



Cooperative Education Report

Navigating International Marketing in Healthcare: My Internship Experience at Phyathai 3 Hospital

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a Cooperative Education Faculty of BBA in International Hotel and
Tourism Management
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Siam University

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Phyathai 3 Hospital**

Written By: - Ajoku Christian Ifeanyi

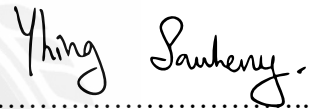
Faculty: - BBA

Major: - Business Administration (Hotel and Tourism Management)

Academic advisor: - Dr. Yhing Sawheny

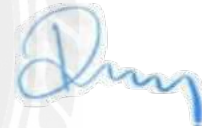
Semester / Academic Year: 1/2024

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ABSTRACT

The primary objective of this cooperative education report is to give a general overview of my internship experience at Phyathai 3 Hospital as an international marketing officer, my roles and duties, my collaboration with team members, my contributions as an international marketing officer to Phyathai 3 hospital.

The fundamental objective of my internship was to implement my theoretical knowledge and an on-the-job training to gain more practical knowledge and insight about international marketing, to objectively assist the hospital in creating a new market, expanding and extending the reach of their brand awareness to international markets, and running digital ad campaigns on various social media platforms. I also employed traditional marketing strategies and tactics by sharing flyers.

During the internship, I tried to form a collaborative partnership with NIDO (Nigerians in Diaspora Organization). Additionally, I made conscious efforts to run a marketing campaign both traditionally and digitally on a social media platform - reddit.

Keywords: Phyathai 3, Collaborative Partnership, International Marketing, Traditional Marketing

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I would also like to thank my Job advisor - Mrs. Pastraporn Yoneyama for her consideration of my application to do my internship at Phyathai 3 Hospital. Her mentorship provided me with a lot of knowledge and invaluable insight about working in a corporate setting, the technicalities of marketing in the healthcare industry, and understanding the hospital's workflow and marketing strategies.

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Sincerely

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CHAPTER 1

Introduction

In this cooperative education report, I venture to talk about the dynamics and technicalities of international marketing and my practical training experience at Phyathai 3 Hospital, Bangkok, Thailand. Navigating the complexities of international marketing within the healthcare sector come with a unique set of challenges and opportunities. My internship experience at Phyathai 3 Hospital in Thailand has provided me with vital insights into this field, particularly in the context of medical tourism - which is an ever-evolving segment that attracts patients from other countries who are seeking high quality medical services and care at very affordable prices.

During my internship stint at Phyathai 3 Hospital, I witnessed first-hand how Phyathai 3 Hospital positioned itself in the healthcare field, leveraging its advanced medical technologies and skilled professionals to cater to international patients. The hospital's strategic marketing initiatives are designed not only to promote its services but also to build trust and credibility among diverse cultural backgrounds. This involves understanding the motivations behind patients' decisions to seek treatment abroad, which often include factors such as cost, accessibility, and the availability of specialized care.

Moreover, my experience highlighted the importance of cultural competence in marketing strategies. Effective communication and tailored messaging are essential in addressing the specific needs and preferences of international patients. By engaging with various digital platforms and utilizing social media, Phyathai 3 Hospital successfully reaches a broader audience while fostering relationships with potential patients worldwide. In this report, I will delve into the strategies employed by Phyathai 3 Hospital to navigate the international healthcare market, reflecting on my contributions and learnings throughout this enriching internship experience.

1.1 Company Profile



Figure 1: Phyathai 3 Hospital

Phyathai 3 hospital was established on October 4, 1996, as an expansion of medical services to customers in the Thonburi area. Located at 111 Petchakasem Road, Phasi Charoen, Bangkok 10160 on an area of 10,228 square meters. The hospital consists of 1 building and 300 beds capacity for patients together with consultation and advanced medical technology and equipment, receiving 2,000 patients per day. The average number of outpatients is 42,000 per month. However, Phyathai 3 hospital has offered complete health services and facilities to patients from the Thonburi area. In addition, Phyathai 3 Hospital has gained an area of specialization in four groups of services: Women's Health Center, Child and Adolescent Health Center (the largest center in Southeast Asia), Heart center and Brain and nervous system center with microdiscectomy surgery.

1.2 Mission of the Company

The mission of Phyathai 3 Hospital is to provide comprehensive healthcare services that prioritize the well-being of patients, ensuring both physical and mental health. The hospital is committed to delivering high-quality care through a combination of international medical standards and personalized service. This mission reflects their dedication to enhancing patient experiences and outcomes by fostering a compassionate environment and utilizing advanced medical technologies. Phyathai 3 Hospital emphasizes continuous improvement in its services, aiming to build lasting relationships with patients based on trust and satisfaction. Their approach integrates medical expertise with the unique aspects of Thai culture, striving to create a healthcare experience that is both effective and culturally sensitive. This mission underlines the hospital's goal of being a leading healthcare provider in the region, recognized for its excellence in patient care and innovative practices.

1.3 Vision of the Company

The vision of Phyathai 3 Hospital is to be a leader in medical expertise, providing outstanding service to its patients. This commitment is encapsulated in their philosophy: “To be a leader in creating excellent health for enhanced life potential.” The hospital aims to excel in healthcare delivery, ensuring that both physical and mental well-being are prioritized through high-quality services that align with international standards. They emphasize continuous development and customer satisfaction, striving to maintain trust and a leading position in the healthcare industry while integrating medical knowledge with the unique aspects of Thai culture.

1.4 Strategies of the Company

Phyathai 3 Hospital employs a multifaceted strategy to enhance its position in the competitive healthcare landscape, particularly in the realm of medical tourism. Central to this strategy is the commitment to quality patient care through state-of-the-art medical facilities and

highly trained staff.

The hospital focuses on becoming a center of excellence by continually upgrading its technology and expanding its range of specialized services, ensuring that it meets international healthcare standards. To attract international patients, Phyathai 3 Hospital leverages targeted marketing strategies that emphasize its unique offerings and competitive pricing. This includes creating tailored communication materials that resonate with diverse cultural backgrounds and utilizing digital platforms for broader outreach. The hospital also builds strategic partnerships with international healthcare providers and insurance companies to facilitate seamless patient experiences. Furthermore, Phyathai 3 Hospital is dedicated to community engagement and enhancing local healthcare access. It actively participates in health awareness programs and collaborates with local organizations to improve public health outcomes. By focusing on both international and local patient needs, the hospital aims to position itself as a trusted leader in healthcare services in Thailand, ultimately contributing to the country's vision of becoming a global health hub.

1.5 Organizational Structure

Phyathai 3 Hospital operates within a structured organizational framework designed to ensure efficient healthcare delivery and management. The hospital is part of the Phyathai and Paolo Hospital Group, which encompasses multiple facilities and employs a vast workforce of over 10,000 staff members, including more than 3,000 physicians and consultants⁴⁸. The organizational structure is typically hierarchical, featuring key leadership roles such as the Chief Executive Officer (CEO), who oversees the overall operations and strategic direction of the hospital group. Below the CEO, there are senior executives responsible for various departments, including clinical services, administration, finance, human resources, and marketing. Each department is led by a director or manager who ensures that their teams meet operational goals and maintain high standards of patient care. Additionally, Phyathai 3 Hospital emphasizes a collaborative approach through interdisciplinary teams that include specialists from various medical fields. This structure supports comprehensive patient care by facilitating communication and coordination among healthcare professionals. The hospital also invests in innovation through

initiatives like the Phythai and Paolo Innovation Lab (PIL), which focuses on enhancing both clinical and non-clinical services 4. Overall, this organizational structure enables Phythai 3 Hospital to deliver high-quality healthcare while adapting to the evolving needs of its patients and the healthcare market.

1.6 Diagram of the Organization Structure

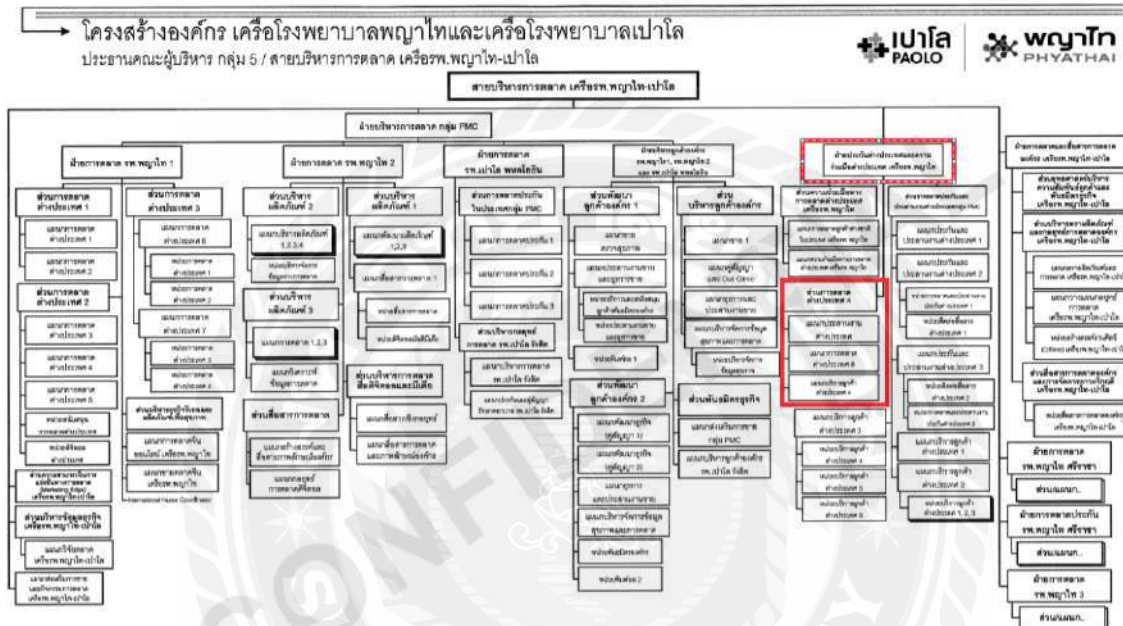


Figure 2: Diagram of the Organizational Structure

1.7 Job Position

Role: International Marketing Intern
Working hours: 9:00 AM - 5:00 PM

As an International Marketing Intern at Phythai 3 Hospital, I was tasked with marketing the hospital to Nigerian and African expats living in Thailand. My Job position typically involved

supporting the marketing team in various tasks aimed at promoting the hospital’s services or products to international markets. My responsibilities were to conduct research on international markets to identify trends, customer preferences, and competitive landscape. This includes collecting and analyzing data to inform marketing strategies, to assist in developing marketing materials such as brochures, social media posts, newsletters, and other promotional content tailored for diverse cultural audiences, to help plan and execute international marketing campaigns, and to monitor and manage the company’s social media accounts, creating engaging content and interacting with followers to enhance brand visibility and engagement.

1.8 Job Position in Company’s Organization Structure

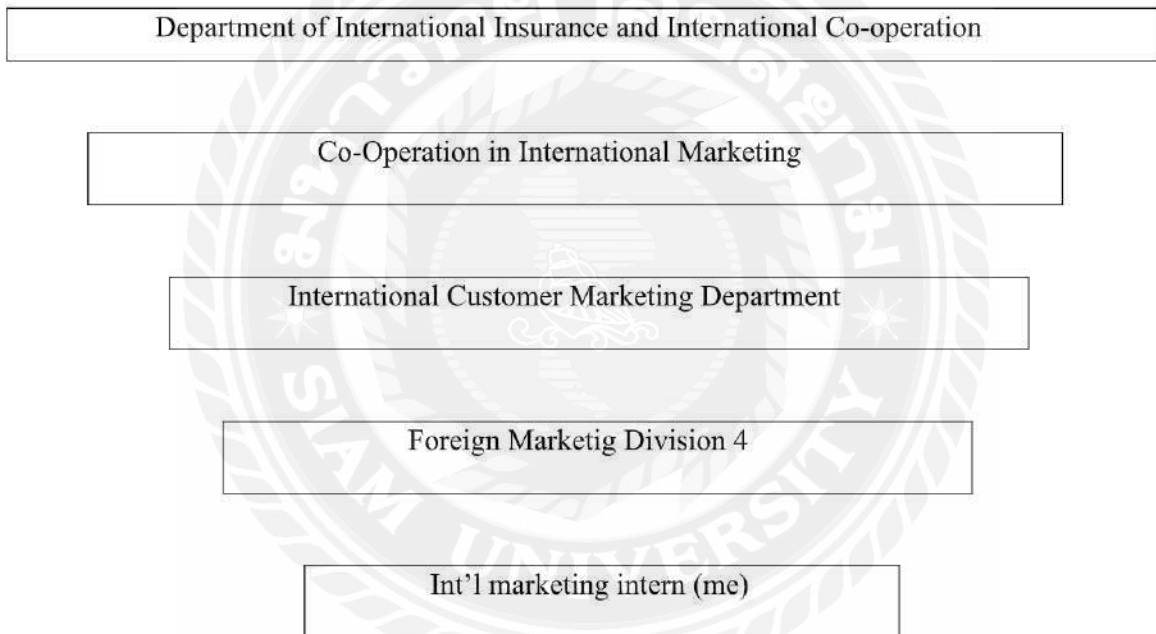


Table 1. My Job Position

1. 9 Intention and Motivation

My intention to pursue an internship in international marketing, specifically at Phyathai 3 Hospital, is driven by a deep-seated passion for the healthcare sector and a keen interest in understanding how effective marketing strategies can enhance patient engagement across diverse

cultural landscapes. This internship represents a unique opportunity to bridge my academic knowledge with practical experience in a field that is both dynamic and impactful.

Additionally, I have always been fascinated by the healthcare industry and its critical role in improving lives. Working in an environment that prioritizes patient care while also navigating the complexities of international markets aligns perfectly with my career aspirations. I believe that healthcare marketing plays a vital role in informing potential patients about available services, fostering trust, and ultimately guiding them toward making informed decisions about their health. By contributing to Phyathai 3 Hospital's efforts to attract international patients, I hope to play a part in making quality healthcare accessible to those seeking treatment abroad.

I am also motivated by the opportunity for professional growth that this internship offers. I aim to enhance my knowledge of digital marketing tools, data analysis, and campaign management while working alongside experienced professionals in the field. The chance to contribute to real-world projects at Phyathai 3 Hospital will not only solidify my understanding of international marketing principles but also equip me with practical skills that are essential for my future career.

In summary, my intention to undertake this internship at Phyathai 3 Hospital is fueled by a combination of passion for healthcare, a desire to understand cultural dynamics, and a commitment to professional development. I am excited about the prospect of contributing to the hospital's marketing efforts while gaining invaluable experience that will shape my future career path in international marketing.

1.10 Strategic Analysis of the Company

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, Comprehensive Services, International Patient Services	High Operational Costs, Limited Brand Awareness, Resource Allocation, Limited Bed Capacity
Opportunities	Threats
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 favorably 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.

•**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 favorable 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 have 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.

•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 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).

Objective of Cooperative studies

CHAPTER 2

Coop Studies Activities

2.1 Job Description

As an International Marketing Intern at Phyathai 3 Hospital, I was tasked with marketing the Hospital and its services to Nigerian and African expats living in Thailand. My primary duty as an International Marketing Intern was to create awareness about the hospital and introduce medical services such as a comprehensive health check-up package. I also assisted in the development of marketing strategies tailored to specific regions or countries. My role allowed me to delve deeply into market research and social networking with many Nigerian and African expats living in Thailand, sharing printed flyers to them, advertising the hospital's services and inducing them to visit the hospital. I also made conscious efforts--though abortive--to run a marketing event at British Bangkok club which is an expat social club situated in Silom, Bangkok. My role was to assist in opening a new international market and create more awareness about the hospital which would lead to new client acquisition. I also provided administrative support to the marketing team, including scheduling meetings, preparing reports, and maintaining databases.

2.2 Job Responsibilities and Work Duties

•Networking and Outreach

I made a conscious effort to carry out exhaustive networking to connect with Nigerians and African expats living in Bangkok. This helped me have a deep understanding of individual medical needs and interests of which I was able to make suggestions about what healthcare services they would require based on their needs. I partnered with NIDO (Nigerian in Diaspora Organization) Thailand as a way of creating more awareness to members about Phyathai 3 Hospital. My networking and

outreach efforts transcended beyond the Nigerian or African expat community as my goal was to increase my outreach to generally all expats living in Thailand.

•Team meetings

We had team meetings weekly to discuss ongoing projects and submit a progress report of every project we were working on which also fueled my motivation to work harder to produce tangible results.

•Administration Assistance

I maintained organized records of marketing materials, research findings, and campaign results. Schedule Meetings: I also aided in coordinating meetings with internal teams or external partners.

•Continuous Learning

I dedicated time to learning about new marketing tools, trends in international business, and best practices in digital marketing whereupon I acquired a digital marketing certificate from Hubspot Academy.

•Campaign Execution Implement Marketing Campaigns

I supported the execution of marketing campaigns across various platforms, ensuring that all materials are culturally appropriate and aligned with brand messaging.

2.3 Activities Coordinating with Co-workers

•Cross-Functional Coordination

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

•Feedback Exchange

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

•Weekly Team Meetings

I attended team meetings weekly to discuss ongoing projects and submit a progress report of every project we were working on which also fueled my motivation to work harder to produce tangible results.

•Campaign Performance Review

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

Weeks	Key Responsibility Area
Week 1 - 4	Practical training and Job shadowing. Getting accustomed to the new work environment and system
Week 4 - 8	Thorough market research and sharing flyers
Week 8 - 12	Forming partnership with NIDO and more research
Week 12 - 16	Market campaign, rounding up internship

2.4 Job Process Diagram

While interning at Phyathai 3 Hospital, I thoroughly followed the below displayed job process diagram to carry out my daily duties and responsibilities.

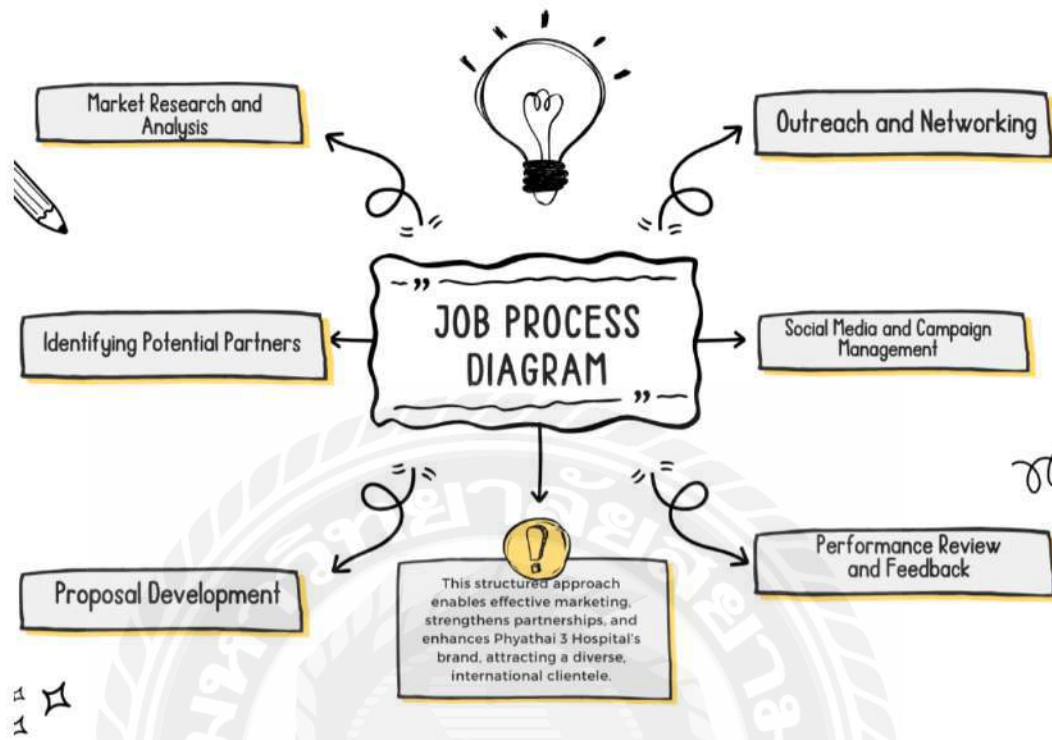


Table 3. Job Process Diagram

2.5 Contribution as a Coop Student at Phyathai 3 Hospital

During my 4-month internship stint at Phyathai 3 Hospital, I made a lot of colossal contributions to the hospital through my responsibilities and daily work duties such as networking and making outreach efforts to create awareness about the hospital and promote its services. To drive strategic market expansion, I conducted thorough market research on Nigeria and Africa, producing insightful reports and establishing vital relationships with NIDO (Nigerians in Diaspora Organization). I gave ample administrative assistance to my team in the marketing department, I maintained organized records of marketing materials, research findings, and campaign results. Schedule Meetings: I also aided in coordinating meetings with internal teams or external partners.

CHAPTER 3

Learning Process

3.1 Problems Faced

While interning at Phyathai 3 Hospital, I experienced some challenges which was a learning curve. Every challenge was a lesson and gave me more insight and understanding of working in an organizational context. 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

- 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.

- 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.

- Limited practical experience:** I had limited opportunities to engage in hands-on practice, which limited my learning experience.

•Diversity of cultural backgrounds: Most expats come from diverse cultural backgrounds, and I had to learn how to navigate cultural sensitivities in patient care.

3.2 Recommendations to the Company

To address the problems I faced during my internship at Phyathai 3 Hospital, several recommendations can be implemented. These strategies aim to enhance the overall internship experience, improve communication, and foster a supportive learning environment.

•Medical Terminology Workshop

Conduct workshops focused on medical terminology to help interns become familiar with the language used in healthcare settings.

•**Hands-On Opportunities** Create more opportunities for interns to engage in hands-on activities under supervision, allowing them to apply their theoretical knowledge in real-world scenarios.

•Team-Building Activities

Organize team-building exercises that encourage interaction between interns and staff, helping interns feel more included in the team dynamic.

3.3 Knowledge Acquired During Co-op Studies

•Conduct Regular Social Media Audits

Analyzing social media metrics can help identify areas for improvement and inform future strategies.

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

•Cultural Competency Training

Provide training on cultural sensitivity and awareness, helping interns understand diverse patient

backgrounds and improve their interactions.

3.4 Knowledge Acquired During Co-op Studies

During my internship at Phyathai 3 Hospital, I learned a lot about navigating international marketing in healthcare. I took a course in digital marketing to learn about how the technicalities of marketing and how important it is to the growth of any organization. 33The Co-op studies provided me with the opportunity to apply theoretical knowledge gained in the classroom to real-world situations, enhancing understanding and retention. I also developed practical skills relevant to my field, such as patient care techniques, medical procedures, and the use of healthcare technology. The Co-op study also helped me to make considerable improvement in my interpersonal communication skill. Working with patients, families, and healthcare professionals enhances verbal and non-verbal communication skills. I also learned about cultural competency vis a vis engaging with diverse patient populations which fostered cultural sensitivity and the ability to communicate effectively across different backgrounds. 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 theoretical knowledge to real working situation by: -

•**Building Relationships:** Co-op experiences allowed me to network with professionals in their field, applying interpersonal skills learned in coursework to build meaningful connections.

•**Mentorship Opportunities:** As an intern, I was able to seek mentorship from experienced professionals who can provide guidance on applying academic knowledge effectively.

•**Self-Reflection:** Engaging in self-reflection after applying classroom knowledge allowed me to assess what worked well and what could be improved, fostering a growth mindset.

3.6 Special Skills and New Knowledge

•**Interpersonal Communication:** Development of effective communication strategies for interacting with patients, families, and healthcare professionals.

•**Cultural Sensitivity:** I learned how to communicate effectively with diverse populations, enhancing patient interactions and care.

•**Analytical Skills:** I developed the ability to assess patient conditions and make informed decisions based on clinical data.

•**Adaptability:** I learned to think on my feet and adapt to rapidly changing situations in a hospital environment.

•**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

Conclusion

4.1 Summary

My work experience has helped me to gain invaluable insight about marketing and given me the experience to apply theoretical knowledge gained from coursework in a real-world working context. I took a course in digital marketing and learned the technicalities of marketing, types of marketing, how to increase the visibility of an organization on the internet, and how to devise constructive marketing strategies to advertise and promote services to customers. This practical training experience has increased my confidence to work in an organizational setting,

4.2 Evaluation of Work Experience

This work experience gave me the first hands-on experience working in an organizational setting. As a very introverted person who likes to work alone, I learned to work in a team and work under pressure to produce tangible results. This work experience was a learning curve for me which provided me with a lot of invaluable insights and increased my knowledge and understanding about marketing and the healthcare industry. With this, I am confident I will be an indispensable employee and team member in every organization I find myself.

4.3 Limitation of Cooperative Studies

I learned and gained a lot of insight from the cooperative studies but there are some notable limitations which can be addressed to enhance the learning experience during the cooperative studies. Below, I'll outline some limitations of the cooperative studies: -

- Limited scope of responsibility:** I found myself in positions where my responsibilities were limited, preventing me from fully engaging in meaningful projects or tasks that align with my career goals.

•**More observation, less participation:** In most cases, I spent more time observing rather than actively participating in tasks, which can hinder skill development.

•**Balancing Commitments:** I had to juggle academic responsibilities alongside my co-op positions, which could lead to time management challenges and limit my ability to fully engage in the internship. The abovementioned must be addressed squarely and thoroughly to enhance the learning experience of the cooperative studies and completely eradicate the limitations.



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Annex



Excellence Fertility Center



Skilled Medical Staff 1



Skilled Medical Staff 2



Asia Pacific Conference and Awards



Digital Marketing Certified

christian lfeanyi Ajoku

The bearer of this certificate is hereby deemed knowledgeable and skilled in applying digital marketing practices with an inbound mindset. They have been tested on the content and best practices and have an understanding of creating search engine-friendly content, optimizing a website, creating a social media strategy, using video to engage their audience, amplifying their messaging with advertising, and measuring the results of their efforts.

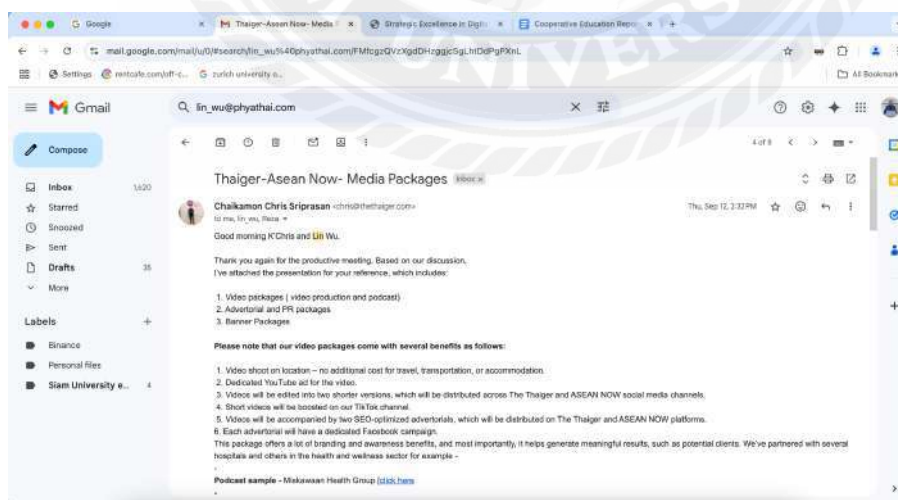
Valid from: Oct 22 2024 - Nov 21 2025

Certification code: cbada2ba8c904b75b7874a2bdc5ec632

HubSpot Academy

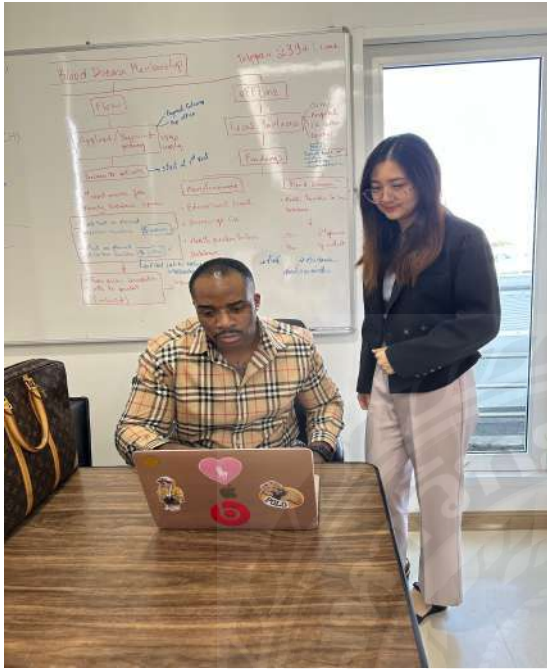
Yamini
CEO Yamini Rangan

My Digital Marketing Certificate



Collaboration attempt with ASEAN NOW marketing department

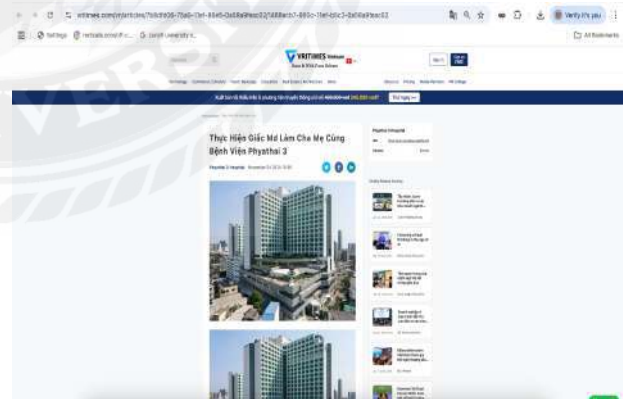
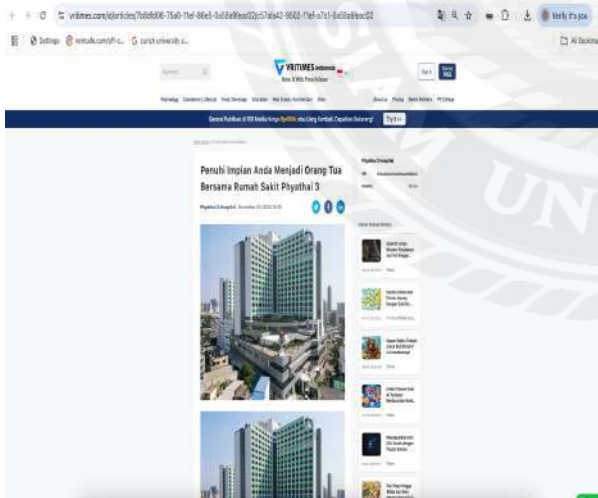
APPENDIX



With my Job Supervisor



After-work meeting photo with Job Supervisor



VRI Times article on IVF treatment (Indonesia) VRI Times articles on IVF treatment (Vietnam)

Appendix:

Daily Diary

Internship Company: Phiyathai 3 Hospital
Department: International Marketing
Intern: Ajoku Christian Ifeanyi
Starting date: August 26th, 2024
Ending date: December 13th, 2024

Month: August 2024

1st week:

Monday: 26/8/24	Tuesday: 27/8/24	Wednesday: 28/8/24	Thursday: 29/8/24	Friday: 30/8/24
-Welcomed by the International Marketing Department. -Introduction and presentation	-Office tour, meet and greet with the marketing team and supervisor	-First fundamental training about international marketing, explanation of my tasks and assignments. -IVF article correction	-Research about international marketing.	-Research about Phiyathai 3 Hospital.

2nd week:

Monday: 29/24	Tuesday: 3/9/24	Wednesday: 4/9/24	Thursday: 5/9/24	Friday: 6/9/24
-Printing of health examination package flyers to share to Nigerian and African expats.	-Preparation of presentation about marketing plans and strategy.	-Weekly meeting between job supervisor and marketing team	-Presentation of marketing plans and strategy	-Practical training (Job shadowing)

3rd week:

Monday: 9/9/24	Tuesday: 10/9/24	Wednesday: 11/9/24	Thursday: 12/9/24	Friday: 13/9/24
-Meeting with NIDO (Nigerians in Diaspora Organization) Thailand director.	-Progress report to job supervisor and marketing team.	-Weekly meeting with job supervisor and marketing team.	-Meeting with a potential client (Nigerian) to share a flyer.	-Practical training (Job shadowing)

4th week:

Monday: 16/9/24	Tuesday: 17/9/24	Wednesday: 18/9/24	Thursday: 19/9/24	Friday: 20/9/24
-Market research for the Nigerian market.	-Article correction and review	-Weekly meeting with job supervisor and marketing team.	-Meeting with a potential client (Nigerian) to share a flyer.	-Research and analysis of the African market.

5th week:

Monday: 23/9/24	Tuesday: 24/9/24	Wednesday: 25/9/24	Thursday: 26/9/24	Friday: 27/9/24
-Assistance with daily duties.	-Progress report to job supervisor and marketing team.	-Weekly meeting with job supervisor and marketing team.	-Practical training (Job shadowing)	-Meeting with a potential client (Nigerian) to share a flyer.

6th week:

Monday: 30/9/24	Tuesday: 1/10/24	Wednesday: 2/10/24	Thursday: 3/10/24	Friday: 4/10/24
-Commencement of digital marketing course on Hubspot Academy	-Meeting with a potential client (Nigerian) to share a flyer.	-Weekly meeting with job supervisor and marketing team.	-Assistance with daily duties.	-Reddit ad campaign

Week 1 and 2 work schedules

Week 3 – 6 work schedules

7th week:

Monday: 7/10/24	Tuesday: 8/10/24	Wednesday: 9/10/24	Thursday: 10/10/24	Friday: 11/10/24
-Digital marketing course training.	-Follow up with NIDO (Nigerians in Diaspora Organization) Thailand director.	-Weekly meeting with job supervisor and marketing team.	-Meeting with a potential client (Nigerian) to share a flyer.	-Practical training (Job shadowing)

11th week:

Monday: 4/11/24	Tuesday: 5/11/24	Wednesday: 6/11/24	Thursday: 7/11/24	Friday: 8/11/24
-2nd attempt to have a meeting with the British Bangkok Club manager.	-Assistance with daily duties.	-Weekly meeting with job supervisor and marketing team.	-Article review and correction.	-Progress report

8th week:

Monday: 14/10/24	Tuesday: 15/10/24	Wednesday: 16/10/24	Thursday: 17/10/24	Friday: 18/10/24
-Digital marketing course training.	-Digital marketing course training.	-Weekly meeting with job supervisor and marketing team.	-Market research	-Practical training (Job shadowing)

12th week:

Monday: 11/11/24	Tuesday: 12/11/24	Wednesday: 13/11/24	Thursday: 14/11/24	Friday: 15/11/24
-Meeting with a potential client (Nigerian) to share a flyer.	-Assistance with daily duties.	-Weekly meeting with job supervisor and marketing team.	-Meeting with a potential client (Nigerian) to share a flyer.	-Practical training (Job shadowing)

9th week:

Monday: 21/10/24	Tuesday: 22/10/24	Wednesday: 23/10/24	Thursday: 24/10/24	Friday: 25/10/24
-Digital marketing course training.	-Digital marketing course exam.	-Weekly meeting with job supervisor and marketing team.	-Meeting with a potential client (Nigerian) to share a flyer.	-Practical training (Job shadowing)

13th week:

Monday: 18/11/24	Tuesday: 19/11/24	Wednesday: 20/11/24	Thursday: 21/11/24	Friday: 22/11/24
-Progress report	-Assistance with daily duties.	-Weekly meeting with job supervisor and marketing team.	-Meeting with a potential client (Nigerian) to share a flyer.	-Practical training (Job shadowing)

10th week:

Monday: 28/10/24	Tuesday: 29/10/24	Wednesday: 30/10/24	Thursday: 31/10/24	Friday: 1/11/24
-Attempt to have a meeting with the British Bangkok Club manager.	-Meeting with a potential client (Nigerian) to share a flyer.	-Weekly meeting with job supervisor and marketing team.	-Practical training (Job shadowing)	-African Market analysis.

14th week:

Monday: 25/11/24	Tuesday: 26/11/24	Wednesday: 27/11/24	Thursday: 28/11/24	Friday: 29/11/24
-Practical training (Job shadowing)	-Assistance with daily duties.	-Weekly meeting with job supervisor and marketing team.	-Submission of market research report	-Meeting with a potential client (Nigerian) to share a flyer.

Week 7 – 10 work schedules

Week 11 – 14 work schedules

15th week

Monday: 2/12/24	Tuesday: 3/12/24	Wednesday: 4/12/24	Thursday:5/12/24	Friday: 6/12/24
-Day off	-Assistance with daily duties.	-Weekly meeting with job supervisor and marketing team.	-Further market research of the Nigerian market	-Practical training(Job shadowing)

16th week

Monday: 9/12/24	Tuesday: 10/12/24	Wednesday: 11/12/24	Thursday:12/12/24	Friday:13/12/24
-Progress report	-Day off	-Weekly meeting with job supervisor and marketing team.	-Internship evaluation by job supervisor	-Completion of internship

Week 15 and 16 work schedules

