

INTERNSHIP DONE AT MANIPAL HOSPITAL, DWARKA

Internship report Submitted to



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by

VAIBHAV SINGH

Under the Supervision and Guidance of

DR. SARTHAK SENGUPTA

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1. Introduction

This report presents a detailed overview of my three-month internship at Manipal Hospital, Dwarka, New Delhi, where I worked within the Marketing Department. Manipal Hospital is a well-reputed institution known for clinical excellence, advanced infrastructure, and a strong emphasis on patient experience. The Marketing Department plays a pivotal role in shaping the hospital's public image, digital presence, and community engagement. Throughout the internship, I was actively involved in projects spanning across various marketing verticals, including Branding, social media, Public Relations (PR), and Digital Marketing.

My involvement across these diverse areas enabled me to acquire practical skills, contribute to active campaigns and initiatives, and better understand how integrated marketing communication functions in a healthcare context. The experience helped me bridge academic knowledge with real-world application, while also sharpening my organizational, technical, and interpersonal skills.

2. Objectives of Internship

The internship was structured with the following key objectives in mind:

- **Practical Exposure:** To gain hands-on experience in healthcare marketing operations within a reputed tertiary care hospital.
- **Functional Understanding:** To develop insights into branding workflows, digital reputation management, patient engagement tactics, and media relations.
- **Skill Enhancement:** To apply and enhance communication, coordination, and content creation skills in a real-time environment.
- **Strategic Contribution:** To support the internal teams by contributing to planning, execution, and monitoring of active marketing projects.
- **Cross-functional Collaboration:** To understand inter-departmental workflows, particularly how marketing collaborates with medical, IT, and administrative teams.

3. Organizational Profile

Manipal Hospital, Dwarka, is part of the Manipal Health Enterprises group – one of India's leading healthcare networks. With a presence in multiple cities, the group is recognized for its commitment to clinical excellence, technological innovation, and ethical healthcare delivery.

Dwarka branch is a multi-specialty hospital offering a wide range of services across departments such as Cardiology, Neurology, Oncology, Orthopedics, Transplant Services, Pediatrics, and Internal Medicine. The hospital is equipped with advanced diagnostic tools, modern operation theatres, and patient-centric facilities. It also caters to international patients, making it a globally relevant healthcare institution.

Manipal Hospital places significant emphasis on digital transformation, marketing analytics, and integrated branding strategies to stay ahead in a competitive healthcare environment. This context provided me with a rich platform to learn and contribute.

4. Services Provided by the Organization

During my internship at Manipal Hospital, Dwarka, I was offered a dynamic and enriching environment to gain real-world exposure in the field of healthcare marketing. The organization facilitated a structured learning experience across multiple sub-domains of marketing, empowering me with:

- **Hands-on Industry Experience:** I was actively involved in ongoing projects, receiving responsibilities that reflected real-world challenges and expectations within a fast-paced hospital marketing ecosystem.
- **Cross-functional Collaboration:** Exposure to various teams within the marketing department—branding, social media, PR, and digital marketing—allowed me to understand interdependencies and contribute holistically to the department's goals.
- **Strategic Thinking and Problem Solving:** I encountered practical challenges related to branding logistics, digital inconsistencies, and content planning. These tasks required analytical thinking, coordination with vendors and stakeholders, and a proactive approach to resolution.
- **Operational Understanding of Healthcare Marketing:** The internship enabled me to grasp the workflows specific to a hospital environment, such as how patient journeys are influenced by marketing touchpoints and how digital presence impacts patient acquisition and retention.
- **Mentorship and Feedback:** I received continuous guidance from experienced professionals, who helped refine my outputs and encouraged critical thinking, innovation, and accountability.

This experiential structure not only built my functional capabilities but also gave me a clear understanding of the expectations and standards of marketing within the healthcare industry.

5. Key Activities/Projects Undertaken Other than Dissertation

Branding

As part of the branding team, I worked on several tasks that contributed to the internal and external visibility of the hospital:

- Conducted hospital-wide recce to identify missing or faulty signage and branding plates.
- Assisted in creating a consolidated tracker of all branding assets, including plate locations and statuses.
- Generated quotations for new branding material and coordinated with vendors for design and production.

- Allocated and designed appropriate signage for doctors' cabins, OPD zones, and critical care areas to maintain brand uniformity.
- Ensured alignment of visual branding with organizational guidelines.

Social Media

My work in the social media division revolved around content ideation, production, and engagement:

- Shot and edited content for reels and short videos for platforms like Instagram and YouTube.
- Developed testimonials and experience-based video content for both domestic and international patients.
- Contributed to content calendars, campaign brainstorming sessions, and editorial discussions.
- Wrote captions and long-form content pieces for Facebook, YouTube descriptions, and the hospital's health blog.

Public Relations (PR)

In the PR vertical, I worked on external communication and reputation management:

- Drafted and edited press releases, articles, and blogs for publication in national newspapers and healthcare magazines.
- Coordinated with media outlets and news channels to publish approved content.
- Assisted in content vetting and structuring for interviews, video bytes, and promotional announcements.
- Helped facilitate media coverage for special campaigns and hospital events.

Digital Marketing

Digital reputation and presence were critical components of the marketing strategy:

- Updated and managed doctor profiles on platforms like Practo, JustDial, and Google My Business (GMB).
- Ensured uniformity of profile content across all platforms and the hospital's official website.
- Created and maintained a "Doctor Tracker" – a document that tracked the completeness, reach, and updates needed for every doctor's online profile.
- Contributed to optimizing search visibility and online reviews through regular audits and follow-ups.

In addition to departmental responsibilities, I was also actively involved in the planning, preparation, and on-ground management of various hospital events. These

included medical awareness programs, Continuing Medical Education (CME) sessions, and public outreach campaigns conducted on the occasion of national and international health observances. I contributed to the coordination and execution of Health Day celebrations, including logistics, content planning, and collateral design. Furthermore, I participated in the organization of a school visit aimed at health education and community engagement, along with other special events that supported the hospital's visibility and patient interaction objectives. These engagements allowed me to experience event marketing firsthand, enhance my organizational skills, and understand the operational nuances of hosting healthcare-related programs.

6. Key Learnings from Internship

My internship offered a rich blend of technical, strategic, and interpersonal learning. The major takeaways include:

- **Holistic Branding Insight:** I learned the importance of visual storytelling, space planning, and brand consistency in healthcare.
- **Real-time Content Management:** Gained hands-on experience in filming, editing, and distributing patient-focused digital content.
- **Communication Strategy:** Understood how healthcare institutions communicate with the public, the press, and internal stakeholders.
- **Digital Infrastructure Awareness:** Developed familiarity with platform-specific optimization practices and digital hygiene for institutional profiles.
- **Cross-team Collaboration:** The internship emphasized the value of synergy between different departments—especially marketing, IT, operations, and clinical departments.
- **Attention to Compliance:** Working in a healthcare setting taught me to be highly detail-oriented and compliance-focused while creating content and documentation.

This internship served as a valuable foundation for my career in healthcare management and marketing. It has not only enriched my understanding of practical marketing applications but also allowed me to build professional networks, develop my portfolio, and gain the confidence required to work in a structured and fast-paced hospital environment.