

INTERNSHIP REPORT

Intellio Healthcare Private Limited, Delhi

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(MBA)

in

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by

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INTRODUCTION

Internships play a crucial role in bridging the gap between academic knowledge and real-world professional experience. As part of my academic curriculum, I had the opportunity to intern at Intellio Healthcare Private Limited, a New Delhi-based company focused on delivering innovative and affordable healthcare solutions. The organization's mission to enhance healthcare accessibility through intelligent medical technologies aligns strongly with emerging industry trends and public health needs.

The purpose of this report is to document and reflect upon the practical experience gained during my internship. Over the course of my tenure, I was involved in diverse areas including digital marketing, content creation, SEO implementation, CSR initiatives, and healthcare consulting. I also had the opportunity to contribute to projects under Intellio's key brand, Medin, which focuses on hospital infrastructure and clinical care solutions.

This report outlines the objectives, responsibilities, key learnings, and overall experience from the internship, and aims to highlight the skills acquired and the value of real-world exposure in the healthcare domain.

ABOUT THE ORGANIZATION

Intellio Healthcare Private Limited is a dynamic and rapidly growing healthcare solutions provider headquartered in New Delhi, India. Established in 2019, Intellio operates with the mission of enhancing healthcare accessibility through high-quality, affordable, and intelligent medical technologies. The company partners with hospitals, clinics, home-care providers, and government agencies to supply essential healthcare equipment that meets both clinical and operational needs.

Intellio's product offerings span across critical categories such as hospital furniture, ICU and surgical equipment, respiratory care devices (CPAP/BiPAP), physiotherapy tools, orthopedic implants, diagnostic tools, and laboratory essentials. Their product catalog is tailored to ensure cost-effective healthcare delivery while adhering to stringent quality standards.

The company draws strength from its specialized brands — **Relieka** and **Medin** — which represent its commitment to innovation and quality in different areas of healthcare.

ASSOCIATED BRANDS

Relieka

Relieka is Intellio Healthcare's flagship brand in the home-healthcare and rehabilitation category. It focuses on providing solutions that empower patients to receive high-quality care within the comfort of their homes. Products under Relieka include mobility aids, respiratory care equipment, physiotherapy tools, and home monitoring devices. The brand is designed around the philosophy of restoring comfort and independence to patients recovering or managing long-term health conditions.

Medin

Medin is a specialized brand catering primarily to hospital infrastructure and clinical needs. It includes hospital beds, operation theater tables, examination couches, and a wide array of medical furniture. Medin products are engineered with a focus on durability, safety, and ergonomic design, making them suitable for demanding healthcare environments such as ICUs, emergency departments, and surgical centers.

VISION

To redefine accessibility and quality in healthcare by offering intelligent, affordable, and innovative medical solutions globally.

MISSION

To be a trusted healthcare partner delivering superior-quality medical equipment and technologies that improve patient care and empower health systems worldwide.

OUR VALUES

1. Patient-Centricity

- Focus on delivering value and comfort to end-users — whether institutions or individual patients
- Prioritize safety, usability, and reliability in all products and services

2. Integrity

- Operate with transparency, fairness, and ethical business practices
- Build trust with clients, suppliers, and healthcare professionals

3. Teamwork

- Foster collaboration across departments and with external partners
- Encourage open communication, mutual respect, and a supportive work environment

4. Ownership

- Take initiative and responsibility in all projects
- Strive for excellence in execution and after-sales service

5. Innovation

- Embrace new technologies and smarter workflows
- Continuously upgrade product offerings to stay ahead of healthcare challenges

OBJECTIVES OF THE INTERNSHIP

The primary objective of this internship at **Intellio Healthcare Private Limited** was to gain practical exposure to the healthcare industry, with a specific focus on digital marketing, content creation, and healthcare consulting. The internship was designed to bridge the gap between academic learning and professional application through real-world experience.

The specific objectives included:

1. To understand the operational structure and strategic objectives of a modern healthcare solutions provider.

This included learning how departments such as marketing, CSR, consulting, and sales work together to deliver integrated healthcare solutions.

2. To develop practical skills in digital marketing with a focus on the healthcare sector.

This involved working on SEO (on-page and off-page), social media strategies, webpage creation, and campaign planning — particularly for the brand *Medin*.

3. **To gain hands-on experience in content development for healthcare products and services.**

The goal was to enhance written communication skills by creating blogs, product descriptions, and promotional materials tailored to healthcare professionals and patients.

4. **To engage in basic healthcare consulting and research tasks.**

This included conducting market research, analyzing competitor data, and supporting the preparation of strategic reports for internal and external stakeholders.

KEY RESPONSIBILITIES

During my internship at **Intellio Healthcare Private Limited**, I had the opportunity to work on a range of impactful projects, with a particular focus on healthcare marketing, CSR initiatives, and strategic consulting. One of the most significant aspects of my internship involved supporting the digital growth of **Medin**, one of Intellio's key brands. My responsibilities included:

1. **Healthcare Consulting Projects**

Participated in consulting-based research initiatives involving market trends and competitor analysis in the healthcare equipment domain. I assisted in compiling data and preparing feasibility reports that supported decision-making.

2. **Webpage Creation for Relieka Healthcare**

I contributed to the layout, structure, and content development of new webpage for Relieka's website. This included drafting SEO-friendly descriptions, enhancing page navigation, and ensuring responsiveness and user experience optimization on both desktop and mobile devices.

3. **Content Creation**

Authored blogs, created reels, and informational articles aimed at educating patients and healthcare stakeholders. The content was aligned with the brand's voice and was optimized for SEO.

4. **Digital Marketing in Healthcare**

Supported the execution of digital marketing strategies aimed at healthcare professionals and end-users. This involved content scheduling, campaign ideation, and assisting in the management of brand communication across platforms.

5. **Search Engine Optimization (SEO) for Medin**

I worked extensively on **on-page and off-page SEO strategies** for **Medin**, Intellio's brand that specializes in hospital infrastructure and clinical equipment.

- **On-page SEO tasks** included optimizing meta titles, descriptions, header tags, and image alt texts; improving internal linking structure; and ensuring keyword-rich, medically accurate content across product pages and blog posts.
- **Off-page SEO tasks** included researching and acquiring backlinks from relevant healthcare and medical directories, submitting business listings, and participating in blog outreach initiatives to enhance domain authority and search engine ranking.

KEY LEARNINGS

My internship at **Intellio Healthcare Private Limited** was an enriching and insightful experience that allowed me to apply my academic knowledge to real-world healthcare and business operations. Throughout the internship, I acquired several technical, professional, and interpersonal skills that have significantly contributed to my personal and career development. The key learnings from this internship are as follows:

1. **Understanding of the Healthcare Industry**

I gained a practical understanding of how the healthcare supply chain operates — from product development and sourcing to marketing and distribution. I also learned about the unique challenges and regulatory considerations involved in the healthcare sector.

2. **Hands-on Experience in Digital Marketing and SEO**

I deepened my knowledge of digital marketing strategies, particularly in the healthcare context. I learned how to implement both **on-page and off-page SEO** techniques effectively. Working on the **Medin** brand helped me understand how

search engine optimization can influence visibility and credibility in a competitive online space.

3. **Web Content and Page Optimization Skills**

I acquired technical skills in **webpage structuring and content creation**, ensuring that the pages were not only informative and well-organized but also optimized for search engines and user experience.

4. **Content Writing and Communication**

Writing healthcare blogs, product descriptions, and outreach material helped me improve my ability to communicate complex information in a clear, concise, and audience-appropriate manner.

5. **Analytical Thinking and Market Research**

Through involvement in healthcare consulting projects, I developed a stronger foundation in data analysis, competitor benchmarking, and market trend evaluation — essential skills for strategic decision-making.

CONCLUSION

My internship at **Intellio Healthcare Private Limited** has been an invaluable learning experience that has significantly contributed to my academic and professional growth. It provided me with a deeper understanding of the healthcare industry and exposed me to real-world business functions such as digital marketing, content development, CSR implementation, and strategic consulting. I had the opportunity to work on live projects, particularly for the brand *Medin*, where I applied SEO strategies and assisted in webpage creation — experiences that sharpened both my technical and communication skills. The internship not only enhanced my confidence and work ethic but also reinforced the importance of adaptability, teamwork, and continuous learning in a professional setting. I am grateful for the support and mentorship I received during this period, and I look forward to applying these learnings to future career opportunities in the healthcare and business sectors.