

SUMMER INTERNSHIP PROGRAM

At



Trizone Healthcare Consultants

From **12 May 2025** to **21 July 2025**

A REPORT BY

Raut Pranjali Ashok

Master of Business Administration

Hospital and Health Management

2024-26

IHMR-U/01/2024-26/2048

under the Mentorship of

Dr. P R Sodani

President

IIHMR University, Jaipur





HEALTHCARE
CONSULTANTS

Date: 18.07.2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Pranjali Raut**, has successfully completed her internship program with **Trizone Healthcare Consultants LLP** from **12th May 2025** to **18th July 2025**.

During her healthcare internship, **Ms. Pranjali Raut** made valuable contributions to the team, consistently demonstrating efficiency, professionalism, and a strong grasp of her responsibilities.

She displayed a positive and self-motivated attitude towards learning new things.

We wish her all the best in all her future endeavors.

Cheers,

Shweta Brahme,

Human Resources Executive

Trizone Healthcare Consultants LLP.

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IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Pranjali Ashok Raut** of academic year 2024-26 of **Institute of Health Management Research** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

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Date : 28/07/2025

Dr. P.R. Sodani

President

IIHMR University

Strategic U.S Market Penetration and Framework for Dozee's Remote Patient Monitoring Technology

Faculty Mentor : Dr P R Sodani Presented By : Pranjali Raut Roll No: 2048 MBA HM Batch : 29 Organization Mentor: Mr. Akhil Dave

Trizone Healthcare Consultants

Trizone Healthcare Consultants LLP is a Vadodra-based healthcare marketing and strategy consultancy committed to helping hospitals and healthcare providers grow ethically and sustainably. Led by industry expert Akhil Dave, we focus on patient-centric solutions that build trust, enhance reputation, and drive profitability. Our services include branding, digital marketing, content creation, social media management, audio-visual production, and training programs, all tailored to strengthen healthcare brands.

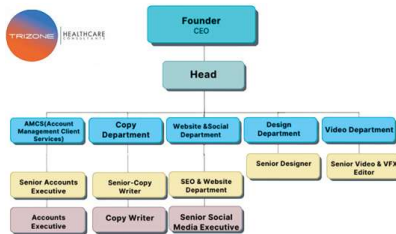
Vision

To be the leading healthcare marketing consultancy, transforming healthcare businesses with innovative 360° solutions that boost visibility, drive growth, and turn patients into brand advocates.

Mission

To champion ethical marketing in healthcare and be a trusted partner for providers by delivering comprehensive, creative strategies that promote their services, reach the right audience, and fuel growth.

Organization Structure



Client's Project - Dozee

Dozee US is the international arm of India's leading **contactless remote patient monitoring solution**, bringing advanced AI-powered health tracking to hospitals and care facilities across the United States. With its patented **ballistocardiography** sensor technology, Dozee converts any bed into a step-down ICU bed, enabling continuous vitals monitoring without wires or wearables. The platform integrates seamlessly with hospital systems, empowering clinicians with real-time data and early warning alerts. Through innovation and proven clinical impact, Dozee US is helping healthcare providers enhance patient safety, optimize workflows, and deliver smarter care.



Dozee's Problem Statement

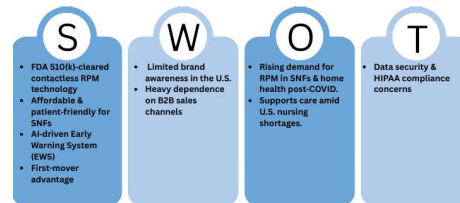
- Dozee aims to expand its market presence in the United States.
- Limited lead generation through digital channels.
- Low brand visibility and engagement on LinkedIn and other social media platforms.
- Fewer qualified leads and slower market penetration despite advanced remote patient monitoring technology

Project's Objectives

- Increase digital lead generation by strengthening Dozee's presence on LinkedIn
- Enhance brand visibility and engagement among key healthcare decision-makers, SNF administrators, and influencers in the United States. Develop and implement targeted digital marketing strategies to drive awareness of Dozee's remote patient monitoring technology.
- Position Dozee as a trusted innovation leader in contactless patient monitoring within the US healthcare ecosystem.
- Accelerate market penetration by converting online engagement into qualified leads and partnerships.

Approach

- Conducted a detailed study of the U.S. healthcare system and identified Skilled Nursing Facilities (SNFs) in Texas as a high-potential target segment for Dozee.
- Performed a comprehensive SWOT analysis to understand strengths, weaknesses, opportunities, and threats in the U.S. market.
- Carried out an in-depth audit of Dozee's website and LinkedIn page, identifying that existing content focused mainly on testimonials and Dozee's impact in Indian hospitals rather than product-specific promotions for the U.S. market.



Solutions

- Targeted Skilled Nursing Facilities (SNFs) in Texas due to their large presence and high demand for cost-effective RPM solutions.
- Performed SWOT analysis and audited Dozee's website & LinkedIn, shifting focus from testimonials to product-led marketing.
- Created LinkedIn landing pages showcasing product features and directing leads to the website.
- Added a revenue impact calculator on the website to show SNFs potential growth with Dozee beds. Highlighted AI-driven RPM and PointClickCare integration to boost U.S. market appeal.



Difference Between Theoretical understanding & Practical Exposure

Area	Theoretical Understanding	Practical Exposure at Dozee
Marketing Frameworks	Structured models: PESTL, STP segmentation, linear strategy	Real-time market analysis; targeted SNFs in Texas
Target Audience	B2C segmentation and consumer behavior models	B2B healthcare targeting; institutional buying processes
Business Communication	Email, WhatsApp, and formal formats	Modern tools: Figma, Notion, Slack for client interaction

Key Learning from Internship

- Gained in-depth skills in market research & analysis
- Learned tools like Figma, Octopus, SEO platforms
- Improved digital marketing & business communication
- Understood the U.S. healthcare system
- Experienced the shift from clinical to corporate work culture

Challenges Faced

- Limited in-depth knowledge of the U.S. healthcare system
- Faced communication gaps with manager over campaign suggestions
- Initial lack of digital and technical skills needed for marketing roles

Suggestions for Organization

- Train teams in healthcare systems, terminology, and clinical workflows
- Hire talent with healthcare marketing experience
- Conduct on-ground research in hospitals for real-world insights
- Align strategies with actual clinical needs and operational challenges

Week 1

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 1 From: 12/5/25 to 16/5/25

Activity Done	Analysed the Trizone Healthcare Consultants website: • Reviewed their portfolio, service offerings, mission, vision, and content approach. • Understood healthcare branding strategies used by consulting firms. Conducted structured market research on HCG's spine care services. Benchmarked HCG against CIMS, Sterling, and Shalby Hospitals for spine service positioning. Performed a SWOT analysis of competing hospitals' spine offerings. Participated in initial planning for marketing strategies to improve spine-related consultations and procedures.
Linking theory (Classroom learning) with practice at your organization	Market Research & Competitive Analysis: Applied theoretical concepts of healthcare service differentiation and strategic competitor mapping learned in class. Specifically focused on the nuances of service delivery vs. product marketing in the healthcare ecosystem. Service Line Marketing: Integrated Marketing Mix to assess current marketing practices in the spine department and identify improvement areas.

Gaps identified on the working area.	HCG's brand recall remains strongly associated with oncology, leading to low visibility of its spine care offerings. The hospital website does not feature a dedicated section for spine services, limiting patient access to relevant information. Lack of digital content to educate potential patients on early symptoms, treatment options (surgical/non-surgical), and post-operative recovery pathways. The HCG Care app does not currently support teleconsultation booking for spine consultations, reducing digital accessibility. Patient-facing content tends to be overly clinical and lacks simplified, patient-friendly explanations.
Suggestions for improvement	Initiate an outreach campaign in partnership with colleges and corporations titled "Strong Spine, Strong You" to raise awareness about spinal health and early diagnosis. Propose the development of a content strategy focused on blogs, infographics, and testimonial videos to enhance patient education and trust.
Plan for the next week	Collaborate with the digital marketing team to develop targeted promotional materials (e.g., social media creatives, brochures, posters) for the spine department. Support the planning and execution of a pilot campaign aimed at increasing outpatient inquiries and bookings for spine services. Begin compiling data-driven insights to evaluate spine department performance and prepare a draft dashboard of relevant KPIs.



Signature of the Student

A handwritten signature in black ink, appearing to read "Alhi Dave". The signature is fluid and cursive, with the first name "Alhi" and the last name "Dave" clearly distinguishable.

Signature of Organization mentor

Week 2

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 2 From: 19/5/25 to 24/5/25

Activity Done	This week, I worked on several interesting tasks that helped me apply what I've been learning in the classroom to real-life healthcare marketing. I continued with the competitor analysis for HCG Hospital, especially focusing on how their spine care services compare to other multispecialty hospitals like CIMS, Shalby, and Sterling. This helped me understand how HCG could position itself better in the non-oncology segment. I also wrote a blog for Elegance Clinic. As a content writer, my goal was to keep the tone friendly and informative so that it connects with patients. This gave me a chance to work on brand-focused content and understand how to write in a specific tone of voice. During the week, I explored the basics of blog optimization—things like how to use keywords naturally, the importance of meta titles and descriptions, and how to make content easy to read and engaging. I spent some time learning about Pay-Per-Click (PPC) advertising. Although I haven't worked directly on campaigns yet, I now understand how PPC works, including how keywords, targeting, and ad structures come into play. I also joined a brainstorming session with one of the senior consultants at HCG. We discussed ideas to increase awareness and patient footfall for the hospital's spine care services. It was a great experience to hear strategic insights and contribute my thoughts.
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Linking theory (Classroom learning) with practice at your organisation	Applied marketing theory related to healthcare service positioning, buyer personas, and the patient journey. Connected SEO principles (on-page vs. off-page) with real-world content creation and digital strategy. Understood the application of digital advertising concepts in healthcare, especially PPC and performance-based marketing.
Gaps identified on the working area.	Limited digital discoverability of HCG's spine services due to weak off-page SEO. No structured outreach to engage health partners or referring doctors. Low use of influencers or patient advocates to humanize the brand and create social proof.
Suggestions for improvement	Enhance Off-Page SEO: Improve backlinking through guest articles, local directory listings, and healthcare forum participation and Collaborate with reputed medical sites for spine-related backlinks. Launch Health Partner Program: Engage local physiotherapists, gyms, and corporate health officers as referral partners and Offer educational sessions or screening camps as part of outreach. Initiate Influencer Marketing: Collaborate with micro-influencers in health, wellness, and fitness to promote spine awareness campaigns.
Plan for the next week	Begin writing SEO-focused blog content for HCG spine care, implementing keyword clustering. Draft ad copy and landing page ideas for a potential PPC pilot campaign.



Signature of the Student

A handwritten signature in black ink, appearing to read "Alhi Dave". The signature is fluid and cursive, with the first name "Alhi" and the last name "Dave" connected by a horizontal stroke.

Signature of Organization mentor

Week 3

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 3 **From:** 26/5/25 to 30/5/25

Activity Done	Business Listing: Created and optimized business listings for <i>Elegance</i> and <i>Surat Diabetic Foot Clinic</i> to enhance their local search visibility and digital presence. Marketing Strategy Discussion: Participated in a strategic marketing presentation and discussion with Akhil Sir, focusing on brand positioning and campaign planning. Copywriting – Yoga Day Campaign: Developed and refined creative copy for Yoga Day posts, with a particular emphasis on promoting the Spine Department. Improved and tailored Yoga Day content for HCG Hospitals to ensure brand consistency and engagement. Lead Magnet for Dozee: Created a lead generation asset highlighting Dozee's features, targeting the healthcare market segment effectively. Competitor Analysis – Dozee Smart Beds (USA Market): Conducted an in-depth competitor analysis of smart bed technology in the U.S. market to evaluate Dozee's positioning and identify growth opportunities.
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Linking theory (Classroom learning) with practice at your organization	Digital Marketing & SEO (Classroom Learning): Applied SEO strategies in real-world settings by managing business listings and optimizing them for visibility. Brand Communication & Campaign Development: Translated theoretical frameworks into practice while crafting promotional content and participating in high-level marketing discussions. Consumer Behavior & Market Research: Utilized tools and methods learned in class to perform competitor analysis and target audience profiling for lead generation and campaign refinement. Copywriting Principles: Used classroom techniques such as persuasive writing, brand voice alignment, and the AIDA model while preparing the Yoga Day campaign copy. Integrated Marketing Communication (IMC): Implemented IMC strategies by aligning campaign content across departments and platforms.
Gaps identified on the working area.	The lead magnet may lack a clear CTA (Call to Action) strategy to convert viewers into leads. No user persona defined—content might not be sharply targeted to specific decision-makers (e.g., hospital admins vs. clinicians).
Suggestions for improvement	Increase interaction with design and strategy teams to gain a more holistic view of campaign execution. Explore analytics tools to evaluate campaign performance and iterate accordingly.
Plan for the next week	Complete business listings for remaining healthcare clients (if any). Assist in developing a campaign for World Brain Day (or next scheduled health awareness event). Work on designing infographics or carousels based on Dozee’s USPs. Attend a client meeting or internal brand review to better understand strategy implementation.

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Signature of the Student

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Signature of Organization mentor

Week 4

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 4 From: 02/06/25 to 06/06/25

Activity Done	Competitor Analysis – Dozee (India & USA Market Overview): Conducted a detailed competitor benchmarking for Dozee, comparing smart bed technologies and value propositions across Indian and U.S. healthcare markets. The analysis helped highlight Dozee's strengths and areas for improvement in global positioning. Campaign Copywriting – HCG Hospital: Created compelling poster copy for HCG Hospital's upcoming campaign. Ensured alignment with brand tone, focusing on clarity and impact to drive patient engagement. Competitor Analysis – HCG Hospital Ahmedabad (Critical Care Department): Executed a localized competitor analysis for HCG Hospital Ahmedabad's Critical Care Unit. Reviewed key players (including Zydus and Sterling Hospitals), identifying service differentiators, digital strategy, doctor teams, and visibility gaps.
Linking theory (Classroom learning) with practice at your organization	Strategic Management & Competitive Intelligence: Applied strategic frameworks and SWOT analysis tools to benchmark Dozee against national and international competitors. Copywriting & Creative Strategy: Used principles of persuasive communication (AIDA model and brand storytelling) to craft effective poster content for HCG campaigns.

	Healthcare Marketing & Market Segmentation: Applied market segmentation theory while analyzing the U.S. and Indian markets for Dozee, considering differences in healthcare infrastructure, technology adoption, and buyer personas
Gaps identified on the working area.	The campaign copy for HCG Hospital could benefit from deeper alignment with campaign visuals and audience pain points. Competitive insights for Dozee could be extended by incorporating stakeholder interviews or product feedback. Limited data-backed decision-making—suggest using keyword tools, performance dashboards, or feedback loops more actively
Suggestions for improvement	Collaborate more closely with the design and analytics team to create integrated, insight-driven campaigns. Map buyer/user personas for each project to tailor content more effectively (especially for B2B vs. B2C healthcare segments). Conduct post-campaign reviews to understand what worked and what needs improvement.
Plan for the next week	Create a detailed infographic showcasing HCG Ahmedabad Critical Care Department's strengths vs competitors.



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Week 5

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Joshi Devanshu

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 5 From: 09/06/25 to 14/06/25

Activity Done	Conducted a Crisis Management Case Study to understand how hospitals respond to emergencies and service disruptions. • Analyzed real-life healthcare crisis scenarios and their impact on patient trust and institutional reputation. • Studied crisis communication strategies, escalation protocols, and brand response timelines in hospital settings. • Evaluated how preparedness and structured communication plans can reduce damage during internal or external crises. Performed a Competitor Analysis of the Critical Care Department at HCG Hospital. • Benchmarked HCG's ICU and emergency care facilities against leading multispecialty competitors like CIMS, Sterling, and Shalby Hospitals. • Compared service offerings, digital presence, availability of advanced technology, patient outreach, and visibility. • Identified positioning gaps and improvement areas in HCG's critical care marketing, accessibility, and differentiation.
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Linking theory (Classroom learning) with practice at your organisation	Crisis Communication & Risk Management: • Applied concepts from healthcare operations management and strategic communication to evaluate institutional crisis handling. • Understood theoretical frameworks like situation analysis, stakeholder messaging, and trust rebuilding. Competitor Benchmarking & Market Positioning: • Utilized classroom learnings on SWOT analysis and healthcare marketing models to assess critical care services across competing hospitals. • Gained practical exposure in comparative strategy, using analytical tools to evaluate service line gaps and positioning.
Gaps identified on the working area.	HCG's critical care visibility is limited in digital and offline communication platforms. Lack of patient-centric messaging around ICU capabilities, success stories, and advanced technologies used. Crisis response protocols at HCG are not publicly communicated or documented in accessible formats (website/app).
Suggestions for improvement	Create and publish a Crisis Communication Protocol page for HCG's official website to build transparency and patient confidence. Develop marketing material showcasing HCG's critical care expertise: • Include success rates, multidisciplinary team credentials, and advanced ICU infrastructure. Introduce digital campaigns to spread awareness of HCG's emergency response readiness and real-time care coordination.

Plan for the next week	Begin strategic content mapping for HCG's Critical Care promotional campaign.
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Week 6

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 6 **From:** 16/06/25 to 20/06/25

Activity Done	Dozee USA – CE Certification Campaign ○ Supported campaign planning for Dozee’s CE Certification and US market positioning. ○ Worked on messaging alignment to highlight Dozee’s regulatory compliance, credibility, and cross-border innovation. Scientific Blog & Monsoon Health Magazine (Dozee) ○ Researched and drafted an evidence-based blog highlighting Dozee’s role in monsoon-related health concerns (e.g., fever monitoring, remote vitals tracking). ○ Contributed to editorial planning and visual briefs for Dozee’s Monsoon Health e-Magazine. Doctors’ Day Planning (HCG Ahmedabad) ○ Contributed creative inputs and concept note for Doctors’ Day celebrations at HCG. ○ Worked on campaign ideas to honor clinical staff, with a focus on their contributions to multi-disciplinary care. HR Deck Review (Dozee)
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Linking theory (Classroom learning) with practice at your organisation	Healthcare Branding & Certification Communication: Applied concepts of regulatory marketing, compliance branding, and trust messaging learned in class. Scientific Content Writing & Consumer Health Communication: Translated clinical insights into readable patient-centric narratives, applying classroom knowledge of public health education and digital engagement.
Gaps identified on the working area.	Need for stronger storytelling in Dozee's scientific content to make it more relatable for lay audiences.
Suggestions for improvement	Redesign HR decks to reflect employee journeys, team culture, and impact stories alongside basic organizational info.
Plan for the next week	We will decide it next week



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Week 7

Name of the Organisation: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no:2048

Stream: MBA Hospital and Health Management

Week no: 7 **From:** 23/06/25 to 28/06/25

Activity Done	July Social Media Calendar (Dozee): • Created the July content calendar for Dozee’s social media platforms. • Aligned content with key health observances, product education themes, and patient engagement goals. • Proposed post ideas combining educational content, testimonials, product features, and interactive formats like polls and reels. • Collaborated with the creative and content teams to finalize caption tone, visual briefs, and posting frequency. Men’s Health Clinic Campaign: • Contributed to campaign strategy focused on raising awareness about preventive and diagnostic health for men. • Drafted content pieces highlighting Dozee’s relevance in monitoring vitals for men’s cardiac, respiratory, and stress-related concerns. • Suggested outreach angles such as “Know Your Numbers” and “Silent Symptoms” to target male audiences on digital platforms. • Proposed collaboration ideas with clinics and influencers for campaign amplification. Doctors’ Day Campaign (Dozee):
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	• Participated in ideation and development of the Doctors' Day campaign to honor frontline professionals and Dozee partner doctors. • Created messaging pillars around gratitude, resilience, and the future of tech-enabled healthcare. • Helped design social posts, internal appreciation mailers, and a short tribute script for video content. • Ensured that the campaign tone stayed brand-consistent while being emotionally resonant.
Linking theory (Classroom learning) with practice at your organisation	Applied content planning and audience targeting skills from classroom learning. Used healthcare communication principles for awareness and engagement campaigns.
Gaps identified on the working area.	Low engagement on static social content; need for more interactive formats. Men's health not addressed consistently across digital channels. Doctors' Day limited to one-off messaging without follow-up.
Suggestions for improvement	Add weekly health series and interactive posts. Segment men's health content by age/lifestyle.

	Extend doctor engagement beyond Doctors' Day with regular features.
Plan for the next week	Plan Independence Day-themed campaign



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Week 8

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 8 From: 30/06/25 to 05/07/25

Activity Done	Created short video snippets from Dozee's podcast episodes to enhance social media engagement. Developed the USA Independence Day Campaign Strategy for Dozee, including both online and offline promotional ideas. Prepared marketing budget allocations for HCG Hospital across Google Ads, social media, SEO, and video promotions. Compiled data from 75 Skilled Nursing Facility (SNF) organizations, linking their websites with LinkedIn profiles for outreach mapping. Researched target personas for Dozee's B2B promotion in India, identifying key healthcare roles and decision-makers.
Linking theory (Classroom learning) with practice at your organisation	Applied principles of digital marketing and content repurposing to convert long-form podcast content into short, impactful social media assets.

	Used marketing strategy frameworks learned in class to plan campaign timelines and allocate budgets effectively. Applied B2B persona segmentation techniques to identify and map ideal healthcare stakeholders for outreach and sales engagement.
Gaps identified on the working area.	Previous podcast content was underutilized across short-form platforms; lacked engaging repurposed formats. No consolidated database existed for SNF organizations with verified LinkedIn presence for outreach. Dozee's B2B communication lacked structured persona targeting across Indian healthcare verticals.
Suggestions for improvement	Create a monthly content repurposing plan to extract video clips, quotes, and insights from existing Dozee content assets. Develop a centralized SNF outreach dashboard to track engagement, messaging, and response history. Build persona-based messaging templates to tailor outreach for each target role (e.g., admin, clinical, procurement).
Plan for the next week	Finalize and launch creative assets for the USA Independence Day campaign.

	Initiate LinkedIn/email outreach to key SNF contacts using the curated database.
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Week 9

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 9 **From:** 07/07/25 to 12/07/25

Activity Done	Webpage Content Curation (Elegance Homeopathy Clinic): ○ Created detailed and patient-friendly service pages for various treatments. ○ Integrated SEO-optimized headings and structured the content for better readability and search engine performance. Scientific Content Writing: ○ Drafted scientific blogs on Surat Diabetic Foot care, focusing on advanced treatment modalities, prevention tips, and doctor perspectives. ○ Prepared outlines for upcoming Reconstructive Surgery blogs, ensuring alignment with common patient search patterns and informational needs. Technology Content Development (Tutle & Dozee): ○ Wrote web content emphasizing AI-driven patient monitoring, data privacy policies, and healthcare efficiency. ○ Highlighted product features in a clear, benefit-focused manner tailored to the healthcare tech audience. Keyword Research (Elegance Clinic – Reconstructive Surgery):
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	○ Conducted in-depth keyword research identifying both high-volume and niche search terms. ○ Developed keyword strategy to guide future blogs and digital campaigns. Persona Development (Dozee India): ○ Created detailed buyer personas for B2B healthcare decision-makers including hospital administrators, nursing heads, and CEOs. ○ Mapped goals, pain points, and messaging preferences to personalize marketing communication strategies.
Linking theory (Classroom learning) with practice at your organisation	Applied SEO, persona development, and digital healthcare communication frameworks learned in class to real-world brand contexts. Utilized scientific writing techniques and keyword-driven structuring to balance clinical accuracy with reader engagement.
Gaps identified on the working area.	Service pages initially lacked clarity and were not aligned with SEO best practices. Previous content for diabetic foot care lacked scientific depth and regional personalization. Lack of structured persona-based messaging in Dozee's outreach strategy.
Suggestions for improvement	Maintain a central SEO keyword repository for future campaigns across clinics.

	Integrate more patient testimonials and regional relevance in blogs for better emotional connection. Use persona-based content mapping in Dozee's upcoming B2B campaigns to improve lead engagement.
Plan for the next week	Finalize content for reconstructive surgery blogs and begin drafting landing page content. Collaborate with designers to create visual assets based on the newly created buyer personas.



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Week 10

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

Week no: 10 **From:** 14/07/25 to 21/07/25

Activity Done	Elegance Homeopathy Clinic – Website Content Creation Developed structured, SEO-optimized website content for Elegance Homeopathy Clinic, focusing on condition-specific pages like Skin & Allergy Care, Respiratory Health, and Mental & Emotional Wellness. Ensured each page included meta data, banner content, detailed condition overview, diagnosis, pros & cons, clinic benefits, and FAQs to enhance patient understanding and search visibility. Keyword Research via Google Ads Conducted in-depth keyword research using Google Ads tools to identify high-intent, relevant search terms for clinic services. Mapped these keywords to corresponding service pages to support organic SEO growth and future paid campaign alignment.
Linking theory (Classroom learning) with practice at your organisation	Digital Marketing Strategy & SEO Implemented Search Engine Optimization (SEO) principles including on-page keyword integration, meta

	tags, and user-focused structure learned from digital marketing coursework. Aligned content with Google Ads keyword planning for improved paid and organic synergy.
Gaps identified on the working area.	Lack of dynamic integration between keyword research and real-time search trends. Some pages lack emotional storytelling that builds stronger patient-doctor trust.
Suggestions for improvement	Introduce short patient story snippets or testimonials for key condition pages to humanize the brand. Set up monthly review of Google Ads keyword trends to ensure content remains search-relevant.
Plan for the next week	Preparing poster and report



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Compiled Report

Name of the Organization: Trizone Healthcare Consultant

Area/ Department/ Project of Summer Internship Program: Healthcare Marketing

Name of the Student: Pranjali Raut

Roll no: 2048

Stream: MBA Hospital and Health Management

From: 12/05/25 to 21/07/25

Actions Done

During my 10-week summer internship at **Trizone Healthcare Consultant**, I actively contributed to three major projects: **Dozee – AI-Integrated Remote Patient Monitoring System**, **HCG Hospital Ahmedabad**, and **Elegance Clinic (Surat)**.

For **Dozee**, I undertook comprehensive **market research**, analyzed the **U.S. healthcare system**, and assessed the digital presence of SNFs (Skilled Nursing Facilities) in Texas, including **LinkedIn and website mapping**. Based on audience segmentation, we developed a **lead generation funnel** (Top, Middle, Bottom of the Funnel), created **targeted landing pages**, and wrote content optimized for different awareness levels. I also contributed to the **social media calendar**, **Doctors' Day campaigns**, and **Men's Health campaigns**, and supported Dozee's **CE Certification Campaign** and **Monsoon Health Magazine** initiatives. I also played a role in **repurposing podcast content** into short, engaging formats for wider social reach.

At **HCG Hospital**, I participated in strategic planning and marketing for **spine care**, **critical care**, **cardiology**, and **orthopedics**. This involved **competitor benchmarking** against hospitals like Zydus, Sterling, CIMS, and Shalby, and drafting creative campaign content for the **Spine Day** initiative. I helped conceptualize **Doctors' Day celebrations**, supported content creation for digital promotions, and drafted performance dashboards to track marketing KPIs.

For **Elegance Clinic**, I led the development of **SEO-driven website content** for departments like **Reconstructive Surgery**, **Mental Wellness**, and **Diabetic Foot Care**. Tasks included **long-tail keyword research**, **meta tag creation**, and building a **central keyword repository**. I also contributed scientific blogs and prepared promotional materials for **diabetic foot workshops** involving the broader medical fraternity.

Linking Theory with Practice

This internship was a practical application of core concepts from our **MBA in Hospital and Healthcare Management**, particularly those in **Marketing, Digital Strategy, and Service Design**.

In the **Dozee project**, theories such as **consumer funneling (TOFU–MOFU–BOFU)**, **persona segmentation**, and **B2B marketing strategy** were directly applied. I learned to tailor messages based on user knowledge stages—mirroring classroom discussions on **STP (Segmentation, Targeting, Positioning)** and **Digital Communication Models**.

For **HCG Hospital**, I applied **SWOT analysis, competitive benchmarking**, and **Integrated Marketing Communication (IMC)** frameworks to develop comprehensive campaigns. The emphasis on **branding beyond oncology** required applying lessons in **service line expansion** and **market repositioning**.

While writing content for **Elegance Clinic**, I applied digital marketing concepts like **SEO, on-page optimization, backlink strategies**, and **Google Ads keyword planning**. The content creation process also aligned with classroom training on **healthcare consumer behaviour**, emphasizing **readability, tone of voice**, and **trust-building communication**.

Gaps Identified in the Working Area

Several operational and strategic gaps were observed during my internship:

- **Dozee lacked targeted B2B communication**, particularly persona-based messaging for U.S. SNFs and Indian hospitals.
- The **lead magnet content** had no clear CTAs and was not segmented by user roles.
- Previous content like **podcasts and scientific blogs** was underutilized and not repurposed into shorter, engaging formats.
- **HCG's non-oncology services**, especially **spine and critical care**, lacked online visibility, with minimal patient-facing, simplified content.
- **Elegance Clinic's earlier digital content** lacked SEO alignment and emotional storytelling. The absence of testimonials and region-specific narratives reduced engagement.

Suggestions for Improvement

To bridge the identified gaps, the following recommendations can be implemented:

- **Train marketing and content teams in healthcare-specific terminology and user persona mapping**, especially for U.S. and Indian stakeholders in the healthcare tech space.
- Implement a **centralized content repurposing strategy**, ensuring that podcasts, interviews, and long-form blogs are broken down into quotes, reels, and infographics.
- Launch **structured LinkedIn/email campaigns** tailored to different B2B personas like hospital administrators, nursing heads, and procurement teams.
- **Redesign landing pages and website content** with clear CTAs, user journeys, and emotion-driven storytelling to improve conversion and trust.
- For HCG, **extend branding beyond oncology** through dedicated department campaigns, improved teleconsultation access, and influencer partnerships.
- For Elegance Clinic, conduct **monthly keyword trend analysis** and integrate **regional storytelling and testimonials** into all patient communication.

Plan for the Next Phase

Although the internship has concluded, if extended or transitioned into a full-time engagement, I propose the following next steps:

- Finalize and launch **persona-based campaigns** for both Indian and U.S. healthcare segments for **Dozee**.
- Continue improving the **reconstructive surgery webpage and blog series** for **Elegance Clinic**, using the keyword repository developed.
- Execute **outreach and performance tracking dashboards** for SNF LinkedIn contacts to assess campaign impact.
- Collaborate with **graphic designers and analytics teams** to strengthen cross-functional learning and campaign effectiveness.
- Prepare **monthly thematic campaigns** (e.g., Heart Health Month, Breast Cancer Awareness) for both HCG and Elegance Clinic, aligned with health observances.



Signature of the Student