



## **Cooperative Education Report**

### **Expanding Healthcare Reach: A Strategic Marketing Internship at Phyathai 3 Hospital**

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**This report is submitted in partial fulfillment of the requirement for Cooperative Education**

**Faculty of BBA in International Hotel and Tourism Management**

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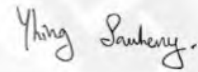
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2021-2024.



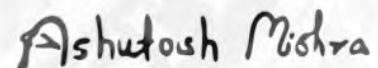
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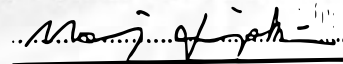
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**Major:** Hotel & Tourism Management

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### **ABSTRACT**

The primary objective of this report is to present an internship report conducted at Phyathai 3 Hospital in Bangkok within the International Marketing Department. The primary focus of the internship was to support the hospital's strategic growth initiatives by identifying and fostering partnerships with external organizations, including travel agents and universities, both domestically and internationally.

The key objective of these collaborations was to enhance the hospital's client acquisition efforts by attracting international patients and expanding its market presence. As part of the internship, one of the main tasks involved identifying new markets with significant growth potential and aligning them with the hospital's service offerings. This required conducting thorough market research to explore emerging healthcare needs across different regions and evaluating partnership opportunities that would enable the hospital to access these markets. Special attention was given to building relationships with institutions capable of referring patients for the specialized treatments and services provided by Phyathai 3 Hospital.

During the internship, I managed the hospital's social media presence to promote its services to a wider audience. My tasks included designing and translating marketing materials for social media and creating promotional campaigns to increase brand awareness and engage potential customers. This work helped me understand how digital marketing strategies impact customer engagement and brand visibility in healthcare. The report provides an analysis of how marketing partnerships and digital strategies can help a healthcare institution reach more people. It also offers recommendations for future growth and marketing efforts based on what I learned during the internship.

**Keywords:** Phyathai 3, collaborative partnerships, content design, content translation, healthcare marketing, client engagement, market expansion strategies

## Acknowledgment

During my internship as an International Marketing Intern, I embarked on a fulfilling journey filled with pride, excitement, and significant learning experiences. First of all, I want to thank myself for the hard work, dedication, and resilience it took to complete my bachelor's degree.

I would like to express my sincere gratitude to all the professors and lecturers of the International Hotel and Tourism Department at Siam University. Their guidance allowed me to gain valuable insights into the functions of the organization and the different workplace cultures. This opportunity has deepened my understanding of the marketing process and provided me with important perspectives on the company's operational components.

Secondly, I sincerely thank my academic advisor, Dr. Yhing Sawheny, and my Co-op committee member Mr. Ashutosh Mishra for their steadfast guidance and support throughout my cooperative education experience. I also want to express my gratitude to Mrs. Pastraporn Yoneyama, my job supervisor at Phyathai 3 Hospital, for her mentorship and for providing opportunities to learn about the hospital's workflows and marketing strategies.

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Thank You Sincerely,

Prakash Neupane

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# Chapter 1

## 1. Introduction

### 1.1 Company's profile

Phyathai 3 Hospital was founded in 1987 to provide high-quality healthcare to the Thai population and international patients (Phyathai 3 Hospital, n.d.). Over the years, the hospital has expanded its services and facilities to meet the evolving needs of its patients. It is part of the Phyathai Group, a renowned network of hospitals in Thailand known for its excellence in medical care. The facility covers an area of 10,228 square meters and has a single building with 300 beds. The facility serves about 2,000 patients daily and sees an average of 42,000 outpatient visits each month.

The hospital is renowned for its comprehensive healthcare offerings, particularly in specialized areas such as the Women's Health Center, the Child and Adolescent Health Center, recognized as the largest of its kind in Southeast Asia, the Heart Center, and the Brain and Nervous System Center, which features advanced procedures like microdiscectomy surgery. Phyathai 3 Hospital is committed to delivering high-quality healthcare through state-of-the-art technology and a patient-centered approach.

The hospital's mission highlights safety and satisfaction, and a desire to lead healthcare innovation. Its strategic location and extensive range of services make it a preferred choice for residents and expatriates seeking reliable medical care. By actively engaging in community health initiatives and promoting awareness, the hospital plays a vital role in enhancing public health standards in the region.





Figure 1 Phyathai 3 Hospital Bangkok

## 1.2 Mission of the company

The mission of Phyathai 3 Hospital is to provide exceptional healthcare services that prioritize patient safety, comfort, and satisfaction. The hospital is dedicated to delivering high-quality medical care utilizing advanced technology and skilled professionals, all within a compassionate environment.

Committed to continuous improvement and innovation, Phyathai 3 Hospital aims to enhance the health and well-being of the community it serves. It promotes preventive care and health education to empower individuals to make informed health choices.



### **1.3 Vision of the Company**

To position itself as a leader in medical excellence, the hospital is committed to delivering outstanding service and comprehensive healthcare solutions. Its goal is to establish a benchmark for excellence in patient care and innovation, ensuring that every patient receives the highest quality treatment in a compassionate and supportive environment. By consistently advancing its medical practices and technologies, Phyathai 3 Hospital aims to enhance the health and well-being of the communities it serves.

### **1.4 Strategies of the Company**

Phyathai 3 Hospital has implemented several strategic initiatives aimed at enhancing its healthcare services and improving patient outcomes. A cornerstone of its strategy is the emphasis on advanced medical technology and specialized centers of excellence, including the Women's Health Center, Child and Adolescent Health Center, Heart Center, and Brain and Nervous System Center. This specialization enables the hospital to deliver high-quality, targeted care to diverse patient populations.

The institution also prioritizes patient-centered care, tailoring services to meet individual patient needs. This approach includes the introduction of innovative solutions such as telehealth services, which facilitate easier access to medical consultations and help reduce waiting times. By leveraging technology, Phyathai 3 Hospital endeavors to enhance the patient experience while upholding rigorous safety and care standards.

In addition, sustainability is a fundamental aspect of the hospital's strategy. Phyathai 3 Hospital is dedicated to environmental responsibility, implementing initiatives that promote energy efficiency, effective waste management, and the use of renewable resources. This commitment not only aligns with global sustainability trends but also bolsters the hospital's reputation as a socially responsible healthcare provider. The hospital actively participates in community health initiatives, aiming to raise awareness about various health issues and promote preventive care. By fostering partnerships with local organizations and conducting health education programs, Phyathai 3 Hospital strives to improve public health outcomes within the surrounding community.

## 1.5 Part of BDMS Group

Phyathai 3 Hospital is a key member of the Bangkok Dusit Medical Services (BDMS) Group, one of Southeast Asia's largest healthcare networks. BDMS operates a chain of private hospitals throughout Thailand and neighbouring countries, providing high-quality healthcare services and specialized treatments across various disciplines. This affiliation significantly enhances Phyathai 3's ability to deliver a wide array of medical services, leveraging the collective expertise, advanced technologies, and resources of the BDMS Group ([Bangkok Dusit Medical Services, 2024](#)).

Through its partnership with BDMS, Phyathai 3 Hospital gains access to an array of shared resources and medical innovations. BDMS invests considerably in training, research, and cutting-edge technologies, enabling affiliated hospitals to offer advanced medical procedures and treatments. According to BDMS, the group's strategic vision is to enhance healthcare accessibility and quality by upholding high operational standards throughout its network, allowing member hospitals like Phyathai 3 to provide services that align with international healthcare standards ([Bangkok Dusit Medical Services, 2024](#)).

BRAND	NO. OF HOSPITALS	NO. OF BEDS*
 Bangkok Hospital	30	4,435
 Samitivej Hospital	7	1,315
 Phyathai Hospital	7	1,434
 Paolo Hospital	7	807
 BNH Hospital	1	115
 Royal International Hospital	2	133
Local Hospital	4	602
Total Hospital	58	8,841

Figure 2. List of BDMS-Affiliated Hospitals

### 1.6 Location

Phyathai 3 Hospital is situated at 111 Phet Kasem Road in the Pak Khlong Phasi Charoen area of Bangkok, Thailand, with the postal code 10160. Established on October 4, 1996, the hospital aims to provide medical services to the Thonburi region. It spans 10,228 square meters and features a single building with 300 patient beds.

The hospital is conveniently located near MRT Bang Phai Station, specifically at Exit 2. Phyathai 3 Hospital caters to approximately 2,000 patients daily, translating to an average of 42,000 outpatients each month. It offers a comprehensive range of health services, including specialized centers for women's health, children's health, cardiac care, and treatments for brain and nervous system disorders.



Figure 3. Phyathai 3 hospital's location on Google Maps.

## 1.7 Organization Structure

Phyathai 3 Hospital is organized to provide efficient, high-quality patient care. It is part of the Phyathai and Paolo Hospital Group, which includes several facilities and employs over 3,000 doctors and consultants, along with 10,000 full-time and part-time staff.

The Board of Directors leads the hospital, making important decisions and providing oversight. This board includes independent directors and executives who help guide the hospital's mission and vision. The President runs the overall operations, supported by committees that manage areas like finance, human resources, and clinical services. The hospital has specialized departments focused on key healthcare areas, such as the Women's Health Center, Child and Adolescent Health Center, Heart Center, and Brain and Nervous System Center. Each department has skilled medical professionals who provide care tailored to their patient's needs.

To encourage innovation and improvement, Phyathai 3 Hospital has initiatives like the Phyathai and Paolo Innovation Lab (PIL) and a Business Intelligence (BI) team. These teams work on research, development, and data analysis to improve services and efficiency. The hospital promotes teamwork by encouraging different departments to work together. This collaboration helps improve patient outcomes and creates a supportive environment for staff.

## 1.8 Organizational Structure Diagram

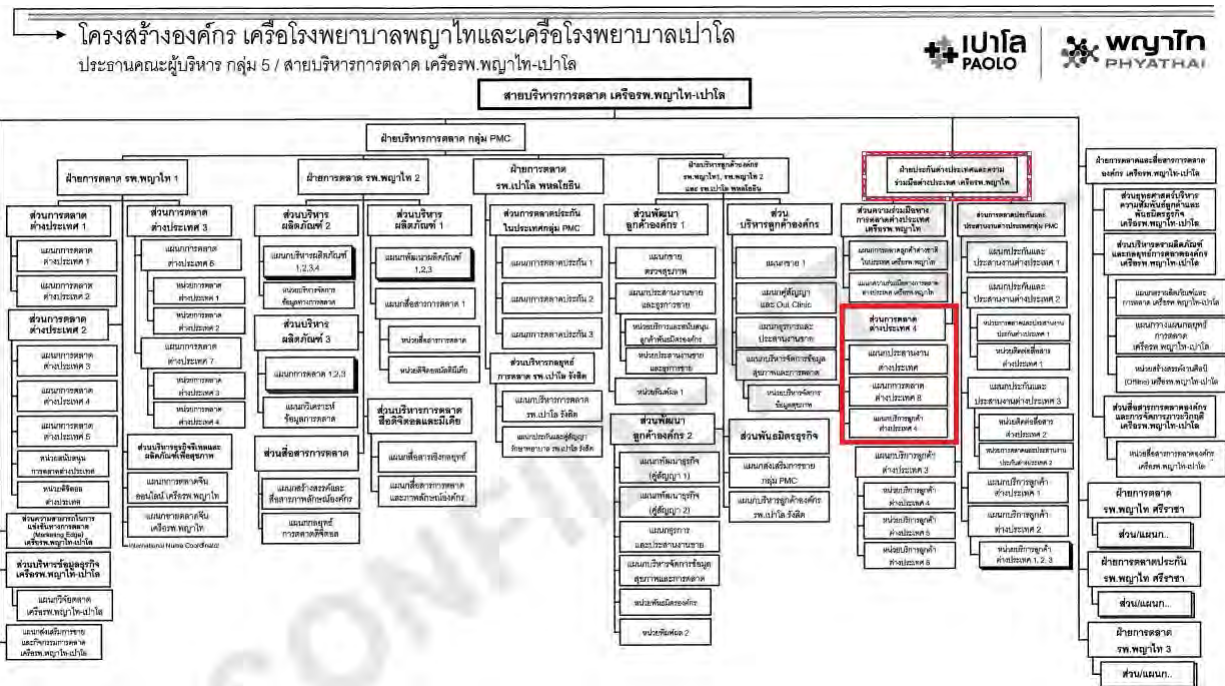


Figure 4. Organizational structure diagram

## 1.9 My Job Position

Job: International Marketing Intern

Time: 9 AM – 5 PM

In my role, I focused on expanding the hospital's reach and enhancing its brand image in domestic and international markets. I identified and nurtured partnerships with travel agencies and educational institutions to boost client acquisition. This involved market research to understand trends, evaluate demographics, and find opportunities aligned with the hospital's strategic goals. I developed proposals and engaged in discussions to attract patients seeking specialized healthcare services. Additionally, I managed



Phyathai 3 Hospital’s social media presence, creating and promoting digital content that showcased the hospital’s offerings to a global audience.

**1.9.1 My Job Position in the Company’s organizational structure**

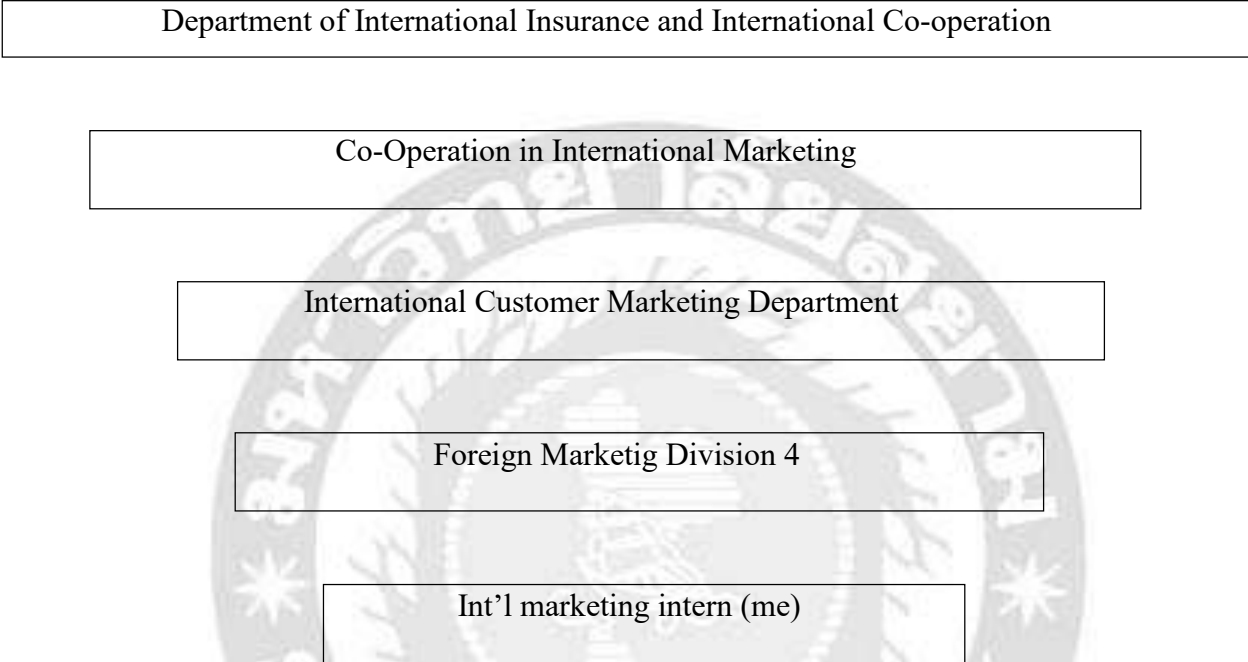


Table 1. My job Position

**1.10 Intention and Motivation**

My primary intention to do this internship at Phyathai 3 Hospital to gain hands-on experience in international marketing for healthcare. My goal was to understand how marketing and healthcare work together. I wanted to learn how partnerships and client engagement can help a hospital grow its reach and build its reputation. Since healthcare is becoming more global, I saw this role as a chance to help people access quality medical services, especially at a well-known place like Phyathai 3.

I am deeply motivated by a strong passion for connecting services with individuals who need them, particularly in the vital field of healthcare. Accessibility in this sector is crucial, and I am eager to explore how we can improve it. I want to comprehensively understand the strategies involved in attracting patients from new and emerging markets. This experience will allow me to play an essential role in building these essential connections between healthcare providers and patients.

Additionally, the prospect of collaborating with international clients and partners greatly excites me. Working in a global context will broaden my perspective and help me develop stronger communication skills that are sensitive to various cultural backgrounds.

My interest in digital marketing further aligns with the discussion about how social media can significantly impact business growth. I am particularly interested in learning how to design digital marketing strategies tailored to engage and effectively reach diverse audiences. Understanding how effective communication can drive brand loyalty, especially in a sensitive industry like healthcare, is also my priority.

This internship provided an ideal platform to apply the marketing knowledge I've acquired while gaining valuable insights into the healthcare industry.

### 1.11 Strategic analysis of Company (SWOT analysis)

Phyathai 3 has emerged as a major participant in the healthcare industry, notably in the Thonburi area. This SWOT analysis looks at internal strengths and weaknesses, as well as external opportunities and threats.

Strengths	Weaknesses
Established Reputation, Advanced Technology, Skilled Medical Staff,	High Operational Costs, Limited Brand Awareness, Resource Allocation,



Comprehensive Services, International Patient Services	Limited Bed Capacity
<b>Opportunities</b>	<b>Threats</b>
Growing Medical Tourism Market, Telemedicine, Partnerships, Specialized Centers, Digital Marketing and Online Presence	Intense Competition, Regulatory Changes, Economic and Political Instability, Disease Outbreaks

Table 2. SWOT analysis of Phyathai 3 Hospital

### Strengths

- *Established Reputation:*

Phyathai 3 is renowned for its long-standing commitment to excellence in healthcare, built over years of dedicated service. This established reputation fosters trust among patients and their families, making it a preferred choice in Thonburi and beyond. The hospital's dedication to high-quality care and patient satisfaction has resulted in numerous positive testimonials and referrals.

Furthermore, its affiliation with the Phyathai Hospital network enhances its credibility, as the group is recognized for consistently delivering exceptional medical services. This strong reputation attracts local patients and positions the hospital favourably within the expanding medical tourism market.

- *Advanced Technology:*

The hospital is equipped with state-of-the-art medical technology that enhances both diagnostic accuracy and treatment effectiveness.

It invests in contemporary equipment, including advanced imaging systems, surgical robots, and electronic health records. This technological advantage facilitates minimally invasive procedures, resulting in quicker recovery times and better patient outcomes.

Additionally, the integration of telemedicine capabilities allows for remote consultations, broadening access to care.

By prioritizing innovation, Phyathai 3 effectively addresses the evolving needs of patients, all while remaining competitive in the rapidly changing healthcare landscape.

- *Skilled Medical Staff*

The hospital takes pride in its highly skilled and diverse medical staff, which includes specialists across various fields. Physicians at Phyathai 3 are often internationally trained, bringing extensive experience to their practice.

This level of expertise creates an environment that promotes excellence in patient care and clinical outcomes. Ongoing training programs and workshops encourage continuous professional development, ensuring staff remain up-to-date with the latest medical advancements.

The collaborative approach among healthcare professionals enhances interdisciplinary care, enabling the creation of comprehensive treatment plans tailored to each patient's unique needs.

- *Comprehensive Services*

Phyathai 3 Hospital stands as a premier provider of comprehensive medical services designed to meet the diverse needs of its patients. From preventive care and routine check-ups to specialized treatments in cardiology, neurology, and pediatrics, the hospital is committed to delivering exceptional holistic healthcare solutions.

Featuring state-of-the-art surgical suites, cutting-edge diagnostic centers, and top-tier rehabilitation services, it ensures that patients receive all necessary care under one roof. This extensive portfolio of services not only enhances patient convenience but also promotes continuity of care, allowing for seamless transitions between various levels of treatment when needed.

- *International Patient Services*

Phyathai 3 Hospital has established comprehensive international patient services designed to meet the needs of foreign visitors seeking medical care.

These services feature multilingual staff, efficient admission processes, and bespoke care packages aligned with international standards. The hospital actively markets its offerings within the global medical tourism landscape, showcasing its expertise across various specialties at competitive prices.

It ensures a seamless experience for international patients by providing assistance with travel arrangements and accommodations. This commitment to global outreach not only boosts revenue but also enhances the hospital's reputation as a leading healthcare destination in Southeast Asia.

## **Weaknesses**

- *High Operational Costs:*

Hospitals encounter significant operational costs stemming from the maintenance of advanced technology, the need for skilled personnel, and the provision of comprehensive services. These expenses can burden financial resources and narrow profit margins, making it difficult to invest in further improvements or expansions.

Moreover, the increasing costs of medical supplies and regulatory compliance can further complicate this challenge.

- *Limited Brand Awareness:*

While Phyathai 3 enjoys a solid reputation within the local community, its brand awareness beyond the Thonburi area is relatively limited. This lack of recognition could impede its efforts to attract new patients, especially from international markets. Additionally, increased competition from other hospitals with more effective marketing strategies may further affect its growth potential.

Also, the absence of an English website and inadequate social media promotion on an international scale could hinder its ability to attract a broader client base.

- *Resource Allocation:*

The hospital may face challenges in resource allocation, especially when trying to balance investments in technology upgrades, staff training, and service expansion.

Ineffective allocation can underutilize some services or overextend others, ultimately impacting patient care quality. Therefore, strategic planning is crucial for optimizing resource distribution and operational efficiency.

- *Limited Bed Capacity:*

With just 300 beds available, Phyathai 3 Hospital encounters challenges in accommodating patient surges during peak periods or public health emergencies.

This limited capacity can lead to longer wait times and reduced patient satisfaction. Moreover, it may impede the hospital's ability to expand its services or attract additional patients seeking prompt care.

## **Opportunities**

- *Growing Medical Tourism Market:*

The increasing global interest in medical tourism presents a remarkable opportunity for Phyathai 3 Hospital to expand its reach. Thailand has established itself as a premier destination for individuals seeking exceptional healthcare services, renowned for its combination of high-quality medical care and affordable pricing.

This favourable reputation makes the country particularly appealing to international patients, who often search for expert treatment and cost-effective solutions. By enhancing its marketing strategies and actively promoting its specialized medical services, Phyathai 3 Hospital can effectively position

itself within this thriving sector, attracting more patients abroad. This strategic focus has the potential to significantly boost the hospital's revenue while establishing its name as a leader in the global healthcare marketplace.

- *Telemedicine:*

The rise of telemedicine offers Phyathai 3 Hospital a valuable opportunity to broaden its service delivery model significantly. By integrating virtual consultations and remote monitoring into their healthcare offerings, the hospital can greatly enhance patient access to necessary medical care. This is particularly beneficial for individuals residing in remote areas or for international patients who may face barriers to in-person visits. The incorporation of these innovative technological solutions not only has the potential to increase overall patient satisfaction but also serves to streamline and optimize the delivery of healthcare services, ensuring that more patients receive timely and effective care.

- *Partnerships:*

Establishing strategic partnerships with esteemed international healthcare providers and organizations can significantly enhance the range of services offered by Phyathai 3. Such collaborations would facilitate the exchange of valuable knowledge and expertise and elevate the overall quality of care, positioning the hospital as a more appealing choice for international patients seeking medical treatment.

Furthermore, by collaborating with local businesses and travel agencies, Phyathai 3 can create attractive, comprehensive health packages tailored specifically for medical tourists.

Such packages would seamlessly integrate healthcare services with travel and accommodation options, delivering an exceptional experience that attracts patients from around the globe and enriches their journey while receiving treatment.

- *Specialized Centers:*

Phyathai 3 Hospital boasts specialized centers that focus on women's health and pediatrics, which present substantial opportunities for growth and enhancement. By further developing these existing centers or branching out into new specialties, the hospital can broaden its appeal to a more diverse patient demographic.

This targeted approach towards niche markets allows the hospital to set itself apart from competitors and enhances its reputation as a leading provider of quality healthcare services.

By investing in advanced technologies, personalized care, and comprehensive health programs tailored to the needs of these specific groups, Phyathai 3 Hospital can solidify its position as a premier choice for patients seeking exceptional medical care.

- *Digital Marketing and Online Presence:*

Strengthening digital marketing efforts and enhancing its online presence can significantly benefit Phyathai 3 Hospital. By utilizing social media platforms, the hospital can engage with a broader audience and share valuable information that resonates with potential patients. In addition, implementing search engine optimization strategies will help increase visibility in online search results, making it easier for individuals seeking healthcare services to find the hospital. Targeted advertising can further amplify this reach, ensuring the right messages are delivered to the appropriate demographics.

Moreover, fostering an engaging online presence is crucial for facilitating communication with existing patients. This not only improves overall patient engagement but also promotes loyalty, as patients feel more connected and valued through effective online interactions. Ultimately, these strategies can create a more vibrant and responsive community around Phyathai 3 Hospital, encouraging both new and returning patients to seek care.

## **Threats**

- *Intense Competition*

*Numerous Competitors:* The healthcare market in Bangkok is highly saturated with a multitude of private hospitals, all competing for a share of the patient population. Major players such as

Bumrungrad Hospital and Samitivej Hospital have built strong reputations and offer extensive services, making it difficult for Phyathai 3 to establish a distinctive identity.

*Price Wars:* Increased competition often leads to price wars, where hospitals may reduce service prices to attract patients. It can significantly impact profit margins and financial sustainability, forcing Phyathai 3 to reconsider its pricing strategies while maintaining quality care.

*Innovation Pressure:* In the rapidly evolving healthcare landscape, competitors continually strive to innovate and improve their technology and services. This relentless push for advancement means that Phyathai 3 cannot afford to remain stagnant; it must actively invest in state-of-the-art medical technologies to enhance patient care and operational efficiency. Additionally, the hospital must implement robust training programs to ensure its medical staff are well-equipped with the latest skills and knowledge in their respective fields. However, these necessary investments come at a cost.

Allocating financial resources towards advanced equipment and comprehensive staff training can significantly strain the hospital's budget, creating challenges in balancing its financial health with the imperative to provide top-tier healthcare services.

- *Regulatory Changes*

*Healthcare Regulations:* Changes to healthcare regulations can create new requirements for hospitals. These may include stricter standards for patient care, better safety measures, and more reporting duties. Hospitals might need to invest significantly in training and infrastructure to meet these requirements.

*Insurance Policy Shifts:* Changes in insurance policies or government healthcare programs can affect the number of patients. If reimbursement rates drop or coverage options change, patients might choose to seek care elsewhere, which can hurt hospital revenue.



*Legal Risks:* New laws, especially those about medical malpractice, can increase liability risks for hospitals. This could lead to higher insurance premiums or legal costs, putting extra pressure on financial resources.

- *Economic and Political Instability*

*Economic Downturns:* When the economy struggles, people have less money to spend on private healthcare. It can lead patients to delay or avoid essential treatments, resulting in fewer patients at Phyathai 3.

*Political Unrest:* Thailand has experienced political unrest that disrupts healthcare services. This situation may make international patients hesitant to visit Phyathai 3 and can diminish local patient trust in the healthcare system.

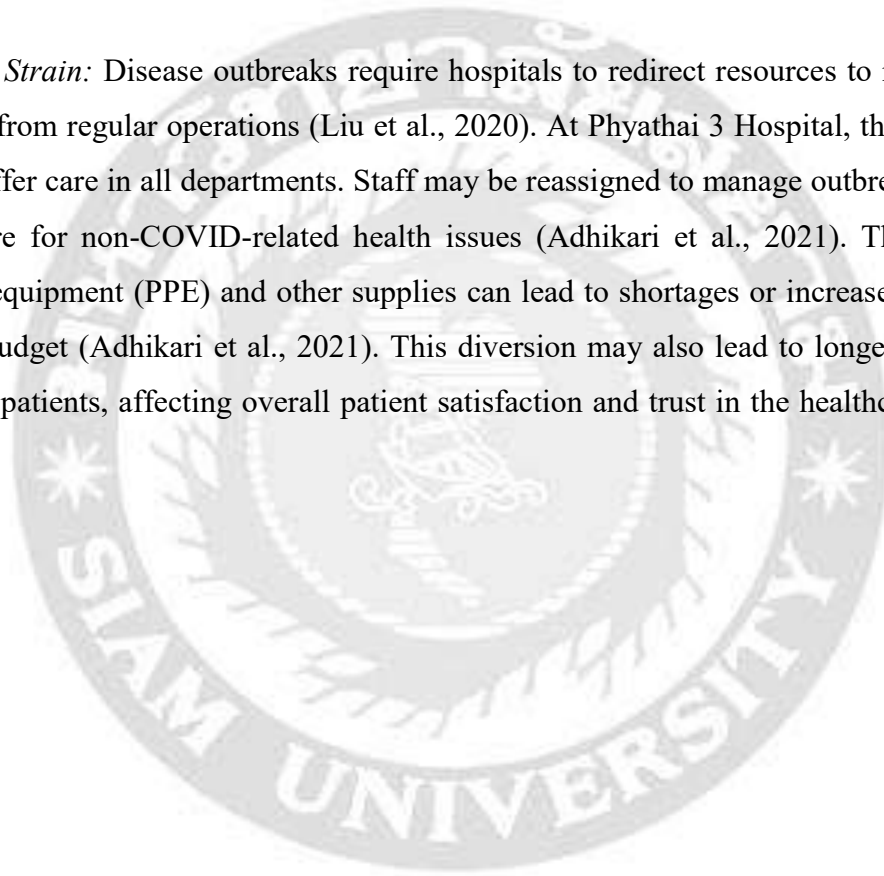
*Inflationary Pressures:* Rising inflation can increase the hospital's costs, like salaries, medical supplies, and utilities. If these costs grow faster than the company revenue, it could threaten the hospital's financial stability.

- *Disease Outbreaks*

*Pandemic Vulnerability:* Infectious disease outbreaks like COVID-19 have significantly disrupted how hospitals operate. When patient numbers surge, hospitals must quickly shift staff and resources to provide urgent care. This shift can interrupt regular services and negatively impact elective procedures. Pandemics can also create financial problems due to reduced revenue from elective surgeries and increased costs for infection control measures (Population Medicine, 2023).

*Public Health Concerns:* Outbreaks often cause public fear, leading people to avoid hospitals because they worry about getting infected (Kaur et al., 2021). This can result in fewer outpatient visits, especially from patients with chronic conditions which need regular check-ups. For example, a study by (Nuntapong et al., 2021) found that during the COVID-19 pandemic, visits for diabetes and heart issues dropped, which may lead to worse health outcomes. This avoidance affects both patient health and hospital revenue. Additionally, delays in care can increase complications and long-term healthcare costs (Abate et al., 2022), making it harder for hospitals to provide complete care.

*Resource Strain:* Disease outbreaks require hospitals to redirect resources to manage the situation, distracting from regular operations (Liu et al., 2020). At Phyathai 3 Hospital, this strain can limit the ability to offer care in all departments. Staff may be reassigned to manage outbreaks, which can leave gaps in care for non-COVID-related health issues (Adhikari et al., 2021). The need for personal protective equipment (PPE) and other supplies can lead to shortages or increased costs, straining the hospital's budget (Adhikari et al., 2021). This diversion may also lead to longer wait times for non-emergency patients, affecting overall patient satisfaction and trust in the healthcare system (Abate et al., 2022).



## Chapter 2

### 2. Cooperative Study Activities

#### 2.1 Job Description

As an International Marketing Intern at Phyathai 3 Hospital in Bangkok, I helped the hospital attract international patients and grow its brand. My main job was to find and connect with potential clients and to build partnerships with travel agencies and universities in Thailand and other countries. These partnerships aimed to make Phyathai 3 a leading healthcare choice for international patients.

I conducted market research to spot new opportunities, examined healthcare trends, and evaluated partnerships that matched the hospital's expansion plans. I also managed the hospital's social media, creating and translating content to engage a global audience. This included designing marketing materials and running campaigns to raise awareness of the hospital's services.

Working with the marketing team, I ensured our social media efforts communicated the hospital's brand effectively to different cultures. This role helped me develop skills in client relationship management, digital marketing, and strategic planning, giving me a better understanding of international healthcare marketing. Through my work, I supported the hospital's growth while building foundational skills in the healthcare industry.

#### 2.2 Job responsibilities and work duties

- *Identifying Potential Partnerships*

I took time to research and find potential partners, like travel agencies and universities, both nearby and around the world, that fit well with Phyathai 3 Hospital's growth goals. I looked into their ability to refer clients and examined market demographics to ensure we could create win-win

collaborations. By reaching out to these key organizations, I aimed to build partnerships that would not only increase patient inflow but also help broaden the client base for the hospital's services.



*Figure 5. The Phyathai 3 International Marketing Team's visit to the Siam University International Affairs Office for possible collaboration and partnership.*

- *Market Research and Analysis*

I conducted market research to identify healthcare demand trends and growth opportunities. This included analyzing demographic data and healthcare needs across regions, which informed partnership decisions and targeted marketing strategies for Phyathai 3 Hospital, ensuring it met the needs of international patient segments.

- *Developing Partnership Proposals*

Partnership proposals were developed to outline collaborative opportunities for potential clients clearly. Each proposal highlighted the mutual advantages, partnership structures, and strategic

objectives. This process focused on aligning the services of Phyathai 3 Hospital with the unique needs of prospective partners, effectively demonstrating the hospital's value. Ultimately, these strategies aimed to foster trust and lay the groundwork for lasting collaborations.

- *Networking and Outreach*

I dedicated myself to actively engaging in networking and outreach initiatives with the sincere intention of connecting with potential partners. Understanding the importance of building relationships, I made it a priority to maintain open lines of communication with stakeholders, offering them a variety of partnership opportunities that could mutually benefit everyone involved. This journey included participating in heartfelt meetings and delivering presentations that not only showcased the advantages of collaboration but also conveyed our shared vision. By nurturing these meaningful connections, I aspired to foster lasting relationships that would enhance Phyathai 3 Hospital's presence in both local and international communities, ultimately creating a positive impact together.

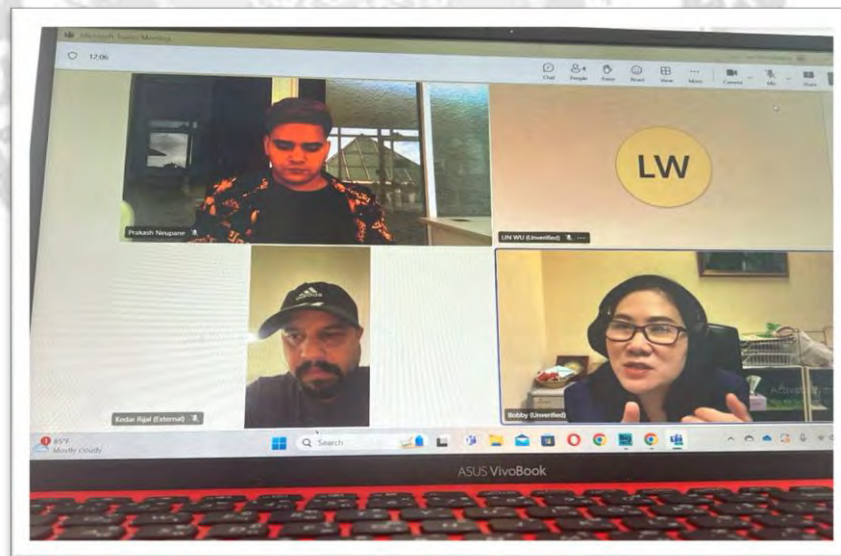


Figure 6. Online Team meeting with a possible partner from Nepal

- *Managing Social Media Content*

I created and managed content for Phyathai 3 Hospital's social media. I designed attractive posts, translated materials for international audiences, and selected content that appealed to our target groups. This work was key to improving the hospital's brand visibility. It helped us communicate effectively with a global audience and increased engagement with potential clients.

- *Running Digital Campaigns*

I planned and carried out digital marketing initiatives, adapting them to target certain customer groups and boost awareness of Phyathai 3 Hospital's services. These ads were designed to develop brand loyalty and increase customer contact. Using data analytics to evaluate campaign success, I discovered areas for improvement and improved campaigns to ensure that the hospital's value is communicated effectively.

- *Creating Marketing Materials*

I designed a variety of marketing pieces, including brochures, flyers, and web adverts. These materials emphasized Phyathai 3 Hospital's specialist services, which appealed to both local and foreign audiences. My efforts in this area helped to build a unified marketing strategy by creating educational and visually appealing material that supported the hospital's professional image.

- *Translating Content for Global Reach*

To market to a foreign audience, I translated marketing text from English to Nepali and Thai to English, ensuring that language did not serve as a barrier for potential patients. This helped Phyathai 3 Hospital to communicate effectively with its varied clientele while also demonstrating cultural awareness. By offering multilingual information, I helped the hospital become more accessible and appealing to international patients.

## 2.3 Activities in Coordinating with Co-Workers

- Weekly Team Meetings:

I attended weekly meetings to discuss projects and updates, fostering open communication and effective solutions.

- Collaborative Content Creation:

I collaborated with designers and writers to create cohesive marketing materials, ensuring consistency with the hospital's brand.

- Feedback Exchange:

I sought feedback on drafts and marketing materials, refining our work to meet departmental standards and audience needs.

- Cross-Functional Coordination

I worked with operations and customer service to align marketing strategies with service goals, enhancing campaign relevance.

- Campaign Performance Review

I participated in team reviews to analyze digital campaign performance, helping to optimize strategies for better audience engagement.



## 2.4 Job Process Diagram

Being an employed (International marketing intern) at Phyathai 3 Hospital in Bangkok, Thailand, I have followed the below-displayed job process through a diagram working there.

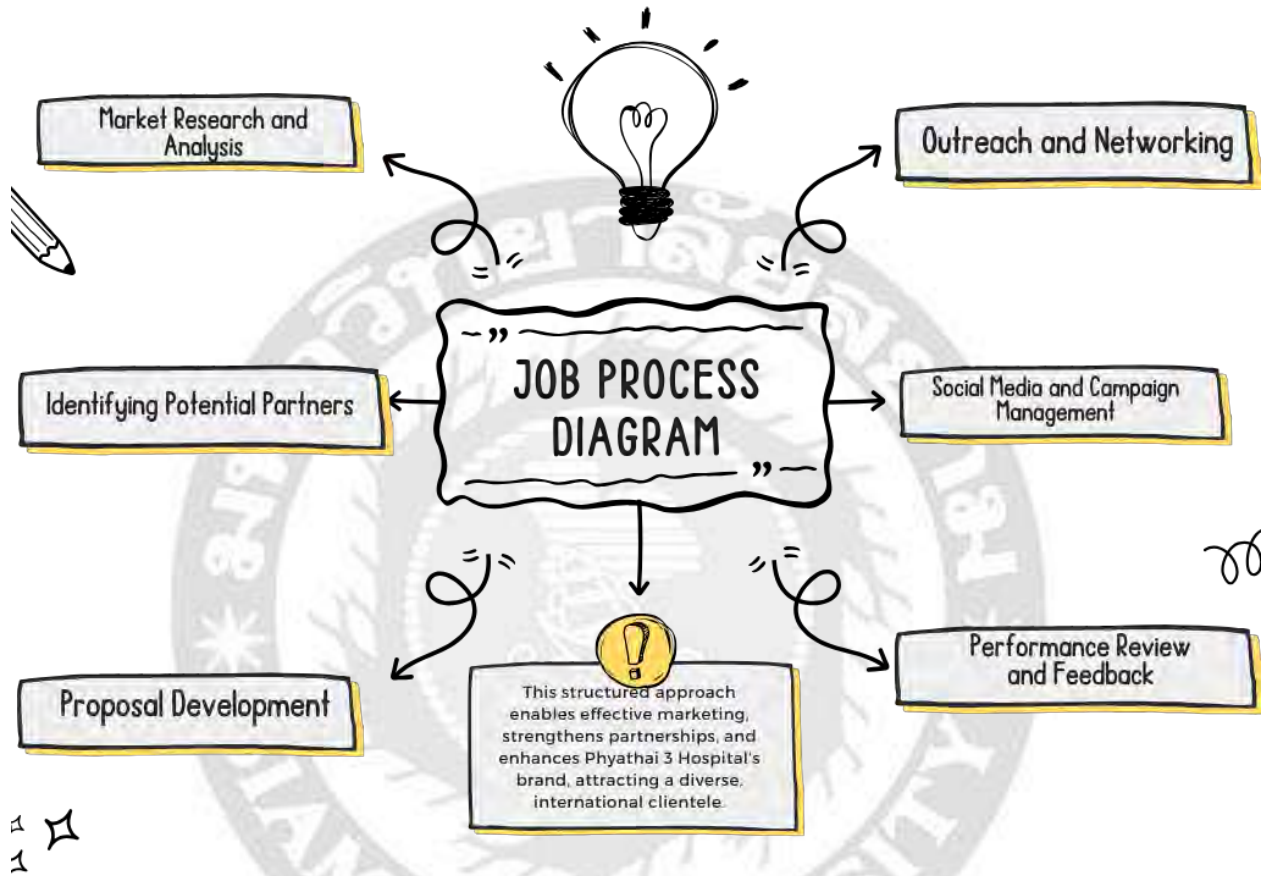


Table 3. Job Process Diagram

## 2.5 Contribution as a cooperative student to the company

During my internship as a cooperative student, I made impactful contributions to the company's international outreach, marketing, and partnership initiatives. I collaborated extensively with universities and agencies to significantly expand our market presence, with a focus on Siam University.

To drive strategic market expansion, I conducted thorough market research on Nepal, producing insightful reports and establishing key networks with local travel agents. My visit to the Embassy of Nepal

in Bangkok, Thailand, allowed me to gather valuable information about the Nepali community, and my collaboration with the Non-Resident Nepali Association (NRNA) Thailand opened up exciting partnership opportunities. I also successfully forged partnerships between six international travel companies.

I played a critical role in launching a free online IVF consultation service for Nepal and Bangladesh. This initiative attracted six registrants from Bangladesh, with two attending and one potential case emerging from Nepal.

My contributions to the company's social media and promotional efforts were equally significant. I elevated our Phyathai Hospital page, increasing followers from a mere 26 to over 5,200 and achieving more than one million in reach through effective social media promotion.

In addition, I translated numerous brochures and service packages from English to Nepali, making our offerings accessible to Nepali-speaking clients. I also designed a variety of marketing materials, including 36 pieces focused on IVF and several others for checkups and additional services.

*“Furthermore, I proposed innovative insurance plans on behalf of Phyathai 3 Hospital to Siam University, and the proposal was accepted by the university. This partnership will provide hassle-free treatment for more than 15,000 students and staff in collaboration with Phyathai 3 Hospital.*

Through these varied roles, I not only enhanced the company's brand and client base but also established invaluable connections and initiated strategic partnerships that will support our long-term growth.

# Chapter 3

## 3. Learning Process

### 3.1 Problem Faced

As an International Marketing Intern at Phyathai 3 Hospital, I faced challenges in reaching and connecting with an international audience. One major challenge was the variety of cultures in our target market. I had to adapt our marketing messages to meet the needs and preferences of patients from different countries. It was necessary but also complicated.

Another challenge was the competition in the global healthcare market. Many hospitals compete for international patients, so making Phyathai 3 Hospital stand out was crucial. This meant understanding market trends, analyzing competitors, and creating unique selling points.

Additionally, the fast-changing digital landscape was another hurdle. I needed to use social media and other online platforms effectively to engage with a global audience. Staying up-to-date with trends and improving our online presence was essential to remain competitive.

Finally, I had limited autonomy to adapt to necessary changes as an intern, which included physical marketing ideas in new markets like Nepal, where the marketing pattern is entirely different from the context of Thailand, and most of my suggestions were not implemented due to a lack of decision authority.

### 3.2 Problem Solving

I used targeted strategies to improve engagement with diverse audiences.

- *Cultural Sensitivity*: I researched each target region's cultural differences and social norms. I learned cultural and local values, traditions, and preferences. By understanding these cultural contexts, I tailored content to connect better with audiences and show respect for their identities.

- **Language Translation:** I recognized the need for clear Communication, so I used advanced translation tools and worked with language experts. Which ensured our messages kept their intended meaning and emotional impact in different languages.
- **Visual Communication:** I focused on creating visual content via flyers and designs using Canva, especially in the Nepali language, so people from Nepal could understand complex words without hesitation.
- **Data-Driven Insights:** I focused on social media data to refine our outreach strategies. I looked at engagement rates, click-through statistics, and audience demographics to find the best content formats and distribution channels to reach more audiences in the future. It helps me gain more reach and relevant clients.

### **3.3 Recommendations to the Company**

Based on my findings, I recommend the following.

*Invest in Language Translation Tools:* Implementing advanced translation tools can improve the efficiency and accuracy of content localization.

*Partner with Language Experts:* Collaborating with language specialists can ensure culturally appropriate and engaging content for diverse audiences.

*Utilize Visual Content:* Prioritizing visually appealing content can enhance engagement and overcome language barriers.

*Conduct Regular Social Media Audits:* Analyzing social media metrics can help identify areas for improvement and inform future strategies.

### **3.4 Learning during Co-Op Studies**

During my co-op internship at Phyathai 3 Hospital, I began a transforming personal and professional development journey. I honed my market analysis and customer engagement skills, which are critical for success in international marketing.

Collaborating with varied stakeholders taught me the value of cultural awareness and good communication, helping me to create marketing strategies that resonate with different audiences.

I found the power of strategic collaborations and their critical role in growing market reach, which required identifying possible collaborators and negotiating agreements that aligned with our common aims. Managing social media campaigns was a fulfilling job that honed my digital marketing skills as I learned to measure efficacy and change strategy in response to audience input.

Working in a team taught me the value of collaboration and embracing diverse points of view while issue-solving, which enriched my overall experience and reinforced my conviction in the power of collective effort.

### **3.5 Application of Coursework Knowledge to Real Working Situation**

I applied my coursework knowledge to real working situation by

*Segmenting Target Audiences:* I identified specific target groups within the international market and tailored content to their preferences and needs.

*Developing Content Calendars:* I created structured content calendars to ensure consistent and relevant messaging across various platforms.

*Analyzing Social Media Metrics:* I used data analytics tools to track the performance of social media campaigns and make informed decisions.

### 3.6 Special Skills and New Knowledge

Through this internship, I developed the following skills and knowledge

*Cultural Sensitivity:* I gained a deeper understanding of cultural nuances and their impact on marketing strategies.

*Social Media Marketing:* I honed my skills in social media management, content creation, and campaign analysis.

*Digital Marketing Tools:* I became proficient in using various digital marketing tools for data analysis and campaign optimization.

*International Marketing:* I gained insights into the complexities of international marketing, including market research, localization, and cross-cultural communication.



# Chapter 4

## 4. Conclusion

### 4.1 Summary

My internship at Phyathai 3 Hospital provided a valuable opportunity to gain hands-on experience in international healthcare marketing.

I was responsible for various tasks, including market research, partnership development, social media management, and content creation. Through my daily job experiences at Phyathai 3, I developed a deep understanding of the complexities and importance of international healthcare marketing.

### 4.2 Evaluation of the Work Experience

The internship turned out better than I thought, giving me a well-rounded chance to learn. I got to use what I learned in class in real job situations, which made my hands-on skills even better. The helpful workplace and advice from seasoned pros boosted my education journey. Facing tough spots, like dealing with different cultures and making digital marketing plans work better, helped me think more and solve problems more.

### 4.3 Limitation of Cooperative Studies

The internship proved very valuable, but the cooperative education program had some built-in limits. The short time frame of the internship restricted how I could get involved in particular projects. Also, juggling schoolwork and internship duties often caused conflicts making it tough to manage my time well.

To make the cooperative education experience better for interns down the road here's what I suggest:

*Extended Internship Length:* Making internships longer would give interns a chance to dig into projects and gain a fuller grasp of the field.

*Adaptable Timetables:* Offering more flexible schedules could help interns juggle their school work and internship duties better.



*Guidance Systems:* Setting up an official mentoring system would give interns dedicated help and backing throughout their time at the company.

*Ongoing Checks and Input:* Doing regular reviews and giving helpful input would allow interns to see how they're doing and spot areas to work on.

By tackling these issues and putting these ideas into action, Phyathai 3 Hospital can keep offering worthwhile learning chances for future interns and boost its work-study program.



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# Annex

**EFC**

के तपाईंको पार्टनरले प्रजनन समस्याहरू अनुभव गर्दै हुनुहुन्छ?

अब हाम्रो विशेषज्ञ मार्गदर्शनको साथ समाधानहरू अन्वेषण गर्नुहोस्।

हार्मोनल (hormonal) गर्नुहोस्।

**कलेजी यस्तो अंग जसले ध्यानको आवश्यकता राख्छ!**

कलेजीको रोगहरू

- अपशिष्टलाई हटाउन मद्दत गर्छ
- प्रतिरोधक क्षमतामा सुधार गर्छ
- खात चयन मद्दत गर्छ
- पाचनमा मद्दत गर्न चिन्त उपायन गर्छ

कलेजीमा क्षति पुऱ्याउने रोगहरू

- प्याटी लिभर रोग
- हेपाटाइटिस
- सिरोसिस
- कलेजीको क्यान्सर

स्वस्थ कलेजी कसरी राख्ने

- शारीरिक तौल नियन्त्रण गर्नुहोस्
- माध्यमको सेवन सीमित गर्नुहोस्
- आवश्यकानुसार मात्र औषधि लिनुहोस्
- हेपाटाइटिस भाइरसबाट आफूलाई सुरक्षा गर्नुहोस्

**PHYATHAI 3 HOSPITAL** PETCHABURI

**EFC अण्डा फ्रिज गर्नको लागि कसरी तयारी गर्ने**

- पोषक खाद्य पदार्थ खाई
- नित्य रातको खाना खानेबाट बच्नुहोस्
- आवश्यक चिन्ता र चिन्ताहरूलाई आफ्नो शरीरलाई रोक्न गर्नुहोस्
- पर्याप्त विश्राम बुझ्नुहोस् र तनाव घटाउनुहोस्
- चिकित्सकीय सल्लाह लिनुहोस्

**Oocyte Freezing**

अधिक जानकारीको लागि कृपया हामीलाई इनफोर्मेशन मार्फत सम्पर्क गर्न नभय्नुहोस्।

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**9 प्रकारको टाउको दुखाइ जसलाई तत्काल चिकित्सा ध्यान चाहिन्छ**

असामान्य चिकित्सा उपचार, अत्यन्तै तीव्र टाउको दुखाइ

**Acute severe headache**

कोरोना, डायबिटीस, र अन्य रोगहरूको कारणले

**Unilateral headache** (one side of the head)

**Bilateral headache** (both sides of the head)

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**5 IMPORTANT STEPS BEFORE ICSI**

- शारीरिक परीक्षण
- अण्डाशय स्टिम्युलेशन
- सकारात्मक अंडाशयको अनुगमन
- अण्डा संकलन
- वीर्य संकलन / वीर्य प्राप्ति

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**Sharing Care with Loved One**

**Buy 1 Get 1 Free Package 2024**

Items

1. 1st stage of Urine Albumin	उत्प्रेषण जाँच
2. Risk to Cholesterol (RBC)	कोलेस्ट्रॉल जाँच
3. Cholesterol (LDL or HDL or total)	कोलेस्ट्रॉल जाँच (LDL, HDL, Total)
4. FBS	फास्टिङ ब्लड शुगर जाँच
5. Urine the blood count	उत्प्रेषण जाँच
A. Hematocrit	उत्प्रेषण जाँच
6. WBC (WBC)	उत्प्रेषण जाँच
7. Platelet	उत्प्रेषण जाँच
8. Urinary Protein/Albumin (UP)	उत्प्रेषण जाँच
9. Glucose	शुगर जाँच
10. Urea	युरिया जाँच
11. Creatinine	क्रिएटिनिन जाँच
12. PT/INR	रक्त थक्का जाँच
13. PT/INR	रक्त थक्का जाँच
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32. PT/INR	रक्त थक्का जाँच
33. PT/INR	रक्त थक्का जाँच
34. PT/INR	रक्त थक्का जाँच
35. PT/INR	रक्त थक्का जाँच
36. PT/INR	रक्त थक्का जाँच

Special Price **22,500 THB**

**PHYATHAI 3 HOSPITAL** PETCHABURI

# HOW DOES "INTERNSHIP PROS TO ENTREPRENEUR" WORK?

Target ideas : Nepal, Arab, Indonesia, Vietnam, Maldives, Bangladesh

Proposed 2 projects to Siam University

1. Privilege Care Program for students, families and staffs
2. Internship Program with specific target

1. Offer 1<sup>st</sup> proposal for Privilege Care Program to University's President
2. Selected students start internship program

1. Start promoting both online & offline in Nepal and Bangladesh for IVF and Check up
2. English FB become active for expats 4.6K likes, 4.5K followers
3. VRTIMES: low cost PR for IVF for Vietnam and Indonesian market



Mar

Jun - Jul

Sep

Apr

Aug-Oct

Oct

1. Work out with 3<sup>rd</sup> parties to run "Privilege Care Program"
2. Orientation and Recruiting Event for potential foreign students for Internship

• Connected to Embassy for info

Marketing Kick off

1. Online & Onside meeting with potential

5 Nepal  
2 Bangladesh

4 actives

1. University accepted proposal and visiting hospital, agreement expanded from 1,500 overseas students to all 15,000 students and staffs: working on MOU
2. Launched Free online IVF consultation
  - 2 Bangladesh
  - 0 Nepal
  - 4 Myanmar

## WHAT NEXT ?

Proposed 2 projects to Siam University

Privilege Care Program for students, families and staffs

Internship Program with specific target

1. Offer 1<sup>st</sup> proposal to University's President
2. Selected students start internship program

- Start promoting both online & offline in Nepal and Bangladesh for IVF and Check up
- English FB become active for expats
- VRTIMES: low cost PR for Vietnam and Indonesian market for IVF

Mar

Jun - Jul

Sep

Apr

Aug-Oct

Oct

1. Work out with 3<sup>rd</sup> parties to run "Privilege Care Program"
2. Orientation and Recruiting Event for potential foreign students for Internship

Online & Onside meeting with potential

- 5 Nepal
- 2 Bangladesh
- Artworks adv: 20

4 are actives

1. University accepted proposal and visiting hospital, agreement expanded from 1,500 overseas students to all 15,000 students and staffs: working on MOU
2. Launched Free online IVF consultation
  - 2 Bangladesh
  - 0 Nepal
  - 4 Myanmar

1. Closing intern with total expenses : 26K

1. Staffs costs
2. Ads and VRTimes : Vietnam, Indo exposure
2. MOU with Siam
3. Event to promote "Privilege Care Programs"

Nov



Dec : Ready to Kick off to 2025

1. New markets and Privilege Care Program will officially open and run
2. Be the role model to other university's communities







โรงพยาบาลฟายไธ 3  
111 ถนนพหลโยธิน แขวงจตุจักร กรุงเทพมหานคร 10160  
โทรศัพท์ 0-2467-1111 โทรสาร 0-2467-6515

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PHASIRICHARDEN, BANGKOK 10160 THAILAND  
TEL. 0-2467-1111 FAX 0-2467-6515  
WWW.PHYATHAI.COM

Dear Mr. Prakash Neupane,

On behalf of Phyathai 3 Hospital, I would like to extend our heartfelt gratitude to you for your dedication and hard work during your internship with us.

Throughout your time here, you not only embraced the challenges of the hospital environment but also played a vital role in helping us explore new projects and markets. Your fresh perspectives, innovative ideas, research and insights you provided during your internship have been instrumental in shaping our strategies and initiatives. We appreciate your contribution, which have been crucial to the initial phase of our new market.

We hope that the experience you acquired here has been enriching and rewarding, as it has been for us to have you as part of our team. The skills and knowledge you have gained and given will undoubtedly serve you well in your future endeavors.

We wish you all the best in your studies and careers, thank you once again for your invaluable contributions.

Warm regards,

Ms. Pastraporn Woneyama

International Marketing Division Manager

Phyathai 3 Hospital

Letter of Appreciation