

SUMMER INTERNSHIP PROGRAM

at

HMS ADVISORS PRIVATE LIMITED, VADODARA

From 12/05/2025 to 20/07/2025

A REPORT BY

Omang Gupta

Master of Business Administration Hospital and Health Management

Roll no.: 1951

2024-26

under the Mentorship of

Dr. Anoop Khanna, Professor, IIHMR



CERTIFICATE

This is to certify that **Dr. Omang Gupta** of 2024-2026 of IIHMR University Jaipur has worked with our organization **HMS Advisors Private Limited** for his summer internship from **12th May 2025** to **20th July 2025**

The overall performance shown by him during the period was excellent.

This certificate is being issued to meet the requirements of the IIHMR University.

Date: 20/07/2025

(Signature of the organisation Mentor)

Name: Akhilchandra Dave

Designation: Principal Consultant & Founder

Seal of the organisation

IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Gupta Omang Sanjay** of academic year 2024-26 of **Institute of Health Management Research** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

A handwritten signature in blue ink, appearing to be 'A. Khanna'.

Date: 30/07/2025

Dr. Anoop Khanna

Professor

HMS

Expert Healthcare Marketing Consultants & Digital Strategy Partners in India

25+ Years of Experience

WHY HMS EXISTS

- At HMS Advisors Private Limited, we are pioneering a new era of healthcare marketing.
- Founded by Akhil Dave, a visionary leader with over 24 years of experience in healthcare marketing, we understand the unique challenges and opportunities within the industry.
- HMS exists to empower healthcare providers—whether they are large hospitals, specialty clinics, or rural healthcare facilities—by providing them with tailored, data-driven marketing solutions that resonate with their target audiences.

STRENGTHS

- The founder himself – Akhilchandra Dave aka The White Shirt Man – a strong, authentic personal brand
- Emotion-driven, psychology-first marketing strategy tailored to doctors
- Affordable pricing designed for Tier 2/Tier 3 cities – unmatched by large players
- Clear client boundaries – 3-month result window; avoids long, non-performing ties
- Deep understanding of hospital psychology and doctor resistance towards “sales”
- Great storytelling and positioning capability

WEAKNESSES

- Low manpower: 2 permanent employees, 2 interns, and founder due to which scalability is limited.
- Still low visibility outside Vadodra and parts of Gujarat
- No deep automation in client delivery systems – depends heavily on founder's time
- Brand is not well-defended against being copied (easy-to-replicate methods)
- No data dashboard yet for demonstrating marketing ROI or impact to clients
- No structured video content calendar or repurposing strategy in place



OBJECTIVES

1. Assist in the development and implementation of digital marketing strategies.
2. Engage in brand development and management activities.
3. Conduct market research and analysis to gather insights.
4. Support in crafting patient engagement strategies and content creation for social media platforms.
5. Learn and apply SEO and SEM techniques for healthcare businesses.

MISSION & GOALS

- HMS's mission is to transform the way healthcare providers connect with their patients, leveraging innovative strategies that drive engagement, enhance brand visibility, and foster sustainable growth.
- HMS's goal is to help healthcare businesses thrive in a dynamic environment by harnessing the power of strategic insights and cutting-edge marketing techniques.
- HMS Consultants believe in the potential of every healthcare provider to achieve excellence and make a meaningful impact in the lives of their patients.

OPPORTUNITIES

- Healthcare is shifting aggressively towards digital – doctors NEED HMS's service
- Majority of % of sub-50-bed hospitals have poor or no digital identity – huge untapped market
- Emerging Indian cities lack culturally relevant medical marketing services
- Younger doctors are now on social media, looking for modern, emotional branding

THREATS

- Larger firms with funding can enter Tier 2 cities with more team members and digital presence
- High intern churn may compromise content consistency or project follow-through
- Doctors still resist paid marketing – may delay sign-ups
- Clients expecting overnight results may not align with HMS's philosophy.

CLIENTS I WORKED FOR UNDER THE MENTOR'S GUIDANCE

CLIENT-1

PEDIATRICIAN PROJECT

- Successfully completed comprehensive feasibility studies for location, services, and concept viability.
- Each assessment was conducted with a focus on operational sustainability, market demand, and long-term strategic alignment.

CLIENT-2

OPHTHALMOLOGY BASED CLIENTS

- Developed tailored web advertising content to enhance their digital presence and reach.
- Strategic consultancy was provided to optimise their mobile website for better user experience and engagement.
- Additionally, we delivered high-quality service showcase videos to highlight their specialised offerings effectively.

CLIENT-3

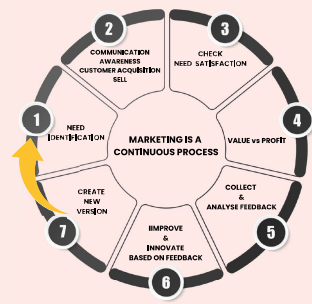
BREVA

- We provided strategic consultation to Brevia Biotech Private Limited, advising them on the appropriate registration class for their business.
- Additionally, we offered guidance on effective marketing strategies tailored for the healthcare sector to strengthen their market positioning.

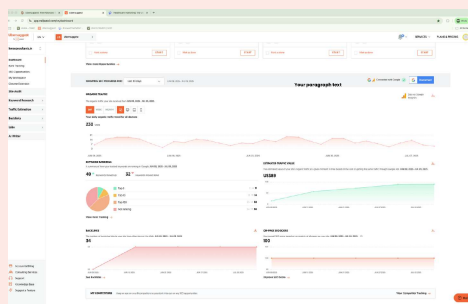
CLIENT-4

DEFEAT DIABETES

- We developed the comprehensive marketing strategy for the "Defeat Diabetes" event.
- Beyond strategy, we also coordinated the entire event execution. Our team managed key technical operations, including the deployment of the WhatsApp AI Sensei to streamline participant data and communication logistics.



METHODOLOGY: HEALTHCARE MARKETING



UBER-SUGGEST DASHBOARD OF HMS WEBSITE

KEYWORD	POSITION	SCORE	STATUS	URL
healthcare marketing	1	100	Good	https://www.hmsadvisors.in
healthcare marketing services	2	95	Good	https://www.hmsadvisors.in
healthcare marketing strategy	3	90	Good	https://www.hmsadvisors.in
healthcare marketing consultants	4	85	Good	https://www.hmsadvisors.in
healthcare marketing solutions	5	80	Good	https://www.hmsadvisors.in

UBER-SUGGEST KEYWORD RANKING ON THE INTERNET FOR HMS WEBSITE

KEY LEARNINGS

- Marketing is not an expense but a continuous investment in building trust, delivering value, and evolving with your community's health needs.
- Healthcare marketing is not same as general marketing.
- Always start with 0. This statement means that unblatness is compulsory in dealing with each new project because every healthcare project no matter how much similar to a previous healthcare project is still different and should be treated as such.

SUGGESTIONS

- Develop standardized processes, SOPs, and decision frameworks to decentralize execution and support future growth

INTERNSHIP WEEK-1 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951

Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no:1

From: 12/05/2025 To: 18/05/2025

Activity Done	From 12th to 16th May 2025, I formally joined HMS Consultants legally known as HMS Advisors Private Limited as an intern. I attended orientation sessions on HMS's emotion-driven brand philosophy, founder psychology, and the Indian small hospital ecosystem. I participated in a customer persona workshop to understand decision-makers' motivators and reflected on personal biases in branding. I studied Mr. Akhil Dave's successful projects and attended a client inquiry meeting, submitting the minutes to him. Lastly, I prepared raw data on HMS's four content pillars, learning planning, preparation, and execution strategies essential for healthcare marketing.
Linking theory (Classroom learning) with practice at your organisation	Marketing Management: - How to study an existing brand's mission, vision, goal, etc. - How to do SWOT analysis and other marketing tools, to effectively and efficiently market any brand in a market.
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	Learn on how to do basic market research and continue to learn the working of HMS and contribute to the

Signature of the Student: Dr. Gupta Omang Sanjay

Approved by the IIHMR University's Mentor

INTERNSHIP WEEK-2 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951 Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no:2 From: 19/05/25 To: 25/05/25

Activity Done	• This week marked a crucial transition from theory to practical application. I learned to create content that connects emotionally with clients (doctors and hospitals) of HMS while remaining optimized for SEO, a challenging yet vital balance. This experience deepened my understanding of authentic healthcare marketing, motivating me to keep learning and improving. I believe this strong foundation will be essential in building impactful, trust-driven communication strategies for hospitals and healthcare brands in the future.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Management: • Advertisement.
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	

Signature of the Student: Dr. Gupta Omang Sanjay

Approved by the IIHMR University's Mentor

INTERNSHIP WEEK- 3 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951

Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no:3

From: 26/05/25 To: 01/06/25

Activity Done	During this period, I actively contributed to the marketing initiatives for HMS ADVISORS PRIVATE LIMITED by developing targeted content designed to increase visibility, highlight key features clearly, and generate interest among potential clients. This experience helped me in understanding the technical , communication skills of real-world healthcare operations and client relations
Linking theory (Classroom learning) with practice at your organisation	- Marketing Management - Communication planning and Management
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	

Signature of the Student: Dr. Gupta Omang Sanjay

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INTERNSHIP WEEK- 4 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951

Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no:4

From:02/06/25 To:08/06/25

Activity Done	I created healthcare marketing awareness content for HMS Advisors Private Limited, focusing on building trust and engaging potential audiences effectively. We successfully onboarded a new client (Client-1) based in the NCR region, who plans to open a medical centre. I conducted in-depth research on Client-1's market positioning, competitive landscape, and target audience preferences. This research was completed and submitted to the Founder of HMS Advisors Private Limited by the evening of 8th June 2025. This preparation will enable us to start developing a tailored healthcare marketing strategy for the client from 9th June 2025, ensuring a strong and impactful market entry.
Linking theory (Classroom learning) with practice at your organisation	- Marketing Management - Essentials of Hospital services - Research Methods - Digital Health
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	Continue with further planning for client-1

Signature of the Student: Dr. Gupta Omang Sanjay

Approved by the IIHMR University's Mentor

INTERNSHIP WEEK-5 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951

Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no:5

From:09/06/25 To:15/06/25

Activity Done	From 8th to 13th June 2025, I actively contributed to multiple strategic initiatives. I began a real estate market survey for a client's healthcare project between Delhi NCR and Gurgaon and started a services/concept survey based on unique global trends rarely seen in India. I analysed HMS's website performance using tools like Uber-suggest, Google Analytics, and Answer-The-Public, leading to a ranking increase for 36 keywords within a week. I created marketing blog content for HMS and reviewed meeting minutes between the client and our founder, Mr. Dave. I also participated in in-depth discussions on the client's service and concept strategy.
Linking theory (Classroom learning) with practice at your organisation	MARKETING SUBJECT: - Identifying the services and concept to fulfil the founder's vision. - Finding and identifying similar projects/concepts in Delhi NCR and Gurgaon
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	

Signature of the Student: Dr. Gupta Omang Sanjay

Approved by the IIHMR University's Mentor

INTERNSHIP WEEK-6 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951 Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no:6 From:16/06/25 To:22/06/25

Activity Done	I gained practical insights into advanced marketing strategies for the healthcare sector. I learned how to use Google Alerts to generate timely, relevant content. I continued research for a client's healthcare project feasibility study and explored new marketing tools, including WhatsApp AI Sensei. I met with real estate agents to gather on-ground insights and researched unique healthcare concepts for the NCR-based project. I created targeted marketing content for HMS and analysed data using various tools to optimize strategy. I also attended a key meeting between HMS and the client, deepening my understanding of client needs.
Linking theory (Classroom learning) with practice at your organisation	- MARKETING SUBJECT - COMMUNICATION PLANNING & MANAGEMENT
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	

Signature of the Student: Dr. Gupta Omang Sanjay

Approved by the IIHMR University's Mentor

INTERNSHIP WEEK-7 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951 Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no:7 From:23/06/25 To:29/06/25

Activity Done	• I contributed to the detailed identification and finalization of the range of services that our client intends to offer to their own customers. This process involved analysing market needs, aligning proposed services with client goals, and ensuring a comprehensive service mix that would address target customer expectations and competitive positioning. • I started and carried out the preliminary real estate research to estimate the space requirements for the finalized services. This included assessing operational and functional space needs, considering workflow efficiency, and proposing area estimations to support seamless service delivery.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Management • Research method
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	• Complete the finalisation of scope of services and requirements of Delhi NCR based client.

Signature of the Student: Dr. Gupta Omang Sanjay

Approved by the IIHMR University's Mentor

INTERNSHIP WEEK – 8 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Department of Summer Internship Program: Marketing

Name of the Student: Dr. Omang Sanjay Gupta

Roll no: 1951

Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no: 8 **From:** 30th June 2025 To 06th July 2025.

Activity Done	• Learnt the financial working of HMS. How to make a balance sheet draft to submit to the Chartered accountant. • Finalised scope of services and the real estate requirements for Delhi NCR based client. • Did research on the lens correction surgeries for marketing for an ophthalmology-based client for their hospitals.
Linking theory (Classroom learning) with practice at your organisation	• Financial Management • Research Method • Marketing management
Gaps identified on the working area.	Nil
Suggestions for improvement	Nil
Plan for the next week	• I plan to conclude all the materials collected & then systematically structure my report for starting to make the first rough draft. • At the same time, if the client of HMS based out of Delhi-NCR decides to move into phase-2 of their project then I will take part in the meeting and the subsequent planning phase of phase -2.

Signature of the Student: Dr. Omang Sanjay Gupta

Approved by the IIHMR University's Mentor

INTERNSHIP WEEK-9 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951 Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Week no:9 From:07/07/25 To:13/07/25

Activity Done	• Created broadcast content to connect with different real estate agencies to get a quotation for Delhi NCR based client. • Created form of survey for the target audience of Delhi NCR based client. • Advised Breva Private Limited to register in the 8th Class and audited the social media of Breva. Advised the content for IEC for marketing of Breva.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Management • Research Method (How to form a question for survey to collect quantitative data)
Gaps identified on the working area.	• Nil
Suggestions for improvement	• Nil
Plan for the next week	• Start working on the draft of the final internship report and observe the launch of a project and its reception of the marketing of an app.

Signature of the Student: Dr. Gupta Omang Sanjay

Approved by the IIHMR University's Mentor

INTERNSHIP WEEK-10 REPORT

Name of the Organisation: HMS ADVISORS PRIVATE LIMITED

Area/ Department/ Project of Summer Internship Program: MARKETING

Name of the Student: Dr. Gupta Omang Sanjay

**Roll no: 1951
MANAGEMENT**

Stream: MBA HOSPITAL AND HEALTH

Week no:10

From:14/07/25 To:20/07/25

Activity Done	• Created marketing content for HMS. • Started working on draft of final internship report. • Started working on poster of internship. • Received the internship completion also.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Management
Gaps identified on the working area.	• Nil
Suggestions for improvement	• Nil
Plan for the next week	• Nil

Signature of the Student: Dr. Gupta Omang Sanjay

Approved by the IIHMR University's Mentor

COMPILED REPORT

Name of the Organization: HMS ADVISORS PRIVATE LIMITED

Department of Summer Internship Program: Marketing Department

Name of the Student: Dr. Gupta Omang Sanjay

Roll no: 1951

Stream: MBA HOSPITAL AND HEALTH MANAGEMENT

Activity Done	• My responsibilities at HMS included the following: 1. I assisted in the development and implementation of digital marketing strategies. 2. I engaged in brand development and management activities. 3. I conducted market research and analysis to gather insights. 4. I supported in crafting patient engagement strategies and content creation for social media platforms. 5. I applied SEO and SEM techniques for healthcare businesses. • The above-mentioned responsibilities were executed by me as follows: 1. Reported at HMS Advisors Private Limited and to my organisation mentor: Mr. Akhilchandra Dave on 12th May 2025. 2. I was introduced to the company's unique emotion-driven brand philosophy and the psychology behind its founder's vision. I gained critical insights into the Indian small hospital ecosystem and attended a customer persona workshop that explored the motivations behind healthcare decision-makers. This experience encouraged self-reflection, particularly in identifying and overcoming personal biases in branding. 3. I also studied several successful HMS projects led by Mr. Akhil Dave and observed a client inquiry meeting, following which I submitted the minutes
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	to him. Additionally, I worked on compiling raw data around HMS's four core content pillars, learning the fundamentals of content planning, preparation, and execution for healthcare marketing. 4. As I transitioned from theoretical learning to practical application, I began creating content that connects emotionally with HMS clients, primarily doctors and hospitals, while ensuring it remained optimized for search engines. Balancing authenticity with SEO requirements was a challenging but enlightening process. This phase deepened my understanding of effective healthcare marketing and strengthened my resolve to continue growing in this space. It laid the foundation for building trust-based, impactful communication strategies tailored for healthcare brands. 5. My early contributions focused on developing marketing content that enhanced visibility, communicated key messages with clarity, and generated interest from potential clients. This hands-on exposure strengthened my technical and communication skills and provided a solid understanding of real-world healthcare operations and client engagement. 6. As part of HMS's marketing initiatives, I created awareness-oriented content focused on trust-building and audience engagement. I contributed to the onboarding of a new client based in the NCR region who plans to launch a medical centre. To support this, I conducted a detailed market analysis covering positioning, competition, and audience preferences. This research was submitted to the founder by June 8, 2025, setting the stage for strategic content development starting June 9. 7. Between June 8 and June 13, I was actively involved in multiple strategic initiatives. I conducted a real estate market survey for the client's proposed healthcare centre between Delhi NCR and Gurgaon and initiated a services and
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	concept survey that explored globally inspired healthcare models, rarely seen in India. I used tools like Uber-suggest, Google Analytics, and Answer-The-Public to assess HMS's web performance, which helped boost search rankings for 36 keywords within one week. Alongside writing marketing blog content for HMS, I also reviewed key meeting minutes and participated in strategy discussions focused on service positioning and delivery. 8. My role continued to evolve as I explored advanced healthcare marketing strategies. I learned to leverage Google Alerts for generating timely, relevant content for HMS blogs and at the same time I conducted ongoing research for a feasibility study related to the NCR-based project. I explored the use of emerging tools such as WhatsApp AI Sensei, gathered real-time insights through meetings with real estate agents, and continued building targeted marketing content. Attending high-level meetings between HMS and clients allowed me to better understand the evolving needs and expectations within the healthcare service space. 9. I contributed significantly to identifying and finalizing the range of services the client would offer to their customers. This required aligning proposed offerings with market demands and client goals to ensure a balanced and competitive service mix. Based on this, I initiated preliminary real estate research to estimate the space requirements for those services. This included evaluating operational flow, space optimization, and functional area recommendations to support smooth service delivery. 10. I also gained first-hand exposure to the financial workings of HMS. I learned how to draft a balance sheet for submission to the Chartered Accountant and contributed to the financial planning processes for ongoing projects. The scope of services and associated real estate requirements for the Delhi NCR
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	client were finalized during this phase. I simultaneously carried out marketing research on lens correction surgeries to support an ophthalmology-focused client's campaign. 11. To aid outreach efforts, I created broadcast content aimed at real estate agencies to gather quotations and initiated survey design for the target audience of the NCR-based project. 12. Additionally, I provided advisory support to Breva Biotech Private Limited, recommending registration under Class 8 and conducting a social media audit. I also proposed content suggestions for their Information, Education, and Communication (IEC) strategy to improve healthcare marketing effectiveness. 13. This internship was a transformative experience that blended creative thinking, strategic planning, and hands-on marketing execution within the complex and emotionally sensitive world of healthcare. It not only enhanced my technical toolkit but also reinforced my long-term commitment to contributing meaningfully to healthcare communication and strategy.
Linking theory (Classroom learning) with practice at your organization	• MARKETING MANAGEMENT • FINANCIAL MANAGEMENT • RESEARCH METHODS
Gaps identified on the working area.	• Over-reliance on the founder's personal style and involvement may limit scalability and institutionalization.
Suggestions for improvement	• Develop standardized processes, SOPs, and decision frameworks to decentralize execution and support future growth.
Key Learnings	• I learnt that general marketing is not equal to healthcare marketing • Every client is different and should be

	viewed with a lens appropriate for them. • My mentor at HMS taught me one thing that knowing things is useless if you don't apply them and that in healthcare marketing field, this occurs more often than people realize. • Always start with 0. This statement means that unbiasedness is compulsory in dealing with each new project because every healthcare project no matter how much similar to a previous healthcare project is still different and should be treated as such.
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Signature of the Student: Dr. Gupta Omang Sanjay

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