

INTERNSHIP REPORT

Medivisual Healthworld, Panchkula

Submitted to



IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business

Administration

(MBA)

in

Hospital and Health Management

by

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INTRODUCTION

Internships play an instrumental role in helping students transition from theoretical knowledge to practical skillsets. During the course of my MBA in Hospital and Health Management, I had the opportunity to intern at **Medivisual Healthworld**, a specialized healthcare branding agency. The internship was conducted remotely from **March 10 to June 10**, offering a unique blend of virtual collaboration and independent project execution.

This internship provided the foundation for my dissertation, titled *"The Role of Visual Branding and Design Thinking in Positioning Healthcare Brands: A Strategic Study of Medivisual Healthworld Campaigns."* My responsibilities were aligned closely with brand development, campaign research, and stakeholder insights. Through this experience, I was able to explore how visual branding and design thinking can create impactful and empathetic healthcare communication.

This report outlines my objectives, responsibilities, key learnings, and the impact this internship has had on my academic, personal, and professional growth. It also reflects on the importance of design thinking in healthcare, how data supports creativity, and the ethical, cultural, and emotional factors that influence healthcare branding.

ABOUT THE ORGANIZATION

Medivisual Healthworld is a healthcare branding and digital strategy firm headquartered in Mumbai. The agency works exclusively in the healthcare domain, offering integrated branding services to hospitals, diagnostic centers, IVF clinics, and wellness brands across India. Their services include brand identity creation, patient-centered campaign development, digital platform design, and strategic brand consulting.

Medivisual employs **design thinking** as a core methodology, beginning with empathy-driven research and culminating in iterative testing of visual elements. This human-centered approach ensures that branding efforts align with patient psychology, stakeholder values, and the emotional tenor of healthcare communication.

Key services offered include:

- Brand Strategy and Identity Development
- Campaign Planning and Execution
- Website and User Interface Design
- Social Media Branding and Analytics
- Visual Semiotics and Moodboard Creation
- Patient Journey Mapping and Emotional Design Frameworks

Client Segments: IVF and Fertility Clinics, Diagnostic Laboratories, Specialty Hospitals, Digital Health Platforms, Mental Health Clinics, Ayurvedic and Wellness Centers, and Health Startups.

The organization's culture promotes creativity, strategic thinking, and empathy—making it an ideal learning ground for future healthcare leaders. Regular internal brainstorming sessions,

co-design workshops with clients, and analytics reviews form a core part of the company's operations.

OBJECTIVES OF THE INTERNSHIP

The primary objectives of my internship were:

- To gain practical exposure to healthcare branding and communication strategies.
- To understand the application of **visual branding** principles in real-world campaigns.
- To learn the role of **design thinking** in healthcare brand development.
- To analyze stakeholder perspectives on brand perception, positioning, and trust.
- To collect and interpret qualitative and quantitative data for my dissertation.
- To study the alignment of patient-centric communication with institutional branding.
- To observe ethical challenges and regulatory considerations in patient-focused branding.
- To identify the ROI indicators associated with strategic branding in healthcare.

KEY RESPONSIBILITIES

During my internship at Medivisual Healthworld, I contributed to various live and retrospective branding projects. My responsibilities included:

- **Campaign Case Studies:** Conducted comparative analysis of branding campaigns across specialties including IVF, wellness, diagnostics, and telehealth platforms. Applied SWOT frameworks to assess visual impact, recall potential, and message clarity.
- **Stakeholder Interviews:** Interacted with branding professionals, UI/UX designers, digital strategists, and healthcare administrators to understand the conceptualization and delivery of branding strategies.
- **Survey Design and Analysis:** Designed and conducted consumer surveys assessing emotional response, brand recall, trust index, and digital engagement metrics across client platforms.
- **Content Development:** Contributed to the development of brand storytelling components such as core messaging, slogans, taglines, and content for landing pages and patient brochures.
- **Visual Communication and Semiotics:** Applied visual semiotics framework to deconstruct brand elements and assess their impact on consumer psychology. Analyzed elements such as symmetry, framing, and spatial balance.
- **Design Thinking Implementation:** Participated in workshops involving empathy mapping, ideation sessions, low-fidelity prototyping, and iterative design reviews. Helped document user journeys and emotion curves.
- **Data Analysis and Reporting:** Transcribed interviews, coded qualitative data thematically, and triangulated findings using consumer responses and campaign analytics.

- **Moodboard and Ideation Decks:** Developed visual moodboards and creative decks for new healthcare clients. Helped align aesthetics with brand tone and institutional values.
- **Performance Review Support:** Compiled monthly analytics reports measuring engagement metrics, bounce rates, and branding KPIs such as visual resonance scores.

KEY LEARNINGS

This internship provided deep insights into the strategic and emotional dimensions of healthcare branding. Key takeaways include:

- **Strategic Branding:** Gained a thorough understanding of how branding influences institutional reputation and patient acquisition. Understood branding as a business enabler, not just a visual layer.
- **Design Empathy:** Realized how emotional cues embedded in design—such as calming colors or nurturing imagery—can significantly affect patient comfort, particularly in fertility, oncology, and pediatric settings.
- **Healthcare Consumer Behavior:** Learned to identify what patients look for in online platforms and how first impressions formed through visual communication affect engagement and conversion.
- **Quantitative and Qualitative Research Skills:** Improved skills in survey formulation, data segmentation, user profiling, statistical significance testing, and reporting.
- **UI/UX Exposure:** Understood how intuitive navigation, visual hierarchy, and microinteractions affect usability and satisfaction. Participated in UI audits and wireframe testing.
- **Communication and Collaboration:** Strengthened ability to communicate ideas in multi-stakeholder meetings, coordinate across design and data teams, and contribute to feedback loops constructively.
- **Analytics Integration:** Learned how branding success is measured using real-time dashboards—CTR, bounce rate, engagement duration—and how insights influence creative revisions.
- **Regulatory and Ethical Branding:** Encountered the delicate balance between impactful branding and ethical responsibility. Studied guidelines around medical claims, imagery in fertility marketing, and consent-based patient testimonials.

CONCLUSION

My internship at Medivisual Healthworld was a transformative academic and professional experience. It enhanced my understanding of how visual identity and design thinking contribute to the strategic positioning of healthcare brands. Through active participation in research, interviews, campaign analysis, and design discussions, I developed a well-rounded view of branding as a tool for patient engagement and institutional trust.

I was able to directly apply the principles I learned in the classroom to real-world branding campaigns, and gained firsthand exposure to how design can foster trust, differentiate brands,

and create meaningful healthcare experiences. I also learned how branding can be tied to performance metrics, how data empowers creativity, and how to ethically engage with emotionally vulnerable patient populations.

The knowledge and insights gained during this internship have enriched my dissertation and will continue to shape my professional perspective as I move forward in the healthcare management domain. I now see branding not merely as communication, but as care—in visual form.

I remain deeply grateful to the team at Medivisual Healthworld for the opportunity and mentorship, and to IIHMR University for fostering an academic environment that values experiential learning and interdisciplinary inquiry.