

Summer Internship Program

at



Trizone Healthcare Consultants

From 12 May 2025 to 21 July 2025

A Report By

Prerna Banerjee

Masters of Business Administration

Hospital & Health Management

Roll Number: 2037

2024- 2026

Under Mentorship of

Dr. Tripti Bisawa

{Professor}



IIHMR University Faculty Mentor Approval

This is to certify that Miss Prerna Banerjee 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.

Date:

A handwritten signature in blue ink, appearing to be 'TS' followed by a long horizontal stroke.

Dr. Tripti Bisawa
Professor
IIHMR University

TRIZONE

HEALTHCARE
CONSULTANTS

Date: 18.07.2025

TO WHOMSOEVER IT MAY CONCERN

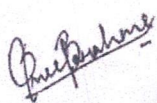
This is to certify that **Ms. Prerna Banerjee**, has successfully completed her internship program with **Trizone Healthcare Consultants LLP** from **12th May 2025** to **18th July 2025**.

During her healthcare internship, **Ms. Prerna Banerjee** 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 Consultant

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Trizone Healthcare Consultants

- **"Knowing is Knowing Doing is Doing"**
- Trizone Healthcare Consultants, founded in 2020 by Akhil Dave and Niraj Upadhyay, is India's first dedicated 360-degree healthcare marketing and branding firm.
- The approach of Trizone Healthcare Consultants includes the following key steps:
 - Listen and Understand
 - Analyze and Research
 - Design and Develop
 - Aim and Shoot
 - Review Results
 - Discover and Reinvent

Vision

Our goal is to lead the healthcare marketing consultancy sector by propelling healthcare organizations forward with dynamic, all-encompassing marketing strategies. Through innovation and expertise, we help clients:

- Amplify their brand presence in the healthcare industry.
- Drive sustained business growth and deepen patient engagement
- Transform satisfied patients into enthusiastic brand advocate

Mission

Empowering healthcare organizations to achieve exceptional growth and engagement through innovative 360-degree marketing that elevates their brand and turns patients into loyal advocates.

Organization Structure



Clients Project

To identify unmet needs, adoption barriers, and strategic opportunities for Dozee's AI-powered contactless remote patient monitoring solution in the US healthcare ecosystem enabling successful entry, differentiated positioning, and adoption among care providers. Also, Strategies in the Indian Market for growing it exponentially.

Challenges

- Limited access to real time data due to organization policies.
- Organization Culture and Workflow.
- Obtaining comprehensive and reliable information about competitors' strategies, and offerings proved to be a challenging task during my internship

SWOT Analysis

S • FDA-Cleared & Clinically Validated • Innovative Technology: Dozee employs ballistocardiography (BCG) sensors placed under mattresses to monitor vital signs without direct contact. • User-Friendly Design: The device is designed for ease of use in home settings, requiring no technical expertise for setup. • Predictive Analysis: Early warning signs. • Affordable.	W • Limited Brand Awareness in the U.S. • Dependence on B2B Healthcare Sales. • Integration with Healthcare System: Seamless integration with existing healthcare people. • Dependency on hospitals.
T • Stiff Competition from Established RPM Providers Companies like (Baxter, Bio IntelliSense, and Early Sense) have deeper U.S. roots, more partnerships, and stronger hospital penetration.	O • Nursing Shortage Crisis Dozee's automation and continuous monitoring can help facilities maintain care standards despite staffing shortages. • Capturing into SNF and home healthcare models as healthcare hospitals are very costly in USA market

Competitor Analysis Dozee USA

Company/Brand	Technology/Device Description	Market Focus / Use Case	Key Features and Limitation
Baxter (Hill-Rom, Early Sense)	Piezoelectric under-mattress sensor (e.g., Centrella Smart+ Bed)	Hospitals, surgical & ICU, high-acuity environment	Patient-centric, microclimate management, proven fall reduction, remote management (optional)
Philips IntelliVue MX40	Wearable monitor (ECG, SpO ₂ , Resp.)	ICUs, step-down, telemetry, mobile ambulation monitoring	Continuous vitals, alarm/telemetry, mobile workflows, real-time alerts/Hardware-dependent
Bio IntelliSense	Wearable sensor (Bio Sticker)	Chronic disease/heart failure, post-discharge, hospital-at-home	Long-term wearables, AI insights, early warning, remote chronic disease monitoring
Vivify Health	Smart Pain™ platform & devices (multiple)	RPM for multiple conditions, broad disease coverage	FDA-cleared, EHR integration, wide disease set Use by large healthcare organizations—like hospitals, health systems, and enterprise-level providers
Circadia Health	Ultra-wideband radar-based contactless	Skilled Nursing, post-acute, long-term care facilities	Non-contact, quick install, proven for reducing rehospitalizations/Primarily SNF/long-term
Stryker	iBed, wireless sensor tech	Acute care hospitals, enterprise networks	EHR integration, fall prevention, asset tracking, maintenance/High infra, not modular
Accuhealth	Multiple devices (BP, glucose, pulse ox), Evelyn platform	US hospitals, RPM/long-term care facilities	Real-time data, EHR sync, strong patient engagement tools
Tapestry Health	Radar-based, contactless monitoring (Niteera, Xandar Kardian)	SNFs, post-acute, long-term care (US)	Primarily SNF
Cadence	RPM service, daily vitals, AI monitoring	US health systems, chronic care	Daily remote monitoring, AI-driven, CMS Reimbursement (US-focused/insurance-reliant)

Bridging Theoretical Understanding with Practical Exposure in Marketing

- Health Communication Strategy
 - Theory: Health Belief Model, patient-centered communication
 - Practice: Ran CE certification campaigns—used awareness messaging to build trust and promote brand adoption
- Hospital Marketing & Branding
 - Theory: Service differentiation & positioning
 - Practice: Showcased Dozee's clinical reliability post-CE approval; tailored HCG branding for special health events
- Healthcare HRM
 - Theory: Employee Value Proposition (EVP), employee experience frameworks
 - Practice: Enhanced Dozee's HR deck to improve staff engagement and retention
- Theory: PEST & SWOT analysis
 - Practice: Developed content calendars for community outreach, linked to seasonal/local health priorities

Key Learnings

- Saw direct application of marketing frameworks (7Ps, STP, AIDA, IMC) when adapted to real healthcare campaigns.
- Campaign Planning and Execution
- Digital Strategy and Content Development.
- Persona and B2B Marketing.
- Market Dynamics: Conducting SWOT and Competitor Analysis.

Suggestions

- LinkedIn & Social MediaDevelop separate content banks for India and the US, localizing case studies and testimonials (addressing relevant regulations, care models, and cultural practices).
- Campaigns:Repurpose key webinars, clinical case results, and end-user stories as LinkedIn articles, infographics, and B2B posts to maximize reach.
- Influencer & Partnerships
 - Prioritize partnerships with digital health influencers, clinicians, and industry bodies in both regions.

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Marketing

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

Name of the Student: Prerna Banerjee

Roll no:2037

Stream: Hospital Health management

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

Activity Done	• Market Research about HCG Hospital Ahmedabad and other Mult speciality. hospitals focusing on cardiac department. Analysing competitors (SWOT) for HCG, Multi-speciality. Planning marketing strategies for the same strategies
Linking theory (Classroom learning) with practice at your organisation	• Market Research & Competitive Analysis: During marketing we were told difference in service providing vs product delivering organizations. How-to do competitor analysis SWOT. • Service Line Marketing: Theory: Service Line Strategy & Marketing Mix (7Ps in healthcare). • Measuring Outcomes: Theory: Key Performance Indicators (KPIs), ROI in healthcare marketing
Gaps identified on the working area.	• HCG is known for cancer hence bringing it as Mult speciality brand is a challenge in itself. • At least 30 % traffic of patients comes digital engagements of patients here when we analysed the HCG website they were lacking OPD mentioning in there website. • Ambulatory services were not mentioned in amenities or facilities but was mentioned on technology overall they were highlighting technology on website terminologies which a normal people can't understand. • HCG care app was lacking for teleconsultation majorly used in cancer patients.

Suggestions for improvement	• Awareness talks in association with colleges on “Heart Health in Youth” • I helped conceptualize a Cardiac Wellness Campaign.
Plan for the next week	• Working on the branding promotion strategies for HCG Mult speciality.

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Marketing

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

Name of the Student: Prerna Banerjee

Roll no: 2037

Stream: Hospital 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, Zydus, and Apollo. This helped me understand how HCG could position itself better in the non-oncology segment. • I also wrote a blog for Satellite OPD of Client Surat Diabetic foot .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 cardiac unit services. It was a great
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	experience to hear strategic insights and contribute my thoughts.
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.

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Marketing

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

Name of the Student: Prerna Banerjee

Roll no: 2037 , **Stream:** Hospital Health Management

Week no: 3 **From:** ...26/5/25to30/5/25.

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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	Creative Content Development: Designed social media posts incorporating refined copy, visuals, and messaging consistency for Yoga Day.
Linking theory (Classroom learning) with practice at your organisation	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 Behaviour & 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 AIDA model while preparing 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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Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Marketing

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

Name of the Student: Prerna Banerjee

Roll no: 2037

Stream: Hospital Health Management

Week no: 4 **From:** 2/6/25 to 6/6/25

Activity Done	• Developed a comprehensive SWOT analysis of Dozee's operations in both Indian and US markets, highlighting market saturation risks, technological leadership, and regulatory threats. • Benchmarked Dozee USA against remote monitoring competitors like Hill-Rom Early Sense, Cercadia Tapestry, focusing on product offerings, regulatory approval, EHR integration, and innovation potential • Compiled key product objectives of Dozee and its flagship product <i>Shravan</i>, aligning benefits to hospital pain points such as monitoring fatigue, resource crunch, and patient compliance. • Evaluated the structure, UI/UX, and SEO of Dozee India's website. Insights shared with Trizone team to aid in its restructuring strategy. • Mapped cardiac competitors in Rajkot and neurologic services in Ahmedabad to develop location-specific positioning and 9-month marketing strategy recommendations.
Linking theory (Classroom learning) with practice at your organisation	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 Behaviour & Market Research: Utilized tools and methods learned in class to perform competitor analysis and target audience profiling for lead generation and campaign refinement. • Strategic market positioning, 4Ps in healthcare, brand differentiation. • Practice: Applied these in competitor analysis and marketing strategy creation for HCG Rajkot & Ahmedabad. For example, positioning HCG's neurology services around early intervention and tech-assisted diagnosis derived directly from the 4Ps and value ladder concepts. Essentials of Hospital Services • Theory: Importance of continuity of care, hospital workflows, and digital transformation in healthcare. Practice: Applied while analysing Dozee's role in remote patient monitoring (RPM).
Gaps identified on the working area.	• Dozee Website India: Outdated structure, limited SEO-friendliness, lack of user journey mapping. • Competitive Intelligence Depth: Limited access to granular data on niche regional players for HCG. • Practical Understanding of Integration Tools: Need for deeper exposure to how health-tech integrates with hospital systems (e.g., HL7, EHR, IoT).
Suggestions for improvement	• Website Restructuring: Implement user persona journeys and funnel-focused content strategy for Dozee India website.
Plan for the next week	• Reanalyse competitors of neurological department, with creating some campaign for the same

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Marketing

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

Name of the Student: Prerna Banerjee

Roll no: 2037

Stream: Hospital Health Management

Week no: 5 **From:** ...9/6/25to14/6/25

Activity Done	Competitor Analysis – HCG Neurology Services (Ahmedabad) • Mapped neurological service providers across Ahmedabad. • Analysed their digital presence, key offerings, USPs, and pricing. • Identified location-specific gaps and market opportunities. • Suggested a 9-month strategic marketing roadmap focusing on physician referral networks, neuro awareness campaigns, and online positioning. Content Creation for Client – Elegance Dental Clinic • Drafted SEO-optimized blogs and social media articles on aesthetic and restorative dental treatments. • Ensured tone aligned with client’s premium service positioning. Healthcare Article BLOG Writing – Diabetic Foot • Researched and wrote articles focused on diabetic foot complications, early detection, and prevention. • Prepared targeted content for patient education and website enhancement. Event Promotion Strategy – Surat DiaFoot Summit (26th July)
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	- Developed a multi-platform promotional strategy including: - Influencer outreach to diabetologists and podiatrists - Facebook/Instagram ad calendar - Emailers and WhatsApp broadcast message drafts - Outreach to local foot care clinics and hospitals Crisis Management Case Study – Reputation Recovery Scenario: Hospital accused of overpricing in local media, causing a rise in negative online reviews. Plan of Action Prepared: - Immediate reputation monitoring across platforms (Google, Practo, JustDial) - Patient testimonial campaign to counteract false reviews - Drafted response templates for tactful, compliant online engagement - Recommended forming a Crisis Response Team and involving legal/PR teams Website Content Deck – DOZEE India & USA - Created structured content architecture and homepage copy for both Indian and USA markets. - Differentiated tone, features, and positioning for B2B and hospital buyers. - Integrated keyword strategies for SEO effectiveness				
Linking theory (Classroom learning) with practice at your organisation	<table> <tr> <th>Theory / Concept</th><th>Application During Internship</th></tr> <tr> <td>Marketing Mix (4Ps)</td><td>Benchmarked competing hospitals to evaluate gaps in Product (service differentiation), Price (affordability perception), Place (service reach in Ahmedabad), and Promotion (branding).</td></tr> </table>	Theory / Concept	Application During Internship	Marketing Mix (4Ps)	Benchmarked competing hospitals to evaluate gaps in Product (service differentiation), Price (affordability perception), Place (service reach in Ahmedabad), and Promotion (branding).
Theory / Concept	Application During Internship				
Marketing Mix (4Ps)	Benchmarked competing hospitals to evaluate gaps in Product (service differentiation), Price (affordability perception), Place (service reach in Ahmedabad), and Promotion (branding).				

	Informed the 9-month strategy for HCG Neurology. Segmented target audiences for Dozee – (e.g., USA hospitals vs Indian hospitals), tailored content and positioning strategy accordingly to improve adoption and relevance in different healthcare ecosystems. Applied during a real-time case where HCG faced backlash over alleged high pricing. Helped prepare a digital reputation management strategy using core principles of transparency, timely response, and stakeholder trust. Used for the Surat Diabetic Foot Summit promotion strategy—captured attention via social media creatives, built interest through doctor endorsements, created desire with patient stories and summit teasers, and drove action with strong CTAs for registration.
STP Segmentation, Targeting, Positioning Crisis Communication Framework AIDA Model (Attention, Interest, Desire, Action)	
Gaps identified on the working area.	• Limited proactive online engagement from hospital marketing team leading to vulnerability during crises. • Delayed content update cycles on website and social handles. • Inadequate SEO optimization for blog and web content across clients.
Suggestions for improvement	• Introduce sentiment analysis tools for real-time review monitoring. • Include Crisis Response SOPs in the hospital's brand manual. • Conduct staff training on brand communication, especially front desk and PRO team.
Plan for the next week	• Coordinate execution of Diabetic Foot promotional strategy across local platforms. • Work on drafting a whitepaper or case study showcasing Dozee's impact in Indian hospitals.

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultancy

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Prerna Banerjee

Roll no: 2037

Stream: Hospital Health Management

Week no:6 From 16/6/25 to.....20/6/25

Activity Done	• Dozee USA – CE Certification Campaign: Designed promotional strategies to communicate the value of CE certification in patient safety and hospital compliance, targeting international healthcare markets. • Scientific Blog & Monsoon Health Magazine (Dozee): Authored a medical blog on ECG relevance, focusing on its role in early detection during monsoon-related cardiac stress. Translated content into patient education material. • Atrial Fibrillation Data Table: Structured clinical data to support remote patient monitoring insights and informed hospital decision-making. • Doctors' Day Planning (HCG Ahmedabad): Created internal appreciation ideas and public campaign strategies to strengthen doctor–hospital–community relationships. • HR Deck Review (Dozee): Evaluated internal employee communication documents using hospital HRM frameworks. Suggested additions like section life at Dozee to give understanding to new joiners, add certifications to increase credibility staff engagement programs, and workplace ethics. and lot more things were suggested.
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	• 12-Month social media Promotional Strategies and Calendar (HCG Rajkot): Developed a disease-awareness + seasonal-content plan to boost public health literacy and patient footfall through hospital social media.
Linking theory (Classroom learning) with practice at your organisation	• Health Communication Strategy: Applied health belief model and patient-centred communication principles in CE promotion and ECG content – aiming to influence behaviour by increasing awareness and perceived benefits. • Hospital Marketing & Branding: Used concepts of service differentiation and hospital positioning to highlight Dozee's clinical reliability post-CE certification and HCG's unique approach during special health observances. • Healthcare HRM: Applied employee value proposition) and employee experience frameworks in critiquing the HR deck and suggesting updates to enhance staff retention and engagement. • Operations & Quality Management: Applied clinical audit and benchmarking logic in preparing the atrial fibrillation data table to support evidence-based remote monitoring protocols. • Strategic Planning in Healthcare: Built a content calendar by applying PEST analysis (monsoon season, festivals, global days) and SWOT (Rajkot local relevance vs. national visibility) to improve community outreach.
Gaps identified on the working area.	• Lack of structured community education approach across social channels. • Absence of a comprehensive HR communication plan around inclusion and ethics. • No standard practice to measure health communication impact (reach vs. actual behaviour change).

Suggestions for improvement	Suggested additions like section life at Dozee to give understanding to new joiners, add certifications to increase credibility staff engagement programs, and Suggested additions like section life at Dozee to give understanding to new joiners, add certifications to increase credibility staff engagement programs,
Plan for the next week	Calendar preparation for social media HCG Mult speciality Rajkot.

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultancy

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Prerna Banerjee

Roll no: 2037

Stream: Hospital and Health Management

Week no:7 From 23/6/2025 to 28/6/2025

Activity Done	• Men's Health Clinic Campaign – Elegance Clinic • Developed campaign strategies to promote men's health services, focusing on hair transplant, beard shaping, sexual wellness, and PRP therapy. • Created awareness posts, promotional reels, testimonial creatives, and informative carousels for Instagram and Facebook. • Highlighted 'Men's Confidence Month' concept to build relevance. • Vitiligo Day – 15 July Campaign for Elegance Clinic • Designed campaign strategy around World Vitiligo Day (25 June, but celebrated activities extended to July for clinic promotion). • Created educational content on myths, treatment options, and emotional empowerment stories. • Planned patient testimonials and doctor awareness reels to build trust. • Doctor's Day (1 July) – Social Media Toolkit • Prepared a toolkit with: • Caption templates • Ready-to-post creatives • Story stickers and hashtags to maximise reach and engage referring doctors and community followers. • Dozee Social Media Gaps Analysis & Strategy
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	• Identified problems faced: • Low reach due to overly technical posts. • Lack of storytelling and emotional connect. • Solutions suggested and implemented: • Introduced patient impact stories and hospital case studies. Early warning cases highlights. • Involvement of Founder actively on • Suggested testimonial video campaigns featuring hospital staff and administrators.
Linking theory (Classroom learning) with practice at your organisation	• Hospital Services Marketing • Service Positioning & Differentiation • Men's Health Clinic campaigns positioned Elegance Clinic as a specialised destination for male aesthetic and sexual wellness services. • Market Segmentation & Targeting • Created content specifically targeted at men aged 20-45 years, addressing confidence, grooming, and health concerns. • Integrated Marketing Communication (IMC) • Ensured consistency across posts, reels, stories, and toolkits for campaigns (Vitiligo Day, Doctor's Day, Men's Health). • AIDA Model (Attention, Interest, Desire, Action) • Structured creatives and captions to grab attention (hook headlines), generate interest (facts/myths), build desire (treatment benefits), and induce action (booking consultation).
Gaps identified on the working area.	• It appears that Dozee has not implemented a structured posting strategy on LinkedIn. Their posts seem random and lack a clear thematic or promotional direction. Currently, LinkedIn is not being effectively utilised as a platform for targeted product promotion, educational positioning, or strategic brand communication.

Suggestions for improvement	Gap Dozee lacks a structured LinkedIn posting strategy. Posts are random, with minimal focus on product promotion or brand positioning. Problem • Product features and benefits are not effectively communicated to the LinkedIn professional audience. • The founder is not actively posting about current healthcare issues, missing opportunities to build thought leadership and credibility. • Testimonial videos uploaded on YouTube are not repurposed as short impactful videos for LinkedIn, resulting in low engagement and limited reach. Solution • Implement a structured LinkedIn calendar focusing on product education, benefits, and use cases. • Involve the founder to share insights and suggestions on trending healthcare topics, enhancing leadership visibility and brand trust. Repurpose testimonial videos from YouTube into short, engaging LinkedIn posts to strengthen product credibility and customer trust
Plan for the next week	• Social media calendar Dozee.

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Consultancy

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Prerna Banerjee

Roll no: 2037

Stream: Hospital Health Management

Week no:8 **From:** 30/June to 5/July

Activity Done	• Created short video snippets from podcast episodes, extracting key insights for Dozee's social media engagement. • Developed campaign promotional strategy for Dozee for the occasion of USA Independence Day, including both online and offline initiatives. • Created marketing budget allocations for HCG Multispeciality Hospital Ahmedabad covering Google Ads, social media, SEO, and video marketing. • Compiled data of 75 Skilled Nursing Facility (SNF) organisations, matching their official websites with LinkedIn presence for outreach mapping. • Researched possible target personas for Dozee in India, detailing roles and designations relevant for B2B healthcare promotion.
Linking theory (Classroom learning) with practice at your organisation	Hospital Marketing • Segmentation, Targeting, Positioning (STP Model): While creating marketing budgets and campaigns for HCG Multispeciality Hospital Ahmedabad, I applied STP to segment potential patients (e.g. cardiac, general surgery), target them via Google Ads and SEO, and position the hospital as a trusted Multispeciality destination.

	• 4Ps of Healthcare Marketing: Designed strategies considering Product (specialised treatments), Price (competitive transparency for procedures like angioplasty), Place (Ahmedabad urban region focus), and Promotion (video marketing, social media doctor reels, health blogs). • Content Marketing in Healthcare: Creating podcast micro-videos for Dozee is rooted in the concept of educational content marketing, which builds brand credibility and patient trust
Gaps identified on the working area.	• Absence of a persona prioritisation framework to rank the researched personas by market impact and strategic importance.
Suggestions for improvement	• Establish a clear approval workflow with stakeholders for campaign planning to avoid rework. • Use a persona impact scoring method (based on buying influence, accessibility, and Dozee product relevance) to prioritise target segments for the sales and marketing teams.
Plan for the next week	• Continue data collection for SNF organisations, expanding database to 150 for upcoming outreach rounds.

Reporting Format (Weekly) 9

Name of the Organisation: Trizone Healthcare Marketing

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

Name of the Student: Prerna Banerjee

Roll no: 2037 **Stream:** Hospital Health Management

Week no 9, From:7|7|25.....**to:**.....12|7|25.....

Activity Done	Webpage Content Curation: - Created comprehensive service pages for Elegance Homeopathy Clinic, covering all treatments offered with SEO-integrated headings and patient-friendly language. Scientific Content Writing: - Drafted scientific blogs and articles on Surat Diabetic Foot care, focusing on advanced treatments, prevention strategies, and doctor expertise. - Researched keywords and structured outlines for upcoming Reconstructive Surgery blogs, ensuring alignment with patient search behaviour. Technology Content Development: - Drafted webpage content for Tuttle Technologies and Dozee, emphasising data privacy, AI-based monitoring benefits, and their role in enhancing patient care efficiency. Keyword Research: - Conducted detailed keyword analysis for Reconstructive Surgery, identifying high-search and niche terms to optimise upcoming campaigns for Elegance Clinic. Persona Development: - Developed detailed Dozee India buyer personas, covering hospital administrators, nursing heads, and
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	CEOs to tailor future marketing communications effectively.
Linking theory (Classroom learning) with practice at your organisation	• . Applied SEO and digital marketing frameworks from classroom learning to real-life web content strategies, improving visibility for Elegance Clinic. • Used health communication theories to draft patient-centric blogs with scientifically validated information. • Integrated concepts of digital healthcare marketing and user personas in developing Dozee's positioning strategies for hospital technology adoption.
Gaps identified on the working area.	• Inconsistent content structure and design guidelines across different webpages, affecting brand uniformity.
Suggestions for improvement	• . Create a standard webpage structure and style guide to maintain brand consistency and improve user experience
Plan for the next week	• Draft detailed blogs on Reconstructive Surgery and Diabetic Foot Treatments, incorporating doctor insights.

Reporting Format (Weekly)

Name of the Organisation: Trizone Healthcare Marketing

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

Name of the Student: Prerna Banerjee

Roll no:2037

Stream: Hospital Health management

Week no: 10 **From:**14 july21july/25

Activity Done	Curated content for webpage for elegance healthcare and Dozee .
Linking theory (Classroom learning) with practice at your organisation	Market Research & Competitive Analysis :During marketing we were told difference in service providing vs product delivering organizations. How-to do competitor analysis SWOT. Service Line Marketing: Theory: Service Line Strategy & Marketing Mix (7Ps in Healthcare). Measuring Outcomes: Theory: Key Performance Indicators (KPIs), ROI in healthcare marketing
Gaps identified on the working area.	No standardization for structure of content
Suggestions for improvement	Structured Keywords, Headings for web page content
Plan for the next week	Preparing Poster and Report for University presentation

Compiled Report

Name of the Organisation: Trizone Healthcare Marketing

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

Name of the Student: Prerna Banerjee

Roll Number: 2037, Stream : Hospital and Health Management

Activity Done	1. Market Research & Gap Analysis • Conducted market gap analyses for Dozee in both the US and Indian healthcare sectors. • Identified unmet needs, regulatory hurdles, and optimal positioning strategies for entry and growth. • Benchmarked Dozee's strengths and product offerings against major US (Hill-Rom, Early Sense, Cercadia) and Indian competitors. 2. Strategy Development • Developed tailored market entry strategies for the US, focusing on under-served segments like nursing homes and step-down units. • Created actionable recommendations to address adoption barriers, such as cost, clinical validation, and compliance. 3. Content Creation & Lead Generation • Authored structured, SEO-optimized web content and homepage copy for both Dozee India and USA websites. • Designed lead magnets highlighting Dozee's product features and clinical benefits for effective B2B outreach. • Created scientific blogs and educational material emphasizing RPM benefits and clinical use cases.
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	4. Social Media & Campaigns - Assessed Dozee’s social media presence, identified engagement gaps, and introduced patient stories and case studies. - Developed campaign strategies for major events (e.g., USA Independence Day, CE certification), including testimonial videos and short-form content. 5. Competitor Analysis & Benchmarking - Conducted comprehensive SWOT analyses for Dozee in India and USA. - Benchmarked key features, pricing, EHR integration, and innovation relative to US and Indian market leaders. 6. Persona & Outreach Mapping - Developed detailed buyer personas (hospital administrators, nursing heads, CEOs) to tailor messaging. - Compiled data on 75 US Skilled Nursing Facilities for targeted outreach. 7. Website and Digital Optimization - Evaluated and provided recommendations for Dozee India’s website UI/UX and SEO structure. - Integrated B2B and B2C tone differentiation and keyword strategies in all digital assets. 8. Additional Contributions - Reviewed HR communication decks, suggesting content and engagement improvements. - Supported reputation management, planning for crisis communication and testimonial-driven campaigns.
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Linking theory (Classroom learning) with practice at your organisation	Week 1: Foundations • Market Research & Competitive Analysis: Understood differences between service and product organizations; learned classroom approach to competitor benchmarking and SWOT analysis. • Service Line Marketing: Studied the 7Ps (Product, Price, Place, Promotion, People, Process, Physical evidence) and how they shape service line strategy in healthcare. Week 2: Service Positioning & Segmentation • Used Service Positioning Theory for analyzing HCG's spine care services versus leading hospitals. • Applied Segmentation, Targeting, Positioning (STP) to pinpoint digital marketing campaign audiences. Week 3: AIDA & Digital Implementation • Implemented the AIDA (Attention, Interest, Desire, Action) model for developing lead magnets and calls-to-action. • Put digital marketing tactics into practice, optimizing business listings for client visibility. Week 4: SWOT for Innovation • Applied classroom SWOT frameworks to analyze Dozee's strengths, weaknesses, opportunities, and threats in Indian and US health tech markets. Week 5: Strategic Benchmarking & Branding • Conducted competitor benchmarking via strategic management methods. Week 6: Communication, HRM, and Planning • Applied Health Belief Model and patient-centred communication in health campaigns (CE,). • Used employee value proposition and HRM frameworks to review and upgrade internal communications.
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	• Leveraged clinical audit, benchmarking, and content calendar planning for evidence-based outreach. Week 7: Integrated Services Marketing • Used service positioning and differentiation to highlight specialty clinic strengths. • Executed segmentation and targeted messaging for men's health marketing. • Ensured Integrated Marketing Communication (IMC) consistency across platforms. Week 8,9,10 Advanced Content • Developed campaign personas and theme strategies using Content Marketing and STP.
Gaps identified on the working area.	Dozee (Health-Tech Client, India & US Markets) • Persona Prioritization: Incomplete scoring and prioritization of buyer personas for targeted B2B outreach, especially for new international markets. • LinkedIn & B2B Content Strategy: Random and unstructured content calendars lead to reduced engagement and inefficient brand awareness, particularly on LinkedIn. • Influencer Strategy: No defined program to leverage health-tech influencers or partnerships to build credibility among clinical stakeholders. • Campaign Impact Assessment: No systemic approach to measure how Dozee's educational or outreach activities translate into behavioural change, lead generation, or device adoption. • Regulatory Communication: Gaps in clear communication regarding data privacy and compliance standards essential for building trust in new healthcare settings.

Suggestions for improvement	Dozee (Health-Tech Client, India & US Markets) Persona Prioritization & B2B Targeting • Apply a structured scoring system to prioritize hospital administrators, clinical heads, and purchase decision-makers for focused outreach. • Create detailed persona playbooks for both Indian and US healthcare settings. Content Strategy & Market Localization • Develop market-specific content, tailoring case studies and testimonials to address US regulatory and practice differences. • Use insights from local healthcare news/trends to shape content calendars and campaign themes. LinkedIn & Social Campaigns • Establish a content calendar focused on regular, value-driven LinkedIn posts targeted at B2B stakeholders. • Leverage founder/executive voices and video testimonials to humanize technology adoption stories. • Repurpose webinars, clinical results, and user feedback as LinkedIn articles and infographics. Influencer, & Partnership Development • Identify and engage with digital health thought-leaders, clinicians, and associations in both India and the US. • Run influencer-led webinars or podcasts to drive credibility in new markets.
Key learnings	Application of Classroom Concepts • Realized that theories like the 7Ps of Marketing, STP (Segmentation, Targeting, Positioning), the AIDA model, and IMC (Integrated Marketing

	Communications) have tangible impact when thoughtfully adapted to healthcare marketing campaigns and real-world challenges. • Practically applied digital marketing strategies—such as SEO, business listing, and PPC advertising—to enhance online visibility for hospitals and health-tech brands. Digital Strategy and Content Development • Understood the critical importance of robust SEO, real-time analytics, and automated campaign tracking in attracting and engaging both patients and B2B healthcare clients. • Learned to create data-driven, multi-format content (blogs, videos, carousels) that builds brand credibility, educates patients, and fosters lead generation. • Developed the skill to draft and implement consistent content style guides, unifying brand messaging across all digital assets. Campaign Planning and Execution • Experienced hands-on campaign ideation, execution, performance tracking, and post-campaign analysis for various service lines and awareness events, such as Cardiac Wellness, Men’s Health, and Yoga Day. • Witnessed the value of structured influencer marketing and the power of expert partnership in driving campaign authenticity and reach. Persona and B2B Marketing • Mastered mapping detailed buyer personas for B2B campaigns, particularly for health-tech products, to refine targeting and communication. • Integrated feedback from clinicians, administrators, and other hospital stakeholders to sharpen marketing and product adoption strategies.
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