

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

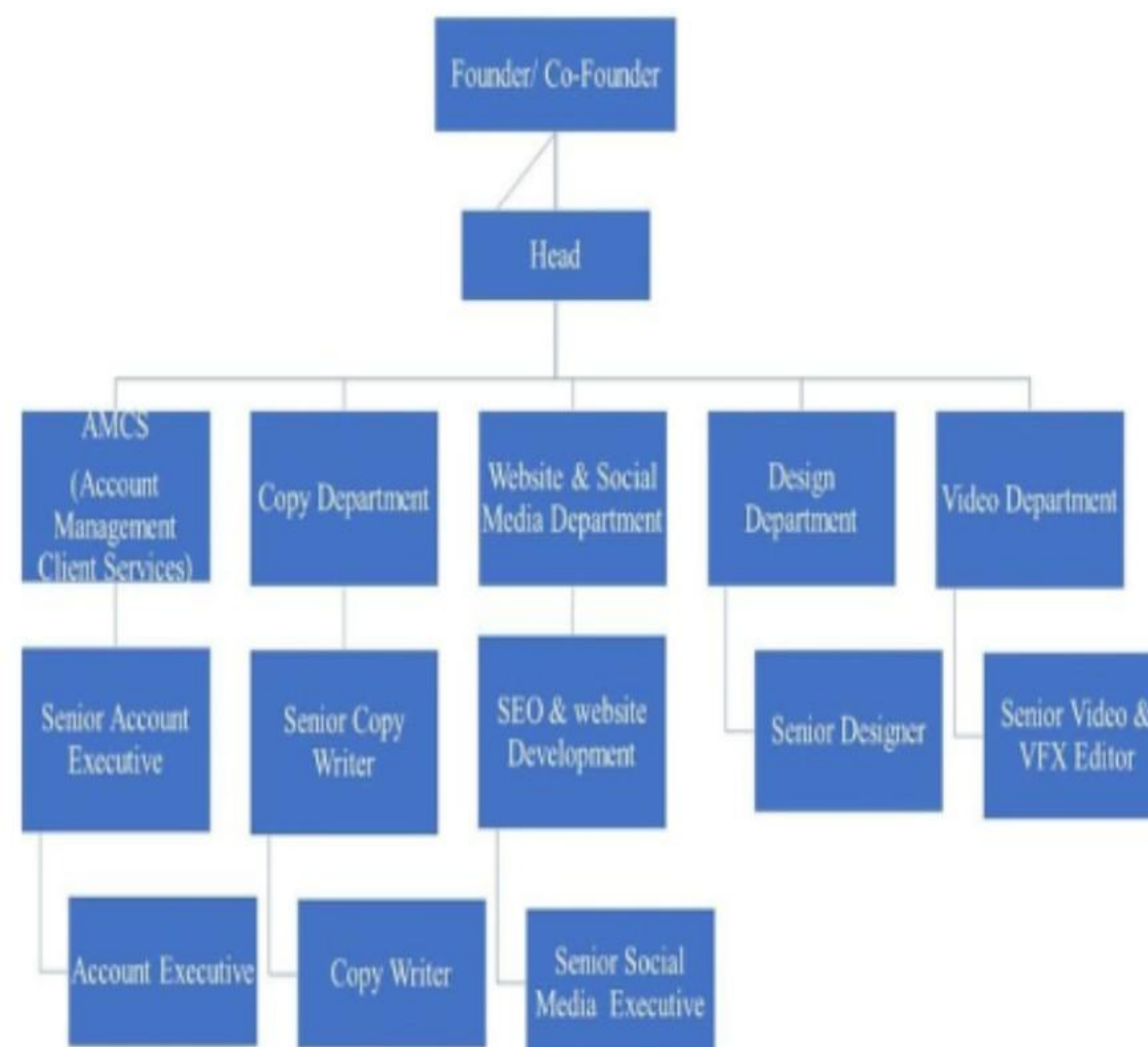
Our goal is to lead the healthcare marketing consultancy sector by propelling healthcare organizations forward with dynamic, all-encompassing marketing strategies. Through innovation and expertise, we help clients:

- 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

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- 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.

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- 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.

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- 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.

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- 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 alertsHardware-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 Path™ 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/	Real-time data, EHR sync, strong patient engagement tools
Tapestry Health	Radar-based, contactless monitoring (Neteera, 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, Aldriven, 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.