

**EXPLORING THE KNOWLEDGE AND PERCEPTIONS OF HEALTHCARE
WORKERS TOWARD DIGITAL HEALTH TECHNOLOGIES IN CHENNAI**

Internship Report to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA) in

Hospital and Health Management

by

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Under the Supervision and Guidance of

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1. Introduction

The internship is a pivotal component of the MBA in Hospital and Health Management curriculum, designed to provide students with real-world exposure and practical learning in healthcare organizations. I undertook my internship at **Transhealthcare India**, a prominent player in the medical device industry, focusing on digital marketing. This internship allowed me to understand digital strategies used in the healthcare B2B sector and develop practical marketing and communication skills relevant to medical devices.

2. Objectives of Internship

- To understand the digital marketing framework within the medical device industry.
 - To learn how digital platforms are leveraged for brand visibility and lead generation.
 - To support the marketing team in executing campaigns, content creation, and performance tracking.
 - To develop professional skills such as communication, teamwork, documentation, and time management.
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3. Organizational Profile

Transhealthcare India is a reputed distributor and solutions provider of advanced medical equipment, with a focus on radiology, cardiology, and diagnostic imaging. The company partners with global manufacturers to deliver high-quality devices and support services to hospitals, diagnostic centers, and healthcare providers across India.

Key Features:

- Headquarters: Chennai
 - Year of Establishment: [Insert Year]
 - Specializations: Medical imaging systems, cardiology devices, diagnostic tools
 - Partners: GE Healthcare, Canon Medical Systems, etc.
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4. Services Provided by Organization

- Import and distribution of high-end diagnostic and therapeutic medical devices.
 - Installation and maintenance services for medical equipment.
 - Technical support and training for healthcare professionals.
 - Marketing and promotion of partner brands through digital and offline channels.
 - Advisory support for procurement and equipment lifecycle management.
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5. Key Activities/Projects Undertaken Other than Dissertation

During my internship, I was actively involved in the following key projects and tasks:

a. Social Media Campaign Planning and Execution

- Designed content calendars for LinkedIn.
- Collaborated with the creative team for posts and infographics.
- Monitored engagement and tracked KPIs such as impressions, CTR, and conversions.

b. Email Marketing Campaigns

- Drafted and scheduled targeted email campaigns for product visibility.
- Managed databases for segmentation and personalized communication.

d. Google Analytics and Reporting

- Analyzed campaign performance data using Google Analytics.
- Created weekly dashboards showing traffic sources, bounce rate, and lead behavior.

e. Competitor Analysis

- Benchmarked competitor digital strategies and content formats.
 - Suggested actionable insights to differentiate Transhealthcare's brand communication.
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6. Key Learnings from Internship

The internship provided me with invaluable insights and skill development in the healthcare marketing domain. Major takeaways include:

- **Industry Knowledge:** Gained understanding of marketing nuances in the regulated healthcare and medical device sector.
- **Digital Strategy Development:** Acquired hands-on experience in building campaigns and running analytics.
- **Communication Skills:** Improved written and visual content creation suited to clinical and B2B audiences.
- **Technical Tools:** Proficient in Google Analytics, LinkedIn and Canva for marketing execution.
- **Team Collaboration:** Worked closely with cross-functional teams, enhancing coordination and professional etiquette.
- **Adaptability and Time Management:** Delivered tasks within timelines while adapting to a fast-paced corporate environment.