

**ENHANCING THE FEASIBILITY OF HMS CONSULTANTS: A STUDY ON  
MARKETING CHALLENGES AND OPPORTUNITIES AMONG DENTAL CLINICS  
IN THE WARDHA-NAGPUR REGION.**

Internship  
report  
submitted to



**The IIHMR University, Jaipur**

Master of Business Administration  
(MBA) in  
Hospital and Health Management  
by

Bhavika Satish Vidhwani

Under the Supervision and Guidance of

Ritu Vashishtha

2025

## INTRODUCTION

The internship at HMS Consultants provided a unique opportunity to explore the intersection of healthcare service delivery and strategic marketing. As a healthcare marketing consultancy founded with the vision of empowering small clinics and hospitals, HMS operates at the grassroots level to bridge the marketing knowledge gap in semi-urban and resource-limited settings.

This internship was not only a chance to observe marketing consultancy in action but also served as a foundation for deeper research into the challenges faced by dental clinics in adopting structured marketing strategies. The experience directly supported my dissertation titled:

**“Enhancing the Feasibility of HMS Consultants: A Study on Marketing Challenges and Opportunities Among Dental Clinics in the Wardha-Nagpur Region.”**

Through close involvement in various service domains—ranging from patient engagement planning to digital visibility audits—I was able to align academic inquiry with real-world consultancy practices. The internship emphasized ethical, insight-driven, and practical marketing approaches tailored for the healthcare sector.

## OBJECTIVES OF THE INTERNSHIP

- To explore the marketing challenges faced by small dental clinics, particularly in semi-urban areas.
- To understand how HMS Consultants creates customized, resource-sensitive marketing solutions.
- To contribute to market research efforts related to patient engagement and clinic branding.
- To analyse the practicality and feasibility of consultancy-led marketing strategies through real-time project exposure.
- To align theoretical knowledge from the MBA program with the field practices of healthcare marketing consultancy.
- To derive insights for the dissertation study by participating in field-level research, content planning, and strategic framework development.

## ORGANIZATIONAL PROFILE



HMS Consultants is India's first-of-its-kind result-driven healthcare marketing consultancy that focuses exclusively on the needs of doctors, clinics, and hospitals. Founded in June 2024 by Akhil Dave, a healthcare marketing expert with over 20 years of experience, the organization is committed to transforming how healthcare providers connect with their patients, build their brand, and grow sustainably.

The firm was born out of a vision to bridge the marketing gap between corporate hospitals and smaller, independent practices that struggle to access professional marketing services due to high costs, lack of awareness, and absence of tailored strategies.

### **Mission:**

To empower healthcare providers with ethical, effective, and affordable marketing strategies that drive visibility, growth, and patient trust.

### **Core Values (SPARK):**

- **Strategic Integrity** – Prioritizing ethics and client success.
- **Professional Nurturing** – Fostering a culture of learning and collaboration.
- **Advanced Innovation** – Using modern tools to lead the healthcare marketing space.
- **Responsive Transparency** – Ensuring honest, clear communication at every step.
- **Knowledge Excellence** – Providing insight-led, informed, and measurable solutions.

## **SERVICES PROVIDED BY THE ORGANIZATION**

HMS Consultants offers a wide suite of tailored and scalable marketing services that cater to both urban and semi-urban healthcare institutions:

### **CORE SERVICES:**

- Healthcare Marketing Strategy Development
- Medical Practice Growth Consulting
- Digital Marketing Strategy Development (SEO, Google My Business, Social Media)
- Reputation Management
- WhatsApp for Patient Engagement
- Hospital Branding Strategy
- Advertising and Media Planning
- Hospital Website Development Consultancy
- Patient Engagement Content Development
- Training and Workshops for Healthcare Staff
- Market Research and Analysis

- Healthcare Data Analytics and Reporting
- Hospital Marketing Audits
- Marketing Communication Design (Brochures, Branding Kits, etc.)
- Custom Marketing Plans for Dental and Specialty Clinics

These services are designed to offer affordable, practical, and measurable outcomes, especially for healthcare providers that have minimal access to strategic support.

## **KEY ACTIVITIES/PROJECTS UNDERTAKEN (OTHER THAN DISSERTATION)**

Apart from the dissertation project, I was involved in several observational and analytical activities during my internship at HMS Consultants that enhanced my practical understanding of healthcare marketing consultancy:

- **Discussion of Ongoing Clients and Campaign Strategies:** I participated in internal meetings where current client cases were discussed. These interactions provided firsthand insights into how HMS Consultants approaches strategic planning for hospitals, dental clinics, and diagnostic centres, helping me understand the real-world application of marketing frameworks.
- **Understanding Core Services and Workflow:** I gained a comprehensive understanding of the services offered by HMS Consultants—such as patient engagement strategy, hospital branding, digital marketing, and website consultancy—and how these are customized based on the client’s needs and location (urban vs semi-urban setups).
- **Exposure to Healthcare Branding Elements:** I reviewed branding kits, social media templates, and patient information material developed for small healthcare providers. This helped me connect academic branding concepts with field applications, especially in low-budget marketing scenarios.

## **KEY LEARNINGS FROM INTERNSHIP**

The internship provided a strong practical complement to my academic learning and helped me appreciate the strategic role of marketing in healthcare delivery. Key learnings include:

- **Application of Marketing Concepts in the Healthcare Context:** I realized that traditional marketing models require significant adaptation when applied to healthcare, especially for small-scale providers who lack the resources for large campaigns.
- **Importance of Regional and Budget-Specific Planning:** Exposure to real-world case discussions revealed how HMS tailors its services to be regionally relevant and cost-effective—essential qualities for clinics in Tier-2 and Tier-3 cities.

- **Patient-Centric Communication is Key:** I observed how communication strategies are built around trust, transparency, and education—factors that are crucial for patient engagement and retention in healthcare.
  - **Role of Ethical, Strategic Consulting:** The internship emphasized the importance of ethical, value-based consulting that doesn't just promote services but truly supports healthcare professionals in serving their communities better.
-