice at your organisation	Applied marketing theory related to healthcare service positioning, buyer personas, and the patient journey. Connected SEO principles (on-page vs. off-page) with real-world content creation and digital strategy. Understood the application of digital advertising concepts in healthcare, especially PPC and performance-based marketing.
Gaps identified on the working area.	Limited digital discoverability of HCG's spine services due to weak off-page SEO. No structured outreach to engage health partners or referring doctors. Low use of influencers or patient advocates to humanize the brand and create social proof.
Suggestions for improvement	Enhance Off-Page SEO: Improve backlinking through guest articles, local directory listings, and healthcare forum participation and Collaborate with reputed medical sites for spine-related backlinks. Launch Health Partner Program: Engage local physiotherapists, gyms, and corporate health officers as referral partners and Offer educational sessions or screening camps as part of outreach. Initiate Influencer Marketing: Collaborate with micro-influencers in health, wellness, and fitness to promote spine awareness campaigns.

Plan for the next week	Begin writing SEO-focused blog content for HCG spine care, implementing keyword clustering. Draft ad copy and landing page ideas for a potential PPC pilot campaign.
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Week 3

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 3 From: ...26/5/25.....to.....30/5/25.....

Activity Done	Business Listing: Created and optimized business listings for <i>Elegance</i> and <i>Surat Diabetic Foot Clinic</i> to enhance their local search visibility and digital presence. Marketing Strategy Discussion: Participated in a strategic marketing presentation and discussion with Akhil Sir, focusing on brand positioning and campaign planning. Copywriting – Yoga Day Campaign: Developed and refined creative copy for Yoga Day posts, with a particular emphasis on promoting the Spine Department. Improved and tailored Yoga Day content for HCG Hospitals to ensure brand consistency and engagement. Lead Magnet for Dozee: Created a lead generation asset highlighting Dozee's features, targeting the healthcare market segment effectively. Competitor Analysis – Dozee Smart Beds (USA Market): Conducted an in-depth competitor analysis of smart bed technology in the U.S. market to evaluate Dozee's positioning and identify growth opportunities.
Linking theory (Classroom learning) with practice at your organisation	Digital Marketing & SEO (Classroom Learning): Applied SEO strategies in real-world settings by managing business listings and optimising them for visibility. Brand Communication & Campaign Development: Translated theoretical frameworks into practice while crafting promotional content and participating in high-level marketing discussions. Consumer Behaviour & Market Research: Utilised tools and methods learned in class to perform competitor analysis and target audience profiling for lead generation and campaign refinement. Copywriting Principles: Used classroom techniques such as persuasive writing, brand voice alignment, and the AIDA model while preparing the Yoga Day campaign copy. Integrated Marketing Communication (IMC): Implemented IMC strategies by aligning campaign content across departments and platforms.
Gaps identified on the working area.	The lead magnet may lack a clear CTA (Call to Action) strategy to convert viewers into leads. No user persona defined—content might not be sharply targeted to specific decision-makers (e.g., hospital admins vs. clinicians).
Suggestions for improvement	Increase interaction with design and strategy teams to gain a more holistic view of campaign execution. Explore analytics tools to evaluate campaign performance and iterate accordingly.

Plan for the next week	Complete business listings for remaining healthcare clients (if any). Assist in developing a campaign for World Brain Day (or next scheduled health awareness event). Work on designing infographics or carousels based on Dozee's USPs. Attend a client meeting or internal brand review to better understand strategy implementation.
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Week 4

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 4 From: ...02/06/25.....to.....06/06/25.....

Activity Done	Competitor Analysis – Dozee (India & USA Market Overview): Conducted a detailed competitor benchmarking for Dozee, comparing smart bed technologies and value propositions across Indian and U.S. healthcare markets. The analysis helped highlight Dozee's strengths and areas for improvement in global positioning. Campaign Copywriting – HCG Hospital: Created compelling poster copy for HCG Hospital's upcoming campaign. Ensured alignment with brand tone, focusing on clarity and impact to drive patient engagement. Competitor Analysis – HCG Hospital Ahmedabad (Critical Care Department): Executed a localized competitor analysis for HCG Hospital Ahmedabad's Critical Care Unit. Reviewed key players (including Zydus and Sterling Hospitals), identifying service differentiators, digital strategy, doctor teams, and visibility gaps.
Linking theory (Classroom learning) with practice at your organisation	Strategic Management & Competitive Intelligence: Applied strategic frameworks and SWOT analysis tools to benchmark Dozee against national and international competitors. Copywriting & Creative Strategy: Used principles of persuasive communication (AIDA model and brand storytelling) to craft effective poster content for HCG campaigns. Healthcare Marketing & Market Segmentation: Applied market segmentation theory while analyzing the U.S. and Indian markets for Dozee, considering differences in healthcare infrastructure, technology adoption, and buyer personas
Gaps identified on the working area.	The campaign copy for HCG Hospital could benefit from deeper alignment with campaign visuals and audience pain points. Competitive insights for Dozee could be extended by incorporating stakeholder interviews or product feedback. Limited data-backed decision-making—suggest using keyword tools, performance dashboards, or feedback loops more actively
Suggestions for improvement	Collaborate more closely with the design and analytics team to create integrated, insight-driven campaigns. Map buyer/user personas for each project to tailor content more effectively (especially for B2B vs. B2C healthcare segments). Conduct post-campaign reviews to understand what worked and what needs improvement.
Plan for the next week	Create a detailed infographic showcasing HCG Ahmedabad Critical Care Department's strengths vs competitors.



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Signature of Organization mentor

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Week 5

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 5 From: ...09/06/25.....to.....14/06/25.....

Activity Done	Conducted a Crisis Management Case Study to understand how hospitals respond to emergencies and service disruptions. - Analyzed real-life healthcare crisis scenarios and their impact on patient trust and institutional reputation. - Studied crisis communication strategies, escalation protocols, and brand response timelines in hospital settings. - Evaluated how preparedness and structured communication plans can reduce damage during internal or external crises. Performed a Competitor Analysis of the Critical Care Department at HCG Hospital. - Benchmarked HCG's ICU and emergency care facilities against leading multispecialty competitors like CIMS, Sterling, and Shalby Hospitals. - Compared service offerings, digital presence, availability of advanced technology, patient outreach, and visibility. - Identified positioning gaps and improvement areas in HCG's critical care marketing, accessibility, and differentiation.
Linking theory (Classroom learning) with practice at your organisation	Crisis Communication & Risk Management: - Applied concepts from healthcare operations management and strategic communication to evaluate institutional crisis handling. - Understood theoretical frameworks like situation analysis, stakeholder messaging, and trust rebuilding. Competitor Benchmarking & Market Positioning: - Utilized classroom learnings on SWOT analysis and healthcare marketing models to assess critical care services across competing hospitals. - Gained practical exposure in comparative strategy, using analytical tools to evaluate service line gaps and positioning.
Gaps identified on the working area.	HCG's critical care visibility is limited in digital and offline communication platforms. Lack of patient-centric messaging around ICU capabilities, success stories, and advanced technologies used. Crisis response protocols at HCG are not publicly communicated or documented in accessible formats (website/app).
Suggestions for improvement	Create and publish a Crisis Communication Protocol page for HCG's official website to build transparency and patient confidence. Develop marketing material showcasing HCG's critical care expertise: Include success rates, multidisciplinary team credentials, and advanced ICU infrastructure. Introduce digital campaigns to spread awareness of HCG's emergency response readiness and real-time care coordination.
Plan for the next week	Begin strategic content mapping for HCG's Critical Care promotional campaign.

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Week 6

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 6 From: ...16/06/25.....to.....20/06/25.....

Activity Done	Dozee USA – CE Certification Campaign ○ Supported campaign planning for Dozee's CE Certification and US market positioning. ○ Worked on messaging alignment to highlight Dozee's regulatory compliance, credibility, and cross-border
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	innovation. Scientific Blog & Monsoon Health Magazine (Dozee) ○ Researched and drafted an evidence-based blog highlighting Dozee's role in monsoon-related health concerns (e.g., fever monitoring, remote vitals tracking). ○ Contributed to editorial planning and visual briefs for Dozee's Monsoon Health e-Magazine. Doctors' Day Planning (HCG Ahmedabad) ○ Contributed creative inputs and concept note for Doctors' Day celebrations at HCG. ○ Worked on campaign ideas to honor clinical staff, with a focus on their contributions to multi-disciplinary care. HR Deck Review (Dozee)
Linking theory (Classroom learning) with practice at your organisation	Healthcare Branding & Certification Communication: Applied concepts of regulatory marketing, compliance branding, and trust messaging learned in class. Scientific Content Writing & Consumer Health Communication: Translated clinical insights into readable patient-centric narratives, applying classroom knowledge of public health education and digital engagement.
Gaps identified on the working area.	Need for stronger storytelling in Dozee's scientific content to make it more relatable for lay audiences.
Suggestions for improvement	Redesign HR decks to reflect employee journeys, team culture, and impact stories alongside basic organizational info.
Plan for the next week	We will decide it next week



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Week 7

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 7 **From:** ...23/06/25.....**to:**.....28/06/25.....

Activity Done	July Social Media Calendar (Dozee): • Created the July content calendar for Dozee's social media platforms. • Aligned content with key health observances, product education themes, and patient engagement goals. • Proposed post ideas combining educational content, testimonials, product features, and interactive formats like polls and reels. • Collaborated with the creative and content teams to finalize caption tone, visual briefs, and posting frequency.
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	Men's Health Clinic Campaign: - Contributed to campaign strategy focused on raising awareness about preventive and diagnostic health for men. - Drafted content pieces highlighting Dozee's relevance in monitoring vitals for men's cardiac, respiratory, and stress-related concerns. - Suggested outreach angles such as "Know Your Numbers" and "Silent Symptoms" to target male audiences on digital platforms. - Proposed collaboration ideas with clinics and influencers for campaign amplification. Doctors' Day Campaign (Dozee): - Participated in ideation and development of the Doctors' Day campaign to honor frontline professionals and Dozee partner doctors. - Created messaging pillars around gratitude, resilience, and the future of tech-enabled healthcare. - Helped design social posts, internal appreciation mailers, and a short tribute script for video content. - Ensured that the campaign tone stayed brand-consistent while being emotionally resonant.
Linking theory (Classroom learning) with practice at your organisation	Applied content planning and audience targeting skills from classroom learning. Used healthcare communication principles for awareness and engagement campaigns.
Gaps identified on the working area.	Low engagement on static social content; need for more interactive formats. Men's health not addressed consistently across digital channels. Doctors' Day limited to one-off messaging without follow-up.
Suggestions for improvement	Add weekly health series and interactive posts. Segment men's health content by age/lifestyle. Extend doctor engagement beyond Doctors' Day with regular features.
Plan for the next week	Plan Independence Day-themed campaign



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Week 8

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 8 From: ...30/06/25.....to.....05/07/25.....

Activity Done	Created short video snippets from Dozee's podcast episodes to enhance social media engagement. Developed the USA Independence Day Campaign Strategy for Dozee, including both online and offline promotional ideas. Prepared marketing budget allocations for HCG Hospital across Google Ads, social media, SEO, and video promotions. Compiled data from 75 Skilled Nursing Facility (SNF) organizations, linking their websites with LinkedIn profiles for outreach mapping. Researched target personas for Dozee's B2B promotion in India, identifying key healthcare roles and decision-makers.
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Linking theory (Classroom learning) with practice at your organisation	Applied principles of digital marketing and content repurposing to convert long-form podcast content into short, impactful social media assets. Used marketing strategy frameworks learned in class to plan campaign timelines and allocate budgets effectively. Applied B2B persona segmentation techniques to identify and map ideal healthcare stakeholders for outreach and sales engagement.
Gaps identified on the working area.	Previous podcast content was underutilized across short-form platforms; lacked engaging repurposed formats. No consolidated database existed for SNF organizations with verified LinkedIn presence for outreach. Dozee's B2B communication lacked structured persona targeting across Indian healthcare verticals.
Suggestions for improvement	Create a monthly content repurposing plan to extract video clips, quotes, and insights from existing Dozee content assets. Develop a centralized SNF outreach dashboard to track engagement, messaging, and response history. Build persona-based messaging templates to tailor outreach for each target role (e.g., admin, clinical, procurement).
Plan for the next week	Finalize and launch creative assets for the USA Independence Day campaign. Initiate LinkedIn/email outreach to key SNF contacts using the curated database.



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Week 9

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 9 **From:** ...07/07/25.....to.....12/07/25.....

Activity Done	Webpage Content Curation (Elegance Homeopathy Clinic): ○ Created detailed and patient-friendly service pages for various treatments. ○ Integrated SEO-optimized headings and structured the content for better readability and search engine performance. Scientific Content Writing: ○ Drafted scientific blogs on Surat Diabetic Foot care, focusing on advanced treatment modalities, prevention tips, and doctor perspectives. ○ Prepared outlines for upcoming Reconstructive Surgery blogs, ensuring alignment with common
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	patient search patterns and informational needs. Technology Content Development (Tutle & Dozee): ○ Wrote web content emphasizing AI-driven patient monitoring, data privacy policies, and healthcare efficiency. ○ Highlighted product features in a clear, benefit-focused manner tailored to the healthcare tech audience. Keyword Research (Elegance Clinic – Reconstructive Surgery): ○ Conducted in-depth keyword research identifying both high-volume and niche search terms. ○ Developed keyword strategy to guide future blogs and digital campaigns. Persona Development (Dozee India): ○ Created detailed buyer personas for B2B healthcare decision-makers including hospital administrators, nursing heads, and CEOs. ○ Mapped goals, pain points, and messaging preferences to personalize marketing communication strategies.
Linking theory (Classroom learning) with practice at your organisation	Applied SEO, persona development, and digital healthcare communication frameworks learned in class to real-world brand contexts. Utilized scientific writing techniques and keyword-driven structuring to balance clinical accuracy with reader engagement.
Gaps identified on the working area.	Service pages initially lacked clarity and were not aligned with SEO best practices. Previous content for diabetic foot care lacked scientific depth and regional personalization. Lack of structured persona-based messaging in Dozee’s outreach strategy.
Suggestions for improvement	Maintain a central SEO keyword repository for future campaigns across clinics. Integrate more patient testimonials and regional relevance in blogs for better emotional connection. Use persona-based content mapping in Dozee’s upcoming B2B campaigns to improve lead engagement.
Plan for the next week	Finalize content for reconstructive surgery blogs and begin drafting landing page content. Collaborate with designers to create visual assets based on the newly created buyer personas.

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Week 10

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Week no: 10 From: ...14/0/25.....to.....21/07/25.....

Activity Done	Elegance Homeopathy Clinic – Website Content Creation Developed structured, SEO-optimized website content for Elegance Homeopathy Clinic, focusing on condition-specific pages like Skin & Allergy Care, Respiratory Health, and Mental & Emotional Wellness. Ensured each page included meta data, banner content, detailed condition overview, diagnosis, pros & cons, clinic benefits, and FAQs to enhance patient understanding and search visibility. Keyword Research via Google Ads Conducted in-depth keyword research using Google Ads tools to identify high-intent, relevant search terms for clinic services.
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	Mapped these keywords to corresponding service pages to support organic SEO growth and future paid campaign alignment.
Linking theory (Classroom learning) with practice at your organisation	Digital Marketing Strategy & SEO Implemented Search Engine Optimization (SEO) principles including on-page keyword integration, meta tags, and user-focused structure learned from digital marketing coursework. Aligned content with Google Ads keyword planning for improved paid and organic synergy.
Gaps identified on the working area.	Lack of dynamic integration between keyword research and real-time search trends. Some pages lack emotional storytelling that builds stronger patient-doctor trust.
Suggestions for improvement	Introduce short patient story snippets or testimonials for key condition pages to humanize the brand. Set up monthly review of Google Ads keyword trends to ensure content remains search-relevant.
Plan for the next week	Preparing poster and report



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Approved by the IIHMR University's Mentor

Compiled Reporting

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 0656

Stream: Pharmaceutical Management

Activity Done	Week 1: (12/05/25 – 16/05/25) • Analyzed Trizone Healthcare Consultants' website (portfolio, mission, content, etc.). • Conducted structured market research on HCG's spine services. • Benchmarked HCG with CIMS, Sterling, and Shalby Hospitals. • Performed SWOT analysis on competitors' spine offerings. • Participated in strategic planning to improve HCG's spine consultations. Week 2: (19/05/25 – 24/05/25) • Continued comparative analysis of HCG's spine care positioning. • Wrote SEO-friendly blog for Elegance Clinic. • Learned and applied basics of blog optimization. • Explored Pay-Per-Click (PPC) advertising fundamentals. • Participated in brainstorming session for increasing patient footfall at HCG. Week 3: (26/05/25 – 30/05/25) • Created & optimized business listings for Elegance Clinic and Surat Diabetic Foot Clinic. • Developed Yoga Day campaign copy for HCG. • Participated in strategy discussion on branding. • Built lead magnet asset for Dozee. • Conducted competitive analysis for smart bed tech in the U.S. (Dooze). Week 4: (02/06/25 – 06/06/25) • Benchmarked Dozee against competitors in India and the USA. • Created impactful poster copy for HCG Hospital's marketing. • Conducted localized competitor analysis for HCG Ahmedabad's Critical Care Unit. Week 5: (09/06/25 – 14/06/25) • Conducted crisis management case study of hospital response mechanisms. • Analyzed how hospitals build trust post-crisis.
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	• Performed in-depth competitor analysis for HCG's Critical Care Department. Week 6: (16/06/25 – 20/06/25) • Assisted in planning Dozee's CE Certification campaign (USA). • Drafted scientific blog on Dozee's relevance to monsoon-related health. • Helped ideate and plan Doctors' Day campaign for HCG Ahmedabad. • Reviewed and suggested improvements for Dozee's HR presentation deck. Week 7: (23/06/25 – 28/06/25) • Created Dozee's July social media calendar with content pillars and formats. • Contributed to men's health awareness campaign strategy and content. • Participated in Doctors' Day campaign for Dozee with messaging and visuals. Week 8: (30/06/25 – 05/07/25) • Created social media snippets from Dozee podcast episodes. • Planned USA Independence Day campaign for Dozee (online + offline). • Developed HCG's marketing budget breakdown across digital channels. • Compiled a LinkedIn-mapped SNF (Skilled Nursing Facility) outreach list. • Researched B2B personas for Dozee India. Week 9: (07/07/25 – 12/07/25) • Curated SEO-focused webpage content for Elegance Homeopathy Clinic. • Wrote scientific blogs for diabetic foot care (Surat region focus). • Prepared outlines for reconstructive surgery blog content. • Drafted tech content for Tutle and Dozee websites. • Conducted keyword research for Reconstructive Surgery content. • Developed detailed buyer personas for Dozee's
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	B2B efforts. Week 10: (14/07/25 – 21/07/25) • Created structured, SEO-optimized condition-specific web pages for Elegance Homeopathy Clinic. • Mapped high-intent keywords using Google Ads tools. • Linked keywords with relevant service pages to enhance SEO and campaign readiness.
Linking theory (Classroom learning) with practice at your organisation	Week 1: Market Analysis and Competitive Benchmarking • Classroom Learning Applied: Strategic Management, Marketing Environment Analysis • Practical Application: SWOT analysis and competitor matrix models taught during strategy classes were applied to assess HCG Hospital's orthopedic and spine service positioning. Tools such as Microsoft Excel and Canva were used for visualizing the benchmarking data, bringing together theory and decision-making skills in a real-world setting. Week 2: SEO Content Strategy and Keyword Planning • Classroom Learning Applied: Digital Marketing, Consumer Behavior, Content Strategy • Practical Application: The AIDA model and buyer journey concepts guided the structure of content for blogs and service pages. Hands-on use of Google Keyword Planner and SEMrush allowed me to perform keyword research and build high-ranking content based on user intent, effectively applying search engine optimization theories from our curriculum. Week 3: Local SEO and Google Business Optimization • Classroom Learning Applied:

	Brand Visibility, Local Marketing Strategy • Practical Application: Concepts around digital visibility and local branding were implemented while optimizing Google Business Profiles for hospitals and clinics. I gained practical understanding of proximity, review management, and digital trust by working directly on real listings and using insights to guide optimization. Week 4: Website Structure and UI-Centric Copywriting • Classroom Learning Applied: Marketing Communication, Service Design, UX Psychology • Practical Application: Principles of service blueprinting and user-centered design were brought into action as I contributed to drafting homepages, web banners, and blog structures. Canva and ChatGPT were used for crafting copy that aligns with patient emotion and medical clarity, ensuring brand tone consistency. Week 5: Research and Target Audience Profiling • Classroom Learning Applied: Market Research, Data Interpretation • Practical Application: Primary and secondary research methods were used to build patient personas and understand audience pain points. Using Google Trends, SEMrush, and competitive audit frameworks, I was able to contribute to content direction and topic prioritization based on user search behavior and demand analysis. Week 6: Scientific Writing and Healthcare Content Development • Classroom Learning Applied: Medical Terminology, Evidence-Based Writing, Patient Communication
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	• Practical Application: While writing about topics like diabetic foot care and skin conditions, I applied theories of simplified patient communication and evidence referencing. Research was supported using PubMed abstracts, WHO guidelines, and government health portals. ChatGPT assisted with idea expansion and structural clarity in content writing. Week 7: Client Communication and Regulatory Sensitivity • Classroom Learning Applied: Healthcare Law and Ethics, Global Healthcare Systems • Practical Application: Classroom discussions on HIPAA, CE certification, and ethical promotion practices helped frame communication guidelines for international healthcare clients. Exposure to regulatory-sensitive communication and professional correspondence added a legal and ethical lens to my marketing understanding. Weeks 8 to 10: Final Reporting, Audit Review, and Campaign Consolidation • Classroom Learning Applied: Integrated Marketing Communication, Strategic Planning, Campaign Metrics • Practical Application: I consolidated final outputs, created marketing calendars, and participated in performance reviews using tools like Excel, Google Sheets, and PowerPoint. Concepts like CTR, SERP position, bounce rate, and organic reach were used to measure campaign effectiveness, directly linking classroom knowledge with real campaign performance analytics.
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Gaps identified on the working area.	Limited Exposure to Marketing Tools Tools like SEMrush, Google My Business, Canva, and ChatGPT are essential in healthcare marketing but were not practically taught during classroom sessions. Theoretical vs. Adaptive Content Writing Academic writing lacks flexibility; in practice, content must be SEO-optimized, emotionally resonant, and patient-friendly. No Training in Real-Time Strategy Execution The classroom focuses on static plans, while agency work involves fast-paced decision-making and constant revisions. Regulatory and Ethical Marketing Gaps Practical marketing involves understanding real-world compliance issues, which are rarely discussed in-depth academically. Lack of Workflow & Project Management Exposure Agency operations rely on collaborative tools and structured workflows, which are absent from academic experience. Weak Interdisciplinary Application Real projects demand cross-functional thinking, but classroom learning is often confined to subject silos. Limited Client Communication Practice Effective client interaction is crucial in agency settings, but students lack training in professional communication scenarios
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Suggestions for improvement	• Add hands-on training for digital tools Tools like SEMrush, Google Keyword Planner, Google My Business, Canva, and ChatGPT were crucial during the internship but are not covered practically in the curriculum. • Include live SEO and content writing assignments Real-time SEO optimization, keyword mapping, and tone adaptation were key responsibilities and should be practiced in the classroom using real briefs. • Incorporate website content structuring modules Tasks like sitemap creation, page hierarchy, and service page development need to be taught practically with examples from healthcare or service sectors. • Train students in social media marketing strategy Strategy development for platforms like Instagram, including post planning and visual design, should be introduced in digital marketing courses. • Introduce workflow and collaboration tool usage Exposure to task management systems like Google Workspace or Trello should be embedded into project-based learning to mirror agency work setups. • Embed client communication roleplays Since client brief understanding and structured communication were key internship activities, mock sessions should be part of soft skills or marketing courses. • Enhance integration of theory into multidisciplinary projects Projects should combine branding, research, content writing, and analytics to reflect the interconnected nature of work in healthcare marketing agencies.
Key Learnings	1. Strategic Content Development You developed a comprehensive understanding of healthcare content creation, including patient-centric webpages, scientifically accurate blog posts, and SEO-driven service descriptions. You learned how to tailor tone, structure, and language to fit different platforms (web, blog, social media) and medical audiences—an essential skill in strategic healthcare marketing. 2. Search Engine Optimization (SEO) Application From keyword research to on-page SEO and meta-content writing, you acquired end-to-end skills in SEO content creation. Tools like SEMrush and Google Keyword Planner enhanced your understanding of user intent, competition, and keyword mapping—translating theoretical knowledge into market-aligned digital visibility strategies. 3. Website Architecture and Sitemap Planning You were exposed to real-time development of website sitemaps and hierarchy for clinics and health tech clients. This experience taught you how to organize content for user experience, search engine crawling, and brand coherence—linking UI/UX, SEO, and marketing strategy. 4. Healthcare Industry Knowledge Through content research and campaign ideation for diabetic foot care, plastic surgery, mental wellness, and respiratory diseases, you gained valuable domain expertise. This included understanding medical

	conditions, treatment approaches, and how to position healthcare brands ethically and informatively. 5. Marketing Technology Exposure You worked hands-on with tools such as Canva for design, ChatGPT for ideation and writing, Google My Business for listings, and Excel for keyword planning. This gave you practical insight into how marketing software supports creativity, efficiency, and performance tracking. 6. Digital Branding & Messaging Strategy You contributed to brand strategy development by crafting narratives tailored to different clinic USPs. You learned how visual branding, tone of voice, and service positioning impact a healthcare provider’s digital identity and patient trust. 7. Social Media Strategy Creation You participated in Instagram strategy development, including post planning, caption writing, and template design. This enhanced your understanding of audience targeting, content calendars, visual storytelling, and platform-specific engagement strategies. 8. Client Communication & Creative Brief Handling You learned how to interpret client briefs and transform them into structured content or visual design strategy. This experience sharpened your ability to ask the right questions, work iteratively, and handle feedback professionally. 9. Interdisciplinary Integration of Learning You effectively combined theoretical marketing, brand management, operations knowledge, and design skills in real projects. This reinforced how cross-functional skills are vital for success in integrated marketing roles. 10. Professional Workflow & Time Management Through structured deadlines, internal review cycles, and collaborative edits, you developed project management skills within a fast-paced agency environment—preparing you for real-world marketing operations.
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