



Cooperative Education Report

Digital Marketing Intern at Phyathai 3 Hospital: The Journey of Learning

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The Journey of Learning.


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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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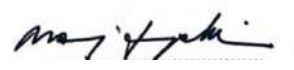
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Abstract

This internship report examines the challenges and opportunities in Phyathai 3 Hospital's international digital marketing strategy, with a focus on improving its outreach to global patients. The hospital currently faces difficulties in delivering culturally relevant and targeted advertising to specific international markets, partly due to reliance on local content adapted by AI tools and limited resources for the international marketing team. Through qualitative research involving semi-structured interviews with key marketing personnel, this study explores the real-world issues encountered in content creation, audience engagement, and campaign execution. Findings reveal a need for region-specific materials, greater autonomy for the international marketing team, and clearer communication channels with prospective patients. Based on these insights, practical recommendations are proposed, including developing tailored digital content, launching a dedicated international website, and increasing educational resources for foreign patients. This report highlights how addressing these gaps can enhance the hospital's global presence and competitiveness in the medical tourism industry, while also offering valuable learning experiences for the intern in healthcare marketing.

Keywords: digital Marketing, journey of learning, Phyathai

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Acknowledgement

Completing this internship at Phyathai 3 Hospital has been a truly valuable and eye-opening experience. It gave me the chance to step outside the classroom and apply what I've learned in a real professional setting, especially within the International Marketing Department. I'm deeply thankful for the opportunity to be part of such a well-established and respected organization in the healthcare industry.

I would like to express my sincere gratitude to my supervisors at Phyathai 3 Hospital, whose support, guidance, and encouragement helped me learn and grow throughout this internship. Their willingness to share knowledge and trust me with real tasks made this experience both enriching and meaningful.

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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

Overview of Phyathai 3 Hospital and Its Role within BDMS

Phyathai 3 Hospital stands as a leading private healthcare facility in Bangkok, Thailand. It operates under the Bangkok Dusit Medical Services (BDMS) network, which is recognized as one of the most extensive and reputable private hospital groups in Southeast Asia. Since opening its doors on October 4, 1996, Phyathai 3 Hospital has established itself as a major healthcare provider, particularly for communities in the Thonburi district and surrounding areas. The hospital is situated at 111 PhetKasem Road, Phasi Charoen, and spans approximately 10,228 square meters. With a single large facility housing 300 inpatient beds, Phyathai 3 serves a daily average of around 2,000 patients and handles approximately 42,000 outpatient visits each month. It is part of the broader Phyathai Hospitals Group, which also includes Phyathai 1, Phyathai 2, and Phyathai Sriracha, all recognized for their commitment to delivering accessible, high-quality healthcare to both Thai nationals and international patients. The hospital is distinguished by its four centers of excellence, which provide specialized medical services. These include the Women's Health Center, offering comprehensive healthcare for women at every life stage; the Child and Adolescent Health Center, noted as the largest pediatric and adolescent care unit in Southeast Asia; the Heart Center, focused on

advanced cardiovascular diagnosis and treatment; and the Brain and Nervous System Center, which provides expert neurological care including procedures such as microdiscectomy. Equipped with state-of-the-art medical technologies and a team of highly trained healthcare professionals, Phyathai 3 maintains a strong reputation for delivering patient-focused, multidisciplinary care across a wide range of specialties.

Bangkok Dusit Medical Services (BDMS): A Leading Healthcare Network

As part of BDMS, Phyathai 3 benefits from being within Thailand's most prominent private healthcare group. BDMS was established on October 30, 1969, with the vision of offering world-class medical care. The group's first facility, Bangkok Hospital, opened in 1972 and has since evolved into one of the region's foremost tertiary care institutions. Today, BDMS encompasses six key hospital networks and manages a total of 34 hospitals throughout Thailand and neighboring countries.

These networks include:

- **Bangkok Hospital Group**, known for delivering high-level tertiary and quaternary care;
- **Samitivej Hospital Group**, renowned for its international medical services and comprehensive specialties;
- **BNH Hospital**, one of Thailand's oldest private hospitals, offering premium medical care;
- **Phyathai Hospitals Group**, committed to providing affordable, high-quality services across multiple locations;
- **Paolo Hospital Group**, focused on accessible, community-centered healthcare;
- **Royal Hospital Group** in Cambodia, reflecting BDMS's expansion into international markets.

BDMS is recognized for its continuous investment in modern healthcare innovations, advanced diagnostic and treatment technologies, and for employing medical professionals of the highest caliber. Its institutions uphold international standards of medical excellence and emphasize a strong patient-first approach to care.

Commitment to Excellence and Medical Innovation

Phyathai 3 Hospital exemplifies the BDMS philosophy by prioritizing patient-centered care, operational efficiency, and clinical innovation. The hospital is dedicated to enhancing Thailand's status as a top destination for global medical travelers, offering tailored healthcare services to meet the needs of both local communities and international visitors.

In addition to providing advanced clinical care, Phyathai 3 actively participates in medical research, ongoing professional development, and collaborative projects with leading global healthcare institutions. These initiatives help ensure that the hospital remains at the forefront of medical advancement and clinical excellence.

Through its comprehensive services, strategic location, and alignment with BDMS's vision, Phyathai 3 continues to play a vital role in shaping the landscape of healthcare in Thailand and across the Southeast Asian region.

Power of BDMS: Driving Excellence in Patient-Centered Care

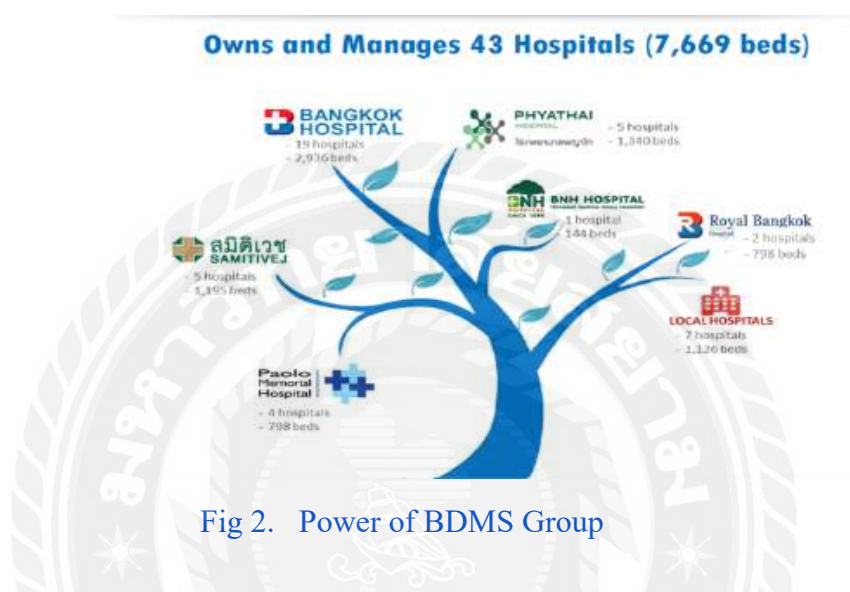
Phyathai 3 Hospital, situated in the Thonburi area of Bangkok, plays a vital role in the larger healthcare system operated by Bangkok Dusit Medical Services (BDMS)—a leading private medical group in Southeast Asia. Being a part of this well-established network allows Phyathai 3 to strengthen its services through shared resources, access to state-of-the-art medical technologies, and adherence to internationally recognized healthcare standards.

BDMS manages a total of 58 hospitals across Thailand and neighboring countries under six major healthcare brands: Bangkok Hospital, Samitivej Hospital, BNH Hospital, Phyathai Hospital, Paolo Hospital, and the Royal Hospital Group. This extensive system encourages the exchange of medical knowledge, the implementation of unified treatment protocols, and collaboration on medical research. Thanks to this network, Phyathai 3 benefits from BDMS's continuous investment in cutting-edge technology, medical education, and professional development.

The hospital's integration within BDMS aligns with the group's strategic mission to expand access to quality healthcare. High operational standards are maintained across all BDMS hospitals, ensuring that facilities like Phyathai 3 consistently deliver care that meets global expectations. BDMS also partners with prestigious international institutions—including the

MD Anderson Cancer Center and Oregon Health & Science University—to enhance medical services in specialized fields such as cancer treatment, pediatrics, and preventive cardiology.

Through its connection with BDMS, Phyathai 3 Hospital is empowered to offer advanced healthcare supported by a wide network of medical professionals, technological innovations, and international academic partnerships. This collaboration not only elevates the hospital's service quality but also strengthens its reputation as a leading healthcare provider in the region.



1.1.2 Mission of the company

Phyathai 3 Hospital is committed to delivering top-quality healthcare by combining modern medical technology with professional expertise and a caring, patient-focused approach. The hospital prioritizes patient safety, comfort, and satisfaction by providing personalized and efficient services. It continuously works to improve the standard of care by investing in innovation, medical research, and the ongoing development of its healthcare professionals.

Beyond treatment, Phyathai 3 strongly emphasizes preventive care and health education, aiming to equip individuals with the knowledge they need to make informed decisions about their well-being. With a deep commitment to ethical practices and community health, the hospital strives to make advanced, world-class healthcare accessible to everyone it serves.

1.1.3 Vision of the company

Phyathai 3 Hospital aspires to be a leading force in promoting better health and enhancing the quality of life for all. This vision reflects the hospital's dedication to staying ahead in medical

innovation and delivering outstanding healthcare services. By continually upgrading its facilities, embracing advanced medical technology, and focusing on patient-centered care, the hospital aims to raise the bar in healthcare excellence. Its ultimate goal is not only to treat diseases but also to support the overall well-being of each individual, offering care that is both comprehensive and compassionate.

1.1.4 Board of Directors for Phyathai 3 Hospital

- Mr. Att Thongtang - Chief Executive Officer, Phyathai Hospital Group and Paolo Hospital Group
- Mr. Itti Thongtang - Senior Deputy Chief Executive Officer, Phyathai Hospital Group and Paolo Hospital Group
- Mr. Paiboon Fuengfuskul - Chief Financial Office, Phyathai Hospital Group and Paolo Hospital Group
- Mr. Sitthichai Sukcharoenmitr - Chief Operating Officer, Premium Social Security Hospitals, Phyathai Hospital Group and Paolo Hospital Group
- Dr. Anantasak Apairatana - Chief Medical Office, Phyathai Hospital Group and Paolo Hospital Group, Phyathai Medical Campus Executive Director, Hospital Executive Director, Phyathai 2 Hospital.
- 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
- Mrs. Supaporn Banchajarurat - Executive Director - Human Resources, Phyathai Hospital Group and Paolo Hospital Group
- Dr. Apirak Palwatwichai - Hospital Executive Director, Phyathai 1 Hospital.
- Dr. Suraphol Losirawat - Hospital Executive Director, Phyathai 3 Hospital.
- Asst. Prof. Veeraya Paocharoen - Hospital Executive Director, Phyathai Phaholyothin Hospital
- Dr. Jumpol Singhirunnusorn - Hospital Executive Director, Phyathai Nawamin Hospital.
- Dr. Chanchai Leesomprasong - Hospital Executive Director, Phyathai Sriracha Hospital.

1.1.5 Phyathai 3 Hospital Locations in Thailand

Phyathai 3 Hospital is conveniently situated in the Thonburi area of Bangkok, providing easy access for both local residents and international visitors. The hospital is located on Phetkasem Road, one of the city's major routes, making it reachable by various modes of public transportation, including the BTS Skytrain (Bang Wa Station) and nearby bus lines. Surrounded by residential neighborhoods, schools, and shopping areas, the hospital's location offers a comfortable and practical environment for patients seeking medical care in a central yet less congested part of the city.

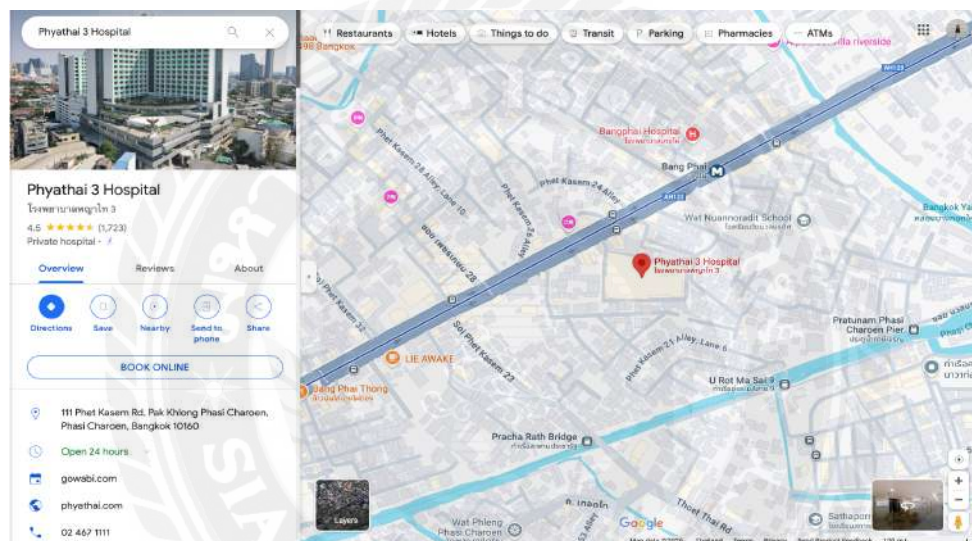


Fig 3. Location of Phyathai 3 Hospital

1.2. Strategies of the Phyathai 3 Hospital

To remain one of Thailand's leading private hospitals and a preferred healthcare provider among both local and international patients, Phyathai 3 Hospital has adopted a multi-dimensional strategic approach. Its key priority lies in delivering personalized, patient-centered care: ensuring that every individual feels valued, understood, and supported throughout their medical journey. This approach includes language assistance for non-Thai speakers and regular collection of patient feedback to improve the overall service experience.

A major part of the hospital's forward-thinking strategy involves digital transformation. By incorporating technologies such as electronic medical records (EMRs), online consultations, digital appointment systems, mobile payment options, and smart queue management, Phyathai 3 is able to provide quicker, more efficient, and seamless services. These innovations reflect the hospital's goal of aligning with international healthcare standards and responding to the evolving expectations of modern patients.

Targeting international markets, especially medical tourists from ASEAN countries such as Myanmar, Cambodia, and China, has become a core focus. Phyathai 3 partners with embassies, international insurance firms, and medical tourism agents to offer comprehensive services that range from health check-up packages to complex treatments. This not only boosts the hospital's visibility across borders but also positions it as a cost-effective, high-quality option for foreigners seeking healthcare in Thailand.

To further strengthen its competitive edge, Phyathai 3 has established several specialized centers such as those for cardiology, orthopedics, pediatrics, fertility, and women's health; each led by experienced medical professionals and supported by state-of-the-art equipment. These Centers of Excellence allow the hospital to manage complex and critical care cases, building its reputation as a regional referral hub for advanced treatments.

Marketing plays an equally vital role in the hospital's strategic planning. Through engaging social media content on platforms like Facebook, Instagram, YouTube, and TikTok, the hospital promotes health education, doctor interviews, and live Q&A sessions. Influencers and multilingual ambassadors are often featured to better connect with various expatriate communities. Bilingual and culturally adapted content helps broaden reach and fosters trust among diverse audiences.

Moreover, Phyathai 3 Hospital actively engages in CSR and wellness initiatives. From free health screenings to community education programs and public wellness campaigns, these efforts not only improve public health awareness but also reinforce the hospital's image as a responsible and caring institution.

Finally, the hospital places strong emphasis on staff development. Regular training sessions in language skills, medical advancements, and customer service are provided to ensure all team members stay prepared to serve a diverse patient base. Employee recognition programs and ongoing professional development also contribute to high morale and service consistency.

Through a blend of innovation, specialization, global outreach, and continuous staff improvement, Phyathai 3 Hospital positions itself as a trusted healthcare destination and maintains a strong standing in a highly competitive industry.

1.3 Organizational Structure of Phyathai 3 Hospital.

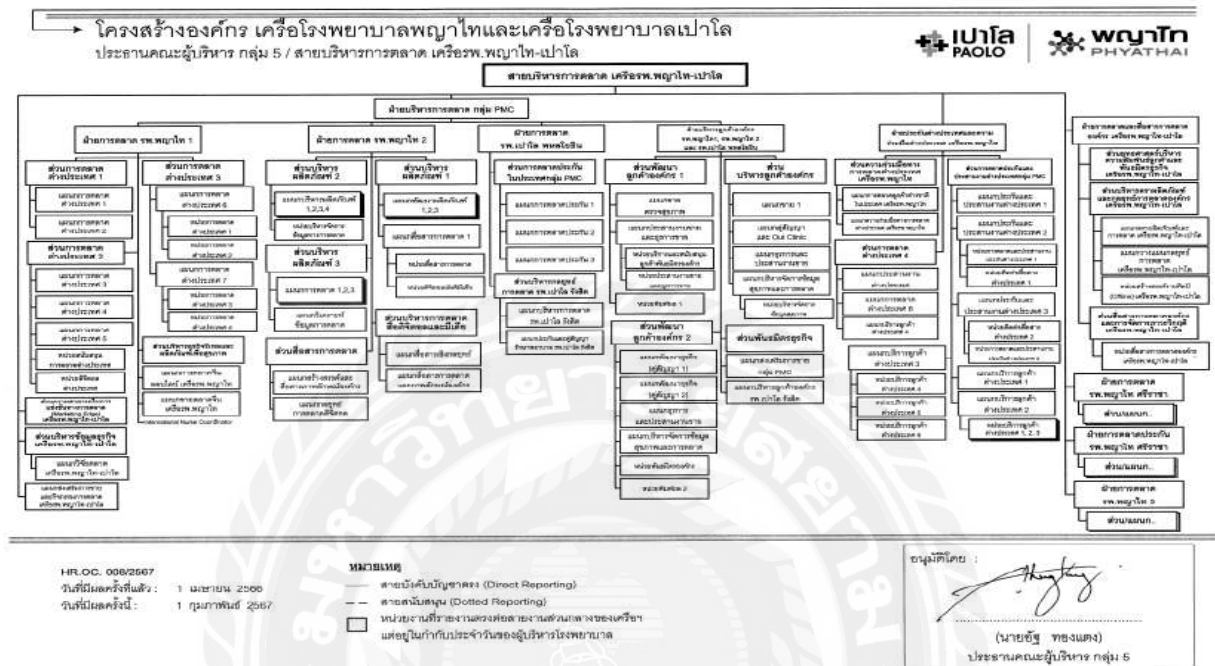


Figure 4. Organizational structure of Phyathai 3 hospital.

1.4 Job Position

1.4.1 Job Position of Intern

Position : International Marketing Department : Digital Marketing 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

During my internship at Phyathai 3 Hospital, I worked under the International Marketing Department as a Digital Marketing Intern. This role allowed me to gain valuable hands-on experience in the healthcare marketing field, particularly in promoting hospital services to

international audiences. I was involved in a wide range of responsibilities that helped me build both strategic and creative skills.

One of my main tasks was managing a dedicated Facebook group aimed at supporting the Myanmar community living in Bangkok. I regularly posted informative content related to health services and hospital updates, responded to questions from members, and monitored the group's engagement to understand what kind of content resonated with our audience. This taught me how to manage a social media community effectively and improve engagement using tailored communication strategies.

In addition to social media management, I was responsible for creating digital content such as posters, flyers, and visual materials for online marketing. I used design tools like Canva and CapCut to produce visuals that were both informative and visually appealing. I also worked on writing accompanying captions and content that matched each visual's purpose, which helped me improve my copywriting and content planning skills.

A significant part of my internship was conducting research on international healthcare markets. I studied the behaviors and preferences of potential patients from countries like Myanmar, Cambodia, and China, looking at how they access medical information, their preferred communication channels, and how they make decisions when choosing healthcare providers. These insights were used to suggest ideas for penetrating new markets and tailoring our communication strategy to meet their needs.

I also had the opportunity to assist in developing a partnership proposal with Agoda, a global travel platform. I contributed to drafting a business plan that explored how Phyathai 3 Hospital's services could be integrated into Agoda's platform, including ideas for medical service bookings, digital marketing campaigns, and user journey planning. This project gave me real-world experience in strategic collaboration and business development in the medical tourism sector.

Throughout my time at Phyathai 3 Hospital, I gained a much deeper understanding of digital marketing within the healthcare industry. I learned how to communicate medical topics in a clear and compassionate way, developed visual content for marketing, and improved my research and planning abilities. Since this was my first experience working in a medical-related environment, I also faced new challenges in understanding healthcare terms and patient behavior, but I gradually adapted and became more confident.

Overall, this internship has been a meaningful learning journey for me. I not only improved my technical skills in digital content creation and social media management but also developed a strategic mindset that will help me in future roles, especially in marketing or communication fields related to healthcare or service industries.

1.4.2 Job position shown on Organizational Structure

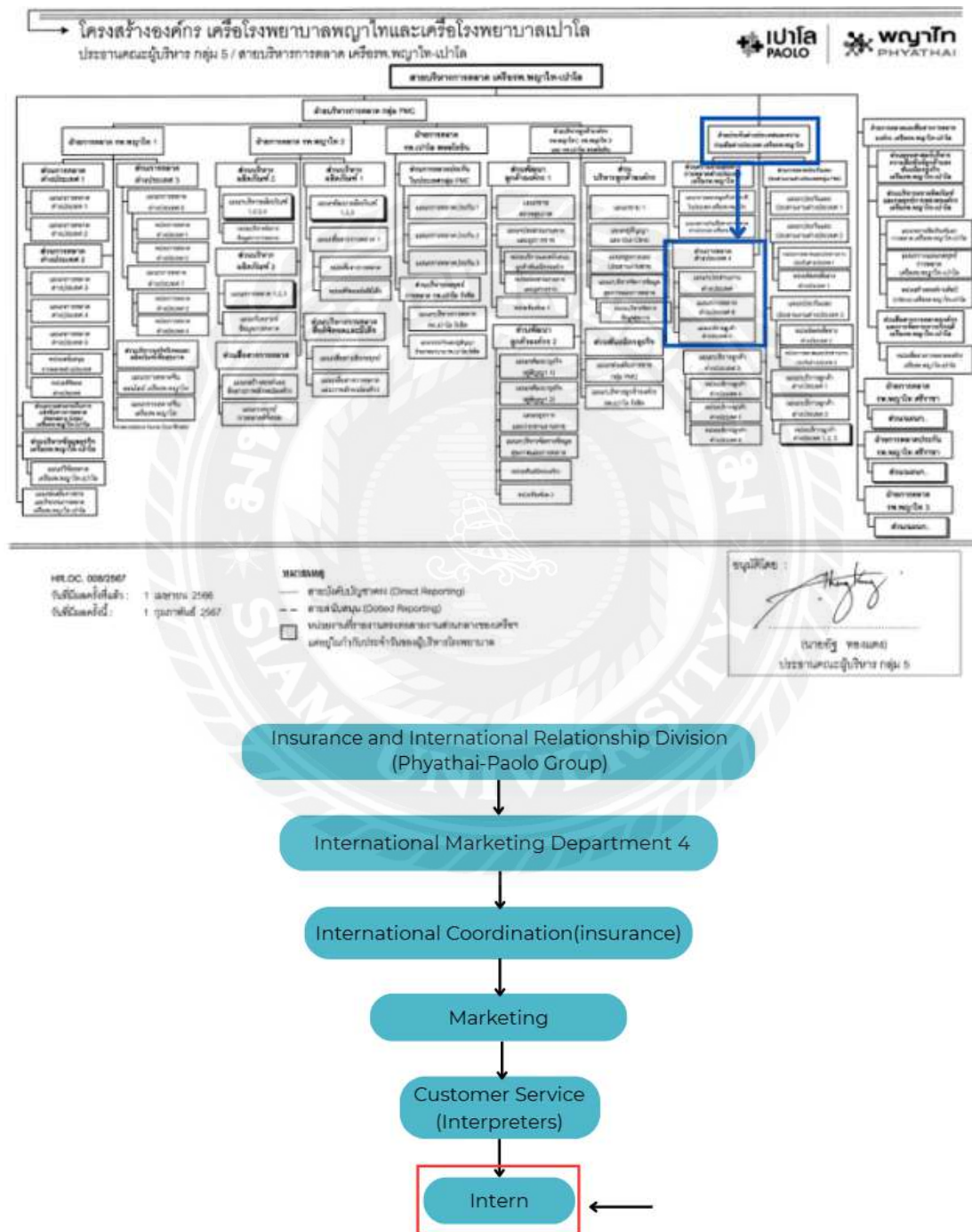


Figure 5. Job Position shown on Organizational Structure & Diagram

1.5. Intention and motivation to apply for Phyathai3 Hospital

With a strong interest in both digital marketing and the healthcare industry, I was highly motivated to pursue my internship at Phyathai 3 Hospital—an institution recognized not only for its advanced medical services but also for its proactive approach in international patient care and digital transformation. As part of the BDMS Group, Phyathai 3 stood out to me as a place where healthcare excellence meets innovation, particularly in how it reaches and serves diverse patient groups, including foreign nationals and medical tourists.

My motivation stemmed from a desire to explore how hospitals in Thailand are adapting to modern communication methods to better engage with both local and international audiences. I saw this internship as an opportunity to apply my knowledge of digital content creation and social media strategy in a real-world healthcare setting. The hospital's focus on delivering patient-centered care, combined with its efforts to make medical services accessible across cultures and languages, particularly aligned with my values.

As someone from Myanmar living in Thailand, I felt especially inspired to contribute to bridging communication gaps for Myanmar expats and other ASEAN nationals seeking medical care. I believed that with thoughtful, culturally sensitive content and the right digital tools, we could help patients feel more informed and confident in navigating healthcare services in a foreign country.

Moreover, I was excited by the opportunity to gain practical experience in a field that challenges me to think creatively while also being mindful of ethical and emotional aspects—something particularly unique to the healthcare sector. I was eager to be part of a team that values innovation, quality service, and international collaboration, and Phyathai 3 Hospital provided the ideal platform for me to grow both professionally and personally.

1.5.1 Objectives of the Internship

The main objective of this internship was to gain hands-on experience in digital marketing within the healthcare field by working directly under the International Marketing Department of Phyathai 3 Hospital. I aimed to apply my academic knowledge in a real-world setting by supporting campaigns that reach both local and international patients. One of my goals was to

improve my creative and technical skills in visual design, content planning, and social media group management by using tools such as Canva and CapCut to produce culturally relevant content.

Another objective was to explore international healthcare markets and better understand the behaviors and needs of foreign patients, especially those from ASEAN countries like Myanmar, Cambodia, and China. Through this, I intended to contribute ideas that could help the hospital improve its online visibility and communication approach with these communities. I also set out to support the hospital's business development efforts by helping identify new potential partners and platforms that could strengthen its medical tourism strategy, such as Agoda.

Lastly, the internship served as a platform for me to build confidence in working across cultures and communicating health-related information in a sensitive and accessible way. By engaging with expat audiences and working with a diverse team, I developed a more global perspective and a deeper appreciation for patient-centered communication in a medical environment.

1.6 SWOT Analysis for Phyathai 3 Hospital

During my internship at Phyathai 3 Hospital, I had the chance to observe the hospital's internal operations, marketing strategies, and patient services closely. This allowed me to identify not only the hospital's core strengths but also areas that could be enhanced for better competitiveness and patient experience. Below is a SWOT analysis based on my insights and practical experience as part of the International Marketing Department.

Strengths

1. Strong Brand Reputation Under BDMS Group
Phyathai 3 Hospital operates under Bangkok Dusit Medical Services (BDMS), one of the largest and most trusted healthcare networks in Thailand. Being a part of this network boosts the hospital's credibility and ensures high standards in terms of medical care, staff training, and technological innovation. This association also makes the hospital more recognizable to both local and international patients, especially those seeking premium medical services.

2. Multilingual and Patient-Centered Services
One of the notable strengths I observed is the hospital's commitment to providing patient-

centered care. The staff is well-trained in offering personalized attention, and there is clear effort in catering to foreign patients through language support (interpreters, translated documents, etc.). This was especially evident in how international patients from Myanmar, Cambodia, and China are handled with care and communication support.

3. Investment in Smart Healthcare Technologies

The hospital is actively adopting digital transformation strategies. Smart queue systems, electronic medical records (EMR), online appointment booking, and mobile payment integration have improved operational efficiency and patient satisfaction. From a marketing perspective, these innovations enhance the hospital's brand image as a forward-thinking and modern medical facility.

4. Strong Focus on Specialized Care

Phyathai 3 has several Centers of Excellence in areas like cardiology, orthopedics, fertility, and women's health. These specialized units, equipped with advanced diagnostic tools and run by experienced professionals, allow the hospital to offer premium care and attract patients seeking treatment for complex conditions.

5. Diverse International Collaborations

Through my tasks, I became familiar with the hospital's collaborations with embassies, travel agents, and international insurance companies. These partnerships expand the hospital's global footprint and make it easier for expatriates and medical tourists to access care in Thailand.

Weaknesses / Areas for Improvement

1. Limited Digital Presence in Target International Markets

While the hospital has a strong social media presence in Thai and some international languages, there's room for improvement in penetrating target markets more deeply. For example, platforms that are widely used in Myanmar or China could be explored further. Customized digital campaigns for each nationality could help the hospital expand its patient base in a more focused way.

2. Underutilized Marketing Channels for International Patients

Although the hospital collaborates with many agents and insurance providers, the visibility of its international marketing efforts can still be increased. More consistent content in foreign

languages, collaborations with expat influencers, and SEO-focused campaigns can help improve engagement and reach.

3. Limited Familiarity of Medical Content Among Marketing Staff

As an intern, I personally faced the challenge of adapting to medical terms and protocols. This points to an area where the marketing team, especially interns or new staff without a medical background, may benefit from structured training sessions or simplified medical briefings. Strengthening this link can help in creating more accurate, sensitive, and effective content.

4. Internal Communication Gaps Between Departments

Occasionally, I noticed that some inter-departmental coordination could be more streamlined, especially when it came to collecting information for marketing campaigns. Better integration between the marketing, operations, and medical departments would improve workflow and allow more responsive communication with patients online.

5. Dependency on Agents and Partnerships

While partnerships are a strength, over-reliance on external agents for international patient referrals may limit direct brand engagement. The hospital could gradually shift focus toward building direct relationships with patients through online outreach and organic visibility to strengthen brand loyalty.

Opportunities

1. Rising Demand for Medical Tourism in Thailand

With Thailand continuing to position itself as a hub for affordable, high-quality healthcare, Phyathai 3 is well-placed to capture a larger share of the international medical tourism market. As travel continues to recover, there's an opportunity to target ASEAN nationals, especially those from Myanmar, Cambodia, Vietnam, and even further afield like India and the Middle East.

2. Untapped Digital Platforms in Neighboring Countries

There is strong potential to expand digital marketing campaigns on platforms popular in neighboring countries. For example, promoting hospital services through Facebook groups tailored to Myanmar expats or using WeChat for Chinese audiences could greatly improve reach and direct engagement.

3. Collaboration with Travel Platforms and Airlines

I worked on a proposal for potential collaboration with Agoda during my internship. This experience helped me realize how much value there is in working with travel-related platforms. Integration of hospital services into travel apps or airline loyalty programs could offer unique medical packages and improve convenience for health tourists.

4. Growing Expat Community in Bangkok

The international expat population in Bangkok continues to grow, especially from Asian countries. By tailoring health check-up packages, insurance-friendly services, and language-support campaigns to this group, the hospital can significantly increase its international outpatient numbers.

5. Expansion of Wellness and Preventive Health Services

People are now more proactive about their health and well-being. Phyathai 3 can explore opportunities in preventive care and wellness services like corporate health programs, executive check-ups, mental health services, and even partnerships with gyms or wellness retreats.

Threats

1. High Competition in Bangkok's Private Healthcare Sector

The number of private hospitals offering international-standard care is increasing rapidly in Bangkok. Competing hospitals may offer more aggressive pricing, better marketing visibility, or more comprehensive international services, which could divert patients.

2. Economic and Political Instability in Source Markets

Some of the international patients come from countries experiencing political or economic challenges. Any change in visa policies, exchange rates, or travel restrictions can significantly affect the number of incoming patients.

3. Reputation Management in the Digital Age

A single negative review or miscommunication on social media can impact patient trust. As patient reviews and ratings influence medical decisions more than ever, the hospital needs to ensure constant reputation monitoring and quick responses to concerns.

4. Regulatory Changes in Healthcare or Insurance Policies

Any shift in international insurance acceptance policies or Thailand's healthcare regulations could impact how foreign patients access and pay for services. Staying updated and adaptable to such changes is crucial.

5. Cybersecurity Risks in the Digital Healthcare Era

As Phyathai 3 continues its digital transformation journey, protecting patient data becomes increasingly important. Ensuring robust cybersecurity protocols and training staff in data privacy is essential to prevent any breach of trust or legal issues.

1.7. Objective of the study

The main objective of this study is to gain real-world exposure to digital marketing practices within the healthcare industry through an internship at Phyathai 3 Hospital. This internship has provided an opportunity to observe and contribute to how a leading private hospital in Thailand utilizes digital tools to reach both local and international audiences. By working closely with the international marketing department, I aimed to enhance my skills in content creation, social media management, poster and flyer design, basic video editing, and translating marketing materials, particularly for the Myanmar and ASEAN markets.

In addition, this experience allowed me to apply the marketing theories I've learned in university to actual healthcare communication strategies. I also sought to explore how digital transformation can help improve patient engagement, especially among expats and medical tourists. This internship served as a platform to grow both professionally and personally by taking part in real campaigns, collaborating with marketing teams, and learning how to tailor healthcare content for diverse cultural audiences in a globalized healthcare environment.

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 an intern in the International Marketing Department at Phyathai 3 Hospital, I had the opportunity to immerse myself in the digital marketing landscape of the healthcare industry. My main role focused on content management and engagement through the hospital's social media channels, with a particular emphasis on the "BKK CARE" Facebook group, which serves Myanmar nationals and other expat communities in Thailand. I was responsible for planning, creating, and posting informative and relevant healthcare content in both Burmese and English, aiming to raise awareness about common health conditions, promote services, and build trust with our audience.

In addition to content creation, I designed digital visuals such as infographics, flyers, and brochures using tools like Canva and AI-powered platforms. These materials were tailored to match the hospital's branding guidelines while also being accessible to diverse cultural audiences. Since I did not have a prior background in medical science, I had to self-learn

medical terms and deepen my understanding of various diseases to ensure the accuracy and clarity of the content I produced.

A significant part of my responsibilities involved conducting market research to support the hospital's international expansion. I studied healthcare market trends in Thailand and also researched potential growth opportunities in regional countries such as Myanmar, China, India, Singapore, and Korea. My research focused on patient behaviors, competitor strategies, and digital outreach trends. I then compiled my findings into internal reports and presented actionable insights to my department head, which were later used to guide discussions on how to attract more international patients and better serve expat communities living in Thailand.

Moreover, I contributed to the translation and localization of digital content. For example, I used AI tools like Rask AI to translate promotional healthcare videos provided by the local marketing team into Burmese and English, making them suitable for our target audiences on various international platforms. I also participated in a strategic project to propose a B2B collaboration between Phyathai 3 Hospital and Agoda, where I helped research and draft parts of the proposal aimed at promoting medical tourism through online travel and healthcare integration.

2.2.1 Process Diagram for Each Responsibility

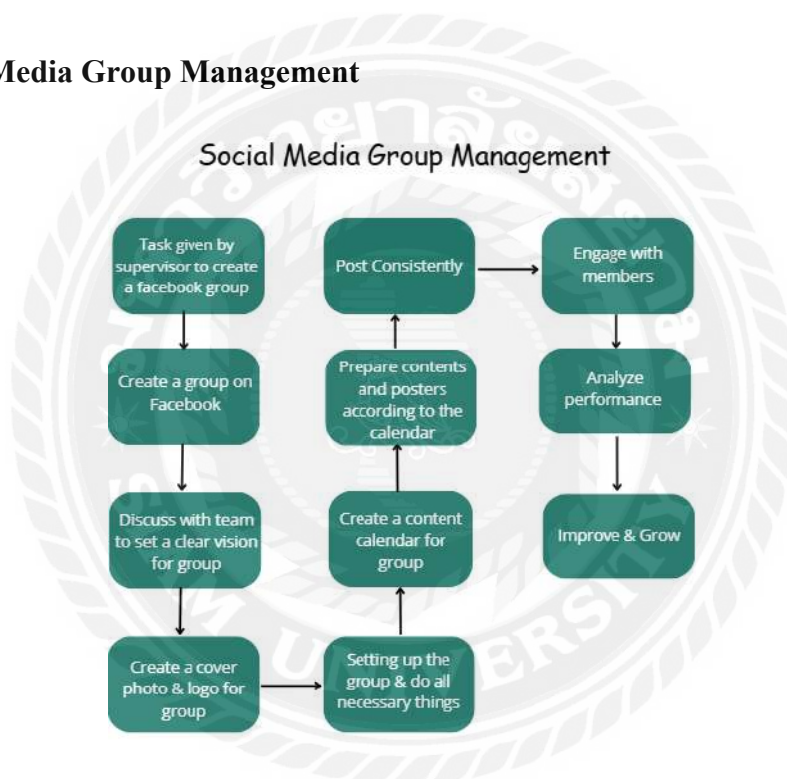
1. New Market Entry Plan



2.

The process began when my supervisor assigned me to explore a potential international market. I started by researching the healthcare landscape of the target country, focusing on trends, patient behavior, and competitors. Based on the findings, we identified a suitable target segment and discussed both the opportunities and potential challenges. Next, we developed a digital marketing and overall entry strategy tailored to that market. An action plan was created with clear steps and timelines. Our team then prepared a presentation and shared it with the supervisor and marketing department for feedback. After making adjustments based on their input, the plan was approved and handed over to the marketing team for execution. This project allowed me to gain practical experience in research, strategic thinking, and cross-functional teamwork.

3. Social Media Group Management



My involvement in social media management began when my supervisor asked me to create an online community focused on the Myanmar audience. I started by setting up a dedicated Facebook group and then collaborated with the international marketing team to define the group's purpose, goals, and ideal members. Once we had a clear direction, I designed a cover photo and logo to give the group a strong visual identity. I carefully configured the group's settings, including privacy controls and a clear description, to ensure it aligned with our communication goals. To maintain consistency, I developed a monthly content plan that included regular posts related to healthcare services, promotions, and hospital news. I created visuals and captions tailored to the Myanmar community and posted them according to the

schedule. Besides sharing content, I made sure to interact with group members, replying to comments, answering questions, and encouraging engagement. I also tracked the group's growth and activity using Facebook Insights. This helped me understand what worked well and where we could improve, allowing me to make adjustments that supported better reach and engagement over time.

4. Content Creation



My content creation process at Phyathai 3 Hospital started with a discussion with my supervisor to understand the main objective and message we wanted to communicate. Once the direction was clear, I worked closely with the international marketing team to brainstorm creative ideas for both the visual design and content style. After finalizing the concept, I used tools like Canva to design infographics or brochures that matched the intended theme and tone. I then submitted the first draft to my supervisor for review. Based on their feedback, I made the necessary adjustments to improve clarity, layout, or messaging.

Once the final version was approved, I uploaded the content to the hospital's official social media pages. To boost visibility, I also shared it in targeted Facebook groups where potential international patients might be active. Finally, I tracked how the content performed using engagement metrics

2.3 My Contribution as an Intern

I actively contributed to strengthening the hospital's digital presence and expanding its outreach to international patients as an intern at Phyathai 3 Hospital's International Marketing Department. One of my main responsibilities was managing and curating content for both the official Phyathai 3 Hospital Myanmar Facebook page and the "BKK CARE" Facebook group, a platform primarily focused on supporting the Myanmar community living in Thailand. I created engaging visuals, informative posts, and healthcare brochures in both Burmese and English to raise awareness about common medical conditions and hospital services. I also initiated interactive communication with the group members by responding to questions and offering useful information, which helped create a more supportive and informative online environment.

Beyond content creation, I was involved in strategic discussions to help identify and explore international market opportunities. I researched and presented insights into potential patient markets, particularly from China, India, Singapore, and Korea, as well as the expat population in Thailand. This research contributed to the team's efforts in planning campaigns and outreach strategies to attract more international patients. One significant contribution I made was assisting in the development of a draft proposal for a potential collaboration between Phyathai 3 Hospital and Agoda. The idea focused on integrating healthcare offerings into Agoda's platform, aiming to connect medical tourism with travel convenience for foreign patients.

Additionally, I translated commercial healthcare videos originally created in Thai into both Burmese and English using AI tools, allowing the hospital's marketing content to be more accessible to wider audiences. I also kept track of social media performance metrics to assess content engagement and suggested ways to improve reach and effectiveness. Throughout this internship, I took a proactive role in both creative and strategic tasks, supporting the hospital's goal of enhancing its international visibility and delivering accurate healthcare information to multicultural audiences.

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

Throughout my internship as a Digital Marketing Intern at Phyathai 3 Hospital, I developed a wide range of professional and personal skills that significantly contributed to my growth in a real-world healthcare marketing environment. This hands-on experience allowed me to apply theoretical knowledge to actual work situations and acquire new abilities that go beyond

classroom learning. The following are some of the key skills I gained and strengthened during my internship:

1. Professional Communication Skills
One of the most essential skills I developed was professional communication. Whether it was interacting with team members, supervisors, or handling responses on social media platforms, I learned how to communicate effectively and appropriately in a workplace setting. I improved my ability to express ideas clearly, ask questions when needed, and deliver feedback respectfully within a multicultural team environment.
2. Teamwork and Collaboration
Working in the International Marketing Department required close collaboration with fellow interns and full-time staff. I learned how to contribute meaningfully in group discussions, listen to others' ideas, and coordinate tasks to meet shared goals. This experience helped me understand the importance of teamwork and the value of collective efforts in achieving marketing objectives.
3. Adaptability in a Professional Environment
The transition from academic life to a real workplace was challenging, especially in a fast-paced hospital setting. I learned to adapt quickly to the work culture, meet deadlines under pressure, and handle sudden changes in tasks or project direction. This adaptability has made me more flexible and open to learning new things on the job.
4. Research and Analytical Thinking
A major part of my role involved conducting research on the healthcare markets of Thailand and international regions including China, Singapore, India, Myanmar, and selected European countries. I developed skills in market analysis, competitor comparison, and identifying patient behavior trends. This required not only finding data but also evaluating the quality and relevance of sources, and drawing meaningful insights from the information.
5. Content Writing and Healthcare Communication
My content writing skills significantly improved during the internship. I had to create posts related to healthcare topics for the hospital's social media group targeted at Myanmar nationals living in Thailand. Writing content that was medically accurate, yet simple and engaging for a general audience, helped me gain skills in health communication and digital content strategy.

6. Design and Visual Communication
Creating brochures, posters, and visuals for health-related promotions taught me how to use design tools like Canva effectively. I also explored AI design platforms to enhance the speed and creativity of visual production. This helped me strengthen my sense of visual aesthetics, design consistency, and brand alignment while meeting marketing objectives.
7. Social Media Management
I managed a Facebook group named “BKK CARE,” which focused on providing healthcare information to Myanmar nationals. From posting educational content to engaging with group members’ questions, I learned how to maintain an active online community. This experience also gave me insight into how to build trust, respond to audience needs, and track social media performance using basic analytic tools.
8. Productivity and Time Management
Balancing various tasks such as content creation, translations, design, and research within tight deadlines improved my productivity and time management skills. I developed a system for organizing priorities, using digital tools for task tracking, and ensuring consistent quality across all deliverables.
9. Use of AI Tools and Technology in Marketing
To meet efficiency and quality expectations, I learned to integrate AI tools into my workflow. For instance, I used Rask AI to translate promotional videos into Burmese and English, improving the accessibility of our content for diverse audiences. Additionally, I leveraged AI-based design tools to support fast-paced content creation that remained visually professional.
10. Basic Knowledge of Medical Terminology and Healthcare Services
Since most of the content I worked on was health-related, I gradually built familiarity with medical terminology, disease prevention methods, and treatment options. Although I am not from a medical background, the need to understand healthcare content for accurate communication made me more knowledgeable about hospital services, patient concerns, and public health education.
11. Cross-Cultural Marketing Understanding
Working in an international hospital that serves both local and foreign patients gave me insight into cross-cultural marketing strategies. I learned how different nationalities respond to healthcare messaging and how language, cultural values, and communication preferences affect marketing success.

12. Strategic Thinking and Market Expansion Analysis

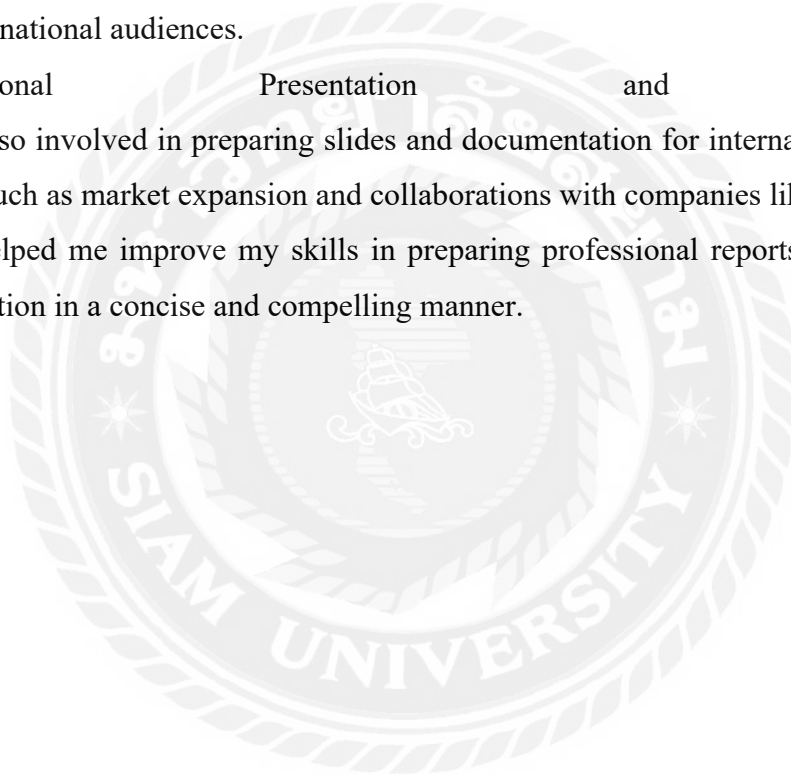
Through discussions with the marketing team and presentations to my supervisor, I gained exposure to strategic planning, including how to evaluate whether a particular country is suitable for expansion. By studying market potential, healthcare demands, and digital presence in different regions, I learned how to recommend viable international marketing strategies for the hospital.

13. Translation and Localization Skills

Translating promotional content and videos from Thai to Burmese and English helped me develop strong localization skills. I learned to retain the original message while adapting it to suit different cultural and language needs, ensuring clarity and relatability for international audiences.

14. Professional Presentation and Reporting

I was also involved in preparing slides and documentation for internal discussions on topics such as market expansion and collaborations with companies like Agoda. These tasks helped me improve my skills in preparing professional reports and presenting information in a concise and compelling manner.



Chapter 3: Learning Process

3.1 Learning During the Co-Op studies

During my internship at Phyathai 3 Hospital's International Marketing Department, I experienced a transformative learning journey that went far beyond what I had studied in university lectures. This cooperative education opportunity allowed me to bridge academic theories with real-world applications, especially in the context of digital marketing in the healthcare industry.

One of the most significant aspects of my learning was adapting to a professional work environment. While classroom activities often focus on ideal case scenarios, working in a hospital setting revealed the complexity of real-life tasks, where quick thinking, adaptability, and clear communication are essential. I learned how to collaborate with different departments, including medical professionals, designers, and marketing strategists, to deliver coordinated campaigns under real-time constraints.

Through daily responsibilities such as managing digital content, designing visuals, translating healthcare materials, and analyzing market data, I deepened my knowledge of digital marketing tools and healthcare communications. Unlike standard marketing content, hospital communication required me to be extra cautious with tone, accuracy, and cultural sensitivity, especially when addressing international audiences such as Myanmar nationals and expats from countries like China, India, and Singapore.

In addition, I gained a deeper understanding of medical tourism and healthcare consumer behavior across different markets. My involvement in researching potential target countries and assisting in proposal development for cross-industry collaborations like the one with Agoda taught me how to analyze markets using data, online research, and cultural insights. These experiences improved both my analytical and strategic thinking skills.

Working as part of a real marketing team also helped strengthen my interpersonal and teamwork abilities. I attended regular brainstorming sessions, shared feedback on content drafts, and collaborated on social media campaigns. These activities enhanced my time management and task prioritization, as I had to balance multiple assignments while meeting internal deadlines.

Furthermore, I realized the importance of continuous learning and being proactive. I explored new AI tools to assist with translations and content design, which helped me complete my tasks more efficiently and with a higher level of professionalism. I also became more confident in using digital collaboration platforms such as Google Docs, Sheets, and Drive to work with my team smoothly.

Overall, the co-op program offered me invaluable exposure to real marketing operations in the healthcare field. It not only equipped me with practical skills but also gave me a clearer understanding of my strengths and the areas I still need to improve. This hands-on experience has reinforced my career interests in digital marketing and international business, and I believe it has prepared me well for future professional challenges.

3.1.1 Applying the Knowledge from the Coursework

Throughout my internship at Phyathai 3 Hospital, I had the opportunity to apply several concepts and skills that I had previously learned during my Bachelor of Business Administration (BBA) program at Siam University. This practical experience helped me connect academic theories to real-world marketing challenges, especially within the healthcare industry.

One of the most valuable areas of knowledge I applied was from my **Principles of Marketing and Digital Marketing** courses. These subjects introduced me to the importance of customer segmentation, market targeting, and positioning, which I was able to implement when developing content and communication strategies for different expat audiences. For example, while managing social media content for the Myanmar community, I applied knowledge about tailoring messages to specific demographics to increase engagement and trust. The assignments and group projects from these courses were especially helpful, as they gave me a foundation in creating marketing plans, analyzing consumer behavior, and designing digital campaigns—all of which directly supported my tasks during the internship.

The **Consumer Behavior** course also proved to be very useful. It helped me understand the mindset, preferences, and motivations of international patients and expats from various cultural backgrounds. This understanding allowed me to contribute to creating content that was more relatable and effective for different target audiences such as the Indian, Chinese, and Western expat communities.

My **coursework in Business Social Responsibility and Service Learning** guided my approach in creating content that was not only promotional but also educational and ethical—something crucial in the healthcare sector. This was especially important when writing about health conditions, disease prevention, and treatment options, where credibility, sensitivity, and clarity were essential.

In addition, my **Finance and Research Methodology** classes played a supporting role when analyzing data and presenting information for potential international market expansions. While conducting competitor research and preparing parts of the proposal for collaboration with platforms like Agoda, I used skills from these courses to assess feasibility and interpret online data, such as healthcare pricing trends and digital visibility rankings.

The **Organization and Management** course also gave me a strong foundation in understanding how departments interact within a large organization. This was particularly relevant during my internship, as I often worked with different teams, including medical staff, translators, and administrators. Understanding organizational structure and internal communication helped me coordinate more effectively and manage tasks within deadlines.

Moreover, my understanding of **communication and teamwork principles**, learned through both classroom discussions and group projects, helped me work more efficiently in a cross-functional team. Whether it was collaborating with graphic designers, content writers, or digital media specialists, I was able to contribute effectively and respectfully within a professional setting.

3.1.2 Gap in the knowledge from the coursework

While my coursework provided a solid foundation in business and marketing principles, I realized during my internship that there were some gaps when it came to applying this knowledge in a real-world hospital setting—especially within the healthcare industry. For example, I had limited exposure to medical terminology and the unique nature of healthcare marketing, which requires a more cautious and informative approach compared to general consumer marketing. I also noticed that although we learned about digital marketing tools in class, we did not have much hands-on experience with real-time social media management, content scheduling, or using analytics tools to track engagement. Additionally, cross-cultural communication skills, particularly in serving international patients from various backgrounds, were more complex in practice than what we had encountered in textbooks. These gaps

highlighted the importance of practical learning experiences like internships, which complement academic knowledge and better prepare students for industry-specific challenges.

3.2 Indicate the problem noticed during the Internship

3.2.1 Problem Statement

1. Limited Target Digital Advertising for international Markets: In today's highly competitive medical healthcare industry, digital advertising plays a vital role in reaching international patients. However, Phyathai 3 Hospital currently faces limitations in its ability to deliver localized and targeted digital advertising content to specific international markets. Most marketing materials, including promotional videos, are produced by the local Thai marketing team with a domestic audience in mind. While these videos may be effective in the local context, they often lack relevance and cultural connection when shared with foreign audiences. To make these materials usable for international marketing, the team must rely on AI tools such as Rask AI for translating and dubbing into other languages. Although this helps broaden accessibility, the absence of real human voice overs or culturally tailored messages can reduce the authenticity and effectiveness of the content. Audiences in different countries may not fully engage with videos that feel generic or poorly adapted to their language and cultural expectations. Furthermore, the international marketing department faces challenges such as limited budget and lack of autonomy in creating country-specific advertising campaigns. Unlike the local team, which has access to production facilities, influencers, and advertising funds, the international team operates with fewer resources and less cross-departmental collaboration. This results in a gap between the hospital's offerings and how effectively they are communicated to target international markets. Without localized advertising strategies and tailored digital campaigns, Phyathai 3 Hospital risks losing visibility and competitiveness in key international patient segments.

2. Lack of a Standalone Dedicated Website for Phyathai 3 Hospital: Phyathai 3 Hospital currently operates under a shared online platform, Phyathai.com, which includes other hospitals in the same network such as Phyathai 1, Phyathai 2, Phyathai Phaholyothin, Phyathai Nawamin, and Phyathai Sriracha. While this shared website serves as a centralized source of information, it also creates several marketing and operational challenges, especially in attracting international patients. When international visitors check the website for services or book appointments, they are presented with multiple hospital options, which can lead them to other branches instead of Phyathai 3. With no distinct digital identity that reflects the hospital's

unique services, it becomes difficult to build a strong online brand and convert leads into actual patients.

Another issue is pricing transparency. The prices shown are primarily for local Thai patients, and when international patients see different rates upon arrival, it can lead to confusion, disappointment, and damage to the hospital's credibility. During my internship, we were planning to advertise on a global platform like Agoda to boost international visibility. However, this had to be postponed due to the lack of a dedicated website or landing page for Phyathai 3 Hospital. In today's competitive digital environment, a standalone website is crucial for clear communication, effective lead conversion, and targeted digital marketing, especially when each hospital is evaluated separately based on KPIs and revenue.

3.2.2 How to solve Problems

1. Enhancing Targeted Digital Advertising for International Markets

To overcome the issue of limited targeted advertising for international markets, Phyathai 3 Hospital should focus on enhancing localization and content ownership for its international marketing team. Instead of adapting domestic content using AI tools like Rask AI, the international team should be given a specific content development budget, allowing them to produce original promotional materials with native speakers, culturally relevant visuals, and tailored messaging. This shift would ensure authenticity, helping international audiences feel a stronger connection to the hospital's brand.

Moreover, the hospital should implement digital campaign management platforms such as Meta Business Suite for Facebook and Instagram or Google Ads Manager, enabling the international team to segment and target audiences by country, language, and demographics. For example, ads promoting general check-up packages in Myanmar can feature Burmese language voiceovers and culturally familiar settings. Tools like HubSpot or Mailchimp can also be used to launch targeted email campaigns for patients who have previously made inquiries.

To strengthen internal coordination, Phyathai 3 can introduce collaborative tools like Slack, Trello, or ClickUp to improve communication between the local and international departments. Scheduled monthly alignment meetings and shared content calendars would ensure that both teams work toward unified goals while maintaining flexibility to localize for different markets.

Additionally, by using Google Analytics 4 and Meta Pixel, the team can track how international users engage with different content formats and use that insight to refine future campaigns.

2. Establishing a Dedicated Website for Phyathai 3 Hospital

To address the absence of a dedicated website, Phyathai 3 Hospital should develop its own standalone digital platform that separates it from the broader Phyathai.com network. This website should highlight only Phyathai 3 Hospital's services, facilities, medical teams, packages, and international patient support. The content should be multilingual, with language options such as English, Burmese, Chinese, and Arabic, to accommodate key target markets.

The website should also include a transparent pricing system specifically for international patients, which helps set realistic expectations and build trust. Package details should be clearly displayed, with different tiers for Thai and international patients if necessary, along with frequently asked questions about travel, accommodation, insurance, and interpreter services.

Furthermore, this new platform would enable independent digital marketing efforts. For instance, when the hospital planned to advertise on Agoda, the campaign had to be delayed due to the lack of a dedicated landing page. A standalone site would resolve this, allowing direct links from ads to specific services, such as health checkups, fertility treatment, or surgery packages. Integrated tools such as Calendly for scheduling, Live Chat for instant support, and CRM systems like Salesforce Health Cloud would further enhance the patient journey from online inquiry to hospital visit.

In the long term, having a dedicated website will support brand differentiation, more accurate tracking of performance metrics (such as visitor conversions), and better alignment with KPIs. It will also increase the hospital's credibility in international markets where online presence plays a critical role in patient decision-making.

3.3 Significance of the study

This study holds significant value as it addresses two key digital marketing challenges currently faced by Phyathai 3 Hospital: the lack of targeted digital advertising strategies for international markets and the absence of a standalone website dedicated to the hospital. In the context of growing competition in Thailand's medical tourism sector, resolving these issues is essential for the hospital's sustainable growth and international positioning.

The study contributes meaningful insights into how the hospital can optimize its international outreach by adopting more localized and culturally appropriate advertising practices. It highlights the need for empowering the international marketing team with greater autonomy, resources, and access to digital tools that allow for more personalized and effective campaigns. This is particularly important for attracting foreign patients from specific markets like Myanmar, China, and the Middle East, where language, trust, and cultural nuances greatly influence healthcare decisions.

Furthermore, the analysis of the shared hospital website structure demonstrates how it limits the ability of Phyathai 3 Hospital to build its unique online identity and communicate directly with its international audience. The findings stress the importance of a dedicated website as a critical tool not only for lead generation but also for pricing transparency, brand credibility, and streamlined marketing operations—especially when global campaigns through platforms like Agoda are considered.

Overall, the study provides a strategic framework that can support the hospital's marketing team in developing data-driven, patient-centered digital strategies. It also offers practical, scalable solutions that can guide management in allocating resources, improving communication structures, and enhancing the hospital's competitiveness in the international healthcare market.

3.4 Literature Review

1. The Importance of Localized Digital Advertising in Healthcare

In the competitive landscape of global healthcare, digital advertising serves as a pivotal tool for reaching international patients. Effective digital campaigns must consider language, cultural relevance, and audience behavior in specific markets. A meta-analysis by Dwivedi et al. (2022) emphasizes that personalization and credibility are critical determinants of consumer attitudes towards digital advertising, especially in healthcare contexts. However, reliance on AI tools for translating and dubbing promotional content, while helpful, may compromise authenticity. Chen and Zhang (2020) argue that machine-generated translations can reduce emotional appeal and effectiveness in healthcare communication.

Furthermore, the international marketing department's limited budget and lack of autonomy hinder the creation of culturally tailored campaigns. This disparity can lead to a disconnect between the hospital's offerings and their communication to target international markets. Agarwal et al. (2020) highlight the need for emerging technologies and analytics to support value-centered marketing in healthcare, suggesting that investment in localized digital strategies is essential for global competitiveness.

2. The Role of Dedicated Websites in Enhancing Hospital Visibility

A dedicated website is crucial for establishing a hospital's unique digital identity and improving patient engagement. Kotler and Keller (2016) assert that distinct online platforms help in creating strong brand identities and support customer-centric marketing strategies. In the context of healthcare, Lee and Spicer (2020) found that hospitals with individualized websites experienced higher patient satisfaction and stronger online lead generation. The shared structure of Phyathai.com, encompassing multiple hospitals, can dilute Phyathai 3 Hospital's brand and create confusion among potential international patients. When users seeking Phyathai 3-specific services encounter options from other branches, it may result in appointment diversion and lost revenue.

Moreover, pricing transparency is a significant concern. The prices displayed on the shared website are primarily tailored for local Thai patients, leading to discrepancies when international patients are charged differently upon arrival. Tsai et al. (2017) highlight that such inconsistencies can damage the hospital's credibility and reduce bookings. During an internship, plans to advertise on a global platform like Agoda were postponed due to the absence of a dedicated website or landing page for Phyathai 3 Hospital. This underscores the necessity of a standalone online presence for clear communication, effective lead conversion, and targeted digital marketing.

3.5 Methodology

This research adopted a qualitative approach to better understand and address the limitations in Phyathai 3 Hospital's digital marketing efforts, particularly when targeting international patients. The primary method of data collection involved casual yet focused conversations with team members from the hospital's international marketing department. These informal interviews were semi-structured, allowing flexibility while still guiding the discussion toward key areas such as digital content strategy, patient engagement, and the role of external agencies

in international outreach. The interview questions were inspired by concepts from healthcare marketing studies, especially those related to global patient communication and digital presence. The insights gathered from these discussions were used to identify real challenges and to suggest practical improvements that align with the hospital's current operations and goals.

3.5.1 Sample and Participants

For this research, three team members from the International Marketing Department at Phyathai 3 Hospital were selected as participants. They were chosen through purposive sampling to ensure that each person had firsthand knowledge and responsibilities related to digital content creation and communication with international patients. The goal was to speak directly with those who are actively involved in the hospital's digital marketing activities. Each conversation lasted about 5 to 10 minutes and was conducted in a comfortable, informal setting to encourage honest and open sharing. Rather than using audio recordings, detailed notes were taken during each discussion to capture important points and real experiences. This sampling method was intentionally used to keep the focus on those with the most relevant insights into the hospital's digital strategies and challenges. All participants were fully informed about the purpose of the research and agreed to take part voluntarily. They were also assured of their rights to privacy and to withdraw from the study at any time without any pressure or negative consequences. This approach helped ensure the ethical integrity of the research throughout the process.

3.5.2 Data Collection

To gather relevant information for this study, individual semi-structured interviews were conducted with three staff members from Phyathai 3 Hospital's International Marketing team. Each session was held one-on-one to create a comfortable space for participants to speak openly about their roles, experiences, and challenges. The interviews were guided by a set of open-ended questions, but participants were encouraged to expand freely on their responses. This flexible format helped maintain consistency across interviews while also allowing deeper insights to emerge. Each conversation lasted approximately 10 minutes. Instead of audio recordings, detailed notes and meeting minutes were taken during each session to accurately capture the responses. Additional field notes were made to observe non-verbal expressions and contextual details that added meaning to the discussions. Ethical practices were followed throughout the process. Participants were fully informed about the study's purpose and gave

their consent to be involved. Their identities and any personal information were kept confidential, and all data collected was handled with care to ensure privacy and respect for their contributions.

3.5.3 Questions for Interviews

1. How well do you think our current digital marketing content connects with international patients?
2. What kind of content or campaign do you think would attract more international patients to Phyathai 3 Hospital?
3. In your opinion, how effective are AI tools like Rask AI for translating and adapting marketing content for global use?
4. Do you think Phyathai 3 Hospital would benefit from having its own dedicated website for international patients? Why or why not?
5. Compared to the local marketing team, what resources or support do you feel the international marketing team is currently lacking?

3.6 Results

Questions	Respondent 1	Respondent 2	Respondent 3
Q1	To be honest, the content we currently use is mostly made for local Thai audiences, so when we share it with international patients, it doesn't always resonate. The visuals and language aren't really adapted to their cultural background. Sometimes, even the tone or examples in the videos feel too domestic.	There's a gap, for sure. The material isn't built with international patients in mind. It's mostly in Thai and designed for people already familiar with our healthcare system.	It's not very strong. Most of the time, the content is not translated properly, and we just add subtitles or use tools that don't sound natural. This makes the content less engaging for foreign audiences.
Q2	We need content that speaks directly to their needs. For	I think simple explainer videos in multiple	We should focus more on patient stories and

	<p>example, videos that explain the treatment process in simple English or other major languages, patient testimonial clips from international patients, or even influencer partnerships in key countries like Myanmar, Cambodia, or China. That kind of campaign would build trust and increase awareness</p>	<p>languages about procedures, insurance, and how to access care would be useful. People want to feel confident before flying to another country for treatment</p>	<p>FAQs. Content like ‘What to expect when coming to Phyathai 3’ or ‘Step-by-step guide for international patients’ could help build confidence</p>
Q3	<p>AI tools like Rask AI are helpful for speed and reach, but they aren’t perfect. The tone sometimes feels robotic, and the translations don’t always match cultural expressions. It’s okay for basic tasks, but for something emotional like healthcare, real voices and culturally adapted scripts would perform better.</p>	<p>They save time and money, but the emotion doesn’t come through. Healthcare is very personal. If we want to build trust, human translation or real voice overs would be more effective.</p>	<p>AI tools are okay for quick edits, but the final result doesn’t feel professional enough for serious branding. I think international patients notice when content isn’t localized properly.</p>
Q4	<p>Definitely. When patients land on the shared Phyathai site, they can’t immediately tell which hospital is which. A separate site would allow us to highlight our specific strengths—like our international doctors or language support—and make the booking process</p>	<p>Yes. A dedicated website would allow us to target specific groups and showcase our international services clearly. Right now, it’s confusing for foreign visitors to understand which hospital is which.</p>	<p>Absolutely. If we want to compete with other international hospitals, we need to have a professional, user-friendly site just for Phyathai 3. That way, we can promote our doctors, treatments, and packages directly.</p>

	smoother for foreign patients.		
Q5	Well, the local team has a bigger budget, in-house video production, and influencer access. We have ideas for international campaigns, but we don't always get the tools or decision-making power to implement them. We're often dependent on others to move forward.	Honestly, we don't have the same tools. The local team has access to cameras, studios, and partnerships with Thai influencers. We usually have to request support, and sometimes the turnaround is slow.	We need more freedom to create campaigns that match international trends. Also, access to design tools, media budgets, and collaborations with global platforms would really help.

3.6.1 Solution

Based on the interviews with three participants from Phyathai 3 Hospital international marketing department, several practical solutions emerged that could help address the challenges currently faced in the hospital's international digital marketing efforts.

1. Develop Region-Specific and Culturally Tailored Content

All three participants agreed that the current digital content feels too local and lacks the cultural relevance needed to engage international patients. One solution is to develop separate sets of content for key target markets, with simple language, appropriate visuals, and region-specific references. This could include short explainer videos, patient testimonials from people in those countries, or culturally adapted versions of existing materials. Adding familiar elements or languages would make the content more relatable and trustworthy.

2. Use Human Voices and Local Narratives Instead of Solely Relying on AI Tools

While AI translation tools like Rask AI were acknowledged as useful for quick translations, participants pointed out that they fall short in delivering emotional impact. To improve content quality and authenticity, future marketing materials—especially video and audio—should include real human voiceovers and locally relevant messaging. This small shift can significantly enhance the patient's sense of trust and connection, especially in healthcare, where emotional comfort is important.

3. Launch a Dedicated International Website for Phyathai 3 Hospital

All interviewees emphasized the confusion caused by sharing a website with other hospitals in the network. A standalone website for Phyathai 3 Hospital, focusing only on its services, facilities, and international offerings, would allow for clearer communication and more targeted lead generation. The site could also host international pricing, translated pages, and direct booking options tailored for foreign patients, which would help reduce misunderstandings and improve the hospital's digital presence.

4. Strengthen Resources and Autonomy for the International Marketing Team

Another recurring theme from the interviews was the lack of tools, budget, and creative freedom available to the international marketing team compared to the local team. To improve campaign execution and responsiveness, it would be beneficial to allocate a dedicated media budget, provide access to in-house production equipment, and offer greater decision-making power when targeting international markets. This would allow the team to act more quickly and tailor content more effectively.

5. Focus on Educational and Confidence-Building Content

The senior marketing executive suggested producing more informative content, such as “what to expect” guides and step-by-step walkthroughs for international patients. These materials would not only help patients feel more prepared and informed but also reflect the hospital's professionalism and commitment to patient care. By addressing common questions and concerns upfront, the hospital can improve patient confidence even before they make contact.

Chapter 4: Conclusions

4.1 Conclusion of the Internship

During my internship at Phyathai 3 Hospital's international marketing department, I gained valuable insights into the challenges and opportunities in promoting healthcare services to global patients. The experience highlighted the importance of tailored digital marketing strategies that truly connect with diverse international audiences. I observed firsthand how current marketing efforts rely heavily on local content adapted by AI tools, which can limit engagement and authenticity. Working closely with the marketing team allowed me to understand the gaps in resources and autonomy that affect campaign effectiveness. Overall, this internship deepened my understanding of healthcare marketing in an international context and strengthened my skills in research, communication, and strategic thinking. The lessons learned here will guide me in contributing meaningfully to future marketing projects, especially those targeting global markets.

4.1.1 Limitations of the Internship Experience

Despite the valuable learning opportunities, there were some limitations during my internship. First, the short duration restricted my ability to fully observe long-term marketing campaigns or measure their actual impact on patient acquisition. Second, access to some internal data, such as detailed campaign performance metrics or patient feedback, was limited due to confidentiality and organizational policies. This made it challenging to evaluate marketing effectiveness quantitatively. Additionally, because the international marketing team had limited resources and ongoing projects, I could not be deeply involved in content creation or campaign execution, which would have provided more hands-on experience. Finally, language and cultural differences between the hospital's main team and the target international markets added complexity that was difficult to fully explore within the internship period.

4.2 Recommendations for Phyathai 3 Hospital

Based on my internship observations and the interviews conducted, I recommend the following actions to enhance Phyathai 3 Hospital's international marketing:

1. **Develop Region-Specific Content:** Create marketing materials that are culturally relevant and linguistically tailored to key international patient markets. Using local voices and narratives will help build stronger connections and trust.
2. **Invest in a Dedicated International Website:** Launch a standalone website for Phyathai 3 Hospital to clearly showcase its unique services and pricing for global patients. This will improve brand identity and simplify patient journeys online.
3. **Empower the International Marketing Team:** Provide the team with increased budget, creative freedom, and access to production resources. This will enable faster, more targeted campaigns and better responsiveness to market needs.
4. **Increase Educational Content:** Produce clear guides and informational videos that explain hospital procedures, patient experiences, and pricing transparency to build patient confidence before they reach out.
5. **Improve Cross-Department Collaboration:** Foster better communication between the local and international marketing teams to share resources, ideas, and data, ensuring consistent messaging adapted to diverse audiences.

By implementing these recommendations, Phyathai 3 Hospital can strengthen its international digital presence, attract more patients worldwide, and remain competitive in the growing medical tourism sector.

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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"> - Explore the working environment and introduce with departments - Discuss with supervisors and manager about digital marketing - Research about India market and brainstorming for penetrating the Indian market. 	<ul style="list-style-type: none"> - Research about the presentation Prepare presentation slides with the title “India’s Healthcare Market Analyst” - Do the presentation and discuss and brainstorm about that to improve their marketing in the Indian healthcare industry. 	<ul style="list-style-type: none"> - Looking content samples for digital marketing - Research for promoting new packages(LGBT) - Studying about content types to use for hospital’s social media pages - Discuss with supervisors about the group on social media(FB) 	<ul style="list-style-type: none"> - Prepare content calendar for both Facebook page and group of hospital - Meeting with supervisors discuss about Facebook group and page for online presence - Analyze other pages and groups on Facebook for knowledge - Discuss about contents to post on fb group 	<ul style="list-style-type: none"> - Discuss and brainstorm with supervisor to create group (BKK CARE ကျန်းမာရေးအကြံပေးစုစည်းမှု) on Facebook - Create the group with the purposes(for Myanmar people who live in Thailand, people who want to get treatments at hospitals in Bangkok, they can share and ask about medical problems, information about hospitals and treatments and theirs price in this group) - Prepare cover photo for the group and took the responsibility as an admin for the group and start posting and inviting members

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"> - Research and find contents - Preparing content to post on fb group - Create poster about hepatitis - Discuss and finalize the post with supervisors - Post it on Facebook group and share to other groups 	<ul style="list-style-type: none"> - Update and finalize the content to post it on Facebook group - Discuss with supervisor about this and post it on Facebook - Check the post uploaded successfully and analyze the reactions - How many people see and react and check the reach - Analyze the post - Discuss about new content to post later on according to the calendar 	<ul style="list-style-type: none"> -Check the content (knee operation & doctors' profession) and finalize it to post on Facebook page -Post it on Facebook page and wait for the reactions and do analysis abt the post - Discuss with supervisors about the upcoming projects(contents, visuals,..) - Prepare flyer about songkran promotion (with all information about medical check up, buy 1 get 1 promotion) 	<ul style="list-style-type: none"> -Discuss with supervisors about the project - Meeting with them again in the evening talk about updates, B1G1 promotion, ask for what they want in the flyer and prepare it -Discuss with supervisor and finalize the songkran video of promotion for Phyathai 3 hospital buy 1 get 1 medical checkup package 	<ul style="list-style-type: none"> -Discuss and meet with supervisors and talk about IVF brochures (which is knowledge sharing about IVF, explained step by step processes of IVF) - Research and prepare the design for this on internet and canva

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"> -Design the brochures for covering page and process explanations page - Prepare 2 designs for this IVF and et the supervisors choose - Meeting with supervisors about the IVF and finalize the posters to post them on Monday on Facebook -Meeting with manager and IMC team and people from china medical center and talk about china market and discuss with the team 	<ul style="list-style-type: none"> -In the morning, prepare the presentation about analysis the China Healthcare market and Packages for LGBT community - Discuss and finalize with the team and supervisors about the presentation - Present it to the manager and IMC team - Wait for their feedback and do the necessary editing 	<ul style="list-style-type: none"> -Meeting with supervisors and discuss about (choosing Burmese influencer/ public figure to advertise the medical check up program with him/her to promote in Burmese market) , Talk about what to add in the video -Make a plan and schedule(draft) for the video recording -What to highlight in the video about PYT 3 hospital - Research other hospitals medical checkup 	<ul style="list-style-type: none"> -Brainstorm with the team about IVF posters and do the necessary fixes according to supervisors advices - Prepare the content for the post about IVF to post on Facebook 	<ul style="list-style-type: none"> -Finalize the IVF posters (adding logos,..) - Prepare the content for the posters to post on both fb groups page & group -Post them on both page & group

<p>how to penetrate again to the china market</p> <p>-</p> <p>Manager assign to prepare the presentation about china market and how do we promote packages(that are new and get attention from china people)</p>	<p>according to the manager wants</p> <p>-</p> <p>Then put them into the presentation of manager so that she can present it to the administrative team</p>	<p>packages and consider the differences between PYT 3 hospital packages and theirs , in terms of price, services.</p> <p>-Make a table with google doc for the comparison to report supervisor</p>		
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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)
<p>-Discuss with supervisors about buy 1 get 1 songkran promotion for medieval checkup</p> <p>-</p> <p>Research and write the content to post on Facebook group</p> <p>-Do some changes on animation video about promotion</p> <p>-</p> <p>Post it on both fb page and group</p> <p>-</p> <p>Share the post in other groups to get more engagement</p>	<p>-Research the designs for Pride package which is newly released form PYT 3 hospital</p> <p>-</p> <p>Prepare the designs with canvas (4 pages), 2 cover pages and 2 pages including every services for package</p>	<p>-Finalize the designs and discuss with supervisor for any changes</p> <p>-Need to improve about with cover pages designs that I use split image which is trending currently</p>	<p>-Translate the brochures from Eng to MM and correct them to use for advertising</p> <p>-</p> <p>Write the content for Early Cancer Risk Screening</p> <p>-</p> <p>Update the LGBT package designs</p>	<p>-Create new designs for the pride package along with supervisors' advice.</p> <p>-</p> <p>Meeting with manager and talk about targeting expert who live in Bkk</p> <p>-Got assigned from manager to do research about the targeted market and to know how to promote our hospital to that market</p>

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)
<p>-Manager assigned to prepare the presentation about "how to promote PYT3 hospital among expats"</p> <p>-</p> <p>Manager wants to get more patients from expats</p> <p>-</p> <p>Research & analyze about the topic and</p>		<p>-Translate from Thai to Burmese language for the video which is a customer's testimonial video about the baby she was giving birth with shortest gestational age and weight and the baby was born successfully by the doctors' hard trying. Then, 10 days later, the baby showed abnormal symptoms. And with the</p>	<p>-Update and finalize the video(translation) according to supervisor's instructions to use as advertising</p> <p>-</p> <p>Research and prepare a presentation on how to get more patients from expatriates from Bangkok as the manager assigned to.</p>	<p>-Finalize the presentation and prepare to present to the manager and team</p> <p>-</p> <p>After that, translate the sub titles and speakers' dialogue with ai(rask ai)</p> <p>-</p> <p>Then, present to the manger and discuss</p>

brainstorm with the team and prepare a presentation - Present to manager and supervisors - Get feedback and got assigned another task for next week		doctor's 100% commitment, the baby survived and a miracle happened at the PYT 3 hospital for the baby and her mother. -Translated the things in the video from Thai into Burmese with my team.	-Got assigned to do 2 more videos(just translation and subtitle with two languages)	about the plan in the presentation and hear the feedback from manager - Then, manager assigned to do another presentation by narrowing down the plan
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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)
-Meet with the guy from creative vibes who is social influencer from Myanmar and came to PYT(3) for vlogs - Hospital, offered him a gold package free and he recorded everything and will make a video as hospital tour and medical check up	-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 - Discuss with supervisor about upcoming tasks	-Research and prepare for next week meeting with the manager - According to the task, got to research and find MNCs to collaboration with the hospital to get more expats patients which is our project objective -List down any possible companies, international schools/ universities -Can't put the subtitle with the task ai, so I had to edit myself by using CapCut and export to the supervisor.	-Research multinational companies and international schools around 10 km from bang wa area and prepare presentations to explore and attract more foreign expats and provide the plan for them.	-Finalize the plan for presentation of exploring foreign expats and do presentation and discuss about the plan

Week 3

Monday (17/03/2025)	Tuesday (18/03/2025)	Wednesday (19/03/2025)	Thursday (20/03/2025)	Friday (21/03/2025)
-Prepare a plan for collaboration with Agoda	-Prepare content for PED video - Looking for new person from Agoda to	-Prepare the presentation about the proposal of collaboration with Agoda	-Research about GAHT and prepare content for GAHT to post in the Facebook group and page	-Finalize and polish the proposal and prepare to present - Looking for a lead

<ul style="list-style-type: none"> - Present it to the manager and team - Then, approach to the Agoda team and share about the collaboration plan 	<ul style="list-style-type: none"> - contact and negotiate about the collaboration plan - Prepare a proper proposal about collaboration plan between Agoda x Phyathai 3 Hospital 		<ul style="list-style-type: none"> - Finalize the presentation and prepare to present to the manager and team 	<ul style="list-style-type: none"> - from Agoda company to approach and start discussing the collaboration plan that we've prepared.
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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"> - Write content for spot-max to post on Facebook - Present the collaboration proposal to the manager and team - Meeting with manager and team and discussion - Manager assign new task for next week which is about Singapore Market 	<ul style="list-style-type: none"> - Translate the video (ENG version)-knee replacement and CGM blood sugar level 2 videos 	<ul style="list-style-type: none"> - Online Meeting with Agoda team about advertising our hospital on their website/ platform - Discuss about how we gonna advertise (Social media extension, content marketing, awareness, on platform ads) 	<ul style="list-style-type: none"> - Discuss with the team about the plan (we are figuring out how we gonna link with the advertisement and our hospital since our website is for every Phyathai hospital and we want to do separately with Agoda) 	<ul style="list-style-type: none"> - Write and prepare a content to share the video of Creative vibes which is the page of social influencer Aung Su Paing, and prepare a content to share this video in BKK Care group.

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"> - Research and prepare content to post in the group about the recent earthquake which occurred in Mid part Myanmar and which destroyed plenty of households and which took away over 2000 human lives and more - Write a content which is knowledge sharing about what to do and don't after a big earthquake in terms of medicine 	<ul style="list-style-type: none"> - Meeting with supervisor and team about the LGBTQ+ Medicine, they want to create a page and a group for that area and apply them as a platform that can attract customers 	<ul style="list-style-type: none"> - Update the flyer of DNA circle and the content for that post as well 	<ul style="list-style-type: none"> - Translate the video vaccination for diabetes (Thai - Burmese) it's a long one, which is 7 mins long video 	<ul style="list-style-type: none"> - Prepare an email to reply to Agoda about advertising hospital packages on their platform - Translate the videos in rask ai

Week 2

Monday (07/04/2025)	Tuesday (08/04/2025)	Wednesday (09/04/2025)	Thursday (10/04/2025)	Friday (11/04/2025)
<p>-Meeting with supervisor and discuss about upcoming tasks to do (since pride month is coming, planning to target LGBT market and will tryna promote LGBT package from PYT3)</p> <p>-</p> <p>Discuss to create a Facebook page and group for that and research about that</p>	<p>-Prepare a content for LGBT check up package which is newly produced by the hospital</p>	<p>-Prepare and design infographic flyer for Medical Check up Buy 1 Get1 sale to post on Facebook Page</p> <p>- Prepare content for a medical check up post.</p>	<p>- Review and analyze the post engagement from Facebook Group</p> <p>- Update information for package and recreate the visual design for post</p> <p>.- Discuss with the supervisor to create a new LGBT Group.</p>	<p>- Do translation from Rask AI.</p> <p>- Discuss with the supervisor to create a new LGBT Group and logo for the group.</p>

Week 3

Monday (14/04/2025)	Tuesday (15/04/2025)	Wednesday (16/04/2025)	Thursday (17/04/2025)	Friday (18/04/2025)
<p>- Songkran Holiday</p>	<p>- Songkran Holiday</p>	<p>- Brainstorm with supervisor and prepare to create LGBT healthcare group</p> <p>- Finalize the logo and Cover photo for LGBT group</p>	<p>- Create New Facebook Group for LGBT healthcare Group “LGBTQ သက်တန်းလေးများ”</p> <p>- Prepare the content to post on welcome and invite members to join the Facebook Group and also share the post in other related groups.</p>	<p>-Help the supervisor to post a new post on Facebook page which is about spot-mas, a new service package from our hospital, which is early cancer risk screening</p> <p>-</p> <p>Write and prepare the content for that post and Shared it back in the group with that content</p>

Week 4

Monday (21/04/2025)	Tuesday (22/04/2025)	Wednesday (23/04/2025)	Thursday (24/04/2025)	Friday (25/04/2025)
<p>-Write the content for lgbt packages which is newly launched from the hospital</p>	<p>-Research about Singapore market which is the task assigned by the manager</p> <p>-</p> <p>Prepare things to present to the manager</p>	<p>-Translate the video (Thai-Burmese)1 video and (Burmese to English) 1 video for marketing purpose to post in respective social media for different targeted groups</p>	<p>-Translate the video (Thai to Burmese) 1 video and (Thai to English) 1 video of marketing videos about vaccines and diabetes</p>	<p>- Meeting with team and manager, discuss about Singapore healthcare market to target more patient by offering medical tourism package for them</p>

	about the Singapore market that we are targeting to penetrate.			
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Month : May, 2025

Week

Monday (28/04/2025)	Tuesday (29/04/2025)	Wednesday (30/04/2025)	Thursday (01/05/2025)	Friday (02/05/2025)
<p>- Meeting with supervisors about LGBTQ+ medical package and brainstorm the ideas for contents and designs(looking for trending designs for posts)</p>	<p>-Translate the video by using rask Ai Thai to Burmese, but auto translations are sometimes wrong, not what they want to say exactly, that's why we need to check and correct them. One video has been translated from Thai to Burmese today.</p>	<p>-Research the content ideas for LGBT packages which is new package from the hospital</p> <p>- Discuss with the team about the ideas for LGBT packages which we are going to use in the poster and contents</p>	<p>-Translate the flyers from the Thai marketing team into Burmese and English languages to use in the Myanmar marketing team and other countries.</p> <p>- Research the Burmese famous celebrities who are currently doing vlogs and famous to promote the medical check up package from our hospital.</p>	<p>-Prepare and brainstorm the content to post on Facebook page</p> <p>- Meeting with supervisors in the evening abt the post and upcoming events what to prepare for those events</p>

Week 1

Monday (05/05/2025)	Tuesday (06/05/2025)	Wednesday (07/05/2025)	Thursday (08/05/2025)	Friday (09/05/2025)
<p>-Discuss with the team about the content for DNA Circle Premium to write</p> <p>-Create a Circle DNA Premium poster to post on Facebook page and promote new package</p> <p>- Write and prepare the content for that post(haven't posted it yet cuz posted 1 package promotion post 2 days ago)</p>	<p>- Prepare a content about influenza vaccine</p> <p>- Post it in the group by sharing the post from PYT3 Facebook page</p> <p>- Then, engage with members: answering some inquiries</p>	<p>-Translate the video to post in Facebook</p> <p>- Video is about the knee replacement</p>	<p>-Meeting with supervisor and discuss about upcoming tasks which are assigned by the manager and talked about which social influencers to use for LGBTQ package</p>	<p>-Prepare Ai toy action figure, a doctor toy, which is trending these days to post the photo on the group</p> <p>- Prepare the content and post it in the Facebook group and share to other groups in order to get more engagement</p>

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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 the advertising video (Thai to Burmese) by using Rask AI	-Translate the advertising video (Thai to English) by using Rask AI	- Brainstorm with the supervisor about how we should promote and engage audiences to increase the followers to our Facebook Group and prepare the content.	-And the supervisor, medical coordinator at PYT3, showed around the hospital (the process of how the patient take the treatment step by step) from registration to consulting with doctor and get the treatment)	-Meeting with supervisor and discuss about the content that creative vibes posted which is about the medical check up at Phyathai 3 hospital and we sponsored

Week 3

Monday (19/05/2025)	Tuesday (20/05/2025)	Wednesday (21/05/2025)	Thursday (22/05/2025)	Friday (23/05/2025)
-Brainstorm about the poster which we are going to make on canva for new package available at our hospital and to promote it on social media	-Had to translate from Thai to Burmese for international advertising purpose	-Update the translate from Thai to Burmese and Thai to Eng for international advertising purpose (1 video- 2 translation)	-Prepare content for Covid 19 new version, dos & don'ts, sharing information & knowledge - Prepare a poster to post with the content in the Facebook group	-Check the engagement of the Covid 19 post and answer some questions in the comment box

Week 4

Monday (26/05/2025)	Tuesday (27/05/2025)	Wednesday (28/05/2025)	Thursday (29/05/2025)	Friday (30/05/2025)
-Discuss with the team and supervisors how to promote the package from Phyathai 3 hospital - And discuss about which social influencer to choose for the advertisement to promote medical checkup program to Myanmar	- Research and create content for that one and post at Facebook page and engage at other groups to reach out more audiences	- Research and write content about Hepatitis to post in Facebook group and page	-Research about LGBTQIAPP+ long term and their real meaning - Design infographic about LGBT to educate people	- Last day of Internship and farewell party at IMC department.

Feedback from supervisors



LIN WU
to me

17:21 (4 hours ago) ☆ 😊 ↩ ⋮

Ti Kyi is a polite and dedicated fourth-year student from Siam University. Throughout his internship, he showed strong commitment and worked with great devotion on every task assigned.

He actively participated in discussions and consistently delivered his work on time, reflecting his sense of responsibility. Ti Kyi collaborates effectively with others, showing respect for rules, consideration for his peers, and a consistent willingness to contribute his best. He is not afraid to share fresh and creative ideas, which added real value to our projects.

We are grateful to Siam University for nurturing such high-quality students and sincerely thank Ti Kyi for choosing to intern with us. I hope this experience has been meaningful and will serve as a strong foundation for his future career.

Best regards,

Lin W.

Marketing team

Phyathai 3 hospital

Tel. +66 2 467 1111 ext. 3564



Feedback from Phyathai 3 hospital

Inbox x



Myo Kyaw Aung <myo_aun@phyathai.com>
to me

13:27 (38 minutes ago) ☆ 😊 ↩ ⋮

Good day,

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 him and Shine. Ti Kyi is a very smart and attentive young gentleman. His ideas and presentations were very helpful to our marketing plans and we really love to see new ideas. It's also our pleasure to work with him to explore new markets and segments of medical tourism. Both Ti Kyi and Shine are talented students with knowledge of using AI as well. We had various tasks accomplished by the help of both of them.

Ti Kyi is also very responsible and dedicated to the work that he has been given. Our team really appreciate for what he had helped us.

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)

Phyathai 3 International Hospital

Siam University visit Phyathai 3 Hospital



Our digital marketing team

