

Summer Internship Project Report



BTL marketing and Enhancing the Brand Image
Submitted in partial fulfilment of the requirements of Post
Graduate Diploma in Management 2020-22

Industry Mentor
Mr. Mahender Singh
(AGM Sales and Marketing)

Faculty Mentor
Prof. Ritika Gugnani

Submitted By
Tarun Yadav
(PGFC2055)



Jaipuria Institute of Management, Noida

DECLARATION

I hereby declare that this project entitled “**BTL marketing and Enhancing the brand Image**” with “**Max Healthcare**” has been completed by me and it is an original work. This report is being submitted for fulfilling the requirement of Post Graduate Diploma in Management as a Summer Training Project, at **Jaipuria Institute of Management, Noida.**

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

(Signature)

Tarun Yadav
Date- July'2020
Place- Gurgaon

Prof. Ritika Gugnani
Faculty mentor

ACKNOWLEDGEMENT

Summer Internship training is a golden opportunity for learning and self-development. I consider myself fortunate and take this opportunity to express my sincere thanks to **Mr. Mahender singh, AGM sales and marketing**, for providing an opportunity to undergo my summer internship at Max Hospital, Gurgaon, Haryana.

I would also like to express my sincere gratitude to **Ms. Astha sharma** and **Dr. Suchismita Adhikari (MS)** for their continuous guidance and support throughout my training period, who inspite of being busy with their duties, took time to hear and guide me and gave helpful advice throughout the project. It's been a privilege to work under their supervision. I would also like to thank **MS. Robita (International Marketing)** who has helped me in my project completion.

I would also thank all the staff members of the Max Hospital who supported me throughout my training period, and shared their experience and knowledge with me.

I am very grateful to Prof Ritika Gugnani , my mentor for guiding me and supporting whenever required. It would not have been possible to complete my study and complete my training successfully without his cooperation.

**Thanking You,
Tarun Yadav
PGFC2055**



14th July, 2021

To Whomsoever It May Concern

This is to certify that Mr. Tarun Yadav has worked with Max Hospital, Gurgaon as a **Sales & Marketing intern** w.e.f 17th May to 14th July, 2021.

He has exhibited good communication skills, is convincing, is a team player

He has conducted various activities independently and is a quick learner

I wish him best of luck for future

Best Regards



Madhendra Singh

AGM – Sales & Marketing

Max Hospital, Gurgaon

Max Hospital, Gurgaon
(A unit of ALPS Hospital Ltd.)
Opposite HUDA City Centre Metro Station,
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For medical service queries or appointments,
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(CIN: U74899DL1989PLCO36413)



Executive summary

Max Healthcare is promoted and led by young and dynamic **chairman and managing director- Mr. Abhay Soi**, and co-promoted by KKR- the iconic Global Private Equity Fund. Max Healthcare is South Asia's 2nd largest healthcare chain which provides comprehensive, seamless and integrated world class healthcare services. They operate 16 Healthcare facilities across the NCR Delhi, Haryana, Punjab, Uttarakhand and Maharashtra. We commenced operations in the year 2000 with our first hospital, Max Medcentre in Panchsheel Park, and expanded our operations by opening various multi-speciality hospitals and entering into arrangements with societies and trusts. We provide healthcare services across secondary and tertiary care specialities with key focus on centres of excellence i.e. oncology, neurosciences, cardiac sciences, orthopaedics, renal sciences, liver and biliary sciences and minimal access metabolic and bariatric surgery ("MAMBS").

My internship was on the job training where I got the corporate exposure.

My project is "BTL marketing and Enhancing the Brand Image"

I was working as the sales and marketing intern at Max healthcare with immense success in all given activities. As a sales and marketing intern I was working directly under the guidance of AGM (sales and marketing). I was involved in projects and assignments directly assisting Mr. Mahender. As an Intern I was given several tasks to enhance the brand image of the company and also to work on the vaccination camps and bring more sales for the company.

In this tenure of 8 weeks I coordinated total 19 Vaccination camps including both corporates and RWAs.

I was also involved in the internal branding project that was going on in the hospital. Max changed their logo last year. So the old logo had to be replaced by the new logo. All the signages were to be changed which had old logo on them. I made several presentations which showed where all the signages need to be changed and also dealt with the vendors regarding the Brand logo signage orders.

In these 8 weeks I got an exposure of corporates, learned how to organize health camps, acquired leadership skills and learned how does corporate tie-ups work.

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Chapter 1

Introduction

INTRODUCTION:

About the industry:

Healthcare has become one of the largest sector in India in the past few years. Both the revenue and the employment rate has gone up in the healthcare sector.

Healthcare sector comprises of Hospitals, Medical devices and equipments , Clinical Trials, telemedicine, outsourcing, medical tourism and health insurance.

The expenditure by the public as well as the private players is increasing which has led to the growth of the healthcare sector in India. Also the sector is growing at a brisk pace due to its strengthening coverage and services.

The Indian Healthcare system is categorized into 2 major components Private and Public. Public Healthcare System: It comprises of limited number of tertiary and secondary institutions in major cities and focuses on providing the healthcare facilities needed in the form of PHCs (Primary healthcare center) in the Rural areas.

Private Healthcare System: It provides the majority of secondary, tertiary and quaternary care institutions in the tier I and tier II cities and the metro cities.

The large pool of well trained medical professionals is where the India's Competitive advantage lies. Also cost is a major factor and India is cost competitive compared to its peers in the western countries and also in Asia. The cost is one tenth in India of a surgery of that in the US and other western countries.

The Healthcare market can increase to Rs.8.6 Trillion by 2022.

Also in Budget 2021, the public expenditure of India on the healthcare stood at 1.2% of the GDP.

The demand for Health Insurance coverage is rising because of the rising burden of new diseases. With rising demand for inexpensive and high-quality healthcare, health insurance penetration is expected to rise in the future years. Gross written premiums in the health sector increased by 13.7 percent year on year to Rs. 58,584.36 crore (US\$ 8.00 billion) in FY21. The health sector accounts for 29.5 percent of total gross written premiums in the country.

Budget 2021 highlights

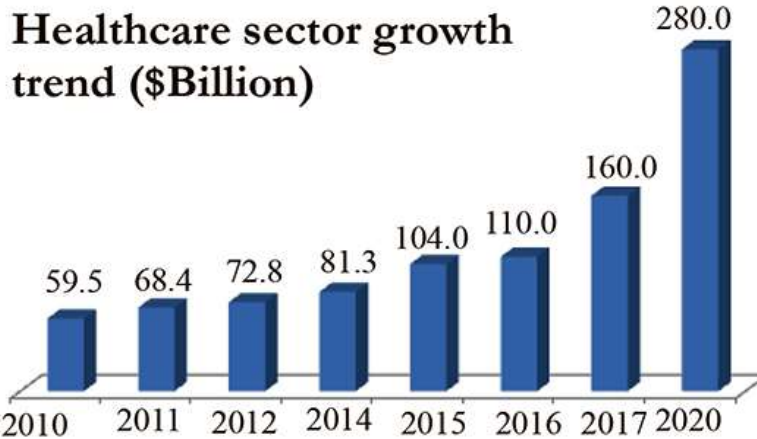
- India's public expenditure on healthcare stood at 1.2% as a percentage of the GDP.
- In the Union Budget 2021, investment in health infrastructure expanded 2.37x, or 137% YoY; the total health sector allocation for FY22 stood at Rs. 223,846 crore (US\$ 30.70 billion).
- The government announced Rs. 64,180 crore (US\$ 8.80 billion) outlay for the healthcare sector over six years in the Union Budget 2021-22 to strengthen the existing 'National Health Mission' by developing capacities of primary, secondary and tertiary care, healthcare systems and institutions for detection and cure of new & emerging diseases.
- In Union Budget 2021-22, the government announced its plans to launch 'Mission Poshan 2.0' to merge 'Supplementary Nutrition Programme' with 'Poshan Abhiyan' (Nutrition Mission) in order to improve nutritional outcomes across 112 aspirational districts.
- The Government of India approved continuation of 'National Health Mission' with a budget of Rs. 37,130 crore (US\$ 5.10 billion) under the Union Budget 2021-22.
- In the Union Budget 2021, the Ministry of AYUSH was allocated Rs. 2,970 crore (US\$ 407.84 million), up from Rs. 2,122 crore (US\$ 291.39 million).

Between April 2000 and December 2020, FDI inflows for drugs and pharmaceuticals sector stood at US\$ 17.74 billion.

The Healthcare market in India is expected to reach US \$372billion by the year 2022, driven by the rising income of the population and the better health awareness. Also the changing lifestyle and the increasing access to health insurance will contribute to this increase.

The Indian government is also aiming to increase the spending on healthcare to 3% of GDP by the year 2022.

Two vaccines, Bharat Biotech's Covaxin and Covishield manufactured by the serum institute of India are medically safeguarding the population of India and those of 100+ countries against covid-19.



Source: Frost and Sullivan, LSI Financial Services, Delloitte Tech-Sci Research

About the Logo:

The new logo reflects the vision and values of Max Healthcare. The 4 ribbons represent the confluence of values and the different strands of the organization coming together as a badge that has been historically used to decorate excellence.

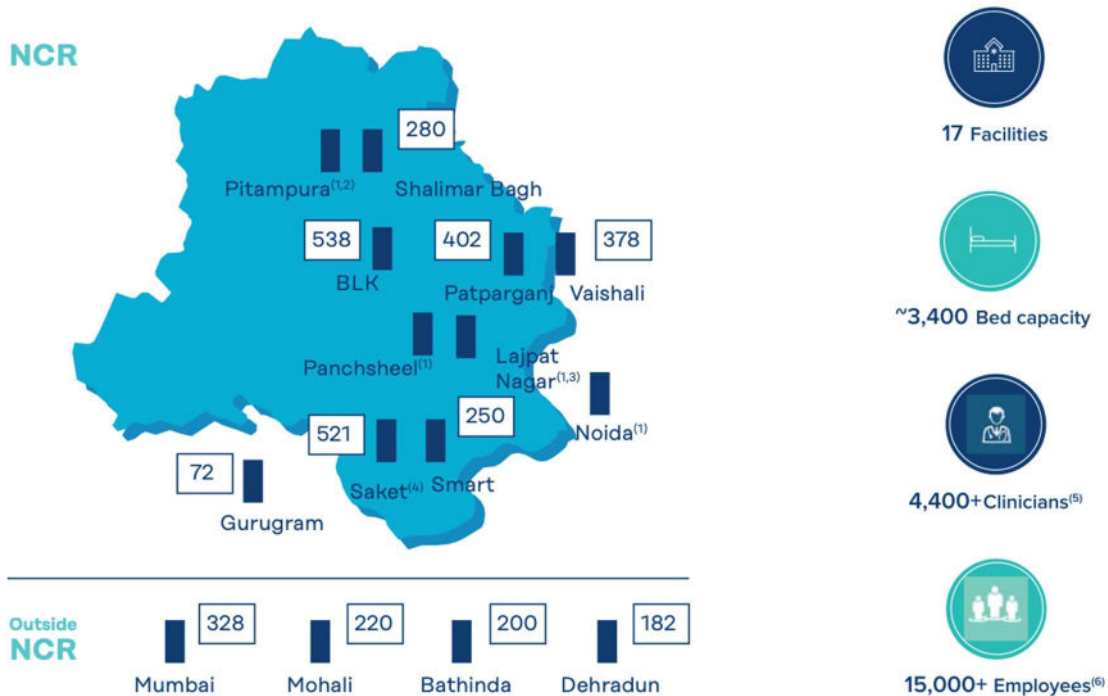
The cross in white is a symbolic of medical field and represents the doctor-patient trust i.e. central to all healing. All these elements are embedded in the deep blue Max Healthcare crest that stands for institution that is highly regarded and embodies values and one where every stake holder lives up to higher purpose. i.e. TO SERVE.TO EXCEL

About the company:



Industry: Healthcare

Max Healthcare is the second largest healthcare chain in India by revenue with a network of 17 Healthcare Facilities, including BLK Super Speciality Hospital and Nanavati Super Speciality Hospital (post de-merger of Radiant's healthcare business into our Company). Our network includes four Partner Healthcare Facilities, to whom we provide healthcare services in key specialities pursuant to prevailing agreements. We have major concentration in north India with eight hospitals and five medical centres located in Delhi NCR and the others in the cities of Mumbai, Mohali, Bathinda and Dehradun.



We commenced operations in the year 2000 with our first hospital, Max Medcentre in Panchsheel Park, and expanded our operations by opening various multi-speciality hospitals and entering into arrangements with societies and trusts. We provide healthcare services across secondary and tertiary care specialities with key focus on centres of excellence i.e. oncology, neurosciences, cardiac sciences, orthopaedics, renal sciences, liver and biliary sciences and minimal access metabolic and bariatric surgery (“MAMBS”).

In addition to the core hospital business, we have two SBUs, namely, Max@Home and MaxLab. Max@Home is a platform that provides health and wellness services at home and MaxLab offers pathology services to patients outside of our hospitals through a variety of channels including third party hospital laboratory management.



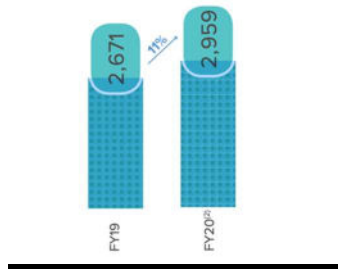
On 21 august 2021 Max healthcare got listed on the stock exchange. The company has a market cap of 24,998cr.

Also the 52w high cl price of the company is Rs289.45.

The company has shown strong financials With Net Revenue of 2959cr FY20.

The Net revenue has gone up by 11% as compared to the revenue of FY19.

NET REVENUE (INR CRORES)



Competitors:

- Apollo Hospital
- Fortis health
- Metropolis
- Columbia Asia

About Max Hospital Gurgaon:

Max Hospital, Gurgaon (A unit of ALPS Hospital Ltd.)
Opposite Huda City Centre Metro Station, B Block, Sushant Lok-1, Gurgaon-122001.

Max Hospital, Gurgaon, was established in 2007 and is headed by **Mrs. Arpita Mukherjee (Vice President Operations)**. It is a 72+ bedded hospital with high end secondary care centre and has treated over 5 lakh patients, with its expertise across 35 specialized fields including Cardiac sciences, Neurosciences, Urology, Orthopedics, Aesthetics and Reconstructive Surgery etc.

The hospital is NABH Accredited and NABL accredited labs that offers best in class service to the patients. Max Hospital offers integrated medical care in a multidisciplinary setting. It has also received multiple awards and industry accreditation.

It is a modern health care facility, which consist a team of 143+ trained staff, 150+ doctors, 155+ nurses with 35+ specialties and the unit is equipped with 12 ICU beds, 5 PICUs, 5 NICUs, 5 Cardiac Care beds, & 4 high end modular Operation Theaters, making it one of the largest medical centre in North India, which solely focused on providing a world class healthcare services and experience to its patients.



Specialities offered:

High quality care is provided by a faculty of highly qualified team of doctors, nurses & healthcare professionals, with advanced medical technologies.

Anesthesiology	Bariatric Surgery	Cardiac Science	Dental Care	Endocrinology & Diabetes
Gastroenterology	Urology	Cancer Care/ Oncology	Orthopedics & Joint Replacement	Neurosciences
Aesthetics & Reconstructive Surgery	ENT	Ophthalmology	Internal Medicine	General Surgery
Nephrology	Obs. & Gyne.	Paediatrics	Physiotherapy	Nutrition & Dietetics
Dermatology	Emergency & Trauma	Pulmonology	otorhinolaryngology	Radiology

Other Facilities Provided are:

- Treatment Related:
- 1) Medical Record Transfer
 - 2) Online Doctor Consultation
 - 3) Rehabilitation
 - 4) Pharmacy
 - 5) Document Legalization
 - 6) Post-operative Follow-up

Chapter 2

JOB DESCRIPTION

Rationale of the Topic

The Topic which I have chosen is “ BTL marketing and Enhancing the Brand Image”. In this time of Pandemic, Vaccination has become a must, So all the corporates wants the safety of their employees and the workplace where they work. Max healthcare is one of the vaccination centre in Gurgaon which is providing both the vaccines i.e Covishield and Covaxin. Different corporates and RWAs wanted vaccination to be done at their place and we at MAX were involved in doing vaccination drives. So I have been involved in every step of these Vaccination drives from sending proposals to the target customers, converting those leads into sales and finally coordinating the Vaccination Camps. Also Max has changed its Brand logo last year, So I also had to make sure that there is no old signages in the hospital premises.

Objective of the work

- The Objective of this internship was to do maximum number of vaccination camps for the company.
- To send proposals to Corporates and then follow up with them
- To Ensure that the old brand logo signage have been replaced by the new logo
- I was given Leads by the marketing team to send proposals to Corporates
- Understood how B2B sales are Done
- Also dealt with different Vendors for the new signages
- Understood the backend operations how the vaccination camps are done.
- Enhance the Brand Image by providing good services
- Increasing the sales for the company

Job Title – Sales and Marketing Intern

Job Location : Gurgaon, Haryana

Job Timings : Monday to Saturday, 9 am - 6 pm

Report to: The sales and marketing intern will report to the AGM sales and marketing Mr. Mahender Singh as he was my mentor as well.

Job Overview: Increasing the company's sales by Organizing Vaccination camps at Corporates and RWAs. Ensure the new MAX Logo is has been printed on all the signages.

Key Responsibility Area

- Sending Proposal Mails to the corporates
- Making calls for the vaccination camps
- Follow-up with the corporates
- Arranging all the documents required for the vaccination camps
- Looking at the backend operations for the camps
- Coordinating the on-site Camps

Chapter 3

Analysis of Job Done

Sending Proposals to the Leads provided:

The very first step was to send proposal mails to the leads which were given by my mentor to me and the other marketing team.

I was given leads of different companies and my first job was to send them a proposal mail which should include all the information about the vaccination camp.

S.No	Name of Corporate	Address	No. of employees	Contact Person	Mobile No	Designation
1	PI Industries Ltd	Sec-43 Gurgaon	140	Devi Nista	xxxxxxxxxx	Lead - Corporate
2	Toyota Ambika Automotive Safety Components India Pvt Ltd.	Plot no.35, Sec-6 IMT Manesar	200	Harish Kumar	xxxxxxxxxx	
3	Livsafe.com /Media House	Central Delhi/ Greater Noida	200-300	Anushree Ramchandani	xxxxxxxxxx	Co Founder & CMO
4	Dyson	Delhi/NCR/Mumbai	77/88/21	Vandana Sharma	xxxxxxxxxx	
5	Andam Towergen Pvt Ltd	Delhi/NCR	100+	Jitesh Wadhwa	xxxxxxxxxx	Sales Industry
6	SCHLUMBERGER ASIA SERVICE LIMITED	DLF Cyber City, Gurgaon	125-175	Ravinder Yadav	xxxxxxxxxx	Sourcing Lead West SEA
7	One Mobilise	Gurgaon	175	Dinesh Ansa	xxxxxxxxxx	Senior VP
8	Graviton Research Capital LLP	Cyber Hub Gurgaon	100-200	Ishan Mishra	xxxxxxxxxx	HR
9	India Medtronic Private Limited	Gurgaon	160	Himanshu Kapila	xxxxxxxxxx	Sr Mgr- HR
10	Wakefit Innovations Pvt. Ltd	Sec 36, Narsinghpur, Gurgaon	150-200	Piyush Jain	xxxxxxxxxx	Admn Exe
11	Impact QA Services Pvt Ltd	Delhi/Noida	170-400	Jayshree Dutta	xxxxxxxxxx	
12	MOTHERSON	Manesar	300	Sunil Kumar	xxxxxxxxxx	
13	Boston Scientific	Gurgaon/Delhi/Pune/Jaipur	300-350	Saurabh Verma	xxxxxxxxxx	
14	SECURE PARKING	Gurgaon	500	Rohit Selgal	xxxxxxxxxx	
15	Walson Services Pvt Ltd	Gurgaon	4500	Govind Singh	xxxxxxxxxx	Hub Leader
16	Mytex Polymers India, Japanese MNC	Gurgaon/Alwar	250	Bhagat Singh	xxxxxxxxxx	HR & GA
17	Euglia Pharma Specialities Limited	Bhiwadi	600	Rohit Kapoor	xxxxxxxxxx	Manager
18	MEDIAAGILITY	Gurgaon	150+	Ambuj Chhibber	xxxxxxxxxx	
19	Blit Graphic Paper Product Ltd	Gurgaon	100-250	Basant Sharma	xxxxxxxxxx	
20	Sonepar India Pvt Ltd	Gurgaon	200	Debanshu Dutta	xxxxxxxxxx	Manager -HR
21	Bharat Financial Inclusion Limited	Manesar Tower, toll factory	350+	Chanderpal	xxxxxxxxxx	Manager - HR
22	Furukawa Minda Electric Pvt Ltd	IMT Gurgaon	2000	Jitender Kumar	xxxxxxxxxx	DGM - HR
23	Renewbuy (D2B & D2C)	Gurgaon	150	Monika	xxxxxxxxxx	
24	Travel Cornerz & Events Pvt Ltd	Gurgaon/Noida	350 + 2000	Neeraj Sawhney	xxxxxxxxxx	
25	CUSHMAN & WAKEFILED	Golf Rd, Gurgaon	250	Tarun	xxxxxxxxxx	Manager
26	Platoon Securitas	Gurgaon/Sonepat/Bilaspur	50-500	Group Captain U Banga (Retd.)	xxxxxxxxxx	COO
27	Wen Energy Systems Pvt Ltd	Udyog Vihar Ph 1, Gurgaon	75-100	Ravi Arora	xxxxxxxxxx	
28	GREAT EASTERN IDETECH	Udyog Vihar Phase 6, Gurgaon	34	Noopur	xxxxxxxxxx	GM HR
29	AIPL	Sec 54, Gurgaon	500	Abhinanda/Harjinder Singh	xxxxxxxxxx	Dy Mgr - Human Capital/Director
30	SE2	Gurgaon	300	Madhulika	xxxxxxxxxx	Manager - Procurement
31	Management Development Institute	MG Road, Gurgaon	200-250	Manoj Kumar Naik	xxxxxxxxxx	Gen Admn
32	Mylo Family	Gurgaon	100	Rajeev Singh	xxxxxxxxxx	Admn
33	ASF Insignia Ites Sez	Gwal Pahari, Gurgaon	200	Ajay Pal	xxxxxxxxxx	
34	ICICI PRUDENTIAL MUTUAL FUND			Ashish Tiwari	xxxxxxxxxx	
35	NIFT Ltd	Gurgaon	1000-4000	P K Koul	xxxxxxxxxx	
36	AECOM			Kapil Sharma	xxxxxxxxxx	Admn
37	PLANT ACCOUNTANT		100-150			

Content of the Proposal:

PROPOSAL TO TRAVEL UNRAVEL FOR VACCINATION AGAINST COVID OF THEIR EMPLOYEES AND FAMILIES

INTRODUCTION

Max Healthcare (MHC) is the country's leading comprehensive provider of standardised, seamless and international-class healthcare services. It is committed to the highest standards of medical and service excellence, patient care, scientific and medical education.

Max Healthcare has a network of 12 hospitals and 4 medical facilities in North and West India, offering services in over 30 medical disciplines. Of the total network, 8 hospitals and 4 medical centres are located in Delhi & NCR and the others are located in the cities of Mumbai, Mohali, Bathinda and Dehradun. The Max network includes state-of-the-art tertiary care hospitals at Saket, Patparganj, Rajender Nagar, Vaishali and Shalimar Bagh in Delhi and Mumbai, Mohali, Bathinda and Dehradun, secondary care hospital in Gurgaon and Day Care Centres at Noida, Lajpat Nagar and Panchsheel Park.

In addition to the core hospital business, MHC also have SBUs, namely, Max@Home and MaxLab. Max@Home is a platform that provides health and wellness services at home and MaxLab offers diagnostic services to patients outside its network.

CURRENT RULES OF VACCINATION AGAINST COVID

The government has opened vaccination for all citizens above 18 years.

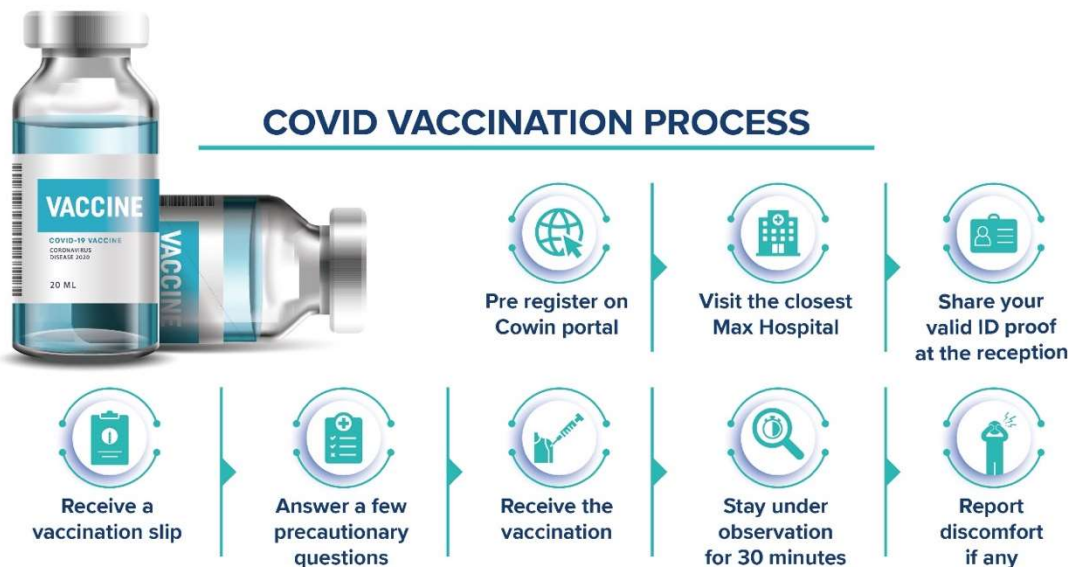
The vaccinations can be done at designated medical facilities or on client sites such as offices/factories etc. The offsite locations must be approved by the local authorities as vaccination centres.

Our hospitals and medical centre in Delhi NCR namely BLK-MAX Pusa Road, Max Patparganj, Max Shalimar Bagh, Max Vaishali, Max Gurgaon, Max Panchsheel Park and those outside Delhi NCR, namely Nanavati Max in Mumbai, Max Mohali, Max Dehradun and Max Bathinda are approved facilities for people to get inoculated at.

OUR UNDERSTANDING OF YOUR REQUIREMENT

Company XYZ is looking at vaccination against Covid for their company's workforce and their families at various locations.

COVID VACCINATION PROCESS AT MAX HEALTHCARE FACILITIES



HOW MAX PLANS TO ADDRESS YOUR REQUIREMENT

The process for setting up an on-site vaccination centre

For on-site inoculation of corporate offices and plants, we can look at the following process.

1. The on-site inoculation facility has to be approved by the local government officials (usually the district CMO) as a vaccination site. Max Healthcare will apply for these permissions on behalf of the concerned company and will seek relevant approvals.
2. Once the approval is done, the site will have to be registered on the CoWin app as for example Michelin-Max Vaccination site. This is done by the district immunization officer. Max Healthcare will assist the company in getting the vaccination site registered in the CoWin app.
3. All employees needing the vaccinations will have to register on the CoWin app (www.cowin.gov.in).
4. Once the site is approved, the beneficiaries (employees and others) will have to be informed through the internal communication channels of the company to come for vaccination at the appointed hour.

5. We will also have a site manager and a para-medic on the site.
6. We will also share a check-list of things we will need from you at the job station sites.

The Vaccination Process

1. Your team to create a list of eligible employees. The list would need to be created for each location. (Format attached in Annexure 1)
2. List to be shared with SPOC of Max Healthcare, for the team to plan logistics. Max to share a checklist of things to be made ready on-site for seamless inoculation.
3. Max to confirm the number of employees that can be inoculated at each of the facility on a given day. Your team needs to send the list of eligible employees/ family members 2days in advance for Max to be able to carry out the inoculations.
4. Max to train your HR / admin team on registration process. Your team to set up a registration booth inside your facilities for registration of employees in the Co-WIN app (as per the prevalent protocol).
5. Max team to arrive at the location on the agreed date with all material needed and administer vaccination to eligible employees.
6. Max to also provide a clinician if needed for assessment of any medical conditions and if required by the prevalent protocols.

COMPLIMENTARY SERVICES FOR THE BENEFICIARIES

1. Anti-body (Qualitative) test after 1 month of vaccination to gauge immunity response. The service provider shall give the provision for a) Network hospital based walk-ins b) on-site deployment for agreed no. of days (not exceeding 2 days) for this purpose. This test is voluntary.

2. Doctor and call support: Vaccination query help line routed through corporate, manned by a doctor during 9 AM to 6 PM during on-site camp days
3. On site monitoring by doctor(s) and nurse(s) on vaccination days
4. Provision of on-site ambulance wherever the no. of people for vaccination exceeds > 1000/day
5. Free ambulance transfer to nearest hospital during vaccination camp if need arises
6. 10% discount on consultation with Internal medicine doctor if done, within 15 days of vaccination
7. 10% discount on in-hospital pathology testing in relation to Covid related testing , if any, required within 15 days of vaccination
8. Disposal of on-site bio medical waste generated during vaccination and anti- body testing

HOW DO WE START?

We need to identify vaccination sites and apply for permissions with the local authorities.

Simultaneously we can start with preparing the employee details (along with details of family members) for employees who you would want inoculated at the on-site camp. Post us getting full visibility on government guidelines on on-site vaccination and also on the vaccine stock from vaccine manufacturers, we fix up the dates for the camp as per your requirement and will send our teams for inoculation as per agreed dates.

COMMERCIALS

The cost of vaccination is expected to be fixed by respective vaccine manufacturers. The price may vary depending on the brand of vaccine that we mutually agree to use for inoculation of your employees. In addition to this, some charges for inoculation and some fixe charges for logistics and support would be added.

For any special requirements such as doctor on site, ambulance set up, other medical set up needed for specific need of the plant etc., we would share commercials based on the requirement and the location of the office/ plant at time of finalization of proposal.

The charges will be strictly on a b to b basis and Max Healthcare will directly bill the company. No individual billing will be done.

Please feel free to reach out to me for further discussion or any clarity regarding the proposal. We look forward to working with your esteemed organization and help drive community a step closure to Covid free India.

Annexure 1

Sr. No.	Emp ID	Employee Name	Relation (Self/Family)	Gender	Company Entity	City Location	DOB	Age	Mobile No.	Email Id	Co-morbidities (If Any)	Aadhaar Card No.	Co-WIN Registration Status (Yes/No)

Calling The Potential Leads

The next step was to call the potential leads to whom we have sent the proposal mail earlier.

We were given the contact details of the contact person of the company.

We Faced strong competition from other Hospitals like Fortis and medanta who were also conducting these vaccination camps. So, price was the main factor on which the company will decide with whom they want to do the vaccination camp with.

Strong price competition was faced by MAX from Fortis and Medanta.

Negotiation was a very critical part in the whole calling process, Also convincing the companies by providing them additional facilities and also completing the whole vaccination process in time.

We also Gave them complimentary services for the employees of the companies like 10% discount on consultation with Internal medicine doctor if done, within 15 days of vaccination, 10% discount on in-hospital pathology testing in relation to Covid related testing , if any, required within 15 days of vaccination and other such services.

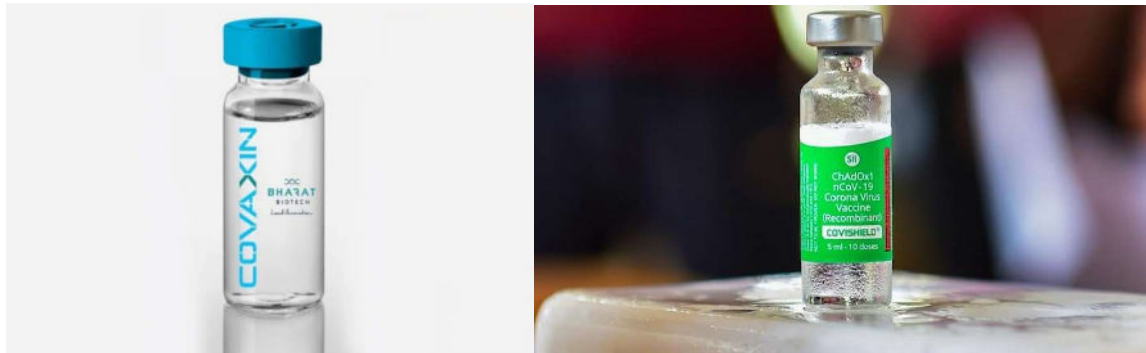
The Vaccine which we were providing to the Corporates was only COVISHIELD.

Because of the less supply of COVAXIN only COVISHIELD was being provided

We also had a provision that we will conduct the camp only if the minimum no of employees to be vaccinated is 150.

If the company has less than 150 members to be vaccinated then we would not conduct the vaccination camp.

Also the cost of vaccines were different for the corporates and the people who came for the vaccination at the hospitals by booking an appointment. It was because of the additional services that were being provided to the corporates.



Follow up

After the calling has been done and the lead has been converted into sales, the next step was to follow up with the company.

Initiate the payment process. (Prices cannot be disclosed in the report)

The payment was to me be made in Advance and it was non refundable.

After the payment has been made by the company we had to brief them about the whole vaccination process

Send them necessary form which were to be filled by the employees before getting vaccinated. Also asking them to arrange for the things which were required by the max team in the vaccination process.



COVID VACCINATION FORM

NAME:

AGE:

SEX:

MOBILE NO.:

ADDRESS:

AADHAR CARD/ PAN CARD NO.:

1ST DOSE OF COVID VACCINATION TAKEN: YES NO

IF YES, DATE OF 1ST DOSE:

NAME OF 1ST DOSE VACCINE: COVAXIN COVISHIELD

1ST DOSE TAKEN IN:

(STATE AND DISTRICT)

CATEGORY- PLEASE TICK AS APPLICABLE-

- HEALTH CARE WORKER
- FRONT LINE WORKER
- 45 TO < 60 YEARS WITH COMORBIDITIES
- 60+ YEARS BENEFICIARIES

Same was the case with the RWA's.

The only difference was that no advance payment was made the societies and on spot payment was made by the people who were to be vaccinated.

Also we sent them poster's regarding the vaccination process so that they can circulate that in the society

I made different posters for each society.

COVID-19 Vaccination camp at Emaar Palm Terrace Select in association with Max Hospital, Gurgaon

Date: 01 June, 2021
Time: 10:00 am – 01:00 pm
Venue: Emaar Palm Terrace Select



VACCINATION PROCESS (on the day of Camp)



Only pre-registered residents will be vaccinated



Please carry copy of your Aadhar Card as photo ID proof for onsite verification



Please carry a copy (soft or hardcopy) of your registration on CoWin portal



Post-vaccination, an observation period of 30 minutes is needed

TIPS BEFORE COMING TO VACCINATION SITE

Double mask if possible, practice social distancing and sanitise hands frequently

Do not come empty stomach, have your food at least 2 hours before coming for vaccination

If you have COVID symptoms or doubt exposure; test and defer the date of vaccination

If you've recently recovered or are recovering from COVID, a minimum of 3 months gap is required before vaccination (as per Govt. guidelines)

For more information, reach out to
Mr. Tarun Yadav
Mob.: 9773803452
Email: tarunyadav2898@gmail.com



 **Max Hospital, Gurgaon**
(A Unit of ALPS Hospital Ltd.)
Opposite Huda City Centre Metro Station, B Block,
Sushant Lok-I, Gurgaon-122001 | Phone: +91-124-6623000

 www.maxhealthcare.in

Now, COVID-19 Vaccination
comes home to you,
right in Emaar Palm Terrace Select
in association with Max Hospital, Gurgaon



VACCINATION FOR 18 YEARS AND OLDER

Covishield (single jab) for Rs 1,150



*People who have received their first dose, are eligible to get their second dose provided they have completed the required time interval between doses.

REGISTRATION PROCESS: Interested residents to



Pre-register with RWA by sharing their Name, Mobile Number, Date of Birth, Aadhar Number



Make payment of Rs 1,150 per vaccine dose per person



Register on the COWIN App (www.cowin.gov.in)



Scheduling not required

We will be communicating the final date of the Vaccination camp soon

For more information, reach out to
Mr. Tarun Yadav
Mob.: 9773803452
Email: tarunyadav2898@gmail.com



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Arranging everything for the camp:

The next task was to arrange for all the papers that are required for the vaccination process.

Preparing all the documents which were required for the Camp

Without these documents the vaccination camp could not be conducted

The necessary documents were:

1. Gate Pass
2. Delivery challan
3. E-way pass



4.

Delivery Challan					
Details of Consignor					
Consignor Name	ALPS HOSPITAL LIMITED		Mode of Transport : BY ROAD		
Consignor Address	B BLOCK SUSHANT LOK 1 GURGAON		Veh.No :HR66B2545		
Consignor GSTIN:	06AAACA6671N1ZE				
Delivery Challan No. :	36				
Delivery challan Date :	29-Jun-21				
Details of Consignee					
Name:	IVC Logistics Ltd				
Address :	V P O-BHANGROLA, SECTOR - M-12, DIST, near KANSAL INDUSTRIES,				
State:	Sector 3, lmt Manesar,Haryana				
GSTIN:					
S.No	Description of Goods	HSN Code	UOM	Qty	Value
1	Covid Vaccines - Covishield	30022019	Nos	200	xxxxxxx
	E-way Bill number, if applicable				
Total					-
Total value (In Words) : Two Lacs Twenty Thousand Five Hundreded Only					
Note: Movement of Vaccines is for self consumption to offer healthcare service of vaccination and not intended for sale.			For ALPS HOSPITAL LIMITED Authorised Signatory		

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Ready

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Material Gate Pass					Material Gate Pass				
 Deptt:- Marketing Date: 30/06/2021 Request n 680 Type: Non-Returnable Please issue MGP of the following items to be sent to M/s IVC Logistics Ltd. Address: VPO Bhangrola, sec M-12 sec 3 , Manesar 122050 Authorised Person: Mahender Singh					 Deptt:- Marketing Date: 30/06/2021 Requ 680 Type: Non-Returnable Please issue MGP of the following items to be sent to M/s IVC Logistics Ltd. Address: VPO Bhangrola, sec M-12 sec 3 , Manesar 122050 Authorised Person: Mahender Singh				
S.no	Item Name	Qty	Value	Remarks	S.no	Item Name	Qty	Value	Remarks
				Vaccination Camp					Vaccination Camp
	1 Vaccine_Covishield	200	XXXXX			1 Vaccine_Covishield	280	XXXXX	
			0					0	
Prepared By: Tarun Yadav HOD/Functional Head Finance Head/Medical Supt./G M Ops.					Prepared By: Tarun Yadav HOD/Functional Head Finance Head/Medical Supt./G M Ops.				

Had to coordinate with all the departments for the documentation
 Marketing department for the approval
 Finance department for the Delivery challan and E-way pass
 Pharmacy department for Vaccines veils
 Nursing department for the emergency kit and vaccination kit approval
 Finally the Hospital store for the Final gate pass and then to the Security Department.

Check list before the camp.

1. Manpower with HODs 2 to 3 nurse, 1 Doctor with aprons
2. Vaccines+syringes+swab+ medicines
3. Needle Dispo container
4. Forms
5. Standees
6. Gate pass

All these were to be arranged one day before the Camp.

It was my job to check whether everything is in place for the camp or not.

Coordinating the camp on site

The Final step was coordinating the whole vaccination camp at the premises of the corporates.

A team from MAX including me went to the site of the camp.

My task was to reach at the site and explain the SPOC over there about the whole vaccination process.

Check whether everything has been arranged properly or not.

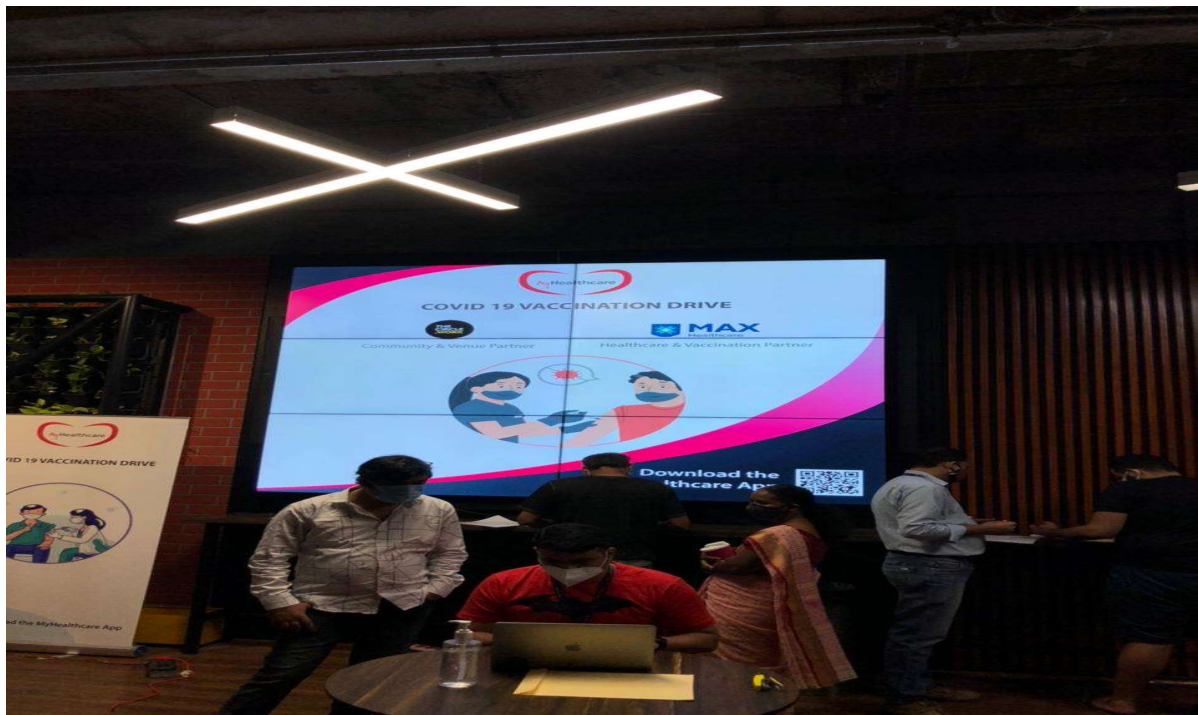
Do the paper work with the corporate and then finally start the vaccination process

In these 2 months I did a total of 21 camps including both corporates and RWA's.

If anything goes wrong or if there's any query related to the camp the I was the SPOC there from Max team, I had to handle everything that goes on there.

Also the camp timings were fixed and I had strict orders from my mentor not to extend the camp beyond the given time.

Here are some of the snapshots of the vaccination camps.





There were many issues which were faced During the vaccination camps
If the max team did not reach on time due to some reasons it was my responsibility to tackle the situation. As the corporates were very punctual of time.
So suppose if we used to reach the site 30 minutes late, then what I used to do is that I extended the camp by 30minutes also asked my staff not to waste a single minute.

The other problems faced were the technical issues, before vaccinating the employees we first need to verify them on the Cowin app and sometimes the Cowin portal did not work, so that was also a major issue which was faced by us.

The whole purpose of these Camps was to Enhance the Brand Image of the Hospital,
As the hospital faces heavy competition from its competitors. Same was the case in the vaccination camps, MEDANTA was our biggest competition as it was providing vaccines to the hospitals at a much lower price.
And many corporates preferred to go with MEDANTA instead of MAX

So a Meeting was held by Our mentor and the Seniors to tackle this situation.

Strategies we came up with in the meeting:

Providing extra staff for the camp for quick and efficient process.

More Nurses, More DEOs

Giving more complimentary benefits to the corporates.

A 5% discount was given on certain services to the employees for future if they come to Max hospital.

The Whole purpose was to enhance the brand image of MAX HEALTHCARE by providing them the best services. My task was to make good relations with the corporates, ensure that the camps run smoothly so that the company is satisfied with our Service.

And also for future tie ups for other health camps.

Other Marketing Activities Performed:

Assessment of information needs in order to build database for marketing department. Feedback was taken from marketing system of other hospitals, in house feedbacks, feedbacks taken from patients and their attendants, feedbacks from health camps etc

Negotiating with advertising companies /agencies, printing press for outdoor activities. Agencies were contacted and orders were placed at economical rates for designing and printing of brochures, banners, pamphlets, billboards etc. what all facilities Jaypee is providing, information about different discounts and packages offered etc are printed in these brochures and pamphlets.

Networking with corporate firms for future tie-ups by organizing health camps and health talks. On a regular basis corporate health camps and health talks were organized by me.

Tie-ups were done with these corporate firms and it also included special discounts, packages,

Relationship building with associations and clubs for future outreach by organizing health camps and health talks

Chapter 4

Learning Outcomes

Skills Acquired and Learnings:

- Staff management like Managing the consultants, GDAs and nursing team in a health camp so that the camp activities go on smoothly
- Learned how to do corporate tie ups
- Learned how to do B2B sales
- Learned how to negotiate with corporates and deal with price competition
- Market research through internet regarding facilities offered by private players in this field by going through their websites, blogs, Facebook page etc
- How to backend operations work in a hospital
- Acquired Leadership skills by leading the whole vaccination team.
- Working and performing activities Independently
- Dealing with The people at corporates
- Handling the Situations if anything goes wrong
- Also got to know about many corporates and how they work, as communication was involved in coordinating the vaccination camps.
- Got opportunity to close deals with companies by going to the company site and doing a meeting with them.
- How to use feedbacks for making strategies for future.

Chapter 5

Difficulties Faced

Difficulties Faced

- Lack of proper co-ordination amongst team members. Since each member of the marketing team was organizing several activities in a day, sometimes lack of co-ordination was seen amongst the team members in organizing health camps and health talks. Sometimes conflicts were also seen regarding the camp equipment as sufficient equipment was not available to carry out the activities planned for the day.
- Lack of co-ordination with other departments (regarding camps only). Sometimes inter departmental conflicts were seen regarding the camp equipment as sufficient equipment was not available to carry out the activities planned for the day. Also sometimes problems regarding availability of doctors and nursing staff for the camps was also seen.
- Delay in the documentation process.
Few of the documents were to be made by the marketing team and the rest of the documents were to be made by the finance department. But the finance department didn't coordinate with the marketing team and the papers were not ready in time. Due to which the vaccination camp team used to reach late at the site.
- In some of the camps the corporates made advance payments for the no of employees to be vaccinated, so we took the exact no of doses, But after reaching the site the no of members to be vaccinated were more than what were been told earlier. So had to arrange for more vaccines by contacting in the hospital and the whole documentation process took time.

Chapter 6

Suggestions and Conclusion

Suggestions:

There should be a separate person for doing all the documentation at one place so that there is no delay.

I gave suggestions on how we can send the registrations forms for vaccination which were to be filled by the employees before getting vaccinated to the corporates through mail one day before the camp, so that the employees can fill the forms before the camp itself and time can be saved on the camp day.

As there was a problem of the shortage of vaccines on the camp day as the no of employees were more than what were told by the corporate at the time for advance payment. So I gave a suggestion to my mentor that what we can do is take extra vaccines to the camp.

If the corporate had made a payment of 150 vaccines we will carry 180 vaccines so that later there is no problem of shortage at the camp.

Also, as the min number of people to be vaccinated should be 150 or the hospital will not do the camp. So me and 2 other members of the marketing team came to the decision that what could be done is We can arrange separate desks and separate vaccination areas and counters for the people coming from corporates and the vaccination could be done in the hospital itself, But the prices would be the same which were being charged for camps.

Conclusion:

The Gurgaon unit has a lot of potential despite having a lot of competition. Max healthcare is the 2nd largest healthcare chain in India. I learned a lot about how does a hospital operates, the role of marketing department in a hospital and How does marketing brings business for the hospital. I learned how we can make a career in the healthcare sector. I surely acquired leadership skills by coordinating the vaccination camps and also improved my communication skills. The healthcare sector has grown rapidly from past few year and since the pandemic the opportunities in this sector have increased.