

SUMMER TRAINING PROMOTIONAL MIX

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CORPORATE CAMPS & SESSIONS:

Activities Performed: **Corporate Camps:** The corporate camps were done in Knight Frank, Entra solutions, Directi-Directi , Luminous,Eurokids, Goibibo, Gurgaon1,where basic health checkup camps and cardiac camps were done.

In-house camps: The parent craft , dietary sessions , bariatric camp were conducted.

Contract files management: Renewal and non-renewal files segregated and excel data base created.

MoUs made for new contracts.

Outcome :

- Camps and sessions conducted successfully.
- Lead generation was achieved.
- It helped in contract renewal and new empanelment.
- Specialties and super specialties promoted.
- IPD conversions achieved.
- Data of contract files segregated and mailed to manager.

Learning:

- Corporate send a request mail to marketing department and visa-versa.
- Marketing assistant manager checks feasibility of camp.
- Next the mails containing details of camps are sent to Doctor, Nursing Head, Customer Care Manager, Transport Manager, TPA,GM , F & B Manager.

On the day of camp:

- Meet with HR head of corporate and make arrangements for the camp.
- Make arrangements of refreshments for camp staff.
- Discount coupon distribution.
- Collect important contact details of corporate.
- Collect the leads information.
- Ensure conversions.



IPL 20-20

IPL played among Ahmedabad, Kolkata, Yeshwantpur, Bangalore, Palamvihar, Patiala, Gaziabad, Hebbal, Pune, Whitefield, Doddaballapur, Mysore.

Lead generation: 1 run

E-mail and calls: 1 run

PR activity : 4 runs

Banners and Labels : 4 runs

IPD Conversion : 6 runs

Activities Performed:

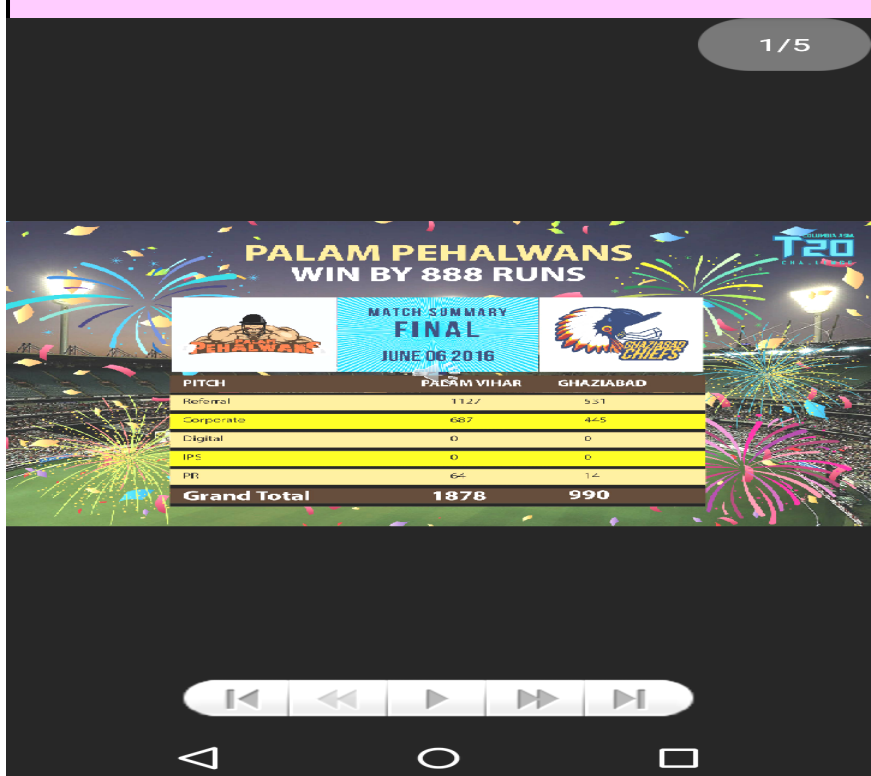
- Leads generation through camps .
- Banners and poster display and school labels distribution.
- Camp creation on sales force.
- Leads entry on sales force.
- Activity pictures update on sales force.

Outcomes:

- Leads and camps updated successfully on sales force.
- Step by step all matches won .
- IPL 20-20 Trophy won by Columbia Asia Palamvihar.

Learning :

- Operating Sales force.



INTRODUCTION



BARIATRIC CAMP:

Activities Performed:

- Bariatric camp set up done in OPD -2 for one week.
- ENBODY body composition machine and printer set up done .
- Customers were encouraged to get their body composition checked.
- Bariatric surgery promotion done.
- Phone-calls for invitation to session made.

Outcome:

- 204 clients were screened in 5 days (9am to 2pm)
- 35 positive high risk patients were detected and sent to bariatric consultation.
- Medium risk patients were sent for dietary consultation.
- A bariatric session was held on Saturday to give the high risk clients knowledge about bariatric surgery and encouraged for conversion.
- Awareness about bariatric super specialty done successfully.

Learning:

1. Learnt to operate the machine INBODY body composition analyzer.
- 2.Learnt marketing techniques to convince client.
3. Learnt communication techniques to deal with clients.
- 4.Learnt to arrange session for clients.



DIGITAL MARKETING :

Activities Performed:

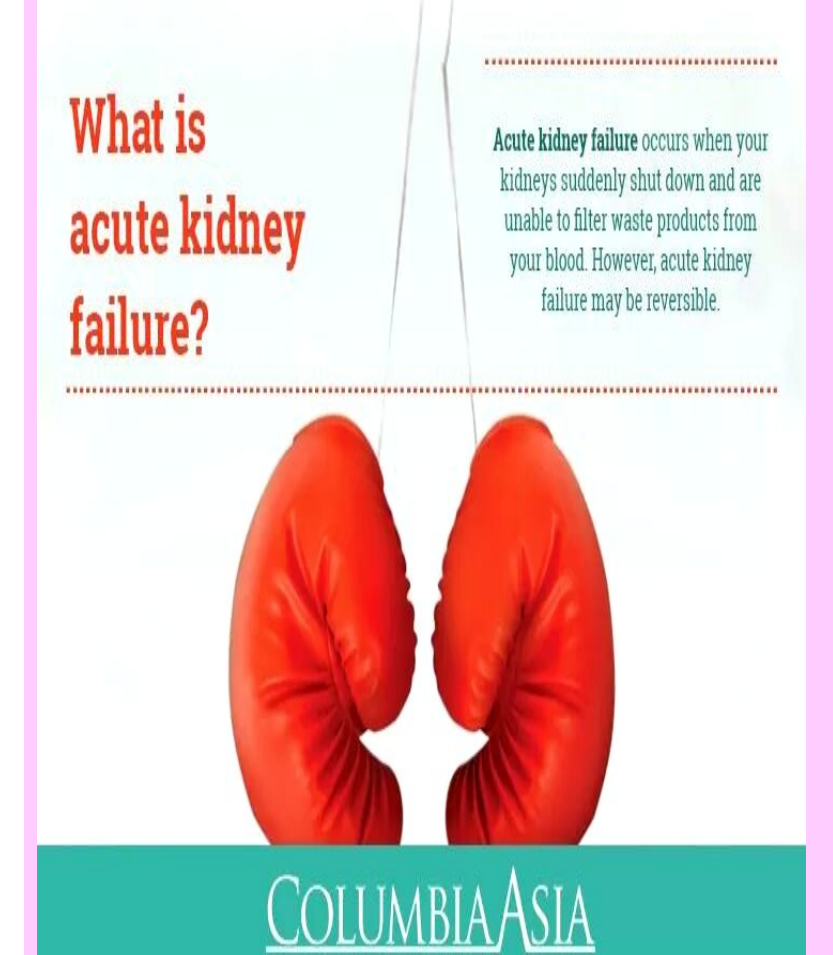
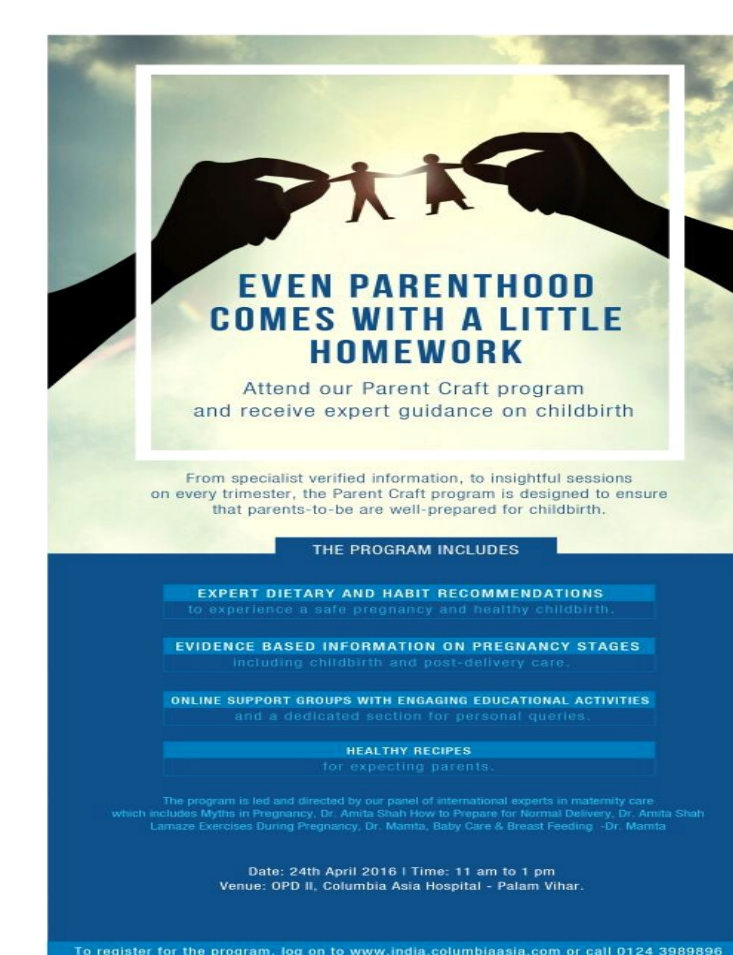
- Website correction done.
- E-mailers shooting to promote super specialties.
- Doctor's profile of new doctors done.

Outcome :

- Website corrections datasheet made on excel and sent to Bangalore IMO.
- Photo shoot of doctors done and sent to IMO office for update.
- E-mailers sent to target populations to promote specialties and super specialties
- Doctors profile data collected from HR and new profiles created on a template.

Learning :

- Explored websites of other corporate hospitals.
- Put creative ideas to make website look attractive.
- Learnt to create profiles according to website.
- Coordinated the photo-shoot of doctors for display picture for website.
- Learnt to create e-mails and shoot e-mail from database .



PR ACTIVITIES:

Activities performed:

- Arranged the interview of Dr.Satish Koul with Dainik Jagran.
- Arranged the interviews of doctors with Curofy Apps team.
- **Outcomes:** The interviews were successfully conducted. Article published in newspaper Dainik Jagran.

Learning :

- The media send request for interview and visa-versa.
- The time and venue is arranged and interview is conducted.
- The mail of interview is sent to : GM, Customer Care Manager, Doctor and F& B Manager.

