

INTERNSHIP REPORT

Name: Dr. Tushar Yadav

Program: MBA (Health Management)

University: IIHMR University, Jaipur

Internship Organization: LivingNeeds Healthcare Pvt. Ltd., Jodhpur

Internship Duration: 3 Months

Faculty Guide: Dr. Sarthak Sen Gupta

Company Supervisor: Mr. Yash Vaishnav

1. INTRODUCTION

This report summarizes the internship experience of Dr. Tushar Yadav at LivingNeeds Healthcare Pvt. Ltd., a health-tech company located in Jodhpur, Rajasthan. The internship was undertaken as part of the MBA (Health Management) program at IIHMR University. The objective of this internship was to gain hands-on experience in the domains of healthcare operations and marketing.

2. OBJECTIVES OF INTERNSHIP

- To understand the operational processes in a health-tech environment
 - To participate in marketing and outreach campaigns
 - To explore advertisement integration within hospitals
 - To conduct research and feedback collection
 - To support US-based outreach initiative
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3. ORGANIZATION PROFILE

LivingNeeds Healthcare Pvt. Ltd. focuses on queue management and advertisement-based revenue solutions in hospitals. The organization provides smart screens in OPD areas to streamline patient flow and run targeted healthcare advertisements. The organization is in early growth stage and aims to expand across Tier 2 and Tier 3 cities.

4. ROLES & RESPONSIBILITIES

During the internship, the intern was involved in the following:

- Visiting healthcare centers and hospitals for demo and onboarding
 - Creating and executing digital marketing campaigns
 - Preparing outreach emails for US-based healthcare entities
 - Designing questionnaires and collecting feedback from hospital staff
 - Assisting in onboarding of Abhay Eye Clinic and Jeevan Raksha Hospital
 - Preparing weekly progress reports
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5. WORK DONE & LEARNINGS

- Conducted hospital visits.
 - Ran WhatsApp and Facebook-based campaigns for lead generation
 - Collected feedback entries
 - Initiated collaboration discussion with 100+ US agencies
 - Observed improvement in brand engagement through digital efforts.
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6. Key Learnings:

- Ground-level hospital operations are dynamic and require adaptive communication
 - Digital campaigns need local customization for better impact
 - International outreach needs persistent follow-up and formal proposal writing
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7. CHALLENGES FACED

- Initial hesitation from hospitals regarding ad screen concept
 - Limited budget for marketing materials
 - Coordination delays during field visits
 - Convincing international stakeholders without physical presence
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8. CONCLUSION

The internship provided deep insights into operational workflows, marketing strategy execution, and digital health-tech promotion. It was a valuable experience that bridged theoretical knowledge with practical exposure.

9. RECOMMENDATIONS

- Increase local engagement before digital deployment
 - Use local influencers/medical reps to promote ad-screen awareness
 - Provide hospitals with trial periods for smoother onboarding
 - Follow structured email follow-up plans with international leads
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10. APPENDICES

- Appendix A: Questionnaire Copy
- Appendix B: Hospital Visit Summary Table
- Appendix C: Outreach Email Draft (US Project)