



## **Cooperative Education Report**

### **“Journey through Digital Marketing at Phyathai 3 Hospital”**

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**Title:** Journey through Digital Marketing at Phyathai 3 Hospital

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2022.

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## **Abstract**

This mini research explores the digital marketing strategies of Phyathai 3 Hospital, with a focus on how the hospital engages international audiences through social media. During my internship in the International Marketing Department, I observed several challenges, including a fragmented approach to social media across different nationalities, a lack of engaging and culturally relevant content, and an over-reliance on third-party agents to reach foreign patients. The study combines personal observations with interviews conducted with key staff members from the department to understand current practices and identify areas for improvement. Findings suggest that the absence of a unified strategy for international markets, limited team resources, and inconsistent messaging across platforms are hindering the hospital's ability to connect directly with international patients. Based on these insights, the research proposes practical recommendations such as establishing a centralized content strategy, enhancing collaboration between local and international teams, and investing in creative, audience-specific content. These solutions aim to strengthen the hospital's international brand presence and reduce dependency on intermediaries, paving the way for more effective digital outreach in an increasingly competitive healthcare market.

**Keywords** : Digital Marketing, Social Media, Content Strategy, International patients

## Acknowledgement

Completing my internship as a Digital Marketing Intern at Phyathai 3 Hospital has been an incredibly valuable experience that I am deeply grateful for. This opportunity allowed me to gain first-hand exposure to the real-world working environment, applying my knowledge in a professional setting and strengthening my skills in digital marketing.

Spending four months with an esteemed organization like Phyathai 3 Hospital has been an honor, and I am proud of the growth and insights I have gained. The experience has not only enhanced my technical skills but also boosted my confidence in navigating the job market.

I would like to express my sincere appreciation to my cooperative education advisor, Mr. Sabbir Hossain, for his unwavering support and guidance throughout this journey. His mentorship over the past year has been instrumental in my professional and personal development, and I truly appreciate his encouragement.

A heartfelt thank you also goes to Siam University for their continuous support throughout my internship and academic journey. The university's commitment to providing students with opportunities for practical learning has made a significant impact on my education, and I will always cherish my time here.

Lastly, I want to emphasize the importance of cooperative education programs. Having the chance to gain real-world experience in a company like Phyathai 3 Hospital has been incredibly beneficial, and I encourage all students to take advantage of such opportunities. The hands-on learning experience is invaluable in preparing for future career success.

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## Chapter 1 : Internship Overview

### 1.1. Company Profile



Figure 1. Company profile of Phyathai 3

#### 1.1.1. Local Company profile

Phyathai 3 Hospital is a well-established private medical institution in Bangkok, Thailand, operating under the larger umbrella of Bangkok Dusit Medical Services (BDMS), one of the most prominent healthcare networks in Southeast Asia. Established on October 4, 1996, Phyathai 3 Hospital is strategically located at 111 PhetKasem Road in Phasi Charoen, serving as a major healthcare provider for the Thonburi area and beyond. The hospital occupies an area of approximately 10,228 square meters and consists of a single high-capacity building with 300 inpatient beds. Every day, it accommodates an average of 2,000 patients, handling around 42,000 outpatient visits per month. As part of the Phyathai Hospitals Group—which also includes Phyathai 1, Phyathai 2, and Phyathai Sriracha hospitals—Phyathai 3 is known for delivering high-quality healthcare services to both local and international patients.

The hospital has developed specialized centers of excellence in four key medical areas: the Women's Health Center, which provides comprehensive care for women at all stages of life; the Child and Adolescent Health Center, the largest of its kind in Southeast Asia, offering specialized pediatric and adolescent medical services; the Heart Center, which focuses on advanced cardiology treatments and interventions; and the Brain and Nervous System Center, which provides expert care for neurological disorders, including microdiscectomy surgery.



Phyathai 3 Hospital integrates modern medical technologies and a team of experienced healthcare professionals to ensure high-quality patient care across multiple specialties.

The hospital operates as part of BDMS, the largest private hospital group in Thailand and one of the most expensive healthcare networks in the region. BDMS was founded on October 30, 1969, with the mission of providing world-class healthcare services. Its first hospital, Bangkok Hospital, was established in 1972 and has since grown into a leading tertiary care facility.

Over the decades, BDMS has expanded to include six major hospital networks, encompassing a total of 34 hospitals across Thailand and neighboring countries. The six hospital groups under BDMS are: Bangkok Hospital Group, known for its state-of-the-art tertiary care services; Samitivej Hospital Group, which is recognized for its international patient care and comprehensive medical offerings; BNH Hospital, one of the oldest private hospitals in Thailand, providing premium healthcare services; Phyathai Hospitals Group, offering accessible and high-quality medical services at multiple locations; Paolo Hospital Group, which focuses on community-based healthcare services; and the Royal Hospital Group in Cambodia, extending BDMS's reach beyond Thailand's borders. BDMS hospitals are renowned for their advanced medical technology, highly skilled medical professionals, and commitment to patient-centered care. The group consistently invests in innovative healthcare solutions, ensuring that its hospitals, including Phyathai 3, maintain international standards of medical excellence.

Phyathai 3 Hospital, like other BDMS institutions, upholds a patient-first philosophy by prioritizing efficiency, quality care, and medical innovation. The hospital is committed to enhancing Thailand's position as a leading medical hub in Asia, providing specialized treatments for both local and international patients. It is also actively engaged in medical research, continuous professional development, and partnerships with global healthcare institutions to maintain its status as a cutting-edge healthcare provider. The hospital's affiliation with BDMS further strengthens its capacity to offer world-class medical services while contributing to the broader vision of making Thailand a premier destination for medical tourism. With its strong reputation, dedicated staff, and comprehensive range of medical services, Phyathai 3 Hospital continues to play a crucial role in shaping the future of healthcare in Thailand and the region.

### **1.1.2. Power of BDMS Group**

Phyathai 3 Hospital, located in Bangkok's Thonburi district, is an important part of the Bangkok Dusit Medical Services (BDMS) network, one of Southeast Asia's major private healthcare organizations. This collaboration strengthens the hospital's capabilities by combining resources, implementing innovative medical technologies, and complying to worldwide healthcare standards.

BDMS operates 58 hospitals in Thailand and surrounding countries, including six main hospital groups: Bangkok Hospital, Samitivej Hospital, BNH Hospital, Phyathai Hospital, Paolo Hospital, and the Royal Hospital Group. This vast network enables the interchange of medical knowledge, standardized treatment methods, and collaborative research projects. Phyathai 3 Hospital, as part of this network, receives access to BDMS's significant investments in medical research, staff training, and cutting-edge technologies, allowing it to provide advanced medical operations and treatments.

The hospital's integration into the BDMS network is also consistent with the group's strategic aim of improving healthcare accessibility and quality. BDMS prioritizes strong operational standards across its network, providing member hospitals such as Phyathai 3 to provide services that meet worldwide healthcare standards. This involves engagement in global academic collaborations, such as those with the MD Anderson Cancer Center and Oregon Health & Science University, which aim to improve medical quality in fields such as oncology, pediatrics, and preventive cardiology.

Phyathai 3 Hospital's association with BDMS strengthens its potential to provide high-quality healthcare services. The relationship gives the hospital access to a large network of medical experts, modern technologies, and worldwide collaborations, establishing it as the region's premier healthcare provider.



Fig 2. Power of BDMS Group

### 1.1.3. Mission of the company

The mission of Phyathai 3 Hospital is to provide high-quality medical care that integrates advanced technology, professional expertise, and a compassionate approach to patient well-being. The hospital is dedicated to ensuring patient safety, comfort, and satisfaction through personalized and efficient healthcare services. It continuously seeks improvement by investing in research, innovation, and the development of medical professionals to enhance service quality. Additionally, Phyathai 3 Hospital actively promotes preventive healthcare and health education to empower individuals in making informed decisions about their health. With a strong focus on community well-being, the hospital aims to make world-class healthcare accessible to all while upholding ethical medical practices and service excellence.

### 1.1.4. Vision of the company

Phyathai 3 Hospital envisions itself as a leader in creating excellent health for enhanced life potential. This vision reflects the hospital's commitment to being at the forefront of medical innovation and healthcare service excellence. By continuously improving its medical facilities, adopting the latest technology, and prioritizing patient-centered care, Phyathai 3 Hospital aims to set new standards in healthcare. The hospital strives to provide high-quality medical services that not only treat illnesses but also improve overall well-being, ensuring that every patient receives comprehensive and compassionate care.

### **1.1.5. Board of Directors for Phyathai 3 Hospital**

1. Mr. Att Thongtang - Chief Executive Officer, Phyathai Hospital Group and Paolo Hospital Group
2. Mr. Itti Thongtang - Senior Deputy Chief Executive Officer, Phyathai Hospital Group and Paolo Hospital Group
3. Mr. Paiboon Fuengfuskul - Chief Financial Office, Phyathai Hospital Group and Paolo Hospital Group
4. Mr. Sitthichai Sukcharoenmitr - Chief Operating Officer, Premium Social Security Hospitals, Phyathai Hospital Group and Paolo Hospital Group
5. Dr. Anantasak Apairatana - Chief Medical Office, Phyathai Hospital Group and Paolo Hospital Group, Phyathai Medical Campus Executive Director, Hospital Executive Director, Phyathai 2 Hospital.
6. Mrs. Sasithorn Molsawat - Chief Operating Officer - Premium Hospitals, Phyathai Hospital Group and Paolo Hospital Group, Acting Executive Director - Procurement and Supply Chain Management, Phyathai Hospital Group and Paolo Hospital Group, Executive Director - Office of the CEO, Phyathai Hospital Group and Paolo Hospital Group
7. Mrs. Supaporn Banchajarurat - Executive Director - Human Resources, Phyathai Hospital Group and Paolo Hospital Group
8. Dr. Apirak Palwatwichai - Hospital Executive Director, Phyathai 1 Hospital.
9. Dr. Suraphol Losiriwat - Hospital Executive Director, Phyathai 3 Hospital.
10. Asst. Prof. Veeraya Paocharoen - Hospital Executive Director, Phyathai Phaholyothin Hospital
11. Dr. Jumpol Singhirunnusorn - Hospital Executive Director, Phyathai Nawamin Hospital.
12. Dr. Chanchai Leesomprasong - Hospital Executive Director, Phyathai Sriracha Hospital.

### 1.1.6. Phyathai 3 Hospital Locations in Thailand

Phyathai 3 Hospital is a leading private healthcare facility located at 111 Phet Kasem Road in the Pak Khlong Phasi Charoen area of Bangkok, Thailand, conveniently accessible via MRT Bang Phai Station (Exit 2). Established on October 4, 1996, the hospital was founded to serve the growing healthcare needs of the Thonburi region. It spans 10,228 square meters and consists of a single modern building equipped with 300 inpatient beds. Catering to approximately 2,000 patients daily or about 42,000 outpatients per month, Phyathai 3 Hospital is recognized for delivering high-quality medical services supported by a team of experienced professionals and advanced technology in Thailand's healthcare system.

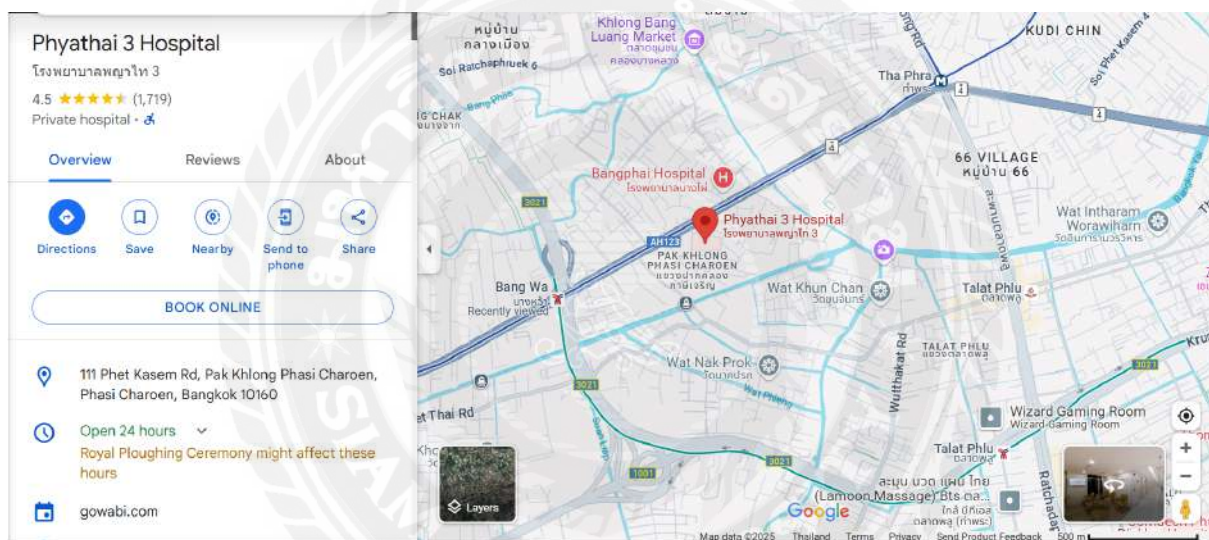


Fig 3. Location of Phyathai 3 Hospital

### 1.2. Strategies of the Phyathai 3 Hospital

Phyathai 3 Hospital employs a wide range of strategies to stay ahead of the competition as Thailand's top private healthcare provider while reaching out to both domestic and foreign markets. The hospital's patient-centered care approach, which is a key component of its service religion, builds an emphasis on individualized medical services that put patients' comfort, convenience, and satisfaction first. This includes ongoing feedback obtained to enhance service quality and language support, particularly for international patients.

The hospital is actively implementing a digital transformation strategy to suit the expectations of modern healthcare. To cut down on wait times and improve operational efficiency, smart

hospital systems like electronic medical records (EMR), teleconsultation services, online appointment scheduling, mobile payment integration, and smart queuing technologies are included. These innovations not only streamline internal processes but also elevate patient experience to international standards.

Medical tourism and worldwide expansion are essential components of Phyathai 3's business plan. The hospital works with international insurance companies, embassies, and travel agencies to provide full medical tourism services such as wellness packages, executive health check-ups, and specialized treatments. This approach aims to recruit foreign expatriates, particularly from ASEAN nations such as Cambodia, China, and Myanmar and also other nationalities, by providing economical, high-quality healthcare services in a patient-friendly setting.

In addition, Phyathai 3 makes significant investments in the development of specialized medical services. It has created various Centers of Excellence that specialize in cardiology, orthopedics, fertility, pediatric care, and women's health. These centers are run by highly skilled specialists and equipped with cutting-edge diagnostic and treatment technologies. The hospital aims to become a referral center for complex and critical care cases in the region.

Phyathai 3's branding and marketing strategy is critical to its outreach. It entails generating multi-platform content (Facebook, Instagram, TikTok, YouTube) to engage both local and international audiences, including live doctor sessions and instructive webinars, and collaborating with local influencers and foreign-language ambassadors to foster trust among expatriate groups. Marketing content that is bilingual and culturally sensitive is more accessible to a wider range of people.

Furthermore, the hospital participates in community outreach and corporate social responsibility (CSR) efforts such as providing free health screenings, participating in instructional wellness programs, and assisting underprivileged populations. These efforts increase public trust and reflect the hospital's commitment to health promotion outside of the clinical setting.

Finally, Phyathai 3 Hospital is dedicated to worker development, emphasizing ongoing training, professional advancement, and employee well-being. Employees get frequent medical education, language and service training for international patients, and recognition programs



### 1.3 Organizational Structure of Phyathai 3 Hospital.



#### 1.4.1 Job Position of Intern

### Key Responsibilities:

- Assist in analyzing and improving current marketing channels
- Support digital marketing initiatives, including social media marketing
- Participate in international marketing projects and team meetings
- Engage in Zoom meetings with affiliates and partners
- Contribute to expanding the hospital's international market presence

My four-month internship at Phyathai 3 Hospital has served as a Digital Marketing Intern in the hospital's marketing department. This opportunity offered hands-on experience in both healthcare communication and digital marketing within one of Thailand's leading private hospitals under the BDMS (Bangkok Dusit Medical Services) Group. My role was multifaceted, combining creative content development, market research, partnership planning, and campaign execution targeting local and international audiences.

One of my core responsibilities involved developing strategic digital content to promote hospital services. I created healthcare brochures and social media visuals designed to raise awareness about health topics and Phyathai 3's specialized services. In addition, I established and managed a Facebook group called "BKK CARE" to support Myanmar nationals living in Bangkok by providing accessible health information, facilitating discussions, and sharing updates on hospital services. I monitored group engagement, responded to member queries, and analyzed performance insights to adjust content strategies accordingly.

I was also deeply involved in market research and business development proposals. I explored international markets, particularly India, China, Thailand, Singapore to assess the potential for targeting foreign expatriates for medical tourism in Thailand. I researched customer behavior, preferred healthcare platforms, and travel patterns, offering strategic recommendations on how Phyathai 3 Hospital could attract this segment.

A key project during my internship was preparing a business collaboration plan with Agoda, a major travel platform. I developed a comprehensive proposal outlining how Phyathai 3 services could be integrated into Agoda's app, allowing users to book medical appointments directly. The plan included step-by-step processes, user benefits, marketing strategies, potential limitations, and performance monitoring mechanisms. I also drafted a professional partnership request email to Agoda's Director and prepared a business proposal presentation for internal discussions with the marketing team of Agoda and Phyathai 3 hospital. For the upcoming procedures of collaboration, our supervisors and their team take a lead to continue the process.

Throughout the internship, I strengthened my research, content creation, and strategic planning skills. I worked collaboratively with the marketing team to align digital content with hospital branding, supported campaign development, and monitored engagement metrics to improve communication outcomes. I also learned how to adapt medical information into digestible,



This internship has been a valuable platform for my personal and professional development. I enhanced my digital marketing capabilities in a real-world setting, deepened my understanding of the healthcare industry, and improved my confidence in research, content strategy, and cross-cultural communication. It has equipped me with the practical skills and insights needed for future roles in digital marketing, particularly within the healthcare and service sectors.

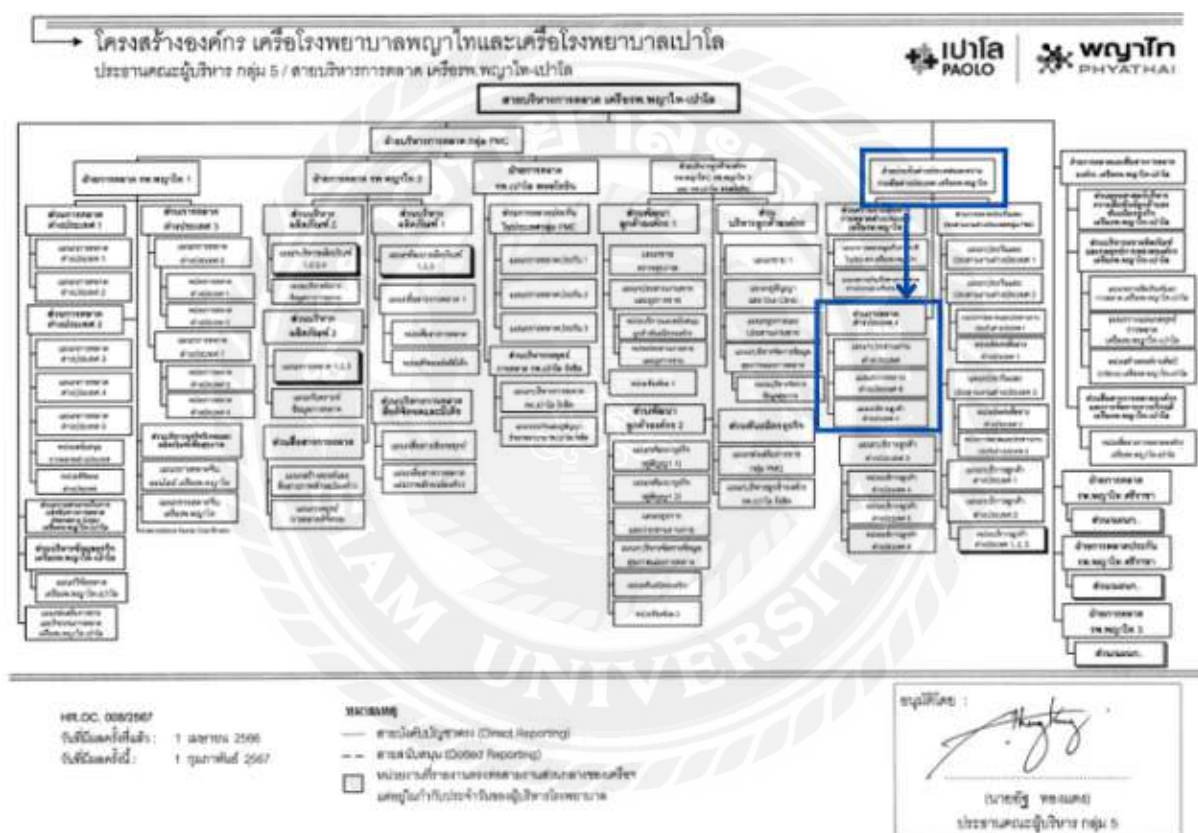




Figure 5. Job Position shown on Organizational Structure

### 1.5. Intention and motivation to apply for Phyathai3 Hospital

As a student interested in digital marketing and healthcare accessibility, I was eager to start my internship at Phyathai 3 Hospital, a reputable organization within the BDMS Group known for its excellence in medical care and innovation. My goal was to discover how Thai hospitals use digital strategies to serve a broad patient population, which includes both foreigners and regional medical tourists.

Furthermore, I was particularly moved by Phyathai 3's emphasis on patient-centered care and international outreach. I wanted to contribute by generating informed, accessible content that may overcome communication gaps for Myanmar expats or patients, as well as ASEAN patients looking for quality treatment in Thailand.

This internship offered me an unique opportunity to participate in significant healthcare activities, apply creative marketing strategies, and investigate how digital transformation might improve health service delivery. My motivation in public health and digital engagement made Phyathai 3 Hospital the ideal venue for me to advance professionally.

### **1.5.1 Objectives of the Internship**

1. Gain practical experience in healthcare marketing.

The opportunity to put my academic knowledge into action is by working in a leading hospital's digital marketing department, where I will learn how healthcare services are advertised to both local and international consumers.

2. Develop digital marketing skills.

To improve my skills in content development and designing, social media management, campaign planning, and marketing research, particularly within the healthcare industry.

3. Understand healthcare consumer behavior.

To investigate how patients (both local and international) interact with digital platforms in order to make educated healthcare decisions, as well as how digital tools might improve accessibility and trust.

4. Contribute to business development.

To help with business expansion, look into potential collaboration opportunities such as digital partnerships with travel and healthcare channels like Agoda and others possible channels.

5. Develop cross-cultural communication abilities.

To increase communication skills, engage with multicultural target groups (for example, Myanmar and ASEAN expats) and create culturally sensitive and effective inclusive marketing strategies.

## **1.6 SWOT Analysis for Phyathai 3 Hospital**

### **Strengths**

Phyathai 3 Hospital holds a solid reputation in Thailand's private healthcare sector, especially under the well-established BDMS (Bangkok Dusit Medical Services) network. This association boosts the hospital's credibility and ensures that it maintains international medical standards in service quality and patient care. With its accreditation and consistent focus on safety and hygiene, the hospital continues to build strong trust among both domestic and overseas patients.

A major strength lies in its patient-focused approach. Every aspect of care—from admission to post-treatment follow-up—is designed to be comfortable, personalized, and convenient for patients. Language support for international clients, translation services, and a welcoming atmosphere help international patients feel understood and at ease during treatment.

The hospital is also highly proactive in terms of digital health transformation. It integrates smart systems like electronic medical records (EMRs), mobile applications, digital payments, and online appointment features to improve the efficiency and speed of healthcare delivery. These systems not only improve the patient experience but also optimize internal processes for the staff.

Furthermore, Phyathai 3 has built Centers of Excellence in key specialties such as cardiology, orthopedics, pediatrics, fertility, and women's health. These departments are equipped with the latest diagnostic tools and operated by expert physicians. This specialization allows the hospital to attract patients with complex health needs, positioning itself as a regional referral hub for high-level care.

Another strength is its active online presence. From creating health education content to livestream sessions with doctors, the hospital uses platforms like Facebook, TikTok, Instagram, and YouTube to engage different audiences. Its content is multilingual and tailored to the needs of expat groups, showing inclusiveness and digital adaptability.

### **Weaknesses**

Although Phyathai 3 is strong in many areas, there are some aspects that could be further improved to enhance competitiveness. One area is the limited international online visibility compared to other regional hospitals that have more aggressive SEO strategies, multilingual

websites, or presence on medical tourism aggregator platforms. Increasing visibility in target countries through local-language websites or collaborations could help reach more patients abroad.

Additionally, while the hospital has social media pages and groups in multiple languages, some platforms could benefit from more consistent updates or strategic targeting. For example, content that speaks directly to the healthcare concerns of Indian, Middle Eastern, or Western expatriates may help broaden reach beyond the current focus on ASEAN expats.

The hospital could also work toward improving data-driven marketing practices. While the digital team does manage content and engagement, adopting more analytics tools and customer relationship management (CRM) systems could help the hospital better understand patient behavior and improve conversion from interest to bookings.

Lastly, as interns, we noticed that communication between departments can sometimes be a bit slow when coordinating marketing campaigns with medical teams or administration. Creating more streamlined collaboration between departments could make the planning and execution of campaigns more efficient.

## Opportunities

In my observation, Phyathai 3 has a wealth of opportunities to grow its presence internationally and attract more patients from the medical tourism segment. There is significant potential to collaborate with platforms like Agoda, Booking.com, or other travel-related services to integrate healthcare services with tourism offerings. This makes it convenient for travelers to combine check-ups or procedures with their stay in Thailand.

Moreover, the rise in interest in preventive healthcare and wellness tourism presents a great opening. The hospital already offers check-up packages and wellness programs, but these could be repackaged and promoted more aggressively to wellness-focused tourists from Europe, the Middle East, or East Asia.

Expanding digital marketing efforts in countries like Myanmar, Cambodia, Laos, and even India could also bring in more international patients. Social media advertising in those local languages, along with search engine campaigns and ambassador collaborations, would help build trust in those markets.

Another untapped opportunity lies in increasing partnerships with multinational companies, embassies, and NGOs in Thailand. Offering corporate health programs or employee packages can strengthen relationships and provide a regular flow of patients from those groups.

### Threats

Like any private healthcare facility in Thailand, Phyathai 3 Hospital operates in a competitive environment. Other hospitals in Bangkok—especially those with larger international wings—are also investing in digital systems and competing for the same medical tourism markets. Some even offer translators for more languages or have stronger branding in certain foreign countries.

Economic factors, such as currency fluctuations and global travel restrictions, can also impact the hospital's medical tourism growth. When visa policies or airfare prices change, international patients may delay or cancel their plans to seek treatment abroad.

Additionally, with the rapid pace of digital marketing in the healthcare space, there's always a risk of falling behind if the hospital does not keep up with trends such as influencer marketing, AI-based customer service, or short-form educational videos.

The rise of telemedicine services from abroad also poses a challenge. Patients now have more options to consult with doctors virtually, including foreign specialists, which may reduce the need for some in-person visits.

### **1.7. Objective of the study**

The objective of the study is to obtain practical experience in digital marketing by doing an internship at Phyathai 3 Hospital. Understanding the hospital's digital marketing objectives as well as developing skills in social media management, content creating, brochures designing, video editing, translating and basic competitor analysis, are the main objectives. The internship also seeks to apply marketing concepts in real-world experiences, improve online engagement, and promote personal and professional development through hands-on assignments and collaboration with the hospital's marketing team.

## **Chapter 2: Internship Activities**

### **2.1 Job Description from the Company**

What will Gain:

- Experience in healthcare marketing and digital content creation
- Exposure to international market research and expansion strategies
- Enhancement of critical thinking and communication skills
- Knowledge in public relations and hospital marketing
- Understanding of medical and healthcare-related terms

Internship Details:

- Department : International Marketing Department, IMC
- Internship Position : Digital Marketing Intern
- Start Date: 1st February, 2025
- Internship Duration : 4 months (640 hours total)
- Working Hours: 9:00 AM – 5:00 PM (Mon- Fri)
- Location: Phyathai 3 Hospital, International Marketing Department

### **2.2 Job Responsibilities of the Intern**

As a Digital Marketing Intern at Phyathai 3 Hospital, I gained hands-on experience in healthcare marketing and digital communication within a multicultural and professional setting. My key responsibilities involved managing content across social media platforms, particularly for the "BKK CARE" Facebook group, which was created to support the Myanmar community in Thailand. I regularly created health-related educational content, infographics, and brochures in both Burmese and English, offering reliable information on common diseases and conditions. Group members were encouraged to ask health-related questions, and I collaborated with the hospital's team to provide accurate answers or guidance creating a semi-consultation platform.

In addition to local content, I managed posts for the official Phyathai 3 Hospital Myanmar Facebook Page, updating service announcements, promotions, and new healthcare packages. I

monitored and analyzed post performance using Facebook Insights, focusing on engagement metrics and audience reach to help refine content strategies.

A major part of my internship involved strategic brainstorming with the marketing team to explore new markets, particularly targeting Chinese, Indian and Singaporean patients, as well as foreign expats living in Thailand. Our goal was to identify healthcare service gaps in those regions and propose ways Phyathai 3 Hospital could fill them through targeted outreach. We also conducted competitor research and discussed cultural preferences, communication channels, and potential promotional approaches.

One notable project was preparing a business collaboration proposal with Agoda, suggesting an integration of Phyathai 3 Hospital's healthcare services into the Agoda platform. I helped prepare content, structure the draft B2B proposal, and develop presentations that could support future partnership discussions aimed at medical tourism.

I contributed to digital advertising localization, translating Thai healthcare videos into Burmese and English by using Rask AI to expand the hospital's reach to international audiences. These tasks enhanced my translation skills and gave me deeper insight into cross-cultural communication and healthcare branding.

This internship at Phyathai 3 Hospital has greatly enriched my understanding of how digital marketing functions within the healthcare sector. It has strengthened my skills in content creation, audience analysis, campaign development, and strategic planning. More importantly, it has prepared me for future roles in digital communication, especially in multicultural and service-oriented industries.



## 2.2.1 Process Diagram for Each Responsibility

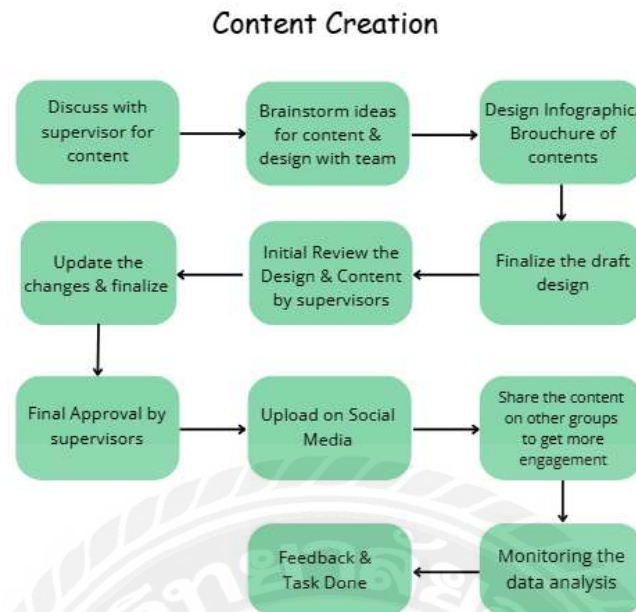
### 1. Social Media Group Management

Social Media Group Management



The process flow diagram for creating and managing the Facebook group started when my supervisor assigned me the task to build an online community specifically targeting the Myanmar audience. First, I created the group on Facebook and then discussed with the international marketing team to clearly define the group's vision, objectives, and target audience. Once the purpose was set, I designed a cover photo and logo to represent the group's identity and make it visually appealing. After setting up the group with proper settings, privacy options, and description, I moved on to developing a monthly content calendar to plan consistent and relevant posts. Based on that calendar, I prepared content and posters related to healthcare services and hospital updates. Posting regularly was important to keep the group active, and I also engaged with members by responding to comments and messages. Finally, I monitored the group's performance through insights and analytics, which helped me identify areas to improve and take steps to grow the group's reach and engagement.

## 2. Content Creation



Creating social media content at Phyathai 3 Hospital began with a discussion with my supervisor to understand the purpose and key message of the content. After that, I collaborated with the team to brainstorm creative ideas for both the content and design. Once the ideas were finalized, I designed the infographic or brochure accordingly. The initial draft was then reviewed by my supervisor, who provided feedback and suggestions for improvement. I made the necessary updates based on their input and finalized the design for approval. After receiving final approval, the content was uploaded to the hospital's social media platforms. To increase engagement, I also shared the post in relevant Facebook groups. Lastly, I monitored the performance through data analysis tools, and once everything was reviewed, I reported back to my supervisor with feedback and marked the task as complete.

### 3. New Market Entry Plan



For the new market entry plan at Phyathai 3 Hospital began with the manager assigning a market analysis task. I started by conducting detailed research on the healthcare market of the target country, focusing on industry trends, patient behaviors, and competitive analysis. Based on the findings, we selected a suitable target segment and evaluated the potential pros and cons of entering that market. Next, we identified possible challenges in launching services there and discussed solutions collaboratively with the team. After that, we developed a digital marketing plan and overall marketing strategy tailored to the selected market. An action plan outlining specific steps and timelines was also created. The team then worked together to prepare a professional presentation of the plan, which we presented to the manager and marketing team. We gathered feedback from the manager, made necessary adjustments, and once everything was approved, the marketing team moved forward with executing the action plan.

### 2.3 My Contribution as an Intern

As a Digital Marketing Intern at Phyathai 3 Hospital, I contributed significantly to expanding the hospital's online presence and community engagement. I played a key role in managing content for the hospital's official Facebook page and the "BKK CARE" Facebook group, where I created and shared informative health-related posts, brochures, and translated content in Burmese and English to support Myanmar nationals living in Thailand. I initiated two-way communication by responding to health-related inquiries from group members, providing helpful information and increasing audience interaction. I also participated in strategic

discussions with the marketing team to explore international market opportunities, focusing on attracting patients from China, India and Singapore, as well as foreign expats in Thailand. Additionally, I helped develop a proposal for a potential partnership between Phyathai 3 Hospital and Agoda, aimed at integrating hospital services into Agoda's platform to promote medical tourism. My contributions also included translating Thai digital marketing videos into Burmese and English, monitoring social media engagement, and suggesting ways to optimize content performance. Through these efforts, I supported the hospital's goal of expanding its reach to diverse communities and strengthening its digital communication strategy.

## **2.4. Special Skills Gained During the Internship at Phyathai 3 Hospital**

### **1. Content Writing (Health-Focused)**

During my internship, I enhanced my content writing skills by creating bilingual (English and Burmese) healthcare-related content tailored for the hospital's Facebook group "BKK CARE" and the official Facebook page. I learned how to simplify complex medical topics into easy-to-understand and engaging posts for the general public. Writing for a healthcare institution also helped me become more precise, responsible, and sensitive with the tone of messaging to build trust with patients.

### **2. Infographic Design and Visual Content Creation**

I developed skills in designing infographics and visual materials for health education and service promotion. Using tools like Canva, I created brochures and flyers for social media posts, presenting important information like disease symptoms, prevention tips, and available hospital services in a visually attractive format that was easy to share and understand.

### **3. Social Media and Content Management**

Although not deeply involved in backend development, I gained an understanding of content management systems (CMS) used in healthcare institutions. I helped to manage and update online materials, ensuring alignment with current services and promotions, and learned about SEO-friendly structuring for better reach and readability.

### **4. Content Calendar Creation**

I created and managed a monthly content calendar for Phyathai 3 Hospital's digital platforms, which included planning healthcare awareness topics, hospital event highlights, and promotional content. This skill helped me understand the importance of scheduling, consistency, and strategic alignment with marketing goals and audience behavior patterns.

#### 5. Healthcare Industry Knowledge & Medical Terms

Working directly in a hospital environment allowed me to gain basic familiarity with medical terms, healthcare processes, and service categories (e.g., IVF, IPD, health screening, and other special terms). This knowledge educated me to create accurate and relevant content for medical terms in the healthcare industry.

#### 6. Understanding the International Healthcare Market

Through market research and brainstorming sessions, I gained insight into healthcare consumer behaviors from countries like China, India, Singapore and Thailand market targeting foreign expats in each country to get reach for Phyathai 3 hospital. I helped explore strategies to attract these markets to Phyathai 3 Hospital, prepared presentations of my market analysis research including understanding cultural preferences, their healthcare industry process, pricing expectations, and digital outreach trends in medical tourism.

#### 7. Google Docs & Digital Collaboration Tools

I improved my skills in using Google Docs, Sheets, Slides, Drive and AI tools for collaborative content planning, documentation, research analysis and presentation design. These tools were essential for working with the team in real-time, preparing business proposals, and organizing marketing data efficiently. I also learnt to use Rask AI to translate Thai healthcare videos into Burmese and English, ensuring medical accuracy and cultural relevance. This skill helped make hospital content accessible to a broader international audience.

#### 8. Teamwork & Time Management

Being part of the marketing department required regular team meetings, deadline coordination, and joint brainstorming sessions. I developed strong teamwork skills by collaborating with graphic designers, translators, and content planners, and learned to manage multiple tasks while meeting daily and weekly deadlines.

#### 9. Research & Data Analysis Skills

I conducted competitor research, analyzed audience engagement, and helped prepare reports on social media performance. I learned how to use Facebook and Instagram insights to assess reach, impressions, and interactions. These findings helped inform future content direction and audience targeting strategies.

## **Chapter 3: Learning Process**

### **3.1 Learning During the Co-Op studies**

I experienced both personal and professional growth while applying digital marketing strategies in a real-world healthcare setting during my co-op internship at Phyathai 3 Hospital. By analyzing international medical trends, such as those in China, India, and Singapore, and looking into ways to draw in foreign patients and expats to the hospital, I was able to improve my practical market analysis skills. Working together with the marketing team as well as external stakeholders allowed me to understand the value of strategic thinking and cross-cultural communication. One of the main learning objectives was the creation and management of content for social media sites, including the hospital's official Facebook page and the "BKK CARE" group. I was able to increase reach and involvement by practicing audience engagement, content writing, and performance analysis. Additionally, I developed my skills in translation and international content development by using Rask AI to translate Thai healthcare videos into Burmese and English. I also took part in creating a business-to-business proposal for a possible partnership between Agoda and Phyathai 3 Hospital, where I helped with research, communication strategy, and presentation design. My abilities in research-based strategy formulation, teamwork, time management, and digital content planning have improved as a result of this experience. Overall, the internship enriched my understanding of the healthcare industry and digital marketing while strengthening my ability to work collaboratively in a diverse and professional environment.

#### **3.1.1 Applying the Knowledge from the Coursework**

My experience as a Digital Marketing Intern allowed me to translate the insights gained from my BBA studies into real-world applications. The Digital Marketing course was the most relevant, as it provided me with essential skills in content creation, understanding digital platforms, SEO, and analyzing marketing performance. I used these skills to manage social media content, plan digital campaigns, and assess results based on data. The Consumer Behavior course also supported my work by helping me understand audience needs and preferences, which guided me in creating targeted and engaging content. Additionally, the Business Research Methodology course helped me analyze data and improve my skills in

research market analysis, which were useful when making marketing decisions and evaluating the effectiveness of our internship.

### **3.1.2 Gap in the knowledge from the coursework**

As a Digital Marketing Intern at Phyathai 3 Hospital, I experienced a noticeable gap between the knowledge I gained from my BBA coursework and the skills required in a real healthcare marketing environment. Even though Siam University's Digital Marketing course provided a strong foundation in data analysis, marketing concepts, and content production, the real workplace brought with it new challenges. For instance, we were allowed to use any layout or creative style though we were designing infographics, brochures, and presentations in class. In contrast, in the workplace, all designs had to strictly follow the hospital's brand guidelines and formatting standards. Moreover, although I have a business marketing level, working in the healthcare sector required me to adjust to a totally different kind of content. In order to create the contents, I had to use health-related and medical terms that were not familiar in our coursework. I learned from this experience that even though the coursework provides essential knowledge, the real-world experience taught me that sometimes it requires flexibility, industry-specific skills, and explore to learn new things.

## **3.2 Indicate the problem noticed during the Internship**

### **3.2.1 Problem Statement**

#### **Underutilization of Social Media Platforms for International Audience Engagement**

**1. Limited Social Media Strategy for International Audiences:** I observed that Phyathai 3 Hospital's use of social media to engage international patients is limited and lacks a unified strategy. Most of the hospital's digital content is focused on Thai audiences, with very few posts catering specifically to expats or medical tourists. While platforms like Facebook and Instagram are actively used, they primarily publish in Thai, with no official English version or multilingual alternative for international users. This makes it challenging for foreign patients to find reliable, up-to-date information or connect directly with the hospital through official channels. Although the hospital has separate social media pages for countries like Myanmar and Cambodia, using Facebook and TikTok respectively, these accounts operate independently without centralized planning or content consistency. This fragmented approach results in mixed messaging across platforms, and international patients may receive varying levels of

communication quality depending on their country. Without one central platform or strategy that targets international audiences as a whole, the hospital's digital presence remains scattered and less effective at building trust or engagement with global patients.

**2. Unengaging and Informational-Only Content Approach :** While the hospital does invest effort in content creation, much of the international content focuses on general health education or basic promotion of medical check-up packages. These posts are often informational rather than strategic, lacking a strong call-to-action or engaging format that drives conversions. Compared to competitors, the engagement on these platforms is noticeably lower, and the content often feels repetitive and generic. The content is more educational than strategic, often failing to spark interest, interaction, or drive patient inquiries. Additionally, most posts do not include localization techniques that speak directly to the cultural or healthcare concerns of international patients.

**3. Reliance on Agents and Lack of Direct Patient Engagement:** Another major concern is that instead of proactively reaching out to international audiences through targeted digital campaigns, influencer partnerships, or community engagement, the hospital primarily relies on local agents and partners to bring in foreign patients. These agents often manage their own promotional efforts and receive commission for patient referrals. While this has helped build relationships and drive patient volume in the past, it limits the hospital's ability to create and control its own international brand identity. By depending primarily on intermediaries, the hospital misses critical opportunities to build direct connections with its global target audience. As a result, the hospital misses out on building direct relationships with potential patients and improving its digital brand presence internationally.

I chose to explore these topics in my mini research because social media is one of the most powerful tools for reaching international patients, especially in a global hub like Bangkok. Improving Phyathai 3 Hospital's social media strategy could help the organization build a stronger international reputation, directly connect with more patients, and reduce its dependency on third-party agents. This research will identify current weaknesses and recommend practical solutions to create a more cohesive and impactful digital marketing approach for international audiences.



### 3.2.2 How to solve Problems

**1. Develop a multilingual Social Media Platform :** The hospital's social media mainly focuses on Thai people and doesn't have one clear plan for international patients. To fix this, the hospital should create one main social media page for international patients and offer content in English and other languages. This way, people from different countries can easily get important and up-to-date info about the hospital. The hospital should also make sure the messages are the same everywhere so no one gets confused. It's also important to share content that fits the culture and health needs of people from different countries. Using tools like live videos or Q&A sessions can help patients feel connected and informed. Watching how people interact with the posts will help the hospital improve its social media over time.

**2. Innovative Content Creation :** To better engage international patients, Phyathai 3 Hospital should focus on producing more creative and visually appealing content. This can start with organizing regular brainstorming sessions and creative workshops within the digital marketing team to develop fresh ideas and explore new content formats. The team should be encouraged to experiment with storytelling methods, use interactive features, and create more multimedia content such as short videos, animations, infographics, and even behind-the-scenes clips that showcase the hospital's services and culture. By analyzing engagement data and audience behavior, the team can better understand what types of content international patients enjoy and respond to. Adding user-generated content like patient testimonials or interactive campaigns (e.g., polls or Q&A sessions) can also help increase audience participation and build trust. Promoting a culture of creativity will not only make the hospital's content more engaging but also help Phyathai 3 stand out from competitors and connect more effectively with a global audience.

**3. Balance Partnerships with Direct International Marketing Efforts :** The hospital depends a lot on agents to bring international patients, but it should also try to connect with patients directly through social media and online marketing. The hospital can still work with agents, but it needs to balance this with its own marketing efforts so it can control its brand and build trust with patients worldwide. Using tools like online chats, virtual appointments, and direct messages can help the hospital talk to patients more personally. Doing both working with agents and marketing directly will help the hospital reach more people, build stronger relationships, and make more money in the long run.

### 3.3 Significance of the study

This study plays an important role in helping Phyathai 3 Hospital understand and improve how it uses digital marketing to reach international patients. Right now, the hospital's social media strategy is mainly focused on local Thai audiences, with little attention to people from other countries. As Bangkok is one of Asia's top destinations for medical tourism, there is a big opportunity for the hospital to grow by connecting better with patients from abroad. This research identifies the current weaknesses like not having multilingual content, using repetitive and unengaging posts, and depending too much on agents to bring in foreign patients.

The solutions proposed in this study are practical and directly tied to these challenges. By creating a well-organized, multilingual social media platform, the hospital can provide reliable and accessible health information to people from different countries. Improving content with more creative and interactive formats, such as videos, patient stories, and behind-the-scenes posts can help build trust and make the hospital more appealing online. Lastly, by combining the strengths of agent partnerships with strong internal marketing efforts, the hospital can create more direct and lasting relationships with international patients while still benefiting from referrals.

What makes this study meaningful is that it doesn't just point out problems, it gives the hospital clear steps it can take to improve. These suggestions are based on proven practices in the digital marketing and healthcare industries, and they can help the hospital increase engagement, strengthen its brand, and attract more patients from overseas.

Beyond Phyathai 3, the study also has value for other hospitals or healthcare providers that want to expand their international reach. It offers a simple, actionable framework that others can adapt and apply in their own marketing efforts.

In summary, this research is valuable not only for improving Phyathai 3 Hospital's communication with international patients but also for supporting the hospital's long-term growth and competitiveness in the medical tourism market. Stronger digital marketing means more trust, better patient experiences, and a wider global reputation.

### **3.4 Literature Review**

#### **1. The important of Social Media Strategy for International Audiences**

The importance of a unified and multilingual digital marketing strategy in healthcare is widely recognized. Social media platforms are increasingly used to communicate with diverse patient populations, particularly international patients and medical tourists. According to Kaplan and Haenlein (2010), social media offers a unique opportunity for healthcare organizations to engage directly with their audience, build trust, and disseminate relevant information in real-time. However, for international audiences, language and cultural relevance are critical.

Research by Ventola (2014) highlights that language barriers can severely limit the effectiveness of health communication on social media, and healthcare providers must offer multilingual content to improve accessibility and patient engagement. Hospitals targeting international patients should implement centralized social media platforms that provide consistent messaging across languages and regions (Moorhead et al., 2013). Fragmented or country-specific platforms without coordinated strategy often lead to inconsistent branding and diluted messaging, reducing impact on international patient acquisition (Neiger et al., 2012). Moreover, Bangkok as a medical tourism hub requires hospitals to have robust, cohesive international communication strategies (Connell, 2013). Without a centralized, multilingual platform, foreign patients face difficulties in accessing reliable information or connecting directly with hospitals, as observed by Golinelli et al. (2017).

#### **2. Creative Content Approach**

Content strategy plays a vital role in converting social media followers into patients. Many healthcare organizations produce educational content, but without strategic marketing elements such as strong calls-to-action, storytelling, or culturally tailored messages, engagement remains low (Ventola, 2014). Studies show that healthcare content that is purely informational often fails to generate meaningful patient interaction or conversions. A study by Chou et al. (2009) found that social media campaigns with interactive and targeted messaging outperform generic health education posts in driving patient inquiries and appointments. Additionally, localization customizing content to reflect cultural values and health concerns of target audiences is key to engagement with international patients (Laranjo et al., 2015). Compared to competitors that use a mix of promotional content, testimonials, and influencer collaborations, hospitals relying

on repetitive, generic health posts experience lower engagement rates (Moorhead et al., 2013). Hence, content needs to evolve beyond education into strategic marketing that resonates with international patients' needs and preferences (Greene et al., 2011).

### **3. Challenges of dependence on Agents**

Many hospitals in medical tourism rely heavily on third-party agents and partners for patient referrals (Hanefeld et al., 2015). While agents play an important role, over-reliance on intermediaries can weaken a hospital's ability to establish direct relationships with patients, control brand identity, and leverage digital channels for marketing (Crooks et al., 2011). Direct engagement with international patients through social media campaigns, influencer marketing, and community partnerships has been shown to enhance trust and increase patient loyalty (Lunt et al., 2011). Social media influencers and bloggers, especially those popular within expat communities, can act as authentic brand ambassadors, significantly boosting visibility and credibility (Marwick, 2015). Furthermore, proactive digital marketing allows hospitals to gather patient feedback and tailor services to patient expectations, which is critical for competitive advantage in medical tourism (Johnston et al., 2016). Thus, hospitals that limit their outreach to agent networks risk losing control over their digital brand and miss opportunities for sustainable growth through direct patient engagement (Connell, 2013).

### **3.5 Methodology**

This study used a qualitative research approach to explore and improve Phyathai 3 Hospital's digital marketing strategy, especially in reaching international patients. Data was collected through informal, semi-structured interviews with key members of the hospital's digital marketing team. These interviews provided direct insights into current content practices, challenges in audience engagement, and the hospital's reliance on third-party agents. The questions were based on topics from healthcare marketing literature, focusing on international outreach, content creation, and patient communication. The findings helped shape practical solutions tailored to the hospital's real-world needs.

#### **3.5.1 Sample and Participants**

The sample size consisted of three participants from Phyathai 3 Hospital's digital marketing department. These individuals were carefully selected using purposive sampling to ensure they had direct experience and responsibility in managing social media content and engaging with

international audiences. Each interview lasted around 10 minutes and was conducted in a relaxed setting to encourage open discussion. Notes were taken during the interviews to accurately capture key points and reflect the team's real experiences and challenges. This sampling method was chosen to gather focused and relevant insights from those most familiar with the hospital's digital marketing practices and challenges. All participants willingly took part in the study after being fully informed about its purpose, their role, and the voluntary nature of their involvement. They were also assured of their right to withdraw from the study at any point without any negative consequences, ensuring ethical standards were maintained throughout the research process.

### **3.5.2 Data Collection**

Data was collected through semi-structured interviews with three members of Phyathai 3 Hospital's digital marketing team. Each interview was conducted individually to encourage open and honest sharing of their experiences and opinions. The interviews followed a semi-structured format, using prepared open-ended questions while allowing participants to elaborate freely. This approach ensured consistency across interviews and provided rich, detailed insights. Each session lasted around 10 minutes and was carefully documented through meeting minutes to maintain accuracy. Additionally, field notes were taken to record observations and non-verbal cues that added context to the responses. Ethical considerations were strictly followed: participants gave informed consent, were informed about the study's purpose, and their confidentiality was fully protected by separating personal details from the research data.

### **3.5.3 Questions for Interviews**

1. How does Phyathai 3 Hospital currently reach and communicate with international patients through social media?
2. What are the main challenges you face when marketing the hospital to international audiences online?
3. How do you create content to post for international audiences?
4. What role do agents play in bringing international patients?
5. What changes do you think would improve the hospital's digital marketing to better engage international patients?

### 3.6 Results

Questions	Respondent 1	Respondent 2	Respondent 3
Q1	We mainly use Facebook pages that target specific countries like Myanmar or Cambodia. We post updates and promotions in their local languages.	Our team manages country-specific pages, and we use LINE or Messenger to respond to patient questions.	We post medical packages and health tips on different pages depending on the country.
Q2	We don't have enough content creators for all countries. We do have lots of interpreters for patient support but not for social media for content creating.	The issue maybe is consistency. Each country's page is handled separately, so there's no unified voice or content plan for international patients	The content engagement is quite low as the contents are always customized for different cultures
Q3	Usually, we adapt Thai content by translating or adjusting it. Sometimes agents help us localize the content based on their market needs.	We mostly use health education topics and medical packages. We try to keep it simple and easy to understand.	We post about health checkups or hospital services, and if needed, I ask the interpreters to translate or give feedback.
Q4	Agents are very important. They promote the hospital in their countries and bring in most of our international patients.	They help with bookings, and communication with patients. Without them, it would be harder to reach out to international patients.	Most international patients come through agents. They advertise our services locally and talk directly to the patients in their language which is easier for the hospital to handle the situation.
Q5	I think we need more creative content to reach more international audiences	Better planning, more engaging posts, and using influencers or digital	We need clearer content plans and more visual posts. Also, having more

	directly.	campaigns would help. We should also post more videos and real patient stories.	language support or digital ads would help reach new international patients.
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### 3.6.1 Expected result/ Solution

The expected outcomes of this mini research aim to improve Phyathai 3 Hospital's digital marketing efforts for international patients by addressing its current weaknesses in social media strategy, content engagement, and over-reliance on agents. By implementing the proposed solutions, the hospital is likely to experience better outreach, clearer communication, and stronger relationships with international audiences.

A key solution is the development of a centralized and unified social media strategy specifically targeting international patients. Creating and managing an official English-language account or a multilingual platform would ensure that foreign patients receive consistent, accessible, and updated content directly from the hospital. This approach is expected to strengthen the hospital's brand image among global audiences and reduce confusion caused by scattered, country-specific pages managed independently.

Improving the type and quality of content is also anticipated to have a significant impact. By shifting from purely informational posts to more engaging formats—such as patient stories, behind-the-scenes hospital experiences, and interactive videos—the hospital can increase audience interest and emotional connection. Tailoring content to reflect cultural preferences and health concerns of different nationalities will likely make the digital presence more relevant and relatable. This can boost interaction rates, generate more inquiries, and encourage potential patients to choose Phyathai 3 Hospital for their medical needs.

Moreover, while agents remain a useful part of the international patient referral process, the hospital should work toward building its own digital outreach capabilities. Strengthening direct communication through official platforms and campaigns will reduce over-dependence on third parties and allow the hospital to have more control over its international branding. Staff interviews confirmed that digital tools, including targeted ads and influencer collaborations, could open up new patient channels, especially among expats and medical tourists in Bangkok.

## **Chapter 4: Conclusions**

### **4.1 Conclusion of the Internship**

My internship experience at Phyathai 3 Hospital has been an incredibly valuable learning journey, especially in the field of digital marketing within the healthcare industry. As an intern in the international marketing department, I had the chance to apply what I've learned in the classroom to real-world tasks. I worked on content creation, brochure and infographic design, content calendar planning, and even managed social media updates for international audiences. These tasks helped me improve my creativity, planning, and communication skills, while also teaching me how to adapt digital marketing strategies to a hospital environment.

One of the most eye-opening parts of this internship was conducting my mini research project on the hospital's digital marketing approach for international patients. Through this project, I was able to observe and analyze current weaknesses in the hospital's strategy, including the lack of a centralized and unified social media plan, especially in English or other languages for expats and medical tourists. I also noticed that much of the content targeted at international patients was too informational and lacked engagement, which made it less effective in building a strong online connection. Additionally, I learned how much the hospital depends on local agents to bring in foreign patients, which limits its ability to build a direct relationship with international audiences.

As part of my research, I interviewed two supervisors and one staff member from the international marketing team. Their insights helped me understand the challenges they face daily—such as language barriers, content limitations, and lack of technical resources. They also shared practical ideas for improving communication, such as creating more interactive content and promoting through influencer partnerships. This experience taught me the importance of listening to the people involved and using research to guide real improvements.

Overall, this internship not only enhanced my digital marketing knowledge but also helped me grow personally and professionally. I learned to use AI tools for video translation, which allowed us to present content in English and Burmese for wider reach. I became more comfortable working in a cross-cultural team, managing multiple tasks, and adapting to a fast-paced environment. Most importantly, this experience gave me more confidence in my abilities



and showed me how digital marketing can play a powerful role in helping hospitals build trust and connect with international patients. It has inspired me to continue pursuing a career in international business and marketing with a strong focus on strategy and real-world impact.

#### **4.1.1. Limitations of my Experience**

Even though my internship at Phyathai 3 Hospital was an enriching and hands-on learning experience, there were a few limitations that shaped how much I could explore in certain areas. One of the biggest limitations was that most of my work focused on digital marketing for the Myanmar audience. Since each international market like Cambodia, China, and others are handled by separate teams with their own platforms and strategies, I didn't have much exposure to how marketing is done for those other countries. This made it a bit harder to get a full understanding of the hospital's overall international marketing approach and how it all fits together across different platforms and regions.

Another limitation was the fact that this internship was my first time working in a professional office environment outside of my university role. Everything felt new, from understanding the workflow and communication style to adjusting to office routines and expectations. At first, I was a bit nervous about asking questions or making suggestions, but over time, I became more confident and comfortable. I saw it as a great opportunity to grow professionally and learn how to navigate a real workplace setting.

Lastly, coming from a business and marketing background, stepping into the healthcare field was a big shift for me. I wasn't familiar with medical terminology or the specific requirements for healthcare communication, so it took time to learn how to write content and design materials that were both accurate and sensitive to the context. I realized that marketing in a hospital involves extra care, and you can't just use the same approach as in other industries. Thankfully, my supervisors were patient and supportive, and they helped me understand how to work within those guidelines. That guidance made it easier for me to adjust and produce work that met the standards of the medical setting.

#### **4.2 Recommendation to Phyathai 3 Hospital**

Based on my experience as a digital marketing intern at Phyathai 3 Hospital, I'd like to offer a few recommendations to help improve the hospital's social media engagement and overall digital marketing efforts. First, creating well-organized content for each international market

would help ensure consistent posting across all platforms. Right now, each nationality has its own separate social media page but there's no unified planning system. Allowing interns to observe or engage with these teams, even briefly, would provide a broader understanding of international marketing strategies.

Second, the international marketing team currently has very limited manpower, only a few full-time staff and two interns managing most of the digital platforms for marketing. Assigning a dedicated lead for the digital marketing team and possibly expanding the team could make a big difference. With more hands on deck, the team could focus more on creative content development, campaign planning, and strategic audience engagement, rather than being overwhelmed with daily posting duties.

Lastly, encouraging regular team brainstorming and content review meetings would boost creativity and collaboration. Although Phyathai 3 Hospital has both local and international marketing teams, there is a noticeable difference in team size and capacity while the local marketing team is quite large and well-resourced, the international marketing team has only a few staff members. It would be highly beneficial if both teams could collaborate more closely or work together on certain campaigns. By combining efforts, resources, and creative ideas, the hospital could ensure a more unified brand image and improve efficiency, rather than managing separate strategies for each audience. This collaboration could also help the international team gain more support and visibility in their initiatives.

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## Appendix

Daily Diary of Internship.

Month : February 2025

Week 1 :

Monday (03/02/2025)	Tuesday(04/02/2025)	Wednesday(05/02/2025)	Thursday(06/02/2025)	Friday (07/02/2025)
<ul style="list-style-type: none"> <li>- Explore Phaya Thai 3 Hospitals working departments</li> <li>- Discuss with Manager and Supervisor for future vision and mission of the Healthcare industry of Phyathai 3.</li> <li>- Research about the Indian Healthcare industry market to explore and analyze the gaps between these industries.</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare presentation slides to analyze the Indian market and find the gaps to explore Thailand market to penetrate the Indian Healthcare industry.</li> <li>- Do the presentation and discuss and brainstorm about that to improve their marketing in the Indian healthcare industry.</li> </ul>	<ul style="list-style-type: none"> <li>- Research about content idea to target the Myanmar patients by creating new Facebook page for Myanmar Medical Group</li> <li>- Analyze the demographics in medical concern of Myanmar patients</li> <li>- Analyze the competitors market and pricing</li> <li>- Discuss to create a group profile which is reliable and informative for Myanmar people</li> <li>- Research about Health blogger or influencer from Myanmar to promote</li> <li>- Meeting with supervisor and discuss about those things</li> </ul>	<ul style="list-style-type: none"> <li>- Analyze the Facebook group to create new Facebook group for medical healthcare to understand what people normally want to know about some diseases</li> <li>- prepare content calendar for Phyathai 3 hospital Facebook page and Facebook group</li> <li>- Discuss the plan with supervisors about the content form both Facebook page and group.</li> </ul>	<ul style="list-style-type: none"> <li>- Brainstorm with supervisor to create Facebook group for Myanmar people healthcare. (BKK CARE)</li> <li>- The purpose is for those who are currently living in Thailand or those who want to do some treatments in Thailand, they can ask and share information such as other opinions, medical problems, pricing, etc.</li> </ul>

## Week 2

Monday (10/02/2025)	Tuesday (11/02/2025)	Wednesday (12/02/2025)	Thursday (13/02/2025)	Friday (14/02/2025)
<ul style="list-style-type: none"> <li>- Design brochure for the cover photo</li> <li>- Create content post about the purpose of creating this group and plan to reach out more followers as an admin</li> </ul>	<ul style="list-style-type: none"> <li>- Update the brochure and fix the design</li> <li>- Discuss with supervisor to finalize and post for both Facebook page and group</li> <li>- Analyze the reach of the post</li> </ul>	<ul style="list-style-type: none"> <li>- Check and finalize the content about keen operation to post at Facebook page</li> <li>- Data analysis about all the post from Facebook page and group</li> <li>- Meeting with supervisor discuss about the next project and assigned to me</li> <li>- Prepare and edit brochure video for Songkran to advertise about the promotion from Phyathai 3</li> </ul>	<ul style="list-style-type: none"> <li>- Discuss with supervisor and finalize the Songkran video of promotion for Phyathai 3 hospital</li> <li>- Prepare content to post on Facebook page</li> <li>- Meeting with supervisor for future plan and work</li> </ul>	<ul style="list-style-type: none"> <li>- Create posters for IVF analysis and step by step process for 2 pages each with 2 different color and design</li> <li>- Research and Design about IVF poster</li> </ul>

## Week 3

Monday (17/02/2025)	Tuesday (18/02/2025)	Wednesday (19/02/2025)	Thursday (20/02/2025)	Friday (21/02/2025)
<ul style="list-style-type: none"> <li>- Meeting with IMC manager and team discuss about China market</li> <li>- Assign task to research and prepare presentation about China market to explore and penetrate more to get more patients</li> </ul>	<ul style="list-style-type: none"> <li>- Research and prepare presentation slide for China healthcare market analysis and LGBT package and promoting</li> <li>- Do Presentation to the manager and supervisor</li> </ul>	<ul style="list-style-type: none"> <li>- Meeting with supervisor discuss about creating blog of hospital tour and medical check up with Burmese influencer</li> <li>- Plan and make schedule with that influencer (what are the main highlight things to put in the video about Phyathai 3, show the process of medical</li> </ul>	<ul style="list-style-type: none"> <li>- Finalize the IVF poster design and put logo on the posters</li> </ul>	<ul style="list-style-type: none"> <li>- Explore about IVF and write the separate contents to post at Facebook page and Facebook group and post at both page and group</li> </ul>

		check up and other facilities and hospital tour)		
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#### Week 4

Monday (24/02/2025)	Tuesday (25/02/2025)	Wednesday (26/02/2025)	Thursday (27/02/2025)	Friday (28/02/2025)
<ul style="list-style-type: none"> <li>- Discuss with supervisor and Update Songkran Buy 1 get 1 promotion poster in design and add services information page</li> <li>- Create animation video with background song for Songkran promotion poster</li> <li>- Finalize the video to post at Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>- Create and design flyers for LGBT package A, B and cover pages (4 pages)</li> </ul>	<ul style="list-style-type: none"> <li>- Create and design more different update flyers for LGBT packages</li> <li>- Meeting with Manager and get assigned a task for next week</li> </ul>	<ul style="list-style-type: none"> <li>- Translate Early Cancer Risk Screening brochures from English to Myanmar</li> <li>- Prepare and create content to post about Cancer Screening</li> <li>- Update LGBT posters</li> </ul>	<ul style="list-style-type: none"> <li>- Research and analyze and find the possibilities to improve to reach out more patients</li> <li>- Prepare content about LGBT packages A and B to post at Facebook Group.</li> </ul>

#### Month : March, 2025

#### Week 1

Monday (03/03/2025)	Tuesday (04/03/2025)	Wednesday (05/03/2025)	Thursday (06/03/2025)	Friday (07/03/2025)
<ul style="list-style-type: none"> <li>- Research and analyze the data and prepare the presentation of “How to promote Phythai 3 hospitals among expats”</li> <li>- Present and discuss with supervisors and manager and assign another task for next week</li> </ul>	<ul style="list-style-type: none"> <li>- Research and prepare content for the earthquake situation in Myanmar and possible diseases that can happen after an earthquake and how to prevent them.</li> </ul>	<ul style="list-style-type: none"> <li>- Check video and prepare translation for Thai marketing video (PED) from Thai language to Burmese.</li> <li>- Check out the whole video with translation and fix out the audio and video recording</li> </ul>	<ul style="list-style-type: none"> <li>- Finalize and update the translation video of PED</li> <li>- Research and Prepare presentation of expats analysis to get more patients</li> <li>- Meeting with supervisors and get assigned the another tasks</li> </ul>	<ul style="list-style-type: none"> <li>- Finalize the presentation slide and prepare to present our manager about the market exploration</li> <li>- Present and Discuss with the manager and assign the next steps.</li> </ul>

				- Translate the PED video from Thai to English
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## Week 2

Monday (10/03/2025)	Tuesday (11/03/2025)	Wednesday (12/03/2025)	Thursday (13/03/2025)	Friday (14/03/2025)
<ul style="list-style-type: none"> <li>- Meet with a creative vibe blogger for creating a medical check up blog for Phyathai 3 hospital.</li> <li>- Check video and prepare translation for Thai marketing video of knee operation from Thai language to Burmese.</li> <li>- Check out the whole video with translation and fix out the audio and video recording</li> </ul>	<ul style="list-style-type: none"> <li>- Update with the translation the video, an error occurred with the voice over and dubbing the video with the ai, talk abt the problem with the supervisor</li> <li>- Prepare Ai toy action figure, a doctor toy, which is trending these days to post the photo on the group</li> </ul>	<ul style="list-style-type: none"> <li>- Search for any multinational companies, international schools and universities of 10 km around from bang wa to explore foreign expats for Phyathai 3 Hospital</li> <li>- Update PED video translation and edit at CapCut for Burmese subtitles for translation</li> </ul>	<ul style="list-style-type: none"> <li>- Research Multinational companies and international schools around Bang wa and Pathunum area and prepare presentations to explore and attract more foreign expats and provide the plan for them.</li> </ul>	<ul style="list-style-type: none"> <li>- Finalize the presentation for foreign expats and present it to Manager and discuss that..</li> </ul>

## Week 3

Monday (17/03/2025)	Tuesday (18/03/2025)	Wednesday (19/03/2025)	Thursday (20/03/2025)	Friday (21/03/2025)
<ul style="list-style-type: none"> <li>- Search and analysis to collaborate with Agoda and Phyathai 3 hospital.</li> <li>- Make the plan how Phyathai should collaborate with Agoda and be part of them</li> <li>Discuss with manager about that and assign the task to prepare the</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare content for the PED video to post on Facebook group and page.</li> <li>- Start to research and prepare for business proposal for collaboration plan of Agoda and Phyathai 3 hospital</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare presentation for Business Proposal for collaboration of Agoda and Phyathai 3 hospital</li> </ul>	<ul style="list-style-type: none"> <li>- Absence (went to immigration for visa extension)</li> </ul>	<ul style="list-style-type: none"> <li>- Finalize the presentation of business proposal of Agoda and Phyathai 3 hospital</li> </ul>

proposal presentation for collaboration plan with Agoda				
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#### Week 4

Monday (24/03/2025)	Tuesday (25/03/2025)	Wednesday (26/03/2025)	Thursday (27/03/2025)	Friday (28/03/2025)
<ul style="list-style-type: none"> <li>- Meeting with manager and do presentation of b2b collaboration of business proposal for Agoda and Phyathai 3 hospital</li> <li>- Discuss and assign to research and analyze Singapore market to explore</li> </ul>	<ul style="list-style-type: none"> <li>- Create content for Spot Max to post in Facebook page</li> <li>- Research and analyze to prepare content about DNA circle premium.</li> </ul>	<ul style="list-style-type: none"> <li>- Online meeting with Agoda marketing team for collaboration plan with Phyathai 3 hospital and their proposal plan</li> <li>- Discuss with team about that how Phyathai 3 hospital gonna promote on Agoda app</li> </ul>	<ul style="list-style-type: none"> <li>- Meeting with team and manager discuss about Singapore healthcare market to target foreign expats especially insurance case</li> </ul>	<ul style="list-style-type: none"> <li>- Translation Thai to Burmese and Thai to English version of Thai marketing video of Rosa robot machine</li> </ul>

Month : April, 2025

#### Week 1

Monday (31/03/2025)	Tuesday (01/04/2025)	Wednesday (02/04/2025)	Thursday (03/04/2025)	Friday (04/04/2025)
<ul style="list-style-type: none"> <li>- Brainstorming the idea design to prepare the brochure for Circle DNA Premium.</li> </ul>	<ul style="list-style-type: none"> <li>- Create and design Brochure for DNA Circle Premium with medical information</li> <li>- Prepare content for DNA circle to post on Facebook page</li> </ul>	<ul style="list-style-type: none"> <li>- Update DNA circle brochures design and content</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare and design infographic for COVID -19 to share information and post on Facebook Group.</li> <li>- Create content for COVID - 19 to post on Facebook groups.</li> </ul>	<ul style="list-style-type: none"> <li>- Check the engagement of the Post on Facebook groups and analyze it</li> <li>- Prepare an email reply to Agoda for collaboration with them to display advertising in Agoda digital platform.</li> <li>- Do translation in Rask AI</li> </ul>

#### Week 2



Monday (07/04/2025)	Tuesday (08/04/2025)	Wednesday (09/04/2025)	Thursday (10/04/2025)	Friday (11/04/2025)
<ul style="list-style-type: none"> <li>- Meeting with supervisors and brainstorm for upcoming pride events and make a plan for LGBT content</li> <li>- Prepare content about Influenza vaccine to post on Facebook Group.</li> </ul>	<ul style="list-style-type: none"> <li>- Create a content for LGBT package A and B to post on Social media</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare and design infographic flyer for Medical Check up Buy 1 Get1 sale to post on Facebook Page</li> <li>- Prepare content for a medical check up post.</li> </ul>	<ul style="list-style-type: none"> <li>- Review and analyze the post engagement from Facebook Group</li> <li>- Update information for package and recreate the visual design for post</li> </ul>	<ul style="list-style-type: none"> <li>- Do translation from Rask AI.</li> <li>- Discuss with the supervisor to create a new LGBT Group and logo for the group.</li> </ul>

### Week 3

Monday (14/04/2025)	Tuesday (15/04/2025)	Wednesday (16/04/2025)	Thursday (17/04/2025)	Friday (18/04/2025)
<ul style="list-style-type: none"> <li>- Songkran Holiday</li> </ul>	<ul style="list-style-type: none"> <li>- Songkran Holiday</li> </ul>	<ul style="list-style-type: none"> <li>- Brainstorm with supervisor and prepare to create LGBT healthcare group</li> <li>- Finalize the logo and Cover photo for LGBT group</li> </ul>	<ul style="list-style-type: none"> <li>- Create New Facebook Group for LGBT healthcare Group “LGBTQ သက်တန်းလေးများ”</li> <li>- Prepare the content to post on welcome and invite members to join the Facebook Group and also share the post in other related groups.</li> </ul>	<ul style="list-style-type: none"> <li>- Research with supervisors and study about Gender Affirming Hormone Therapy (GAHT) and discuss the content to post on LGBT group .</li> </ul>

### Week 4

Monday (21/04/2025)	Tuesday (22/04/2025)	Wednesday (23/04/2025)	Thursday (24/04/2025)	Friday (25/04/2025)
<ul style="list-style-type: none"> <li>- Research about LGBTQIAPP+ long term and their definition</li> </ul>	<ul style="list-style-type: none"> <li>- Design infographic about LGBT to educated people to post on social media</li> </ul>	<ul style="list-style-type: none"> <li>- Translate the Diabetes Sugar control video from Thai to Burmese</li> </ul>	<ul style="list-style-type: none"> <li>- Prepare the content and post it in the Facebook group and share to other groups in</li> </ul>	<ul style="list-style-type: none"> <li>- Research and analyze some promotion packages from other Hospitals</li> </ul>

			<p>order to get more engagement</p> <p>- Discuss with supervisor about upcoming tasks</p>	<p>and make comparisons between the prices and medical treatments services of both Phyathai 3 hospital packages and other hospitals one.</p>
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Month : May, 2025

Monday (28/04/2025)	Tuesday (29/04/2025)	Wednesday (30/04/2025)	Thursday (01/05/2025)	Friday (02/05/2025)
<p>- Create table at google doc to show the comparisons of prices and treatment services of Phyathai 3 and other hospitals</p>	<p>- Review the Facebook group and answer some questions the members ask in the group post.</p> <p>- Research about Syphilis and prepare content about it and post reply on Facebook group</p>	<p>- Assist with supervisor and explore about the patient process within the hospital (process to register and make doctors appointments for walk-in patients)</p>	<p>- Translate the flyer from Thai - English - Burmese of Thai marketing flyer to promote to Burmese</p> <p>Analyze and research Burmese Bloggers to promote the Phyathai 3 Hospital</p>	<p>- Discuss with supervisor and post about creative vibe marketing video at Facebook page and group</p>

Week 1

Monday (05/05/2025)	Tuesday (06/05/2025)	Wednesday (07/05/2025)	Thursday (08/05/2025)	Friday (09/05/2025)
<p>- Research and analysis to explore Singapore healthcare market industries to target foreign expats in Singapore and make a note down the facts</p>	<p>- Discuss with the team about creative vibe video review and point out the weakness to improve more in detail.</p> <p>- Meet with supervisor and discuss posting about Spot Max at Facebook page and</p>	<p>- Translate the video from Thai to Burmese</p>	<p>- Translate the video from Thai to English</p>	<p>- Review and analyze the post engagement from Facebook Group</p> <p>- Brainstorm with the supervisor about how we should promote and engage audiences to increase</p>

	also share at Facebook group.			the followers to our Facebook Group.
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## Week 2

Monday (12/05/2025)	Tuesday (13/05/2025)	Wednesday (14/05/2025)	Thursday (15/05/2025)	Friday (16/05/2025)
- Translate Thai to Burmese of Thai marketing video of vaccination for diabetes video (on going)	- Check With the translation the video, an error occurred with the voice over and dubbing the video with the ai, talk abt the problem with the supervisor	- Update with the translation of the video, an error occurred with the voice over.	- Update PED video translation and edit at CapCut for Burmese subtitles for translation	-Search any content idea to post about LGBT and check up package for LGBT

## Week 3

Monday (19/05/2025)	Tuesday (20/05/2025)	Wednesday (21/05/2025)	Thursday (22/05/2025)	Friday (23/05/2025)
- Brainstorm with the supervisor about how we should promote and engage audiences to increase the followers to our Facebook Group.  - Discuss with the supervisor to create a new LGBT Group.	- Meeting with supervisor discuss about for LGBT whether it's better to create Facebook page or Group in future and possible reasons	- Translate Thai to Burmese and Thai to English version of Thai marketing video of vaccination for diabetes videos	- Translate Thai to English of 2 Thai marketing video of Knee replacement video and CGM blood sugar levels video	- Professors from Siam University visit Phyathai 3 hospital and meet the supervisor and manager of Digital Marketing team.


## Week 4

Monday (26/05/2025)	Tuesday (27/05/2025)	Wednesday (28/05/2025)	Thursday (29/05/2025)	Friday (30/05/2025)
- Data analysis about all the post from	- Research and create content for that one and post at Facebook page and engage at	- Research and write content about Hepatitis to	- Create brochures about Hepatitis with	- Last day of internship, Farewell

Facebook page and group  - Meeting with supervisor discuss and brainstorm about the next project and assigned to me	other groups to reach out more audiences	post in Facebook group and page	detail facts to post in Facebook group	with supervisor and marketing team.
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### 4.2.3 Feedback from Supervisors

**LIN WU**  
to me ▾

5:27 PM (3 hours ago) ☆ 😊 ↩ ⋮

Shine is a delightful and creative young generation who brings a refreshing energy to the team. As a fourth-year student from Siam University, she consistently demonstrated strong dedication and responsibility throughout her internship.

Whenever we discussed or assigned tasks, Shine approached them with full commitment and always delivered on time. Her punctuality and accountability reflect her professional attitude. She is not only responsible but also courageous in sharing her own ideas, which made a meaningful contribution to our projects.

Moreover, her lively personality and respectful demeanor toward others made her a pleasure to work with. I would like to sincerely thank Siam University for nurturing and sending such a capable and well-rounded student into the workforce.

We are also truly grateful that Shine chose to intern with us. I hope that these four months have provided her with valuable experience that she can carry forward and build upon in her future career.

Best regards,  
Lin W.

**Myo Kyaw Aung**  
to me ▾

1:09 PM (2 minutes ago) ☆ 😊 ↩ ⋮

Hello,

I'm Dr. Myo Kyaw Aung (JV) from Phyathai 3 Hospital, IMC department. This email is intended to give feedback on our interns from Siam University. Since our international marketing team is also looking for freshers with creativity and dedication to improve our digital marketing platforms. My manager asked me to supervised on interns and it was a great opportunity for me as well to meet her and Ti Kyi. "Shine" delivered and share her creativity, thoughts and researches to the team. She is very bright and active. We had helping hand from her to discuss for the team's future marketing plans. She can convert ideas to the points that are actually useful in marketing. Most of the time, we were in discussion about the improvement of our marketing team and generate new ideas.

"Shine" has been a very responsible, dedicated and attentive intern for our team. Since she joined our team, we have our digital marketing platform has been facilitated with new pages and groups to attract our potential clients/patients.

Thanks for sending us fabulous interns and also thanks for your cooperation with our department.

With Best Regards,  
**Dr.MYO KYAW AUNG (JV)**  
Medical Coordinator  
International Medical Center (IMC)

## Siam University visit Phyathai 3 Hospital



## Our digital marketing team

