



# INDUSTRIAL TRAINING REPORT

# POLIKLINIK MY DR

12 AUGUST 2024 – 24 JANUARY 2025

**NAME:**

ALIA NADEEYA BINTI NORHEYSHAM

**ID STUDENT:**

2022828284

**PROGRAM:**

BA240

**SUBMITTED FOR:**

MISS NORZAHIDAH BINTI YACOB

**SUBMISSION DATE:**

1 FEBRUARY 2025

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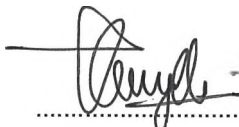
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Yang Benar



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POLIKLINIK MY DR  
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Nama Pegawai :

Jawatan :

No. Tel. :

No. Faks :

Thayalan a/l Tiarasan  
Business Manager



Cop jabatan/organisasi:

## **EXECUTIVE SUMMARY**

This executive summary illustrates how the training at Poliklinik My Dr Kluang has been quite beneficial in helping me better comprehend each aspect of my studies. This six-month internship was a major turning point in my academic career, fulfilling the requirements of the MGT666 course in the Bachelor of Business Administration (Hons.) Marketing (BA240) program given by Universiti Teknologi Mara (UiTM), Bandaraya Melaka campus. I am happy that I had the opportunity to work at Poliklinik My Dr Kluang for a while since it was a gratifying experience that taught me many things that I have included in my report.

During the internship, I developed a greater comprehension of Poliklinik My Dr Kluang's organizational structure, service ethics, and fundamental principles. I also observed how the clinic's marketing plans are developed and carried out in accordance with its goals. Along with improving my understanding of the healthcare sector, this experience helped me hone my abilities in project management, team communication, and initiative coordination. It was the most rewarding experience and helped shape my career.

In addition, this industrial training helped me in improving soft skills such as problem solving, collaboration and time management which are essential for building a successful marketing career. By discussing the opportunities and challenges faced by clinics in marketing their services, it provided a deeper understanding of the larger healthcare marketing framework. Furthermore, it has also enhanced my ability to adapt to changing situations, strengthened my communication skills and encouraged innovative thinking when tackling real-world marketing challenges. Overall, this industrial training experience has provided me with the practical information and skills needed to succeed in the marketing industry and also helped in achieving my career goals.

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## **ACKNOWLEDGEMENT**

Bismillahirrahmanirahim,

I am grateful to Allah because with His grace and permission, I, Alia Nadeeya Binti Norheysham (2022828284), a student of Universiti Teknologi Mara (UiTM) Cawangan Bandaraya, Melaka, who is pursuing a Bachelor of Business Management (Honours) Marketing course, have completed the Industrial Training session at Poliklinik My Dr Kluang, Johor.

I would like to express my deepest gratitude to the management of Poliklinik My Dr for allowing me to undertake industrial training for 6 months. Especially to Mr. Thayalan Tiarasan as the manager for allowing me to gain experience and manage my affairs during my industrial training at this organization.

Apart from that, he also helped me a lot in all aspects while carrying out the work of this organization from the beginning of the training until I finished the training on 24 January 2025. Not forgetting the staff under the Management Unit and Operations Unit who gave me a lot of guidance on the ins and outs of management and operations in this company.


I would also like to express my gratitude to the Industrial Training Unit who helped me a lot in preparing before and after the industrial training and preparing the industrial training report. Next, my sincere gratitude goes to my advisor lecturer, Norzahidah binti Yacob for her advice and encouragement that helped me a lot in this learning process.

Not forgetting my parents who have given me the encouragement and strong support to complete my report book and complete my 6-month industrial training. Without them, I might not have reached this point.

All the advice and guidance that has been given by all the people of this company I will use as a guideline and utilize it as best as possible. May all the knowledge be blessed by Allah. I apologize a thousand times if there are any mistakes during my industrial training.

## 1.0 STUDENT'S PROFILE

### 1.1 RESUME

<b>ALIA NADEEYA BINTI NORHEYSHAM</b>		
<b>PROFILE</b>		
<p>A detail-oriented student from Universiti Teknologi Mara (UiTM) pursuing a Bachelor of Business Administration (Hons.) in Marketing, currently undertaking a 24-week internship from 12 August 2024 to 24 January 2025. During this period, I am gaining hands-on experience in online marketing strategies and honing my skills in leveraging cutting-edge technology to drive impactful and innovative marketing campaigns.</p> <p>I am passionate about marketing and eager to contribute to meaningful projects. My current internship experience is enriching my understanding of the industry, and I am committed to applying this knowledge to achieve both personal and organizational goals.</p>		
<b>EDUCATION</b>		
<b>MARA University of Technology (UiTM), Bandaraya Melaka</b> Bachelor of Business Administration (Hons.) Marketing Cgpa: 3.21		<b>October 2022 – March 2025</b>
<b>MARA University of Technology (UiTM), Rembau</b> Diploma in Business Management Cgpa: 3.21		<b>July 2019 – February 2022</b>
<b>CERTIFICATION</b>		
<b>Diploma Business Society</b> <ul style="list-style-type: none"><li>Engaged in Executive Committee member from semester 2 until semester 4 Session 2021/2022</li><li>Demonstrated leadership as the program director for "The DBShow 2.0" program on June 11, 2021</li><li>Served as the Head of the Publicity Department, overseeing and contributing to the effective management and promotion of key initiatives</li></ul>		
<b>University Startup Challenge Idea Camp 2021</b> <ul style="list-style-type: none"><li>Elected as the university's representative for the state-level presentation of the "Cavern of Books Application" project</li><li>Effectively participated in an online Zoom meeting from April 3, 2021, to May 23, 2021, showcasing commitment and adaptability in virtual collaborative environments</li></ul>		
<b>Kelab Program Siswa Sihat (PROSIS)</b> <ul style="list-style-type: none"><li>Appointed as the Executive Committee member for the Multimedia and Publicity Session 2021/2022</li></ul>		
<b>WORK EXPERIENCE</b>		
<b>Poliklinik My Dr</b> Junior Marketing Intern		<b>12 August 2024 – 24 January 2025</b>
<ul style="list-style-type: none"><li>Creating marketing content, assisting with campaigns, analyzing marketing data</li><li>Engage with real-world business challenges, and develop practical skills in areas such as digital marketing, branding, and strategic planning</li></ul>		

**Cotton On Outlet****June 2022 – September 2022****Part Time Retail**

- Managed to maintain 1:1 ratio for foundation, commended by management
- Assisted with sorting, and inventorying donations, improving efficiency of donations processing by 55% compared to other current associates
- Handled all responsibilities related to retail, including cashier work, restocking, and dealing with customers

**Taska Nurnilam Sari****August 2020 – February 2021****Part Time Teacher**

- Facilitating learning through age-appropriate activities and games to develop cognitive, social, and motor skills.
- Instructing fundamental skills, including counting, letter recognition, shapes, colors and basic social skills in a structured and formal manner

**MyKluang Coffee****December 2018 – October 2019****Part Time Waitress**

- Served lunch and dinner to 50-60 customers per shift
- Warmly greeted new and returning customers and developed relationships resulting in customer loyalty

**ADDITIONAL INFORMATION**

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**Technical Skills:** Microsoft Words (Advanced), Canva (Advanced), Video Editing: Capcut (Advanced), Microsoft Excel (Advanced), Microsoft PowerPoint (Intermediate)

**Languages:** Malay (Native), English (Proficiency)

**SOFT SKILLS**

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- Able to prioritise tasks effectively, ensuring efficient allocation of time and resources to maximize productivity
- Skilled in decision-making, conflict resolution and strategic planning, enabling successful project execution and team efficiency
- Quick to embrace challenges and changes in priority, providing significant results and a high level of accuracy

**REFERENCES**

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Dr. Normajihah Nadia Binti Hasbullah


Mr. Thayalan Tiarasan

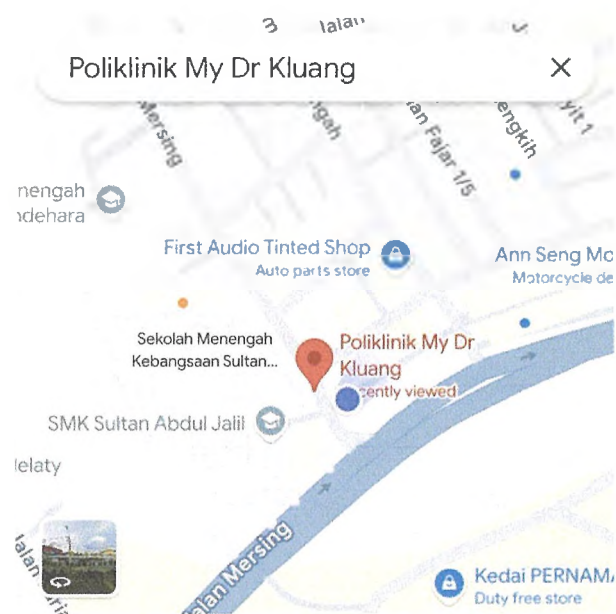
*(Figure 1: Resume)*



## 2.0 COMPANY'S PROFILE

### 2.1 Company's Name, Logo, Location, Operation Hour

<b>Company's Name</b>	Poliklinik My Dr
<b>Logo</b>	
<b>Location</b>	2, Jln 1/2, Taman Fajar Jaya, 86000 Kluang, Johor
<b>Operation Hour</b>	Open Daily 24 Hours Break Time: 1.00pm – 2.00pm



(Figure 2: Location of Poliklinik My Dr, Kluang)



*(Figure 3: Poliklinik My Dr, Kluang)*

## **2.2 Vision, Mission, Objective, Goals**

### **Vision**

Making Poliklinik My Dr the top choice by deliver equitable, accessible and high-quality patient care to all

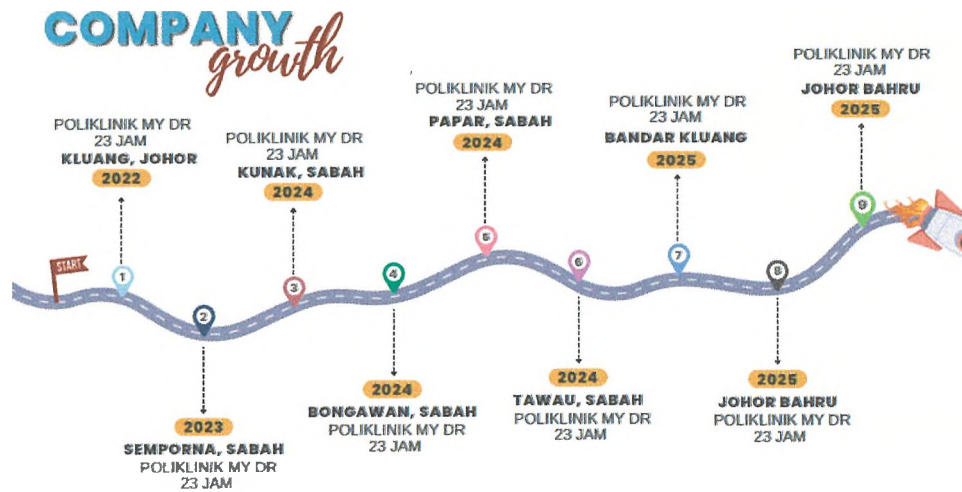
### **Mission**

To provide exceptional care to every patient every day with a spirit of warmth, friendliness, and personal pride and improve the health and well-being of the diverse communities we serve

### **Objective**

To be a leader in providing quality and compassionate patient centered care seeking healing and physical comfort

## 2.3 Background of Establishment



*(Figure 4: Company Growth of Poliklinik My Dr)*

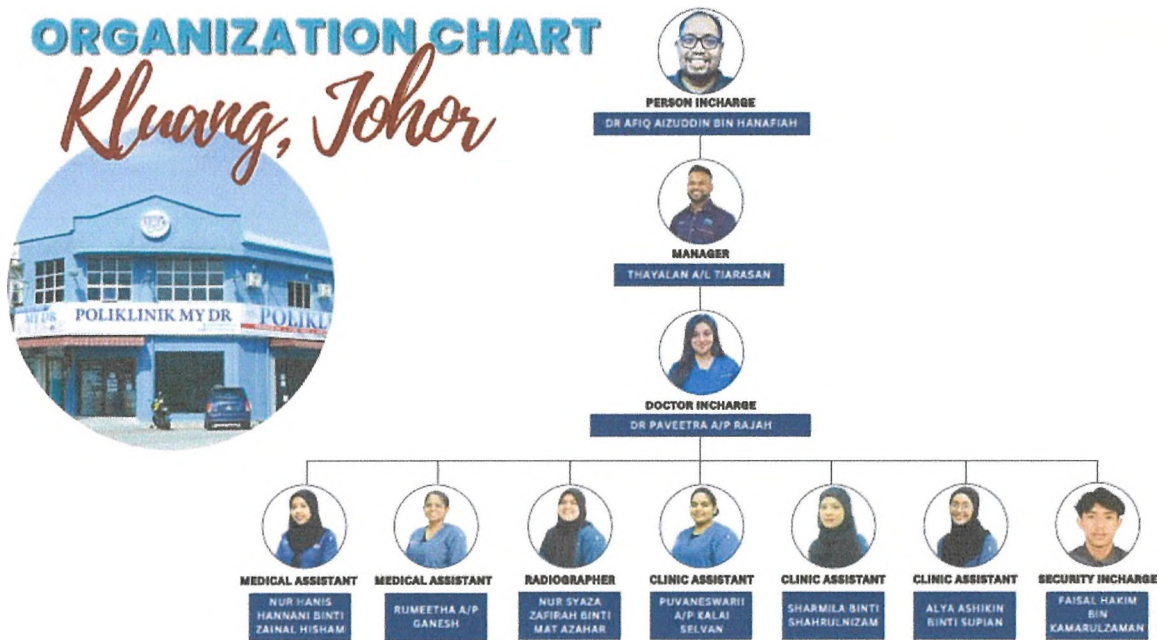
Poliklinik My Dr is a private health clinic established to provide accessible and affordable healthcare services to residents and everyone who comes. The goal of this clinic is to provide all medical services in one place to make it easier for patients who come to receive quality and complete treatment. Poliklinik My Dr has established a reputation for meeting the healthcare requirements of local families and individuals by concentrating on providing outstanding primary care.

The clinic was established to bridge the gap in access to healthcare, especially in urban and rural areas, providing patients with the opportunity to receive reliable and affordable medical services. At Poliklinik My Dr, patient care is paramount and offers a variety of treatments, from minor surgical procedures and preventive check-ups to general consultations and health screenings.

Poliklinik My Dr's development is evidence of its dedication to increasing healthcare services and accessibility. The first clinic opened in Kluang, Johor in 2022 and has since gradually expanded throughout Malaysia. The company's development was further expanded with the opening of a clinic in East Malaysia, namely Semporna, Sabah in 2023. The development further expanded with the opening of new branches in Kunak, Bongawan, Papar, and Tawau in Sabah in 2024. These locations help to further highlight the clinic's commitment to convenience and readiness to receive every patient through 24-hour operations.

Apart from that, the opening of new Poliklinik My Dr branches in Johor Bahru and Bandar Kluang in 2025 is still in planning. This continuous development underlines Poliklinik My Dr's strategic commitment to offer the best services to the general public more widely by highlighting its position as a major player in the health sector.

## 2.4 Organizational Structure



(Figure 5: Poliklinik My Dr Headquarters Organizational Chart)

## 2.5 Product / Services Offered

Services	Explanations
Hajj and Umrah Vaccination	Among order to protect themselves against illnesses like influenza and meningococcal meningitis, which are prevalent among the general population, pilgrims performing the Hajj and Umrah must be vaccinated. Additional recommended vaccinations, such as those for hepatitis A and hepatitis B, may be necessary for an individual. However, the state of the individual will determine this.
Urine Full Examination and Microscopic Examination (FEME) Tests	A pee test evaluates the patient physical, chemical, and microscopic aspects of urine. Urinary tract infections (UTIs), diabetes, renal disease, and other illnesses can all be detected with it.
Executive Blood Profile	People looking for diligent health screenings in both individuals and business owners frequently use comprehensive blood test panels that offer in-depth analysis of numerous health markers, including blood sugar, liver, kidney, and cholesterol levels, among other general health indicators.
Resuscitation Set Up Endotracheal Tube	Tools and protocols for emergency airway control, especially in life-threatening circumstances to guarantee enough breathing.
In-House Clinic Service / Visiting Medical Officer Services	Medical services offered in the clinic on-site as well as by a visiting physician for consultations at home or at work.

Nebulizer for Asthmatic Patients	A device that instantly relieves asthma symptoms by delivering medication as a mist
Family Planning	Services that provide advice, information, and contraceptive techniques to help people avoid or plan for pregnancy
AIDS Screening	Tests to identify HIV, the AIDS-causing virus, in order to guarantee immediate treatment and diagnosis.
Ear Irrigation and Ear Suction Procedure	Using irrigation or suction methods to remove earwax, debris, or foreign items from the ear
Women's Health	Complete care with an emphasis on health issues unique to women, including menstruation, reproductive, and hormonal disorders
X-ray Test	Imaging procedures that show internal organs, such as the lungs and bones
Blood Test	Laboratory tests that examine different blood indicators to identify and track health conditions
Blood Pressure Examination, Interpretation and Advice	Assessing blood pressure, comprehending the findings, and offering suggestions for its management
Rapid Test for Dengue / HIV / Covid / Influenza	Rapid testing is needed to detect conditions like dengue, HIV, COVID-19, or influenza so that prompt action can be taken
IV Drip	Putting nutrients, medicine, or fluids straight into the bloodstream to ensure rapid absorption
Emergency Medical Facility and Services	Facilities and emergency medical care, including treatment and stabilisation

Gynaecological Scan, Gender Scan, KUB Scan, NT Scan, and Abdomen Scan	Specialised ultrasound imaging to evaluate pregnancy, identify anomalies, and track reproductive health
Medical Treatment and Medication for General and Long-Term Ailments	Therapy for long-term conditions such as diabetes, high blood pressure, or additional illnesses
Children Medical Treatment	Complete medical care specifically designed for kids, including standard medical.
Foreign Workers, Housemaids Screening Profile	Foreign employees and housemaids must undergo medical evaluations, including health checks.
Minor Surgeries	Small-scale surgical procedures performed in a medical setting, such as removing small growths or cysts.
Hemorrhoids Treatment	There are both non-surgical and surgical treatments for treating veins that swell in the rectum.
Knee Treatment	Treatments and operations for knee injuries or pain
Ultrasound Screening Facilities for Pregnant Women (2D/3D/4D/5D Scan)	Cutting-edge imaging techniques for close-ups of the fetus throughout pregnancy
Medical Check Up (Pre-Employment and Annual Check Up)	Health assessments for prospective employees or regular annual health checks
Health Checkup for GDL and PSV	Medical exams are necessary to get or renew a public service vehicle (PSV) or goods driver license (GDL).
Minor procedures	Includes cleaning or sewing wounds, draining abscesses, removing sutures, and dressing wounds.

ECG Examination, Interpretation and Advice	An electrocardiogram to assess cardiac activity and provide management advice for any problems detected
Neorubin	Injecting the vitamin B complex to treat neuropathy or vitamin deficiencies
General Health Treatment & Medical Care	All-inclusive healthcare services that meet different medical needs
Antenatal / Postnatal Care and Check Up	Complete medical treatment for expectant and new moms during pregnancy and after delivery
G6PD Screening for Infants and Children	Look for glucose-6-phosphate dehydrogenase deficiency, a hereditary disorder that affects red blood cells.
Circumcision	Foreskin removal through surgery, usually done for medical or religious reasons
Vaccination for Children and Adults	Immunisation to guard against tetanus, the flu, and other illnesses
Pap Smear	A cervical cell-based cancer screening test is being done



### 3.0 TRAINING'S REFLECTION

#### 3.1 Duration

Monday	9.00 A.M. – 5.30 P.M.
Tuesday	9.00 A.M. – 5.30 P.M.
Wednesday	9.00 A.M. – 5.30 P.M.
Thursday	9.00 A.M. – 5.30 P.M.
Friday	9.00 A.M. – 5.30 P.M.
Saturday	9.00 A.M. – 5.30 P.M.
Sunday	Off day

According to the stated business hours, the office is open Monday through Saturday from 9:00 a.m. to 5:30 p.m. Even on public holidays, the clinic is open 23 hours a day.

#### 3.2 Specific Department I Have Been Assigned To

I worked as a Junior Marketing Intern in the Administration division of Poliklinik My Dr for six months, specializing in Business Development. I was able to have practical expertise in creating and executing marketing plans that were intended to improve patient involvement and the clinic's reputation thanks to this internship. In order to comprehend the clinic's objectives and create focused promotional efforts that would achieve them, I collaborated closely with the marketing team.

Main duties include assisting in creating and implementing marketing campaigns. This involves researching market trends and patient demographics to help make the campaign successful with the target audience. In addition, I also assist in contributing to content to liven up the clinic's social media for each branch. Furthermore, I am indirectly involved in coordinating community engagement activities to increase the clinic's presence in the local area.

My role also requires me to be actively involved in monitoring and analyzing the performance of marketing activities conducted. By using tools for data collection and analysis, I was able to track key metrics such as patient response rates

and campaign reach. This analysis was crucial in making informed decisions to adjust strategies for better outcomes. I gained valuable insight into how to interpret data and provide recommendations to optimize future marketing efforts.

The experience taught me the importance of collaboration and adaptability within the healthcare marketing environment. I often worked with cross-functional teams including healthcare marketing environment. I often work with cross-functional teams, including medical professionals and external partners, to ensure smooth project execution. These relationships have not only improved my communication skills but also deepened my understanding of the relationship between marketing and patient trust. Overall, my time at Poliklinik My Dr strengthened my skills in marketing strategy, campaign management and effective patient communication.

### **3.3 Roles, Responsibilities, Tasks and Assignments Given**

I was given the role of Junior Marketing, responsible for assisting with all marketing and operational activities at Poliklinik My Dr Kluang during my 6-month industrial training. My work involves supporting campaign launches, building brand awareness and supporting online and offline marketing strategies. In addition, they play a key role in creating creative content and coordinating various promotional activities to maximize the company's impact on the target audience.

Among my main responsibilities is supporting the management of events such as the RoadTour Jelajah Kesihatan campaign, Sihat4Sure, Free Health Checkup Program, Fun Run Program, and others. Additionally, I assist in market research and analysis by conducting studies on competitors, market trends, and business opportunities that can help the company grow. In this role, I also help gather information on strategic locations for new branch openings and gain insights into customer needs.

Furthermore, my daily tasks often change according to the needs of the assigned responsibilities. Among the tasks given are researching point-of-sale systems, licensing requirements, and clinic markets, as well as handling and preparing marketing materials, including printing, laminating, and pasting items such as logo panels and organizational charts. Additionally, I assist in decorating the clinic space to create a customer-friendly atmosphere and operate mini booths to encourage

interaction with customers. Other tasks include preparing paperwork for the Fun Run campaign and producing videos and promotional materials for the Sihat4Sure campaign.

Finally, through all the tasks and projects assigned to me, I was able to directly assist and contribute to the success of campaigns and community activities that received positive feedback from the community. The market research and analysis I conducted also provided valuable insights for identifying growth opportunities and improving business strategies.

### **3.4 Benefits That I Received and Gained**

While I was doing industrial training at Poliklinik My Dr professional development was considerably aided by the information and experience I acquired. My allowance, which was first RM 600 per month, was raised by RM 200 starting in November, bringing it to RM 800. This amount will cover my monthly costs. Additionally, the cost of living in my work area is not high, and the location of Poliklinik My Dr, which is close to my home, makes commuting easier without incurring high fuel costs. This has made it more convenient to manage my monthly finances.

Before I started my professional training in a private clinic, I knew nothing about marketing management in the healthcare sector. Through this experience, I have come to understand that marketing plays a vital role in attracting patients and effectively promoting clinical services. This new knowledge made me aware of the importance of marketing strategies in the healthcare industry.

In addition, I gained a deeper understanding of marketing department management, including running advertising campaigns, managing social media, and customer acquisition approaches. Although I may not know all the details perfectly, at least I was able to build a solid foundation for effective marketing strategies that can help the clinic grow. The experience I gained during this internship was very rewarding as I had many opportunities to help plan promotions, contribute to marketing strategies, and observe how marketing activities affect the clinic's customer flow. This allowed me to learn beyond just theory.

The transition from student life to the professional world was a dramatic change for me. My days as a student on campus were planned around my class schedule, finishing projects from teachers, and spending time with other students. On the other hand, I had to work with coworkers and staff members of different experience levels from 9 a.m. to 5:30 p.m. during my industrial internship. The work environment, tasks, and interactions were markedly different from the atmosphere on campus. This experience has taught me to adapt to a professional work culture.

During my industrial training at Poliklinik My Dr, I gained many valuable skills that boosted my confidence and prepared me for life after graduation. This practical training provided me with a first-hand view of what truly happens in the working world. Collaborating directly with marketing managers and executives, and actively participating in their tasks, helped me adapt to this new environment. This experience enhanced my practical marketing skills and gave me the confidence to embrace future career opportunities.

All things considered, this industrial training gave me the chance to learn a number of critical abilities, including communication, time management, and practical skills. My confidence also increased, and I was more equipped to handle the difficulties of the actual working world. My understanding of the dynamics and expectations of working in a competitive sector has improved as a result of this experience, which has also helped me learn more about my professional obligations and responsibilities.

## 4.0 SWOT ANALYSIS



(Figure 6: SWOT Analysis)

## **4.1 Strengths**

### **4.1.1 Affordable and Budget-Friendly**

The fact that Poliklinik My Dr provides reasonably priced medical treatments is a huge plus. This makes the clinic more accessible to all groups, whether they are well-off or less-affluent. By offering high-quality services at affordable prices, the clinic can attract more customers and at the same time build loyalty and establish themselves as the first choice in seeking value-based healthcare. This allows the clinic to compete successfully in a highly competitive industry where cost is often the main and determining factor in every selection.

### **4.1.2 Comprehensive Healthcare Under One Roof**

Offering a range of medical services at one location is quite beneficial. The clinic gives patients the ease of receiving all the care they require without having to make several trips. Among the services provided are x-rays, lab testing, medical examinations, and treatments. This method also makes it simple for the care team to access all patient data, which promotes more consistent and orderly medical record keeping. This comprehensive approach allows the clinic to attract more customers who value comfort and convenience.

### **4.1.3 23-Hour Clinic**

The clinic has the distinct benefit of offering our patients outstanding convenience and is open twenty-three hours a day. This makes it possible for patients to get care nearly twenty-three hours a day, including late at night and early in the morning. The clinic can respond to crises, draw in additional customers, and establish a reputation as a healthcare provider who is always available thanks to its flexible operation hours. The clinic becomes the first choice for medical care because of this advantage, which also serves to foster confidence in the community, particularly among people with hectic schedules or those who work shifts.

#### **4.1.5 Home-Visit Service**

Offering home visits is one way the clinic sets itself aside from its competitors. By offering this service, the clinic may benefit elderly patients, those with limited mobility, and bedridden patients who struggle to get to the clinic. Additionally, this service increases patients' pleasure and confidence in the clinic by making it simpler for them to get therapy from home. Additionally, it will expand the clinic's customers and strengthen its standing as a patient-focused, adaptable, and caring healthcare facility.

### **4.2 Weaknesses**

#### **4.2.1 Long Waiting Hours**

The downside is that the waiting time for patients is too long, probably because each patient needs time for in-depth examination, diagnosis or treatment, especially if their case is quite complex. Furthermore, the clinic has to close briefly from 1.00 pm to 2.00 pm to make way for children who have just finished school. At this time, the area around the clinic tends to be crowded. The increase in the number of patients and traffic can be the cause of slow operations. Although this challenge cannot be completely eliminated, strategic planning is needed to manage congestion and reduce the discomfort of patients who come.

#### **4.2.2 No X-ray at Night**

The clinic's inability to perform X-rays at night is a limitation, particularly for patients who want an immediate diagnosis. Patients in this situation might have to look for alternatives at other 24-hour clinics or hospitals. Customers who prefer the ease of obtaining care in one location are less satisfied as a result. The clinic may become more competitive by offering X-ray services at night, but doing so will cost more money in supplies and machinery.

#### **4.2.3 Database**

A customer relationship management (CRM) system that can automate auto-blasts and communications is not yet in place at the clinic. This

restriction necessitates additional time for one-on-one interactions with patients and increases the manual nature of the customer management process. A more sophisticated CRM system will enhance customer experience and data management, make it easier for the clinic to remind patients of appointments or special offers, and enable more effective customer communication.

### **4.3 Opportunities**

#### **4.3.1 Conducting Community Engagement Programs**

Poliklinik My Dr have the opportunity to put community engagement initiatives into place that can increase awareness of the services they offer. The clinic can establish stronger links with people by taking part in community events like health and awareness campaigns. In addition to reaching a larger audience, these kinds of programs show the clinic's dedication to the community's overall health.

#### **4.3.2 Technological Advances (Use of Scanning Machines)**

Technological developments have made it possible for clinic to install cutting-edge scanning equipment, which increases diagnosis speed and accuracy. This clinic may improve customer happiness, shorten wait times, and offer better services by investing in the newest technology. Additionally, it provides the clinic with the chance to draw in people who are seeking high-quality services and the newest technology.

#### **4.3.3 Participating in Health Fairs**

Poliklinik My Dr can take part in a number of activities, such as health fairs hosted by outside vendors. The clinic may raise its profile and attract more new customers by taking part in these events. Furthermore, health fairs give clinic a forum to share information about the services they offer and get firsthand input from the general population. Additionally, it is a chance to present participants with new services and promotional offers.



## **4.4 Threats**

### **4.4.1 Competitors**

Clinics in the same region that provide comparable services might be able to compete with Poliklinik My Dr, particularly if they have superior facilities, more affordable rates, or more attractive special offers to draw in more patients. The clinic may be in danger as a result. Because of this, fewer individuals could choose this clinic.

### **4.4.2 Bad Review**

A clinic's reputation can be severely harmed by negative feedback left by patients and service users, particularly if these reviews are posted online where new potential customers can see them. A patient may decide to use a clinic other than Poliklinik My Dr as a result of this.

### **4.4.3 Doctor Resignation**

Many issues, such as a decline in patient confidence and a loss of income, can occur when a well-known and experienced physician departs from their practice. Patients who do not have a reliable doctor at a clinic can be reluctant to continue their care there. Patient satisfaction and the procedure as a whole may be impacted.

## **5.0 DISCUSSION AND RECOMMENDATION**

### **5.1 Improving Patient Experience: Addressing Long Waiting Hours and Nighttime X-ray Service Availability**

Both patient satisfaction and clinic efficiency are impacted by long waiting times and the inability to provide X-ray services at night. The clinic can use an online appointment system to prioritize regular cases, schedule appointments during off-peak hours, and save walk-ins for emergencies in order to reduce lengthy wait times. While enhancing the waiting area with chairs, entertainment, and refreshments might improve comfort, spacing out lunch breaks guarantees uninterrupted operation throughout peak hours.

A demand study may be used to assess whether there is a sufficient need for nighttime X-ray services, and working with local 24-hour facilities can provide a referral alternative for urgent situations. A more affordable option for nighttime services may be to purchase portable X-ray equipment. When combined, these solutions seek to shorten wait times and give patients access to more complete treatment alternatives.

### **5.2 Investing in an Advanced CRM System**

To improve patient communication, the clinic needs to spend money on an automated CRM system. By offering automatic appointment reminders, follow-up messaging, and personalized offers, a CRM may enhance the clinic's customer service. This will increase patient loyalty and happiness while also improving the clinic's efficiency. Additionally, using digital technologies to gather patient feedback may enable the clinic to keep improving its offerings.

### **5.3 Monitoring and Competing with Local Competitors**

The clinic should make sure that its own services are competitive in terms of cost, quality, and promotions by routinely evaluating those of its rivals. The clinic can think about providing seasonal specials, referral bonuses, or loyalty programs to keep patients. Surveys of patient satisfaction can also be used to identify problem areas and improve the general patient experience.

#### **5.4 Building a Strong Online Reputation**

The clinic should concentrate on enhancing its internet image by enticing pleased clients to provide gratifying evaluations on websites. Negative reviews should be handled properly and quickly to prevent further harm to the clinic's reputation. Building trust with future patients and improving the clinic's public image may be achieved by interacting with patients on social media and other online channels.

#### **5.5 Expanding Services to Stay Competitive**

The clinic needs to look into ways to set itself apart from rivals by offering distinctive services or cutting-edge medical treatments. This might entail providing specialized treatments, holding wellness courses, or holding health seminars. Taking part in community outreach initiatives like health fairs might help the clinic become more well-known in the neighbourhood and draw in prospective patients.

## 6.0 CONCLUSION

In conclusion, my internship at Poliklinik My Dr was a priceless learning opportunity that allowed me to close the gap between academic theory and practical medical practice. I learned about the clinic's operations, service offerings, and strategic objectives over the six-month program. Poliklinik My Dr emphasizes its efforts to successfully address the healthcare requirements of its community by concentrating on offering patient-centered, reasonably priced, and easily accessible healthcare. Through this experience, I now have a better understanding of how healthcare organizations function and adjust to the demands of a competitive market.

With the goal of offering dependable and practical medical services that represent the company's efforts, Poliklinik My Dr has grown significantly since opening in Kluang in 2022 and plans to open numerous sites throughout Sabah and Johor by 2025. Establishing trust in the communities it serves requires the clinic to operate around the clock and maintain a constant focus on professionalism, compassion, and innovation. Seeing this expansion has given me important new perspectives on community involvement, strategic planning, and the viability of the healthcare industry.

All things considered, this report details the significant insights and learnings I acquired over my internship as well as the significant contributions Poliklinik My Dr has made to community-based healthcare. The knowledge I've gained from this experience has improved my academic and professional development and expanded my understanding of the significance of easily available, high-quality healthcare. With the information and abilities, I acquired from my internship, I am sure that I will have a strong basis for my future work in marketing and healthcare.

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## 8.0 APPENDICES



*(Figure 7: PeKaB40 Program)*



*(Figure 8: PeKaB40 Program)*





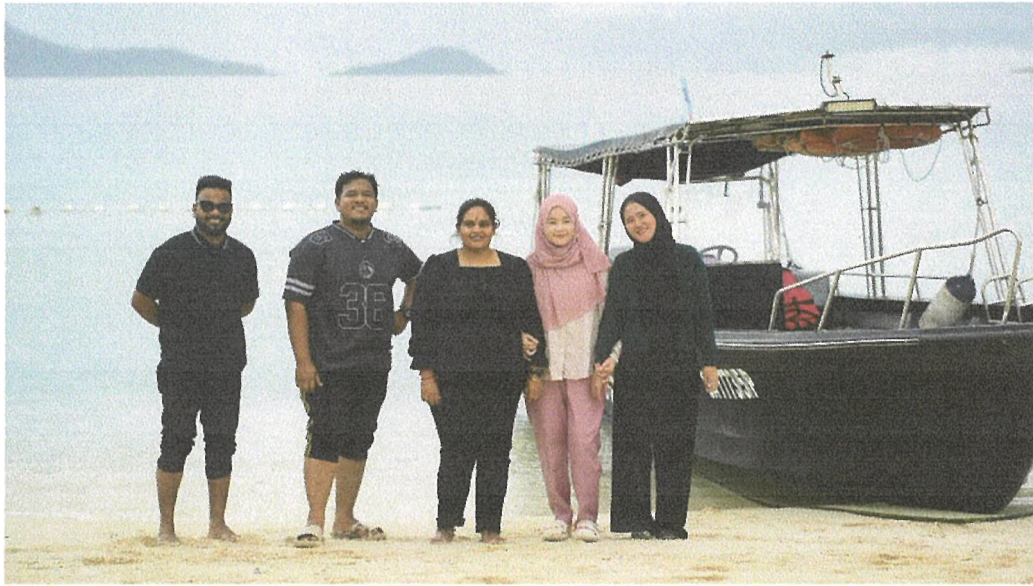
*(Figure 9: Adventure Run Collaboration with SK Batu 3 Kluang)*



*(Figure 10: Car Company)*



*(Figure 11: Mini Booth: BMI and Cholesterol Check at Dewan Chong Hwa)*



*(Figure 12: Company Visit to Semporna, Sabah)*



# Alia Nadeeya

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