



# OPERATIONS AND MARKETING ACTIVITIES AT LIVINGNEEDS HEALTHCARE PVT. LTD.

DR. TUSHAR YADAV (1877)

MBA (HEALTH MANAGEMENT)

IIHMR UNIVERSITY, JAIPUR

# INTRODUCTION

- Internship conducted at LivingNeeds Healthcare Pvt. Ltd., Jodhpur.
- Health-tech startup focused on queue management and in-hospital advertising.
- Duration: 3 months.

# OBJECTIVES OF THE INTERNSHIP

- **Understand hospital onboarding operations**
- **Explore healthcare marketing strategies**
- **Conduct digital campaign research**
- **Support US collaboration outreach**

# ORGANIZATION PROFILE

- LivingNeeds Healthcare Pvt. Ltd.
- Jodhpur-based health-tech startup
- Smart queue systems + ad-based revenue
- Expanding to Tier 2 & Tier 3 cities

# KEY ACTIVITIES PERFORMED

- Hospital visits (15+ facilities)
- Digital marketing (WhatsApp, Facebook)
- Onboarded 2 hospitals
- Feedback collection via questionnaire

# US PROJECT (OUTREACH & COLLABORATION)

- - Targeted 70+ US healthcare ad agencies
- - Sent collaboration proposals via email
- - Initial responses received
- - Strategic follow-up planned

# RESEARCH & FEEDBACK COLLECTION

- Questionnaire for hospital staff
- Content preference: Health info, Hospital services
- Preferred location: Waiting area
- Revenue sharing response: Mostly positive

# CHALLENGES FACED

- Hospital hesitation for ad screens
- Limited ad design resources
- Coordination delays
- International outreach difficulties

# KEY LEARNINGS

- Ground-level health system exposure
- Healthcare marketing strategy execution
- Importance of communication in fieldwork
- Handling outreach professionally

# SWOT ANALYSIS

- Strength: Unique model, strong backend
- Weakness: Early-stage visibility
- Opportunities: Regional expansion, US outreach
- Threats: Market competition, tech resistance

# RECOMMENDATIONS

- Targeted ad campaigns with follow-up
- Trial periods for hospitals
- Improve UI for easier adoption
- Leverage local influencers for visibility

# CONCLUSION

- Internship offered real-world exposure in healthcare operations and marketing.
- Learned to align fieldwork with digital tools.
- Developed skills in strategy, outreach, and reporting.