

HEALTHCARE MARKETING CONSULTANTS

Founded by Mr. Akhil Dave in August 2024, Healthcare Marketing Consultants helps doctors, clinics, and hospitals across India improve patient footfall, build powerful brands, and implement ROI-driven marketing strategies.

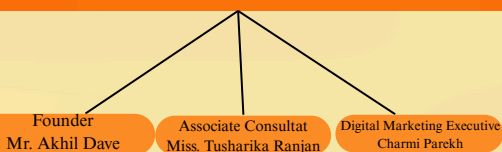
MISSION

The mission is to empower hospitals, clinics, and healthcare professionals with innovative, data-driven marketing solutions tailored to the unique dynamics of the healthcare industry.

VISION

The vision is To be India's most trusted healthcare consultancy, driving transformation through innovative strategies, operational excellence, and patient-centric digital solutions.

ORGANISATION STRUCTURE



Exposure to diverse tasks with shifting responsibilities daily.

Tasks and assignments changed frequently without structured follow-up or feedback, which required us to stay adaptable and self-driven throughout the internship.

Exposure to Multiple Domains

While working with various clients (hospitals, clinics, labs), the diversity of tasks sometimes led to a lack of depth in any single area, making it harder to gain specialized skills.

CHALLENGES FACED

Limited Guidance from Seniors

Since the core team was small and busy handling multiple clients, we didn't always get regular guidance. I had to take initiative and learn tools like Canva, Ubersuggest, and Google Analytics by my own.

Unclear Role Definition

As interns, responsibilities were not always well-defined, leading to confusion about expectations and deliverables.

SUGGESTIONS FOR IMPROVEMENT

Define Roles and Responsibilities Clearly

Prepare a document or orientation session detailing each team member's role, including interns, to avoid confusion and improve accountability.

Implement Regular Feedback Sessions

Schedule weekly or bi-weekly feedback meetings to talk about completed work, challenges faced, and areas for growth.

Regular Feedback from Interns

Create a feedback mechanism where interns can share their experiences, challenges, and suggestions anonymously. This can help the organization identify areas for improvement from a fresh perspective.

KEY LEARNINGS

-MARKET RESEARCH

Conducted secondary and primary research using tools like AnswerThePublic, Ubersuggest, and Google Analytics.

-WEBSITE DEVELOPMENT

Contributed to sitemap design and SEO-friendly content creation.

-AI TOOLS

Used ChatGPT, Gemini, and Synthesis for research, content ideation, and trend forecasting.

-SOCIAL MEDIA STRATEGY

Designed cross-platform content calendars with Canva and SEO inputs.

-CLIENT INTERACTION

Attended meetings, prepared MOMs, and understood client mindset and expectations.

-COMPETITIVE ANALYSIS

Identified key competitors, compared services, pricing, and digital presence to position our brand uniquely and strategically.

STRENGTHS

- Led by a founder with over 24 years of experience in healthcare marketing.
- Specialize in marketing for clinics, diagnostic labs, and small hospitals offering budget-friendly, customized solutions tailored to the unique needs of smaller healthcare setups.
- Comprehensive consultancy services from strategy to digital execution.
- Strong secondary research capabilities for data-driven insights.

WEAKNESSES

- Limited brand recognition as a new entrant in the consultancy space.
- Lean team size may constrain concurrent handling of large or multiple projects.
- Absence of in-house primary research may restrict deep market understanding.
- Strategic decision-making is currently centralized around the founder.

THREATS

- Heavy dependence on external digital or tech partners could impact service quality.
- Changes in healthcare marketing regulations may affect campaign strategies.
- Negative feedback or unsuccessful campaigns could harm brand credibility.
- Emerging competition from AI-powered automated marketing platforms.
- Budget constraints among small clinics may affect long-term client retention.

OPPORTUNITIES

- There's a huge chance to grow by creating a strong network of healthcare marketers, freelancers, and partner agencies across India.
- We're in a unique spot one of the very few consultancies in India that focus only on healthcare marketing. That gives us a real edge.
- With increasing regulations, hospitals now need to communicate in ways that are not just effective, but also ethical and compliant. We can help fill that gap.

VALUE ADDITION

Communication & Collaboration:

Developed confidence in presenting ideas to internal teams and stakeholders

Research Excellence:

Mastered secondary research tools to analyze healthcare trends, competition, and digital gaps

Networking And Communication Building

Builds a network by taking membership of AHMP India foundation where there is a chain of Hundreds of Doctors.