

Internship at
Rungta Hospital, Jaipur

Internship Duration: 10th March- 31st May

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Internship Report

Department: Marketing

Organization: Rungta Hospital, Jaipur

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Submitted by: Nidhi Kulshrestha, MBA Hospital and Health Management

1. Introduction

This report outlines my internship experience as a Marketing Executive at Rungta Hospital, Jaipur—one of Rajasthan’s leading multi-specialty hospitals. The internship provided hands-on exposure to healthcare marketing, relationship management, and operational coordination, particularly in building and maintaining relationships with external doctors and key opinion leaders (KOLs).

2. Objectives of the Internship

- To understand and implement effective marketing strategies in a hospital setting.
- To build and maintain professional relationships with external doctors and visiting consultants.
- To support the execution of referral schemes and patient management processes.
- To participate in community engagement initiatives and digital marketing activities.
- To gain practical experience in operational coordination and event management within a healthcare environment.

3. Organizational Profile

Rungta Hospital is a 34-year-old, privately held, multi-specialty hospital located in Malviya Nagar, Jaipur, Rajasthan. The hospital is renowned for providing affordable, comprehensive, and high-quality healthcare services with a patient-centric approach. Rungta Hospital is empanelled with several government health schemes, including Ayushman Bharat and CGHS, ensuring accessible care for a broad segment of the population.

The hospital is equipped with state-of-the-art facilities, including advanced ICUs, NICUs, labor rooms, operating theatres, and a full suite of diagnostic and imaging services. The team comprises highly qualified consultants and skilled healthcare professionals dedicated to delivering the best possible patient outcomes.

4. 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

5. Key Activities/Projects Undertaken (Other than Dissertation)

A. Relationship Management with External Doctors

- Called 2 doctors daily from Doctor list to explain referral schemes, follow up on interest, and coordinate further action.
- Managed onboarding and operational support for visiting consultants, including scheduling, patient data sharing, and billing coordination.

B. Content Creation and Social Media Engagement

- Coordinated with hospital authorities to plan and shoot educational videos featuring doctors for social media.
- Scheduled and executed weekly video shoots, ensuring high-quality content and timely dissemination.

C. Community and KOL (Key opening leaders) Engagement

- Built partnerships with local communities and samaj by meeting with presidents and planning joint health activities.
- Organized and conducted health camps, awareness talks, and Basic Life Support (BLS) trainings, including all logistical arrangements and data collection via Google Forms.

D. Patient Operations and Support

- Acted as the liaison between visiting consultants and the hospital for referred patients, ensuring smooth admission, treatment, and discharge processes.

E. Internal Event Coordination

- Assisted in planning and executing in-house activities, including decor and logistics for hospital events.
- Supported the organization of webinars, Facebook Lives, and press conferences, handling technical and hospitality requirements.

F. Administrative and Financial Coordination

- Coordinated with the accounts department to maintain and update bank account details of referral doctors for timely payments.
- Supported the implementation of the Lead square Application for marketing operations.

6. Key Learnings from the Internship

- **Relationship Building:** Enhanced communication and negotiation skills through daily interactions with external doctors, KOLs, and community leaders.
- **Operational Coordination:** Gained experience in managing complex processes involving multiple stakeholders, from patient admission to discharge.
- **Digital Marketing:** Developed skills in content planning, video production, and social media marketing tailored for healthcare audiences.
- **Event Management:** Learned end-to-end planning and execution of health camps, awareness talks, and internal hospital events.
- **Teamwork and Leadership:** Collaborated effectively with doctors, administrative staff, and marketing teams, often taking initiative in problem-solving and process improvement.
- **Data Management:** Became proficient in using digital tools (Google Forms, Leadsquare) for data collection and process tracking.
- **Ethical Marketing:** Understood the importance of transparency, patient privacy, and ethical considerations in healthcare marketing.

Conclusion

My internship at Rungta Hospital offered invaluable exposure to the dynamic field of healthcare marketing. By engaging in relationship management, operational support, digital content creation, and community outreach, I gained a holistic understanding of how marketing can drive both patient engagement and organizational growth. These experiences have equipped me with practical skills and insights that will be instrumental in my career as a healthcare management professional.