

Evaluating the Impact of Digital Marketing Strategies in Semi-Urban Healthcare Institutions: A Case Study on Ruhitpur General Hospital Pvt. Ltd.

A Study of Ruhitpur General Hospital Pvt. Ltd.

Prepared by

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Submitted in Partial Fulfillment of the Requirements for the Degree

Bachelor of Business Administration



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Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship Organization: Ruhitpur General Hospital Pvt. Ltd.

Internship/Project Report Topic: Evaluating the Impact of Digital Marketing Strategies in Semi Urban Healthcare Institutions: A Case Study on Ruhitpur General Hospital Pvt. Ltd.

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SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

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Name: Md. Anamul Hasan

ULAB ID #ID: 211011075

Signature _____

Date: _____

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Part: A

Chapter 1: Internship Preparation

1.1 Motivation for the Internship

Motivation: An internship is an opportunity to gain real and hands-on experience. It will allow you to see how things work in real work life outside the classroom. It gives you a creative chance to start building your career in a selected field. Since I was majoring in marketing , the main reason that drove me to look for an internship in marketing is that my educational background and career goal were well suited for this sector . I wanted to learn from this internship how businesses connect people, serve them, and improve their operations. I was searching for a place where I could learn both service and customer handling, since my family is deeply connected with the healthcare business for years .So I had an extra motivation to understand how this hospital functions behind the scenes. Even though my father is the chairman of the hospital , I wanted to take this opportunity as my own to explore myself how this business runs behind the scenes. My aim was to see how marketing and administration work together in a hospital setup.

In addition, I also wanted to test my knowledge of digital tools and explore how technology could improve systems like patient recordkeeping, financial documentation, and outreach methods.

1.2 Internship Search Process

Application Process: Even though my father held the key leadership position at the organisation, I had to go through the same application process as any other candidate. I formally applied by submitting my resume and a cover letter. After the initial review, I was called in for an interview by a panel consisting of several directors of the hospital.

During the verbal interview, they asked questions about my education background, my plans for the future, and how I could contribute to the hospital. I also shared my thoughts about how

I could use social media marketing to improve outreach and how digital transformation can improve hospital operations.

After being selected, I was given specific responsibilities focusing on marketing and technology integration.

1.3 Internship Interview Experience

My interview was challenging and exciting at the same time. Although I had connections, I didn't want to take anything for granted. The board of directors asked me very direct questions about why I chose marketing as my major and how I could apply it in a hospital setting.

They were especially interested in my understanding of digital tools and how Facebook, YouTube, and Instagram can be used for awareness. Another key discussion point was how software could help the hospital become more organized.

This experience helped me realize that even in semi-urban healthcare institutions, professional standards are strictly maintained, and personal connections don't replace qualifications.

1.4 Information about the Organization

Ruhitpur General Hospital Pvt. Ltd is located in Ruhitpur, Keraniganj, Dhaka just outside the city. It was established in 2001 and has grown to become one of the most trusted hospitals in the area. The hospital has 20 beds and provides regular treatments in medicine, gynecology, orthopedics, and general surgery.

It doesn't handle extreme emergency services due to the lack of ICU and NSCU facilities, but it offers a pharmacy, a diagnostic lab with modern equipment, and digital X-ray facilities. The hospital is known for its affordability and community-based approach.

Over the years, the hospital has earned the trust of the local people due to its ethical service, accessible pricing, and consistent presence. However, in terms of technology and digital marketing, it still follows traditional methods like posters, banners, and miking for outreach.

Core Management Structure: The core management structure of Ruhitpur General Hospital Pvt. Ltd. is given below.

Chairman:

Md. Shah Alam

Managing Director :

Dr. Alinur Palash

DGM:

Md. Monayem Khan

Chapter 2: About the Internship

2.1 Description of My Position and Office

Position: During my internship at Ruhitpur General Hospital Pvt. Ltd., I was given the role of a **Assistant Manager & Marketing Executive**

Job Duties: My main responsibilities revolved around marketing initiatives and helping with software system implementation in the hospital.

I worked under the guidance of the hospital's internal admin team and often consulted directly with the Chairman (my father) and the MD regarding strategies for improvement. The environment was moderately formal, but I always felt that I was treated like any other staff member, not like the Chairman's son.

Work Environment: The hospital environment was professional but friendly. Doctors, nurses, and admin officers were cooperative and helpful. I had a desk in the admin office with access to a desktop, hospital software, and internet.

2.2 Skills Learned and My Contributions

Skills Learned:

Created and managed a Facebook page for the hospital

Create digital posters And digital content for hospitals facebook page

Learned how to produce and boost health-related content online

Gained practical experience in hospital management software

Helped digitize billing and appointment systems

Communicated with doctors and patients during content creation

Learned how to educate older professionals on using digital tools

Contributions:

- Designed social media marketing campaigns including video testimonials
- Set up content schedules and boosted Facebook posts
- Worked with the IT partner to integrate departments into the existing hospital software
- Organized staff training for software use (front desk, pharmacy, lab)
- Helped reduce manual paperwork and speed up patient billing

2.3 Educational Learning and Internship Roles

Application of Academic Knowledge: As a marketing major, most of my academic knowledge had been centered around customer behavior, promotion, digital tools, and analytics. I was finally able to apply that knowledge in a real-world scenario.

I used digital marketing theories like **AIDA (Attention, Interest, Desire, Action)** while making content. I also applied what I learned in service marketing – such as building trust in brand and communication clarity – especially since healthcare is a sensitive service.

On the tech side, I had to understand the customer journey inside a hospital: from check-in to discharge. This helped me understand how tech can improve internal workflows and customer satisfaction.

Chapter 3: Self-Reflection

3.1 Likes and Dislikes about My Internship

Likes: The one thing I liked most about my internship at Ruhitpur General Hospital Pvt. Ltd. was that I worked on real projects that really mattered instead of doing the usual routine, unimportant tasks. I enjoyed the fact that my work on establishing a Facebook presence and marketing the hospital's services directly impacted the number of patient inquiries and the way of creating awareness among the general public. It was so satisfying to see the patient engaging with these post, asking questions, and even booking appointments for their Required doctor from my Facebook postings. Another good thing was the ambience generally, the staff, doctors, and even management were quite cooperative, and I felt like a part of the team. Another thing I liked was hanging and interacting with various professionals from medical staff to administrative workers, as it helped me gain the perspective of different needs.

Dislikes: However, there were also parts of my internship that I did not enjoy as much. One of the biggest difficulties was dealing with resistance to change. There are some employees who had been working there for a very long time, and in the beginning they were confused and not comfortable with the new technology or adapting to digital marketing. So at first I had to spend a lot of time explaining and showing step by step and convincing those employees before they agreed to move to a new software system. Another problem I noticed was decision-making was too slow due to the hierarchical structure of the hospital. So sometimes some good ideas take a long time to be approved. However, these was kind of frustrating, but it also taught me

important lessons about patience, communication, and how to present ideas in a way that others can understand and accept.

3.2 Areas for Improvement

Personal Development: On a personal level I realized that I needed to get better at my time management skill, specially during busy times like month-end closings. I want to focus more on managing my time management and managing my task better in my upcoming jobs so that I can meet deadlines without lowering the quality of my work. Even though I achieved almost every responsibility that was given to me, there were some times i felt that I could have taken more responsibility and expanded my learning capability .I could also use more practice in communicating, particularly when it comes to clearly and succinctly elucidating complex financial facts to professionals who are not accountants.

Suggestions for the organization: From the hospitals side, I feel that the hospital could improve by focusing on onboarding and training process for any new employees and also thier existing employees. A lot of challenges I had to go through to introduce digital tools could have been reduced if the staff had received more basic training earlier. Also, communication between inter departments could be improved for example, if the lab, pharmacy, and admin departments exchange information more effectively, it would make marketing campaigns more useful and relevant.

3.3 Insights and Recommendations

Continuing Development:

This internship has allowed me to understand the working of marketing in the realm of healthcare, which is very far removed from marketing a product or retail service. In healthcare, trust is everything and people are more likely to pay a visit to a hospital if at all they consider the hospital credible and caring. I realized that digital marketing is not just about advertising, it's also about education, awareness, and engagement with the community. One other valuable

insight was that change management is very slow, more so in established organizations. It's not just about having a good idea; you have to be patient and strategize as to how to make others appreciate its value.

Recommendations: For future interns or hospital management, a suggestion would be to keep up a very low-key digital presence (one or two posts per week will do). Another would be to involve the staff in content creation for example, let the doctors give a tip or two about a medical subject on camera. That way, they feel part of the process, and it's quite simple to fight resistance to the new ways. Basically, trust, consistency, and establishing community connections should be the mark of healthcare digital marketing.

Chapter 4: Personal Development Plan

4.1 Career Development Plan

Next Steps: In the short term, my goal is to complete my degree and gain real world experience in marketing, especially within the healthcare industry. This internship has shown me that healthcare marketing is a growing field in Bangladesh, and there is a big opportunity for young professionals who can bridge the gap between traditional management styles and modern digital tools. In the next few years, I aim to work either in a hospital's marketing department or in a healthcare-focused digital marketing agency so I can continue learning about this sector..

Career Plan: In the long term, I see myself in a leadership role perhaps as a Marketing Director for a healthcare organization or even running my own health-focused marketing consultancy. I am also interested in pursuing further studies in digital marketing and communication so I can develop advanced skills in strategy, analytics, and brand management. My ultimate goal is to combine my marketing expertise with a passion for healthcare so I can help hospitals and clinics serve more people effectively.

4.2 Skills to Develop

Technical Skills: To reach my career goals, I need to develop both technical and interpersonal skills. On the technical side, I want to learn more about online advertising platforms like Google Ads and Meta Ads Manager so I can run more targeted and effective campaigns. I also want to improve my skills in creating and editing videos, as this is a key part of social media content for healthcare. Learning about SEO (Search Engine Optimization) and content marketing will also help me create strategies that bring long-term results, not just short-term boosts.

Interpersonal Skills: On the interpersonal side, I want to become better at training and leading people, especially those who are new to technology. This includes being patient, understanding their concerns, and explaining things in a way they can relate to. I also plan to work on my public speaking skills so I can confidently present ideas to management and clients. By improving in these areas, I believe I can make a real difference in the organizations I work for and eventually achieve my long-term goals.

Executive Summary

I carried out this research to see how marketing practices affect patient engagement and overall growth at Ruhitpur General Hospital Pvt Ltd. where I've been working as an intern for the last three months. The hospital was founded in 2001 and has been serving the local community for more than twenty years. Even though its services are fairly decent compared to other hospitals nearby, the growth has been slow. One of the main reasons behind this is the lack of modern marketing strategies.

While working there, I noticed the hospital still uses old methods of promotion like miking and posters. These don't really reach people anymore. Many patients complain that they often don't know the doctor schedule due to lack of communication, and this creates a lot of confusion and dissatisfaction among patients. To understand the situation better, I interviewed with the hospital's Chairman, Managing Director, staff members, and several patients.

From these conversations, it became clear that the hospital needs to move towards modern marketing. Things like social media, a proper website, and a simple communication system for patients could make a big difference. My suggestions include setting up a small marketing team, using digital platforms, sending SMS updates to patients, and arranging health programs for the community. The main point is that marketing here should not only focus on growth it should also help build trust and make patients feel more informed and valued.

Chapter 1: Introduction

1.1 Research Title

Evaluating the Role of Modern Marketing Strategies in Improving Patient Engagement at Ruhitpur General Hospital PVT Ltd.

1.2 Research Objectives

To identify the marketing challenges at Ruhitpur General Hospital.

To explore how the lack of modern communication affects patients.

To suggest marketing strategies that can increase patient engagement and awareness.

1.3 Background of the Research

Ruhitpur General Hospital Pvt. Ltd started its journey in 2001 with the goal of making healthcare accessible in keraniganj. Back then there was no other hospital in that region. People had to go into the city to get any kind of treatment. Over the years, the hospital has build some reputations for its service and affordability, but its growth has been much slower than expected. One of the key reasons behind this is its reliance on outdated marketing and communication methods.

Healthcare nowadays looks way more different then what it was even a decade ago. People now want easy access to information, and convenient ways to get the service or doctor's appointment. Leading hospitals in the country, such as Square, United, and Popular, have already adopted this demand by investing in digital platforms, such as websites, and mobile apps and they manage everything by the help of the internet. These tools allow patients to check doctor availability, book appointments, and receive regular updates. On the other hand Ruhitpur General Hospital still depends on traditional strategies like posters and loudspeaker announcements. These may have worked years ago, but in the Modern era these methods are no longer effective in reaching a wider audience.

1.4 Problem Statement

The main issue is that the hospital has no proper system to let its potential patients know about what is the best part of their services or what are the doctors currently visiting patients. Which patient should visit which doctor also most importantly which doctors are available on which day. Because of this lacking people are not even aware that good quality healthcare facilities are available close to them. This lack of communication not only reduces patients but also creates confusion among patients and weakens the trust, which hold the the hospital from moving forward.

1.6 Research Questions

1. How do patients currently receive information about doctors and services at Ruhitpur General Hospital?
2. What challenges do patients face because of outdated marketing practices?
3. How do staff and management view the role of marketing in patient satisfaction?
4. What modern tools or platforms can the hospital adopt to reach its community better?
5. How can digital communication improve patient trust and loyalty?
6. What small, practical steps can be introduced immediately to make marketing more effective?

Chapter 2: Methodology

2.1 Types of Research

This study mainly follows a qualitative research approach, with a few descriptive elements added in. The purpose was to understand how marketing practices influence patient engagement at Ruhitpur General Hospital. To get there it is very important to focus peoples experiences, opinions, and observations rather than just collecting numbers. Makeing A lost

about what Patients' feelings, what staff noticed , and management perspectives provide a much deeper understanding of the challenges the hospital deals with. Qualitative research leave room for flexibility in asking questions and helps uncover issues that might not be visible in raw statistics.

However, the study does not ignore descriptive aspects. For example, while interviewing patients and staff, certain themes kept coming up such as patients not knowing the doctors schedule or finding it difficult to get proper information. By pointing out these patterns, the research shows how common the problems are. If the study had taken A purely quantitative approach, such as only counting how many patients faced problems, it would have missed the reasons behind their frustration or dissatisfaction. That is why qualitative methods were more appropriate for this Research.

The choice of qualitative research was also practical because the hospital is located in a semi-urban area where personal communication and relationships still plays a huge role in how patients make healthcare decisions. Therefore, this research can be described as a qualitative, descriptive case study focusing on the marketing and communication practices of Ruhitpur General Hospital.

2.2 Research Design

For this research, I decided to use a case study design .A case study works well when the goal is to study a specific organization or situation in detail. Ruhitpur General Hospital was chosen as the single case because it shows a healthcare provider in a semi-urban area that has not been able to grow properly due to proper communication and well planned marketing ideas. By studying this one hospital closely, it becomes possible to highlight detailed insights that might be missed in a broader study.

The case study also gave me a chance to use multiple sources of information. I talk to patients, staff, and management. I also observe how the hospital communicates with its community. Putting all these perspectives together makes the results more reliable. Since I was working there as an intern in the hospital, I also had the opportunity to access internal experiences and observe the challenges firsthand. This gave me a clearer understanding of the problems, because I was not only hearing about them but also watching them happen

In summary, the case study design was the appropriate choice because it gave me an opportunity to focus deeply on one hospital, connect observations with real experiences, and generate specific recommendations tailored to Ruhitpur General Hospital.

2.3 Appropriate Methods for Sampling, Data Collection, and Analysis

Sampling:

The study used purposive sampling, which means participants were chosen based on who was more relevant to the research topic. For example, I interviewed the Chairman and Managing Director because they make important decisions about the hospital's operations. I also interviewed Six staff members who were selected because they interact with patients everyday and understand the challenges of communication. Finally, to get the patient perspective I interviewed twelve patients from different age groups and backgrounds to get a variety of perspectives. This type of sampling makes sure that the people most likely to provide useful insights were part of the study.

Data Collection:

The data was collected through multiple methods. The main method of collecting data was semi-structured interviews. With the Chairman and MD, the conversation's focus was on strategic issues such as why the hospital does not have a marketing team and what difficulties they face in adopting digital tools. The Staff interviews were more practical which focused on their everyday communication struggles, such as handling repeated calls about doctor availability. Patients were asked about their experiences in getting proper information and how satisfied they are with the current system. These interviews were semi structured, which allowed me to ask follow-up questions whenever participants raised interesting points.

Observation played another important role. During my internship, I paid attention to how the hospital handled the patient communication and also how marketing tasks were handled. For example, I saw that posters were placed in local areas, but there was no online presence to keep

people updated about the organisation. This observation was helpful for me to cross-check what participants said matched what I actually saw happening.

Data Analysis:

The collected information was analyzed using thematic analysis. This means grouping data into common themes such as “lack of information flow,” “outdated practices,” and “need for digital tools.” Each theme was supported by quotes and examples from interviews. For instance, when several patients mentioned they had to call multiple times to confirm doctor schedules, this became part of the theme “lack of communication clarity.”

The analysis also compared the hospital’s practices with other hospitals in Dhaka. For example, while bigger hospitals use Facebook updates, Ruhitpur General Hospital relies only on posters. This comparison provided a clear understanding of where improvements are needed.

By combining purposive sampling, semi-structured interviews, direct observation, and thematic analysis, the research was able to capture a detailed and realistic picture of the hospital’s marketing and communication challenges.

Chapter 3: Findings, and Discussion

From the interviews and observations, few issues came out clearly:

The research shows that the hospital still heavily depends on traditional marketing practices such as posters and miking. These traditional methods may have worked twenty years ago, but these methods are no longer effective in reaching today’s population, especially the younger generation who depend more on social media and digital platforms for information. Many patients expressed frustration about not knowing which doctor would be available on a given day. Some patients expressed their frustration that they had to travel to the hospital only to find out their preferred doctor was absent, which created dissatisfaction and wasted their time. The staff had also admitted that they spend a large amount of time answering phone calls about doctors schedules, which could easily be solved or reduced if the hospital had a digital

updated system like social media updates. Another key finding is that a lot of people in the local area are not even fully aware of the services that hospital provides. This lack of awareness prevents the hospital from expanding its reach, even though the quality of its care is not worse than its competitors. The absence of a dedicated marketing team has made the situation worse, as promotional work is handled in an unstructured way by different staff members without proper planning.

3.3 Discussion

These findings show a clear gap between what people expect and what the hospital currently provides. Nowadays healthcare systems are not only judged by the quality of treatment but also by how well they communicate with patients. Big hospitals in Bangladesh like Square or Popular have already adapted this digitalisation by creating their own websites, apps, they also active on social media pages that allow patients to get easy access to information like doctors' availability, book appointments, and get updates. On the other hand, Ruhitpur General Hospital, is still relying on outdated methods which limit patient trust and convenience. The lack of a marketing strategy means that even though the hospital has been serving the community for over twenty years, its visibility and reputation remain limited. Patients want easy access to information and modern communication, and when they don't get it, they tend to choose other healthcare providers. This shows that improving marketing is not just about attracting more patients but also about building stronger trust, saving time for both staff and patients, and creating a better overall experience.

Chapter 4: Recommendations

Based on the findings, several practical steps can be taken to improve the hospital's situation. The first step should be to create a small marketing team, even if it starts with just two or three people. Their role would be to manage communication, plan outreach activities, and regularly update patients about doctors and services. Developing a simple website and a Facebook page is also necessary. These platforms can display weekly doctor schedules, available services, and

emergency contacts so that patients no longer have to call or guess. Another effective option is using SMS or WhatsApp notifications to inform patients about appointments or doctor availability. This would save both staff time and reduce patient frustration.

In addition, the hospital should consider organizing free health camps and awareness events in the community. Such programs not only help people but also make them aware of the hospital's presence and services. Small investments in digital advertising, like Facebook ads targeted to nearby residents, would also spread awareness much faster than posters or miking. Finally, setting up a simple feedback system will allow patients to share their experiences and suggestions, helping the hospital improve continuously. These steps do not require massive investment but can create a big impact if done consistently. If the hospital adopts these changes, it will not only attract more patients but also improve satisfaction among those who already come for treatment.

Chapter 5: Conclusion

Ruhitpur General Hospital has been serving the community since 2001, but its growth has been limited due to outdated marketing and poor communication. Through my internship and research, I realized that patients value good services but also want clear, accessible information.

The hospital has the potential to reach more people and build stronger trust if it invests in modern marketing. A dedicated marketing team, digital platforms, and community programs will not only attract more patients but also improve satisfaction among existing ones.

Marketing in healthcare is not just about competition—it is about connecting with people, reducing their confusion, and making them feel supported. By adopting these changes, Ruhitpur General Hospital can take a big step forward in becoming a stronger and more reliable institution for its community.

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Appendix



রোহিতপুর জেনারেল হাসপাতাল (প্রাঃ) লিঃ RUHITPUR GENERAL HOSPITAL (PVT) LTD.

রোহিতপুর বোডিং, কেরানীগঞ্জ, ঢাকা-১৩১০। মোবাইলঃ ০১৮৮১-০৬৮৩৩৩

Subject: Appointment letter

Date: 22/05/2025

To:

Mr. Anamul Hasan

P/O ; Md. Shah Alam

Address: Kalatiya, keraniganj, Dhaka 1313

Dear Mr. Anamul Hasan,

We are pleased to offer you the position of Assistant Manager at Ruhitpur General Hospital Pvt. Ltd. After careful consideration of your qualifications, experience, and performance in the selection process, we are confident in your ability to contribute meaningfully to our management team.

Your appointment will be effective from 01/05/2025. You will be reporting directly to the Departmental Head or Hospital Administrator and will be responsible for supervising departmental operations, coordinating between teams, preparing reports, and assisting in policy implementation and administrative tasks.

You will receive a monthly gross salary of BDT 20,000 taka, subject to applicable taxes and deductions. Additional benefits and terms, including working hours, leave policy, and performance evaluation, will be discussed during the onboarding process.

Please sign and return a copy of this letter as confirmation of your acceptance. Kindly bring all required documents (both original and photocopy) on your joining day.

We are happy to welcome you to the Ruhitpur General Hospital family and look forward to your valuable contributions

Sincerely,

MD. Shah Alam

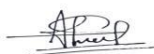
Chairman

Ruhitpur General Hospital Pvt. Ltd.

Signature

INTERNSHIP PROPOSAL FORM

Name:	Md.Anamul Hasan
ID:	211011075
Department:	Department of Business Administration, ULAB School of Business
Supervisor's Name (Faculty):	Parvez Mahmud Razib
Organization Name:	Ruhitpur General Hospital (Pvt) Ltd
Internship Title:	Evaluating the Impact of Digital Marketing Strategies in Semi-Urban Healthcare Institutions: A Case Study on Ruhitpur General Hospital Pvt. Ltd.



Student's signature & date

Supervisor's signature & date

22th June,2025
June, 2025

22 th





LETTER OF TRANSMITTAL

22th June 2025.

Name: Md. Anamul Hasan , Cell: 01622927183, Email:
anamul.hasan.bba@ulab.edu.bd

Parvez Mahmud Razib

Senior lecturer

Ulab School of Business

University of Liberal Arts Bangladesh (ULAB)

688, Beribadh Road

Mohammadpur, Dhaka 1207.

To:

Parvej Mahmud Razib

Senior Lecturer

Ulab School of Business

University of Liberal Arts Bangladesh (ULAB)

688, Beribadh Road, Mohammadpur, Dhaka 1207

Subject: Submission of Internship Proposal

Dear Sir,

Please find attached herewith the proposal for my internship in partial fulfillment of the requirement for a Bachelor of Business Administration (BBA) at Ruhitpur General Hospital Pvt. Ltd., Ruhitpur, Keraniganj, Dhaka.

If you have any questions, I am available at 01622927183

from 10:00 AM to 05:00 PM, Saturday to Thursday.

Sincerely yours,

Anamul Hasan

ID: 211011075

BBA Program, School of Business

University of Liberal Arts Bangladesh

Date of Submission

22 June, 2025



Internship Organization: **Ruhitpur General Hospital (Pvt) Ltd**

Address: Ruhitpur , Keraniganj, Dhaka

Duration: 1th june, 2025 to 31st August, 2025.

Organizational Supervisor:

Md. Sha Alam

Chairman

Cell: 01910191676

Description of Internship organization:

An Overview of Ruhitpur general hospital I: Ruhitpur General

Hospital Pvt. Ltd. was established in 2005 and operates as a full-service healthcare facility in the Ruhitpur-Kalatiya region of Keraniganj, Dhaka. The hospital currently has 20 inpatient beds and provides pharmacy services, diagnostic tests, x-ray imaging, and surgical operations.

Core Products/Services

- Pharmacy (authentic medicine supply)
- X-ray and diagnostic testing
- General and specialized operations
- Inpatient and outpatient treatment
- 24/7 Emergency services

Core Management Structure of Messy Syndicate Ltd:

Md. Shah Alam

Chairman

Dr. Ali Nur Polash

Managing Director

Description of the Internship Study:

Title of Study:

“Bridging Manual and Digital Operations: Enhancing Efficiency through Digital Adaptation at Ruhitpur General Hospital Pvt. Ltd.”

Nature of the Study:

Sources and Methods of Data Collection:

Primary Data:

- Interviews with doctors, staff, and technicians
- Observation of daily operations
- Questionnaire survey (digital vs. manual workflow)

Secondary Data:

- Past hospital records
- User manuals and software documents
- Hospital policies and training logs

Sampling Technique and Sample Size:

- Purposive sampling
- Around 15-20 participants (staff, admins, doctors)

Data Analysis:

Collected data will be analyzed using descriptive statistics, SWOT analysis, and thematic categorization. Excel or Google Sheets may be used for visualization.

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Reporting: A final report will be written at the end of the study with the findings. The academic supervisor and institutional supervisor will be regularly updated on the progress.

Timeline:

Serial	Activity	Weeks											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Consultation with Supervisors	√	√	√	√	√	√	√	√	√	√	√	√
2	Secondary Data Collection	√	√	√									
3	Services Record Collection				√	√	√	√	√	√			
4	Primary Data Collection					√	√						
5	Data Analysis							√	√				
6	Draft Report Writing										√		
7	Final Report Writing											√	
8	Report Submission												√



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