



**COOPERATIVE EDUCATION REPORT**

**OVERALL MARKETING MANAGEMENT PRACTICES AT NEPAL CANCER  
HOSPITAL & RESEARCH CENTER**

**WRITTEN BY:**

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**THIS REPORT IS SUBMITTED IN PARTIAL FULFILLMENT  
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**Title:** Overall Marketing Management Practices at Nepal Cancer Hospital & Research Center

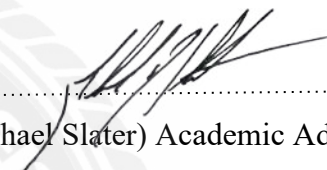
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## Abstract

**Project Title:** Overall Marketing Management Practices at Nepal Cancer Hospital & Research Center

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**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Credit:** 5 Credits

**Faculty:** Business Administration

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This report summarizes my 16-week internship at Nepal Cancer Hospital & Research Center, Harisiddhi-Lalitpur, Nepal. Nepal Cancer Hospital & Research Center (NCHRC) Ltd is the first private sector hospital established to provide the highest quality of state-of-the-art treatment and excellent care to patients and their families from all over the globe.

Objectives of the study include: (1) To develop and implement marketing strategies. (2) To enhance brand visibility and reputation. (3) To coordinate events and community outreach programs. (4) To conduct market research and patient surveys. During the internship, I was involved in various tasks, including market research, promotional campaigns, and the development of marketing materials. The tasks assigned to me include researching current healthcare market trends and analyzing the data to identify opportunities for the hospital. I was assisted in organizing and attending health camps and community outreach programs, which played a vital role in strengthening the hospital's connection with the local community.

In conclusion, the internship was an enriching experience that provided practical knowledge and skills applicable to healthcare marketing. It emphasizes the significance of strategic marketing efforts in promoting healthcare services and improving patient outcomes.

**Keywords:** market research, promotional campaigns, marketing materials, patient surveys

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I am also profoundly grateful to Mr. Bishnu Raj Adhikari, Principal of Kathmandu College of Management, for his unwavering support and fostering an environment that encourages academic excellence and professional development. I would also like to express my deep appreciation to Mr. Michael Slater, my academic advisor, whose advice and encouragement have been invaluable throughout this journey.

Lastly, I am profoundly grateful to Nepal Cancer Hospital and Research Center for offering me the chance to gain hands-on experience in the health sector. I am particularly grateful to my supervisor, Mrs. Smita Bam, for her unwavering guidance and support throughout the period. Her expertise and mentorship have been instrumental in enhancing my learning and professional growth.

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Roshana Timalina

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## **Abbreviations and Acronyms**

NCHRC- Nepal Cancer Hospital and Research Center

RGCIRC- Rajiv Gandhi Cancer Institute and Research Center

CT- Computed Tomography

PET-Positron Emission Tomography

GI- Gastrointestinal

NPL- Nasopharyngolaryngoscopy

CEO- Chief Executive Officer

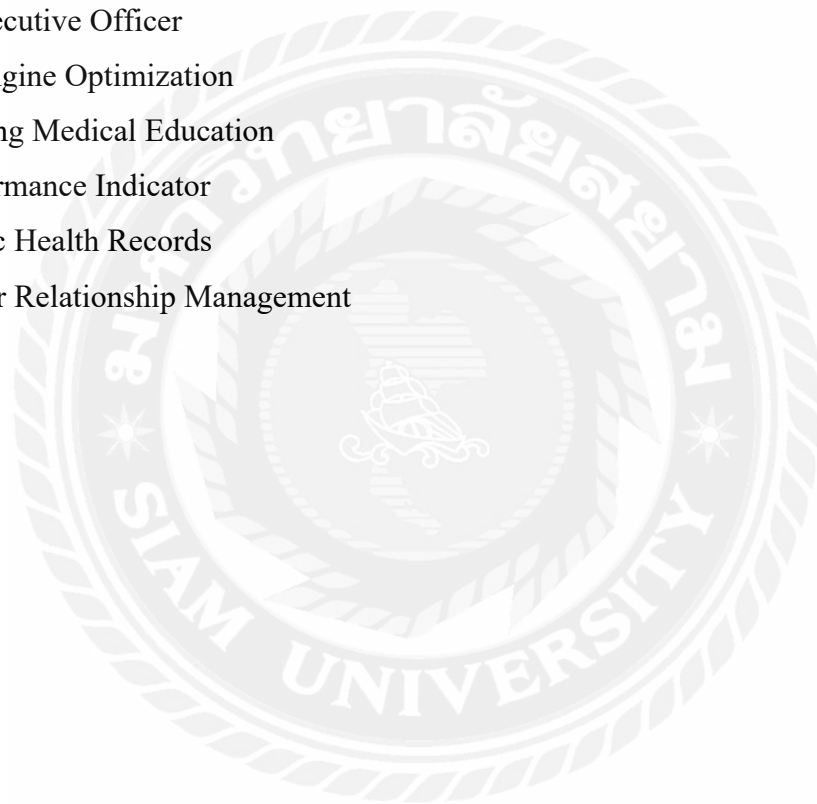
SEO- Search Engine Optimization

CME- Continuing Medical Education

KPI- Key Performance Indicator

EHR- Electronic Health Records

CRM- Customer Relationship Management



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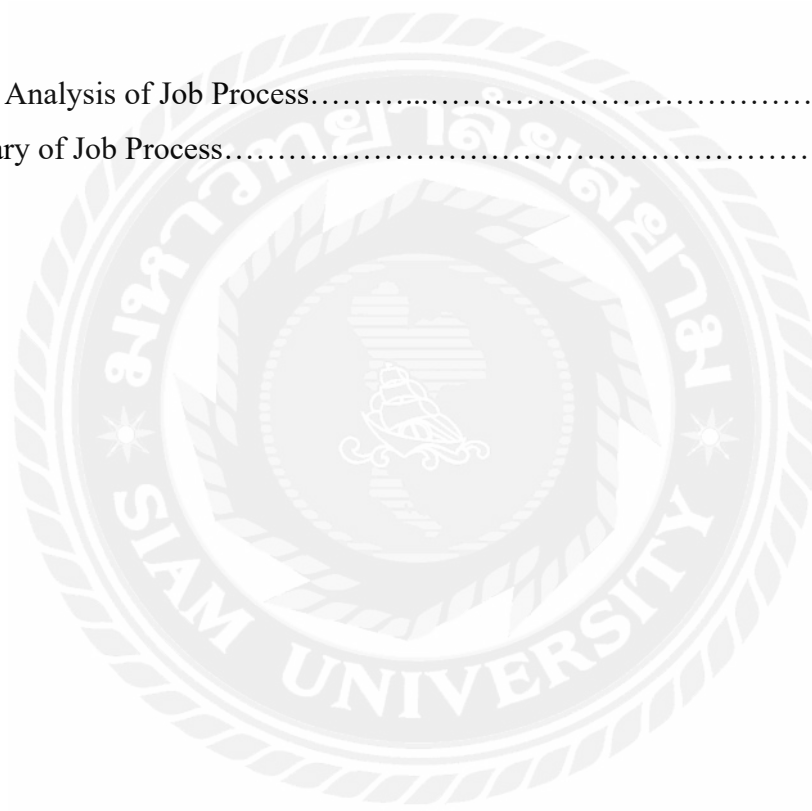
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## Chapter 1

### 1. Introduction



Figure 1: Logo of Nepal Cancer Hospital and Research Center

#### 1.1 Company profile

Nepal Cancer Hospital and Research Center is the first private sector company established to provide high-quality, state-of-the-art treatment and excellent care to patients and their families worldwide. The hospital has a dedicated multidisciplinary team of oncologists who provide affordable, safe, innovative, and compassionate care to cancer patients.

In addition to the latest innovative treatments and state-of-the-art equipment, the hospital offers more than just medicine and opens alternative medicine. The hospital was established in technical association with Rajiv Gandhi Cancer Institute and Research Center (RGCIRC), one of the best cancer hospitals in New Delhi, India. RGCIRC supports its establishment in both technical and non-technical fields.

Nepal Cancer Hospital and Research Center is located on a 24-hectare site in Harisiddhi, Lalitpur, Nepal. The construction of the hospital is divided into two phases. The completed Phase I hospital will have 85 beds and an area of 50,000 square feet. Phase II will be built within 3 years after the opening of the 100,000 square meter Phase I hospital, and it will have 120 beds. The Phase II hospital will be expanded to 300 beds in the future.

Today, more than half of patients diagnosed with cancer are curable, and many others even live long and meaningful lives with their disease. However, a correct diagnosis and the most appropriate initial treatment are crucial. At NCHRC, they focus on comprehensive cancer care. Doctors have unparalleled expertise in diagnosing and treating all types of cancer, using the latest technology and the most innovative and advanced treatments to improve treatment options.

## **1.2 Mission of the Company**

- Delivering high-quality, patient-centered care through advanced medical technology.
- Conducting innovative research to discover new therapies and improve existing treatments.
- To ensure affordable and accessible treatment for everyone.
- Foster a culture of continuous learning and improvement among the staff.

## **1.3 Vision of the company**

“To become the foremost cancer treatment and research center, committed to excellence, accessibility, and comprehensive patient care.”

## **1.4 Significance of the Study**

This study’s primary contribution is its information regarding the goals of internships, market research, and handling patient surveys. It provides hands-on experience in digital marketing, patient engagement strategies, and brand management customized to healthcare services. This opportunity enhances the student’s practical skills and fosters a deep understanding of patient demographics and their healthcare needs. Moreover, it enables networking with healthcare professionals and marketing professionals, potentially opening doors to future career opportunities while making a meaningful contribution to healthcare through impactful marketing initiatives.

## **1.5 Products or Services**

Nepal Cancer Hospital and Research Center offers a comprehensive range of specialized services to diagnose, treat, and support cancer patients. These services include advanced diagnostics such as imaging and pathology, personalized treatment plans including surgery, chemotherapy, and radiation therapy, soothing care for pain management and quality of life improvement, and supportive services like counseling and nutritional guidance. The hospital is dedicated to integrating cutting-edge research with compassionate care to enhance outcomes and support for cancer patients in Nepal and beyond.

### **1. Curative:**

#### **A. Department of Diagnostic and Interventional Radiology**

The department consists of two main divisions: Diagnostic radiology and Interventional radiology. Doctors in the Department of Diagnostic and Interventional Radiology provide you with a complete range of diagnostic and treatment imaging services. These departments also consist of:

- Breast Elastography
- Digital Mammography

#### **Department of Radiology Clinical Facilities**

- Diagnostic Radiology
- Computed Tomography (CT)
- Ultrasound
- Mammography

#### **Future Plans**

- Magnetic resonance Imaging
- Nuclear Medicine
- Positron Emission Tomography (PET) Scanning
- Interventional Radiology with state-of-the-art cath laboratory and radiofrequency ablation services.

## B. Endoscopy and Intervention Services

NCHRC is equipped with state-of-the-art endoscopic performed by trained specialists. The service includes:

- Upper GI Endoscopy
- Lower GI Endoscopy
- Bronchoscopy
- Nasopharyngolaryngoscopy (NPL)

## C. Laboratory and Transfusion services

The Laboratory is equipped with state-of-the-art automated laboratory equipment. The laboratory follows very strict quality assurance techniques. Pathologists are highly trained to deal with oncological diseases. The senior pathologist with more than 15 years of working in the cancer The hospital has trained and worked in one of the premier institutes of Norway and in the USA.

## **2. Curative Services**

- A. Medical Oncology
- B. Surgical Oncology

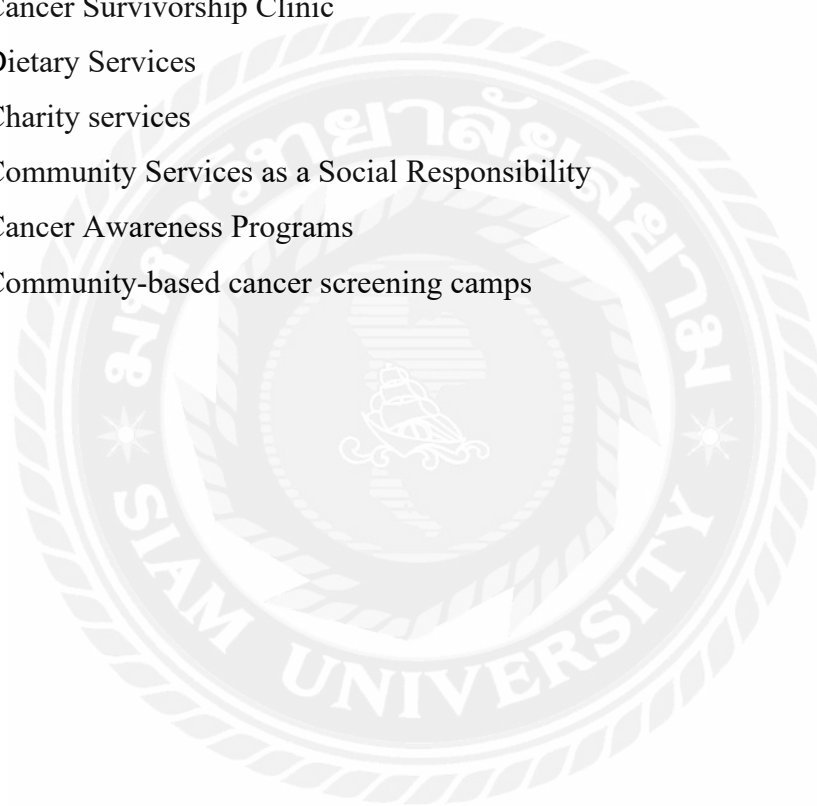
## **Home Care Services by NCHRC**

To make a difference in the lives of individual cancer patients by offering community-based health care solutions at home, they extend the services at your doorstep in the form of home care services. This service promotes independence and wellness via holistic services addressing psychological, social, and physical needs through expert nurses and physicians at your home. This service is an extension of services under the same consultants for soothing care. The continuity of the care is maintained.

C. Other supporting services:

They have 14-bed sophisticated, well-equipped ICUs and modular operation theaters backed by trained doctors and staff, including cardiologists.

- a. Prevention Oncology Division
- b. Telemedicine
- c. Cancer Screening
- d. Breast Care Clinic
- e. Cancer Survivorship Clinic
- f. Dietary Services
- g. Charity services
- h. Community Services as a Social Responsibility
- i. Cancer Awareness Programs
- j. Community-based cancer screening camps



## 2. Organizational Structure

The hierarchical structure is followed by NCHRC. The organization is led by a Board of Directors and divided into advisory committees, a chairman, a medical director, a preventive oncology director, a CEO, and an academic & research director.

### 2.1. The organizational structure of Nepal Cancer Hospital & Research Center

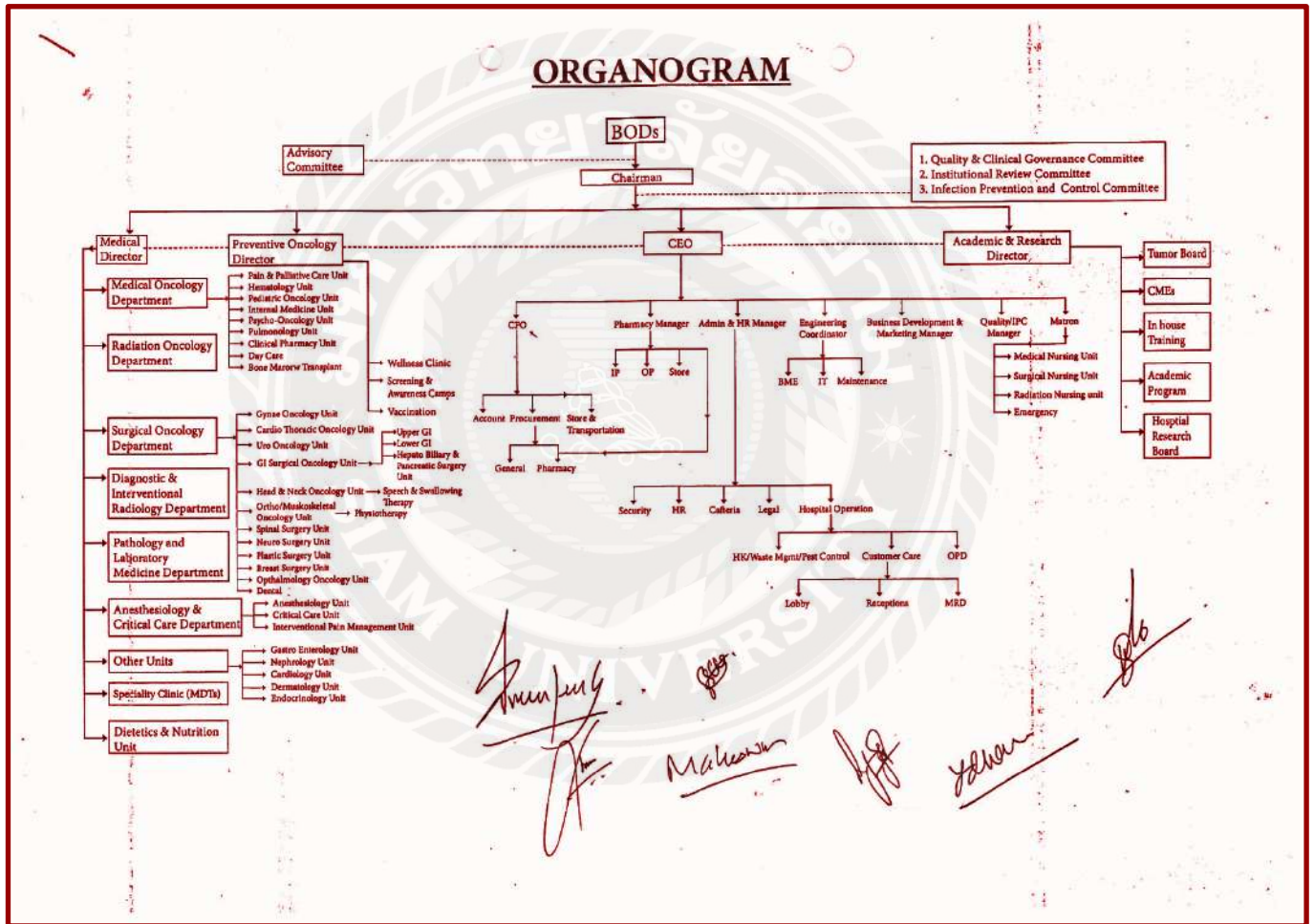


Figure 2: Organizational Structure of NCHRC

## **2.2. My Job Position**

I had the opportunity to work at Nepal Cancer Hospital & Research Center in Harisiddhi, Lalitpur, for my internship. I worked in the Business Development and Marketing department as a marketing intern. The starting date of my internship was the 1st of July 2024. My internship hours were from Sunday to Friday, from 10:30 am to 4 pm.

## **3. Intention and motivation to choose the company for the internship**

- Gain comprehensive, hands-on experience in developing and implementing marketing strategies tailored to the healthcare sector.
- Assist in the creation and execution of marketing campaigns aimed at building the hospital's brand identity, enhancing its visibility, and attracting a more extensive patient base, as well as potential partners and collaborations.
- A strong interest in the dynamic intersection of healthcare and marketing, driven by a desire to understand how effective marketing strategies can influence patient choices and hospital reputation.
- Aspiring to shape a successful healthcare marketing or communications career, utilizing the unique experiences and insights gained during the internship.
- Seek to strengthen my resume with hands-on experience in a reputable healthcare institution, positioning myself as a competitive candidate for future roles in the healthcare marketing field.

#### 4. Strategic Analysis of the Company (SWOT Analysis)

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>● Providing specialized and focused care</li> <li>● Equipped with modern technology for treatments</li> <li>● Experienced staff</li> <li>● Comprehensive services</li> <li>● Reputation and trust</li> </ul>	<ul style="list-style-type: none"> <li>● Limited bed capacity and resources</li> <li>● Advanced treatments and technologies can be expensive, potentially limiting accessibility for lower- income patients.</li> <li>● Adaptation of technology</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>● Opportunities to expand facilities and services</li> <li>● Forming partnerships with academic researchers and hospitals for knowledge exchange and technology transfer.</li> <li>● Government support</li> <li>● Potential to attract international patients seeking specialized cancer treatment.</li> </ul>	<ul style="list-style-type: none"> <li>● Rising competition</li> <li>● Changes in healthcare policies and regulations</li> <li>● Rapid technology changes may require continuous investment in new equipment and training.</li> <li>● Events like pandemics can disrupt hospital and strain healthcare resources</li> </ul>

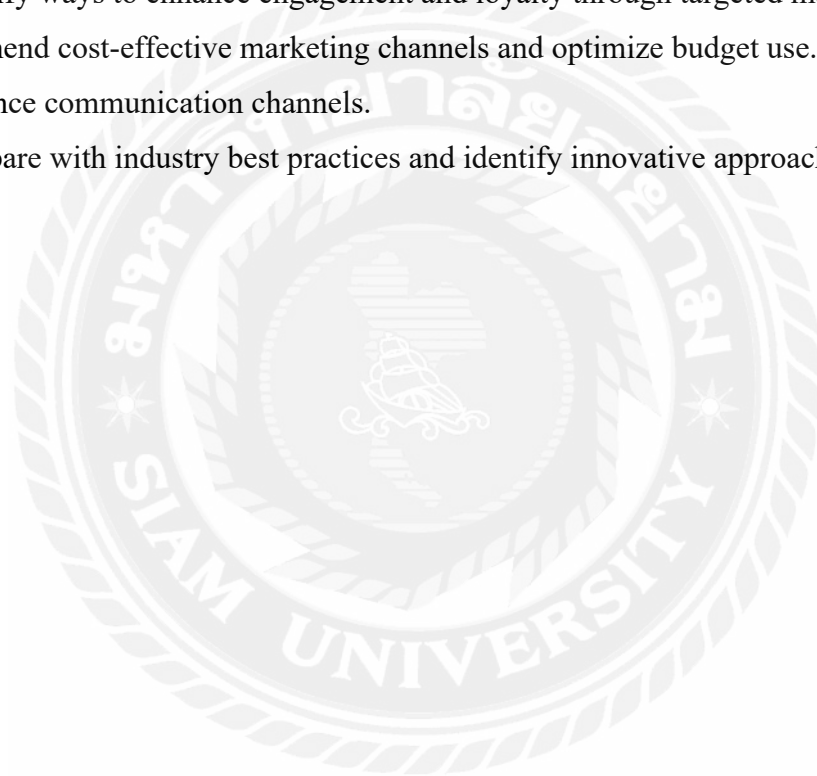
Table 1: SWOT Analysis of Nepal Cancer Hospital & Research Center



## 5. Objective of the study

To gain knowledge about marketing research, handling campaigns, and developing marketing materials by the following ways:

- To evaluate existing strategies and identify strengths and weaknesses.
- Conduct patient surveys to gather insights and identify areas for improvement.
- To analyze the hospital's position relative to competitors and key market segments.
- Propose strategies based on findings to enhance brand image and attract patients.
- To identify ways to enhance engagement and loyalty through targeted marketing.
- Recommend cost-effective marketing channels and optimize budget use.
- To enhance communication channels.
- To compare with industry best practices and identify innovative approaches.



## Chapter 2

### CO-OP STUDY ACTIVITIES

#### 2.1. Job Description

As a Marketing Intern at Nepal Cancer Hospital and Research Center, I support the marketing team by performing data analysis, conducting marketing research, and assisting in campaign execution. My responsibilities include collecting and analyzing data related to marketing activities, generating reports and insights, and using data visualization tools to present findings. Additionally, I conduct market research to identify trends and opportunities for growth, assist in developing marketing strategies, and gather patient feedback to improve service offerings and marketing efforts. This role provides me with hands-on experience in the healthcare marketing field, enhancing my skills and knowledge in a real-world setting.

#### 2.2. Job Responsibilities

Some responsibilities of the Marketing Department include:

##### 1. Strategic Planning and Development

- **Market Research and Analysis:** The marketing department is responsible for conducting extensive market research to understand patient demographics, preferences, and needs. This involves analyzing industry trends, competitor strategies, and patient feedback to identify opportunities for growth and improvement.
- **Market Strategy Development:** The department develops comprehensive marketing strategies based on research and analysis. These strategies outline objectives, target audiences, key messages, and the communication and promotion channels to be used.

##### 2. Brand Management:

- **Brand Identity and Consistency:** The department ensures that the hospital's brand identity is consistently represented across all marketing materials and

communications. This includes maintaining brand guidelines, such as logo usage, color, and messaging.

- **Reputation Management:** Managing the hospital's reputation is crucial. This involves monitoring public perception, addressing negative feedback or crises, and promoting positive stories or testimonies.

### **3. Digital Marketing**

- **Website Management:** The marketing team oversees the hospital's website, ensuring it is user-friendly, up-to-date, and informative. This includes updating content, optimizing for SEO, and analyzing website traffic.
- **Social Media Marketing:** Managing social media platforms is a key responsibility. The team creates and schedules posts, engages with the audience, monitors trends, and measures the effectiveness of social media campaigns.
- **Email Marketing:** Developing and managing email marketing campaigns to keep patients, donors, and stakeholders informed about hospital news, upcoming events, and health tips. Email marketing helps maintain direct communication with the audience and encourages engagement.

### **4. Content Creation and Management**

- **Content Development:** It is essential to create high-quality content for various channels, including blogs, newsletters, brochures, and videos. This content must be informative, engaging, and aligned with the hospital's brand.

### **5. Advertising and Promotions**

- **Campaign Planning and Execution:** The department executes advertising campaigns across various media, including digital, print, and broadcast. This involves creating ads, selecting appropriate channels, and monitoring campaign performance.
- **Event Promotion:** This is also a key responsibility. They promote hospital events such as health fairs, seminars, and awareness campaigns to increase participation and engagement.

## **6. Public Relations and Communications**

- **Media Relations:** Building and maintaining relationships with media outlets to ensure positive hospital coverage is essential. This includes writing and distributing press releases, coordinating interviews, and managing press events.
- **Internal Communications:** Ensuring effective communication within the hospital to keep staff informed about marketing initiatives, events, and other relevant information.

Nepal Cancer Hospital and Research Center initiated its first internship program in the marketing department in 2024 to cultivate fresh talent and innovative ideas, aiming to enhance and modernize its marketing strategies. This program also provides students with practical experience in healthcare marketing, contributing to their professional development.

Some of the responsibilities assigned to me as an intern include:

### **1. Assisting with Market Research and Analysis**

- **Data collection:** Interns may collect data from various sources, including surveys, interviews, and secondary research. This data helps the marketing team understand patient demographics and preferences.
- **Data Analysis:** The team also assigned me to collect data to identify trends, patterns, and insights that inform marketing strategies.

### **2. Supporting Digital Marketing Efforts**

- They help you manage the hospital's social media accounts in digital marketing. This includes creating engaging content, scheduling posts using social media management tools, and interacting with followers to build a strong online community. As an intern, they also assist in updating the hospital's website with new content, ensuring it remains informative and user-friendly. Monitoring social media metrics and preparing performance reports will help teams understand the impact of their efforts.

### **3. Content Creation and Management:**

- Content Creation is a significant part of my role as an intern. Collaboration with the medical staff ensures the content's accuracy and relevance. Additionally, the teams will help you design visual content such as brochures, maintain a high quality standard, and be faithful to the hospital's branding guidelines.

### **4. Event Support and Coordination:**

- Another key responsibility is assisting in the planning and organizing of the hospital's events. This involves coordinating logistics, contacting vendors, and managing registrations. Interns help promote these events through various channels, ensuring high participation and engagement.

### **5. Assisting with Advertising and Promotions:**

- Supporting advertising campaigns involves helping create ad materials, monitoring campaign performance, and preparing reports. They also assist in creating promotional content for various channels, ensuring that it aligns with the hospital's marketing goals. Interns coordination helps the hospital effectively.

### **6. Handling patient inquiries and feedback:**

- Handling patient inquiries and feedback is a key responsibility for marketing interns at Nepal Cancer Hospital and Research Center. Interns manage questions about marketing materials, resolve issues with clarity and empathy, and collect feedback through surveys and direct interactions. This feedback is analyzed to improve marketing strategies and patient communication. Additionally, interns support community outreach efforts by organizing events, creating promotional materials, and engaging with local media to enhance the hospital's visibility.

### 2.3. Activities in Coordinating with Co-workers

During my internship at Nepal Cancer Hospital & Research Center, my supervisor introduced me to the tasks and expectations, helping me navigate my role effectively. I was welcomed into the team, making collaborating and understanding the working dynamics easier.

My responsibilities included coordinating marketing campaigns, conducting market research, and supporting branding efforts. I worked closely with colleagues from various departments, such as research and patient services, to ensure our strategies aligned with the hospital's goals. I also managed timelines, which enhanced my ability to work efficiently in a team-oriented environment.

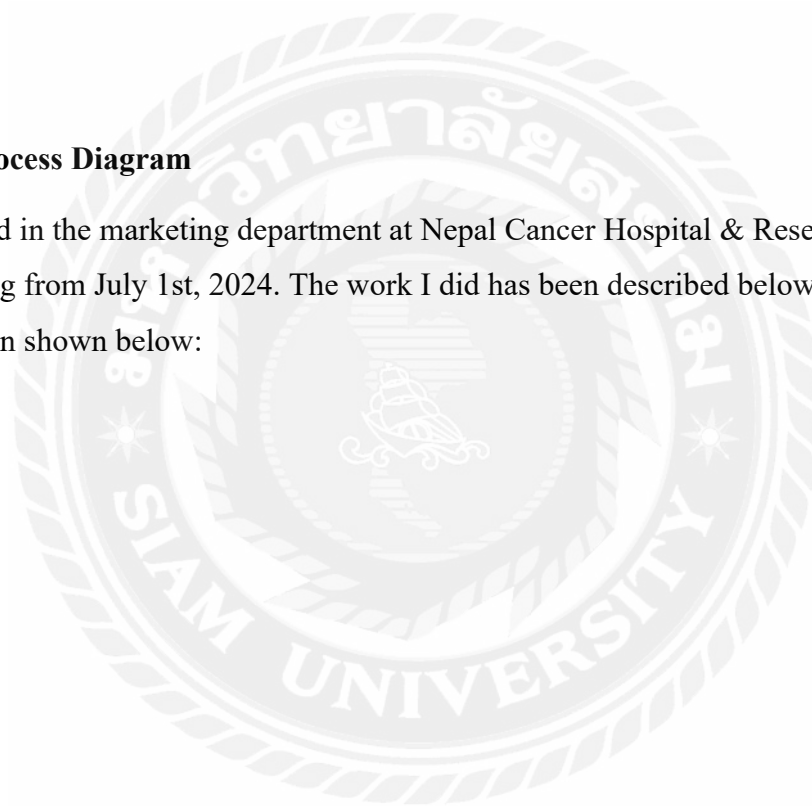
<b>Weeks</b>	<b>Work duties (Day to Day)</b>
Week 1-2 (July 1st- July 14th)	Orientation and introduction to the marketing team, training on market research and data analysis, collecting data for patient satisfaction surveys, participating in team meetings for campaign planning.
Week 3-4 (July 14th-July 27th)	Worked with the design team on visuals for marketing campaigns, conducted competitor analysis in healthcare marketing, coordinated with patient services on inquiries related to marketing.
Week 5-6 (July 27th- August 10th)	Reviewed and analyzed data from recent campaigns, assisted in organizing a health camp event.
Week 7-8 (August 10th- August 24th)	Participated in strategy meetings for upcoming campaigns, coordinated with compliance for regulatory checks on marketing materials, assisted in updating social media profiles.
Week 9-10 (August 24th- September 7th)	Market research on patient engagement, prepared materials for a community outreach program, participated in meetings with the marketing and communications team.
Week 11-12 (September 7th- September 21st)	Helped plan promotional activities for upcoming hospital events,

	content creation for the hospital blog, assisted in preparing presentations for internal stakeholders.
Week 13-16 (September 21st- October 25th)	Worked on refining the social media strategy, collaborated with the research department on a patient outreach survey, coordinated with my team for promotional video, assisted in finalizing content for new marketing initiatives.

Table 2: Summary of Job Process

#### 2.4. My Job Process Diagram

I interned in the marketing department at Nepal Cancer Hospital & Research Center for 16 weeks starting from July 1st, 2024. The work I did has been described below. My job process diagram has been shown below:



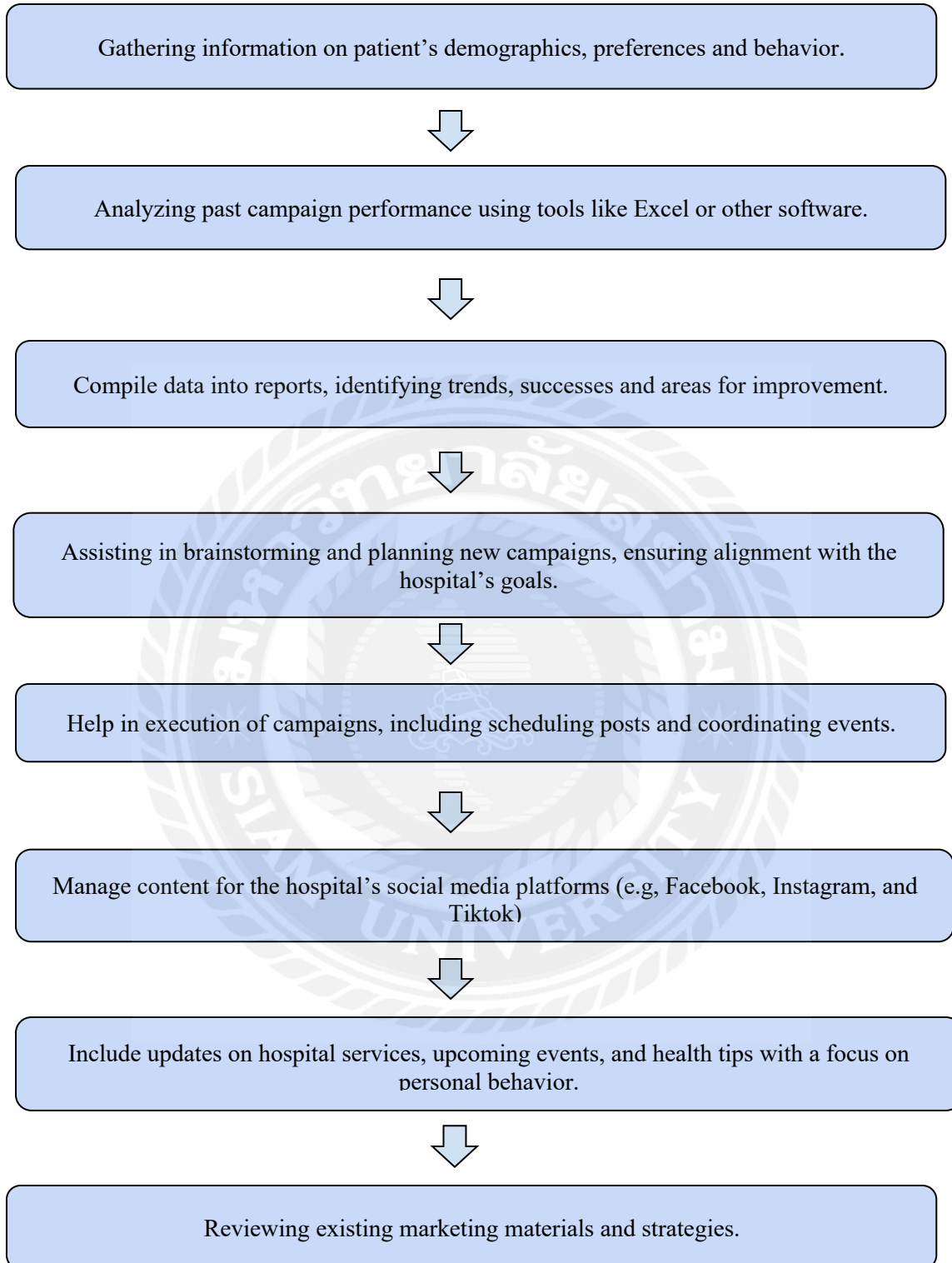


Figure 3: My Job Process Diagram



## **2.5. Contribution as a Co-op student in the company**

During my internship, I contributed in several impactful ways by analyzing market trends and patient demographics, providing valuable insights that will help shape the hospital's marketing strategies.

My contributions are integral to the hospital's marketing efforts. I had the opportunity to analyze market data to uncover trends, patient preferences, and competitive positionings. This analysis provides valuable insights that inform the development of targeted marketing strategies and help us better understand our audience's needs. My work ensures our marketing initiatives are data-driven and aligned with market demands.

Another contribution I made was assisting in designing and executing marketing campaigns that enhance the hospital's visibility and attract potential patients. I created engaging content for various platforms, including social media, the hospital's website, and promotional materials. By crafting compelling messages and visuals, I helped strengthen the hospital's brand presence and foster a deeper connection with the community.

Another task I performed during my internship was to research industry trends, best practices, and competitor activities to keep the marketing strategies competitive and relevant. This research provides a solid foundation for crafting effective campaigns and adapting the approach to meet changing market conditions. My role also involves actively supporting the planning and execution of events and outreach programs to highlight the hospital's services and recent advancements.

My contributions as a marketing intern involve a combination of data analysis, marketing research, and campaign assistance. These efforts support the hospital in achieving its business development and marketing goals while also allowing me to gain valuable experience and develop my skills in the field.

## Chapter 3

### Learning Process

This chapter outlines the challenges encountered during my internship at Nepal Cancer Hospital and Research Center. These challenges appeared as I engaged in various tasks and projects within the business development and marketing department. Drawing from both practical experiences and relevant research literature, I have proposed potential solutions to address these issues effectively. Furthermore, I reflect on the skills and knowledge gained through this internship, emphasizing how my academic background contributed to successfully executing my responsibilities.

Some of the problems I encountered are as follows:

#### 3.1 Problems/issues of the Company

During my internship, I noticed that data was being collected from multiple sources, but no standardized procedure was in place to ensure its accuracy and consistency. For instance, patient feedback forms were often incomplete, and the data entry process was prone to errors due to manual entry. As an intern, I spent a significant amount of time cleaning and validating data, which delayed the analysis process and impacted the timelines of our meeting research.

The hospital has limited access to historical data, which restricts comprehensive trend analysis and long-term strategic planning. My role required me to analyze past campaign data to provide insights for upcoming initiatives. However, the hospital's database did not store sufficient historical data, making comparing current data with past performance difficult. This limitation forced me to rely on data, which provided a narrow perspective and potentially disfigured the results of my analysis.

Throughout my internship, I observed that the marketing department often delayed receiving necessary information from other departments, such as patient services. For example, me and my team were planning a campaign to promote new services. I needed specific patient demographics, but the data was delayed due to a lack of communication between the marketing

and IT departments. This caused delays in campaign launch and limited the ability to target the right audience effectively.

Additionally, I observed that the hospital's marketing campaigns were often broad and did not cater to specific patient segments. This lack of targeted marketing resulted in less effective campaigns in reaching the intended audience. For example, a campaign aimed at providing cancer screening services was not tailored to specific demographic groups, such as middle-aged individuals who are more likely to benefit from such services.

One of the most definite problems I faced as an intern was understanding and navigating the organizational hierarchies within the hospital. Also, balancing multiple responsibilities, including data analysis, marketing research, and campaign assistance, was challenging due to the tight deadlines and high expectations. This required me to develop strong time management skills to complete all tasks efficiently.

### **3.2 How to solve problems**

At Nepal Cancer Hospital and Research Center, several interrelated issues significantly impact the effectiveness of operations and marketing efforts.

A multifaceted approach is essential to address these interconnected issues. Begin by conducting a literature review on best practices for data collection and accuracy in healthcare settings. This review should focus on research related to standardized data collection procedures and advanced technological solutions such as Electronic Health Records (EHRs) and automated data validation tools. By understanding these best practices, our team can recommend and implement standardized procedures and advanced technologies to improve data accuracy and reliability across the hospital.

Next, a survey of staff involved in data management, communication, and marketing was conducted to gather insights on their experiences with data access and communication challenges. The survey should include questions about the difficulties in retrieving historical data, issues with current communication practices, and obstacles in measuring campaign effectiveness. Analyzing the survey results will provide a clearer understanding of the specific problems and needs, allowing you to effectively develop targeted solutions to address these issues.

Following the survey, interviews will be conducted with key stakeholders, including department heads and staff members, to delve deeper into communication inefficiencies and

operational challenges. These interviews will offer qualitative insights into the root causes of communication problems and provide recommendations for improving interdepartmental collaboration.

Finally, a review of previous work on marketing strategies and measurement techniques used by similar organizations with limited budgets. Analyzing case studies and reports to identify cost-effective approaches for evaluating campaign effectiveness and optimizing marketing efforts. Applying these insights to develop and implement improved measurement frameworks and tools that allow for more accurate assessment and adjustment of marketing strategies.

### **3.3 Recommendation to the Company**

- I recommend expanding telemedicine services to reach patients in remote areas in Nepal, providing them access to cancer specialists without the need to travel. This will not only reduce patient expenses but also ensure continuity of care.
- Forming partnerships with international research institutions to enable the sharing of knowledge and collaboration on research options. This will help NCHRC stay at the forefront of cancer research and new treatment options.
- Establishing a research fund that focuses on studying cancer in the Nepalese population, looking into genetic and environmental factors that may contribute to cancer in the region. This could help develop region-specific treatments and position NCHRC as a leading research center in Nepal.

### **3.4 What I have learned during the Co-Op Studies**

The whole internship journey of 16 weeks has provided me with professional and personal experience and skills that will help me in my future career. Some of the things I learned

During the Co-Op Studies were:

- A. I improved my ability to collect, interpret, and analyze data. This involved using tools like Excel to work with patient demographics and service utilization data, which helped the marketing team better understand the target audience and tailor campaigns accordingly.

- B. Conducting extensive market research, analyzing healthcare trends, and gathering patient feedback. This research was crucial in understanding the competitive landscape and identifying opportunities for the hospital to improve its services and visibility.
- C. From brainstorming ideas to overseeing social media promotions and hospital events, I learned how to track performance metrics, like patient inquiries and social media engagement, to measure campaign success.
- D. Working within a multidisciplinary team, I enhance my communication and teamwork skills. Regular interactions with my supervisors, colleagues, and other departments helped me refine my ability to convey ideas clearly and collaborate efficiently to achieve common goals.
- E. During my internship, I encountered several challenges, such as increasing patient participation in hospital programs and navigating limited resources for marketing campaigns. I learned to identify problems, propose practical solutions, and adapt strategies based on feedback and results.
- F. My role required constant collaboration with different departments, such as patient care and administration, to ensure our marketing efforts aligned with the hospital's mission. This experience enhanced my understanding of the importance of interdisciplinary collaboration in healthcare settings.
- G. I learned how to analyze patient behavior and preferences, which are vital for tailoring marketing strategies. Understanding the specific needs, fears, and expectations of cancer patients helped me better contribute to creating marketing content and services that resonate with them.

### 3.5 How I Applied the Knowledge from Coursework to the Real Working Situation

During my Co-Op experience at Nepal Cancer Hospital, I applied a range of concepts and theories from my academic coursework to real-world marketing and operational challenges.

Throughout my academic journey, I worked on my communication and presentation skills. This was particularly useful when presenting market research findings to the hospital's marketing team. I applied the skills I developed during class presentations to convey data insights effectively, making sure my ideas were clear and supported by evidence.

Through courses on data analysis and research methods, I gained proficiency in tools like Microsoft Excel and learned the importance of gathering accurate data for decision-making. I analyzed patient demographic data and market research findings at the hospital to understand patient flow, service demand, and satisfaction levels. This data-driven approach enabled the marketing department to efficiently tailor outreach programs and allocate resources.

Concepts of CRM were part of my coursework, which I applied during my internship to understand patient relationships better and improve service delivery. I worked with patient feedback systems and helped analyze patient satisfaction surveys, which informed strategies to enhance patient experience and retention.

My Co-Op experience at Nepal Cancer Hospital was instrumental in bridging the gap between theoretical knowledge and real-world application. It allowed me to apply key marketing concepts, such as consumer behavior, data analysis, and branding, in a healthcare setting, enhancing my practical skills and understanding of hospital marketing dynamics.

This hands-on experience improved my technical capabilities and helped me develop problem-solving, communication, and project management skills, all of which are essential for my future career. The Co-Op provided invaluable insights and growth, preparing me for professional challenges.

### 3.6 Special Skills and New Knowledge I Learned from this Co-Op Studies

During my co-op studies at Nepal Cancer Hospital and Research Center, I developed valuable skills and acquired new knowledge that has contributed significantly to my professional growth.

I enhanced my **data analysis skills**, learning to analyze marketing data effectively and present findings using various tools and techniques. This skill set also included **marketing research**, where I became adept at understanding consumer behavior, evaluating competitors, and

identifying market trends. In terms of **campaign assistance**, I gained practical experience in supporting marketing campaigns from conceptualization to execution, understanding campaign strategies, and monitoring their outcomes. My **project management** skills improved significantly as I learned to manage tasks, meet deadlines, and coordinate with different departments, refining my time management and organizational abilities.

In addition to these skills, I acquired **new knowledge** in several areas. I gained a deep understanding of **healthcare marketing**, including the specific challenges and strategies involved in the sector, such as patient demographics, healthcare services, and regulatory compliance. I learned the importance of **hospital branding**, including creating a positive image, building trust with patients, and differentiating the hospital from competitors.

My knowledge of **patient engagement** grew as I explored various methods to connect with patients through digital marketing, social media, and outreach programs. I also learned about **regulatory compliance** issues in healthcare marketing, including patient privacy laws and advertising regulations. Lastly, I stayed informed about current **healthcare trends**, such as telemedicine, personalized care, and advancements in medical technology.

These skills and knowledge have enhanced my capabilities and prepared me for future challenges in healthcare marketing.

## **Chapter 4**

### **Conclusion**

#### **4.1 Summary of Highlights of Co-Op Studies at Nepal Cancer Hospital & Research Center**

This report details the roles and responsibilities I took on during my internship at Nepal Cancer Hospital & Research Center, a leading healthcare institution in Nepal. It focuses on the marketing practices employed, including digital marketing strategies and patient engagement initiatives, as well as the data analysis and reporting activities carried out throughout the internship. Additionally, this report highlights how these practical experiences allowed me to apply and integrate the theoretical knowledge gained from my academic studies into real-world healthcare marketing and operations.

I gained valuable insights into various aspects of healthcare marketing. I conducted in-depth analyses of current marketing strategies, identifying areas for improvement in digital outreach and patient engagement. My role involved significant data analysis, examining patient data to uncover trends and supporting decision-making with detailed reports. I also assisted in the development and execution of marketing campaigns, contributing to social media efforts and community outreach.

In addition to these tasks, I participated in research initiatives, aiding in collecting and analyzing data for research publications. Throughout my internship, I faced personal challenges, including managing multiple tasks in a high-stakes environment, which grind my teamwork, communication, and problem-solving skills.

This experience has significantly contributed to my professional growth, enhancing my data analysis, marketing research, and campaign management abilities.

#### **4.2 My Evaluation of the Work Experience**

During my internship at Nepal Cancer Hospital, I experienced significant personal and professional growth, especially in data analysis and marketing research. From the start, I took the initiative to immerse myself in the hospital's marketing strategies, learning how healthcare



campaigns are structured and executed. I became proficient in interpreting and analyzing patient data to generate actionable insights, which was instrumental in guiding decision-making for upcoming campaigns. This enhanced my technical skills and broadened my understanding of the healthcare sector's unique challenges.

**Regarding** time management, I consistently meet deadlines despite managing multiple projects simultaneously. Whether preparing research reports, analyzing market trends, or assisting in campaign planning, I ensured that each task was completed efficiently and to the highest standard. This ability to balance responsibilities allowed me to contribute meaningfully to the department's ongoing projects without compromising the quality of my work.

As a marketing intern for the business development and marketing department, my contributions to the marketing department have been tangible and impactful. My efforts have led to more data-driven decision-making, improved campaign strategies, and better coordination within the team. This experience has not only enhanced my technical and analytical abilities but also allowed me to grow as a professional, gaining confidence in managing real-world challenges and contributing to the success of a large organization.

#### **4.3 Limitations of the Co-Op Studies**

While my internship at Nepal Cancer Hospital was a valuable learning experience, certain limitations affected the overall outcome of my co-op studies. One of the primary challenges was the limited exposure to other departments beyond marketing. As my role was heavily focused on data analysis and campaign assistance, I had fewer opportunities to engage with clinical operations or patient care services, which could have broadened my understanding of the hospital's holistic functioning.

Another limitation was the restricted access to some critical data due to patient confidentiality concerns, which impacted the depth of analysis I could perform for certain campaigns. Additionally, the fast-paced nature of the healthcare environment occasionally meant that I was juggling multiple tasks, which led to a lack of time for deeper reflection and learning on more complex aspects of marketing strategy. Furthermore, the limited time frame of the - internship, being only 16 weeks, meant that I could not see the long-term effects of the campaigns I worked on, making it difficult to measure the impact of my contributions fully.

Lastly, due to the hospital's existing infrastructure, occasional technological limitations made data collection and analysis slower.

#### **4.4 Recommendation for the Company**

The internship experience was impactful and satisfactory on all fronts, but some. Recommendations for the company to further improve the internship experience could be:

- While interns primarily focus on specific tasks within a department, such as marketing, providing them with opportunities to collaborate with other departments would significantly enhance their learning experience. This cross-functional exposure would enable interns to see the bigger picture and make more informed contributions.
- To maximize the interns' growth, the hospital could implement a more structured mentorship program in which each intern is paired with a senior employee for consistent guidance and support. Regular check-ins would help interns stay on track and receive timely feedback on their work.
- One significant challenge during the internship was the limited access to critical patient data due to privacy concerns. While maintaining confidentiality is essential, the company could improve the intern experience by providing access to anonymized or aggregated data sets. This would allow interns to perform deeper, more insightful analyses without compromising patient privacy.

#### **4.5 Recommendation for the Co-Op Program**

The university has given us a great chance to join this program and gain hands-on experience that helps us apply what we learn in class. I suggest reviewing the reporting standards and guidelines because they are often too detailed and repetitive. Also, the pre-co-Op class on report writing should be shorter and spread out over several sessions to help students understand better. Overall, I appreciate the university for letting me be part of this valuable program and for the experience I gained from the internship.

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## Appendices

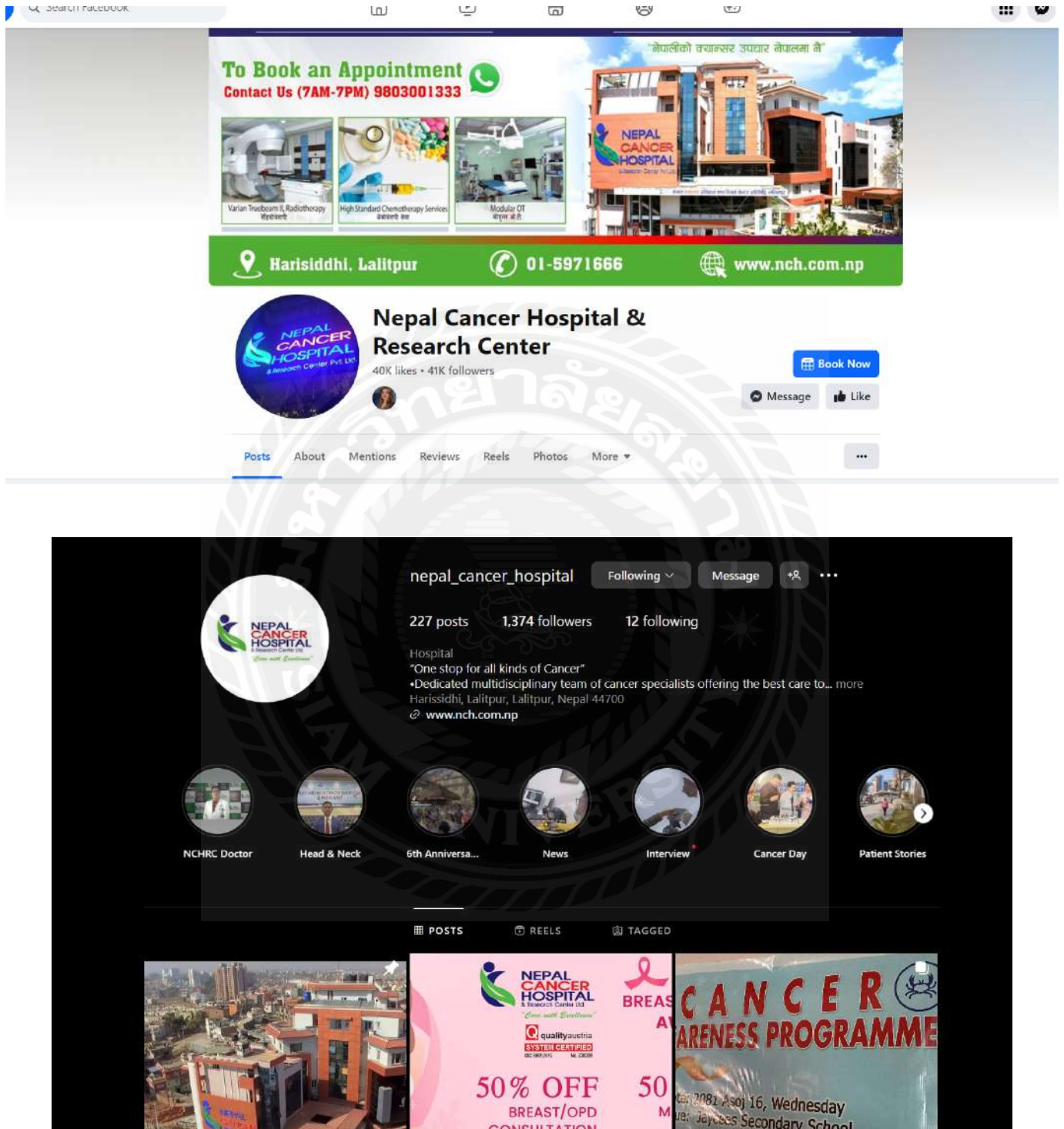


Figure 4: Social media pages of Nepal Cancer Hospital & Research Center



Figure 5: Business Development and Marketing Department Team



Figure 6: With the Administration Team





Figure 7: Continuing medical education event at Nepal Cancer Hospital & Research Center



Figure 8: NCHRC in collaboration with Gopi Krishna Kamakhya Media Company organized an interaction program