

Effect of Health Camps and Community Outreach on Hospital Visibility – Rungta Hospital, Jaipur

Internship at RUNGTA HOSPITAL, JAIPUR

Internship report submitted to



The IIHMR University, Jaipur

**for the partial fulfillment for the award of the degree of Master of Business
Administration (MBA) in Hospital & Health Management**

by

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INTRODUCTION

This report details my experience working as a marketing executive intern at Rungta Hospital in Jaipur, one of the top multispecialty hospitals in Rajasthan. The internship offered practical experience in relationship management, healthcare marketing, and operational coordination, with a focus on establishing and preserving connections with outside physicians and key opinion leaders (KOLs).

OBJECTIVES OF THE INTENSHP

- To analyze and support the execution of health camps and community outreach initiatives to enhance hospital visibility.
 - To understand and contribute to healthcare marketing strategies aimed at increasing patient footfall and brand recall.
 - To collaborate with the hospital's marketing and outreach teams for the coordination of CSR-driven health events.
 - To participate in designing patient engagement programs and awareness activities within underserved communities.
 - To gain practical experience in data collection, feedback analysis, and reporting related to outreach and promotional activities.
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ORGANIZATIONAL PROFILE

Established in 1990, Rungta Hospital is a renowned 100-bed multispecialty tertiary care center situated in Jaipur, Rajasthan's Malviya Nagar. In its more than three decades of operation, the hospital has successfully performed more than 77,000 surgeries and treated more than 1,060,000 patients.

Being the first private hospital in the area to open a Neonatal Intensive Care Unit (NICU), Rungta Hospital holds this distinction. It was also the first private hospital in Rajasthan to build a state-of-the-art intensive care unit (ICU). In keeping with its commitment to providing emergency medical care, Rungta Hospital in Rajasthan introduced the first "ICU on Wheels" in 2003. Being the first to do complete transfusion on neonates is one of its creative tactics.

The facility is well-known for doing over 500 bypass procedures annually. Numerous medical disciplines, including cardiology, neurology, urology, gastrointestinal, and orthopedics, are offered by Rungta Hospital. These services are provided by a committed group of medical experts and supported by contemporary infrastructure.

Services Provided by the Organization

Rungta Hospital offers a wide range of medical and health services, including⁴⁵⁶:

- 24x7 Medical Emergency and Ambulance Services
- Intensive Care Units (ICU, CTVS ICU, NICU)
- Surgery and Operating Rooms (including Laparoscopic, Arthroscopic, General, and Pediatric Surgeries)
- Diagnostic Imaging (X-rays, MRI, CT Scan, EEG, ECHO, TMT)
- Blood Bank and Pharmacy
- Inpatient and Outpatient Care
- Management of high-risk pregnancies and 24-hour delivery services
- Trauma and fracture clinic
- Urosurgeries and endoscopies
- Physiotherapy and laboratory services
- Community health camps and preventive health check-ups
- Telemedicine and digital health education
- Deluxe and luxury patient accommodations

Important Tasks Completed (Apart from Dissertations)

A. Community Outreach and Health Camp Execution

Assisted in planning and executing multiple health camps in semi-urban and underserved areas around Jaipur, aligned with hospital CSR and marketing objectives.

Conducted pre-camp need assessments and managed post-camp feedback collection using Google Forms.

Ensured smooth coordination of camp logistics including site setup, branding, transport, and volunteer allocation.

B. Patient Awareness and Hospital Visibility

Distributed educational materials and hospital service brochures during camps to enhance brand recall and awareness.

Tracked footfall and post-camp conversion of patients using OPD/IPD data to evaluate marketing effectiveness.

C. Community & KOL Engagement

Built rapport with local influencers, school authorities, and community leaders to drive participation in awareness initiatives and camps.

Represented the hospital at local events and helped deliver informative sessions to increase community trust and engagement.

D. Digital Marketing and Content Collaboration

Collaborated with the marketing team to conceptualize and create social media content highlighting health camp success stories and services.

Assisted in doctor-led videos and real-time event coverage to amplify hospital presence on platforms like Facebook and Instagram.

E. Internal Coordination and Event Support

Contributed to internal hospital events including awareness days, live sessions, and promotional webinars.

Supported operations by managing technical arrangements, event flow, and coordination among medical and administrative teams.

F. Data Management and Reporting

Maintained records of health camp participants, referral sources, and follow-up visits for strategic reporting.

Participated in preparing summaries for hospital leadership on community response, awareness metrics, and visibility outcomes.

Important Takeaways from the Internship

- **Relationship Building:** Through regular contacts with outside physicians, KOLs, and community leaders, improved communication and negotiating abilities are developed.
- **Operational Coordination:** Acquired expertise in overseeing intricate procedures involving numerous parties, from the admission of patients to their discharge.

- Digital Marketing: Acquired expertise in social media marketing, video creation, and content planning specifically for healthcare audiences.
 - Event Management: Acquired knowledge of how to design and carry out health camps, awareness campaigns, and internal hospital events from start to finish.
 - Leadership and Teamwork: Worked well with physicians, administrative personnel, and marketing teams, frequently taking the lead in process improvement and problem-solving.
 - Data Management: Acquired expertise in the use of digital tools (Leadsquare, Google Forms) for process tracking and data collection.
 - Ethical Marketing: Recognized the significance of ethical principles, patient privacy, and openness in healthcare marketing.
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Conclusion

Rungta Hospital provided me with tremendous experience to the ever-evolving industry of healthcare marketing throughout my internship. Through my involvement in relationship management, community outreach, digital content production, and operational assistance, I developed a comprehensive grasp of how marketing can promote patient engagement and organizational expansion. I have gained useful knowledge and understanding from these experiences that will help me in my future work as a healthcare management specialist.