



INDUSTRIAL TRAINING REPORT (PHAK)

1 MARCH 2023 - 15 AUGUST 2023



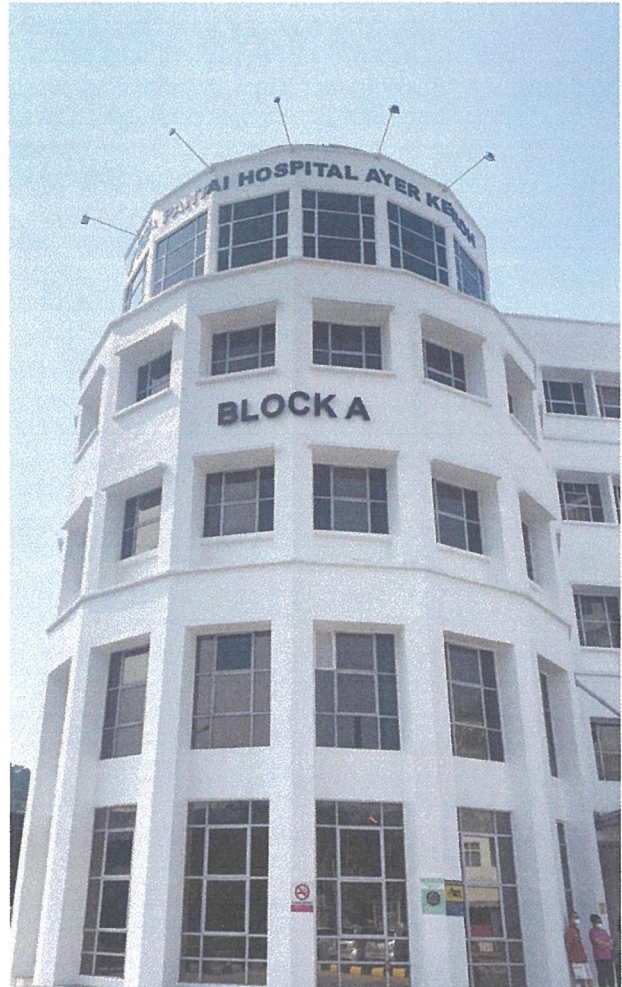
Prepared by: Muhamad Rusydi Bin Zaini (2021171799)
Internship Company: Pantai Hospital Ayer Keroh



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EXECUTIVE SUMMARY

The experiences from the 6-month industrial training at Pantai Hospital Ayer Keroh are all captured in this report. There are nine critical parts in this report. Introductory pages including the front page, executive summary, table of contents, and acknowledgement are included in the first section of this report. I provided my updated résumé for the second section. The next section is a description of Pantai Hospital Ayer Keroh, better known as PHAK, the organisation where I conducted my internship. I am able to learn quite a lot about the history of PHAK throughout the internship, along with the organization's goal, chart, mission, vision, and objectives.



I had the opportunity of learning about and being familiar with the majority of their products and services as I was assigned to the marketing division. The following section is my training perspective, which covers the length of my internship, my department, tasks, and responsibilities, as well as the benefits I experienced throughout the six months that I was there. The SWOT analysis I came to as a result of my time spent at Pantai Hospital Ayer Keroh was provided in part five of the report. Following the SWOT analysis, suggestions and discussions was stated in order to help in the development of the company. Lastly, the report finishes with a conclusion, a list of sources, and an appendix.

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Praise be to Allah, the Most Powerful, who has bestowed upon me the blessing, the power, the opportunity, and the endurance to finish my report.

In the interest of showing my heartfelt thanks, I would like to thank my lecturer, Dr Irzan, for providing direction and continuous support during the execution of this business plan. It is entirely doable to do this undertaking with his support. I owe him an enormous debt of gratitude for his exceptional cooperation and assistance, which he provided physically when our meetings as well as virtually through social networking platforms, which include Whatsapp Messenger. Having access to his expert direction allows me to increase my knowledge while working on this report. In addition,

I would want to thank my family for their love, support, and incredible understanding from the very first day of my adventure in this semester since I began my intern practical in this semester. Due to the fact that this report needs to be completed during the duration of the internship programme, it requires a significant amount of dedication.

Lastly, i would also thank my colleagues and mentor throughout my training as they guide me in completing my task and learning how to cope into the working environment.

In conclusion, I would be grateful for an apology if there was any mistake or oversight in this matter. First and foremost, all praise and thanksgiving to the great and merciful Creator, Almighty God, who is the source of all knowledge and understanding and who made this possible.

STUDENTS'S PROFILE

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Sawah, Kg Padang Temu,
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PROFILE

Detail-oriented marketer with extensive knowledge of industry trends who has managed product strategy and business development. Setting up clear objectives for the team and enforcing deadlines successfully to keep projects on schedule.

STRENGTH

LEADERSHIP

TEAMWORK

COMMUNICATION

TIME MANAGEMENT

AWARDS



DEAN'S AWARD

DIPLOMA IN BUSINESS STUDIES
(SEMESTER 3)
(SEMESTER 4)
(SEMESTER 5)

2018-2021



DEAN'S AWARD

BACHELOR OF BUSINESS STUDIES
(HONS) MARKETING
(SEMESTER 2)

SKILLS

CANVA

MS OFFICE

ADOBE PHOTOSHOP

OFFICE 365

GOOGLE WORKSPACE

GOOGLE DRIVE

GOOGLE SHEET

GOOGLE SLIDE

GOOGLE DOCS

ENGLISH

MALAY

NATIVE LANGUAGE: MALAY

EDUCATION

BUSINESS & MANAGEMENT

UiTM KAMPUS BANDARAYA MELAKA

Programme: Bachelor of Business Administration (Honors) Marketing
CGPA: 3.53

Status: In Progress

BACHELOR DEGREE 2021 - 2023

BUSINESS & MANAGEMENT

UiTM KAMPUS REMBAU

Programme: Diploma in Business Studies
CGPA: 3.55

Status: Completed

DIPLOMA 2018 - 2021

CURRICULAR ACTIVITIES

- Head of Logistic Biro, Komander Kesatria UiTM Rembau (2019 - 2020)
- Komander Kesatria Endurance Challenge (KKEC) (2019)
- Jambori UiTM Se-Malaysia (2019)

WORK EXPERIENCE



PROMOTER

SWEET AMYANA THE SHORE

I am responsible in ensuring that there are customer coming in. At the same time, I will need to entertain the customer order. I was also responsible in promoting the product through social media and Google Maps.

MELAKA

2021-2022

RESTAURANT CREW

KFC DRIVE THRU SEMABOK

I am responsible for the kitchen of the restaurant whereby I need to make sure all the order been made accordingly. There are times where I need to help at the counter and at the front to maintain the cleanliness of the restaurant for the customer satisfaction.

MELAKA

2021

PROMOTER & CREW

SISTEMERLOVE SDN. BHD.

I have been a promoter for the company product since the beginning. Here, I was responsible to promote the product through all social media medium. I am also a part of the production crew in this company.

MELAKA

2019-2020

REFERENCES

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COMPANY PROFILE

Name of Company

Pantai Hospital Ayer Keroh (PHAK)

Location of Company

No. 2418-1, KM 8, Lebuh Ayer Keroh 75450 Ayer Keroh Malacca



Company Background

The Pantai Hospital Ayer Keroh (PHAK) in Melaka's historical district was established in 1986 and is a hospital that has been recognized by the Malaysian Society for Quality in Health (MSQH). The ancient city of Malacca is home to the Pantai Hospital Ayer Keroh, which can be found about 5 kilometers away from the Ayer Keroh toll junction. This hospital has 229 beds and offers a comprehensive range of healthcare facilities and specializations, including dental care, a cancer center, a cardiac catheterization lab, heart surgery, neonatology, cardiology, orthopaedics, and an emergency department.

It also has more than 80 medical experts on staff. Most of the doctors are from general hospitals and decided to join the private sector. Because of the constant dedication to the comfort of patients and holistic recovery, PHAK has become the hospital of choice not only for patients in the southern part of Malaysia but also for international medical travelers. The number of international patients for PHAK is growing rapidly since many initiatives had been taken to attract customers from neighboring countries such as Indonesia.

Pantai Holdings Sdn Bhd (Pantai Group) is a component of Parkway Pantai Limited, which is a division of IHH Healthcare Berhad (IHH). Pantai Hospital Ayer Keroh is one of the 14 hospitals that are managed by Pantai Holdings Sdn Bhd (Pantai Group).

Vision And Mission of PHAK



VISION

To be the most trusted and friendly healthcare provider in Malaysia.

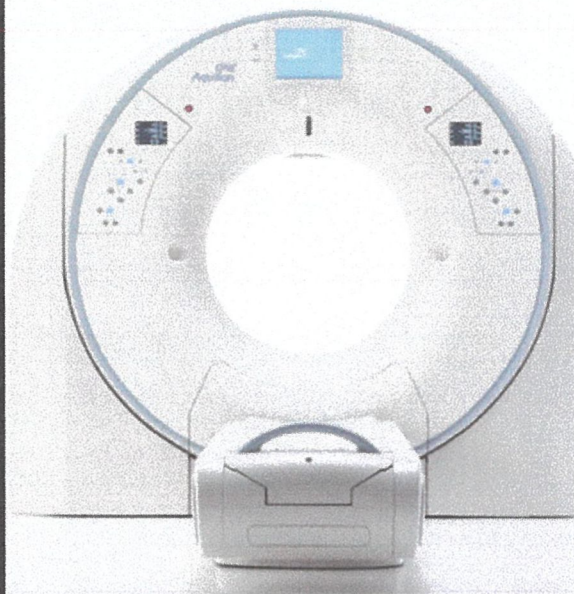


MISSION

To take exemplary care of our patients anchored around our people who strive to continuously raise the bar in clinical, operational and service excellence.



Product and Services



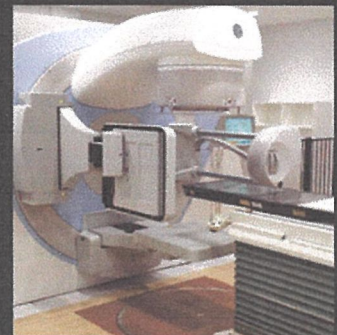
640 slice CT Scanner

Utilizing the latest advanced medical technology, Pantai Hospital Ayer Keroh (PHAK) provides a comprehensive variety of medical treatments, including imaging, diagnostic, and screening services. The very first medical center in Melaka to do so is Pantai Hospital Ayer Keroh, which has a 640-slice computed tomography (CT) scanner that uses less radiation while still producing high-quality pictures of tissues for more accurate diagnosis.



The application of biplane X-ray technology in their cardiac catheterization lab, which lessens the likelihood of contrast-related issues and cuts down on the X-ray dose by around 50%. The smallest and tiniest vessels may be seen in great depth and clarity using advanced imaging technology.

One of the new services at PHAK is the linear accelerator ELEKTA Synergy. They can do Volumetric Modulated Arc Therapy (VMAT), Intensity Modulated Radiotherapy (IMRT), and Image Guided Radiation Therapy (IGRT) using their state-of-the-art multipurpose Linear Accelerator. In southern Malaysia, PHAK is the first private hospital to install the SagiNova HDR Afterloader for high dosage rate, image-guided (3D) brachytherapy.

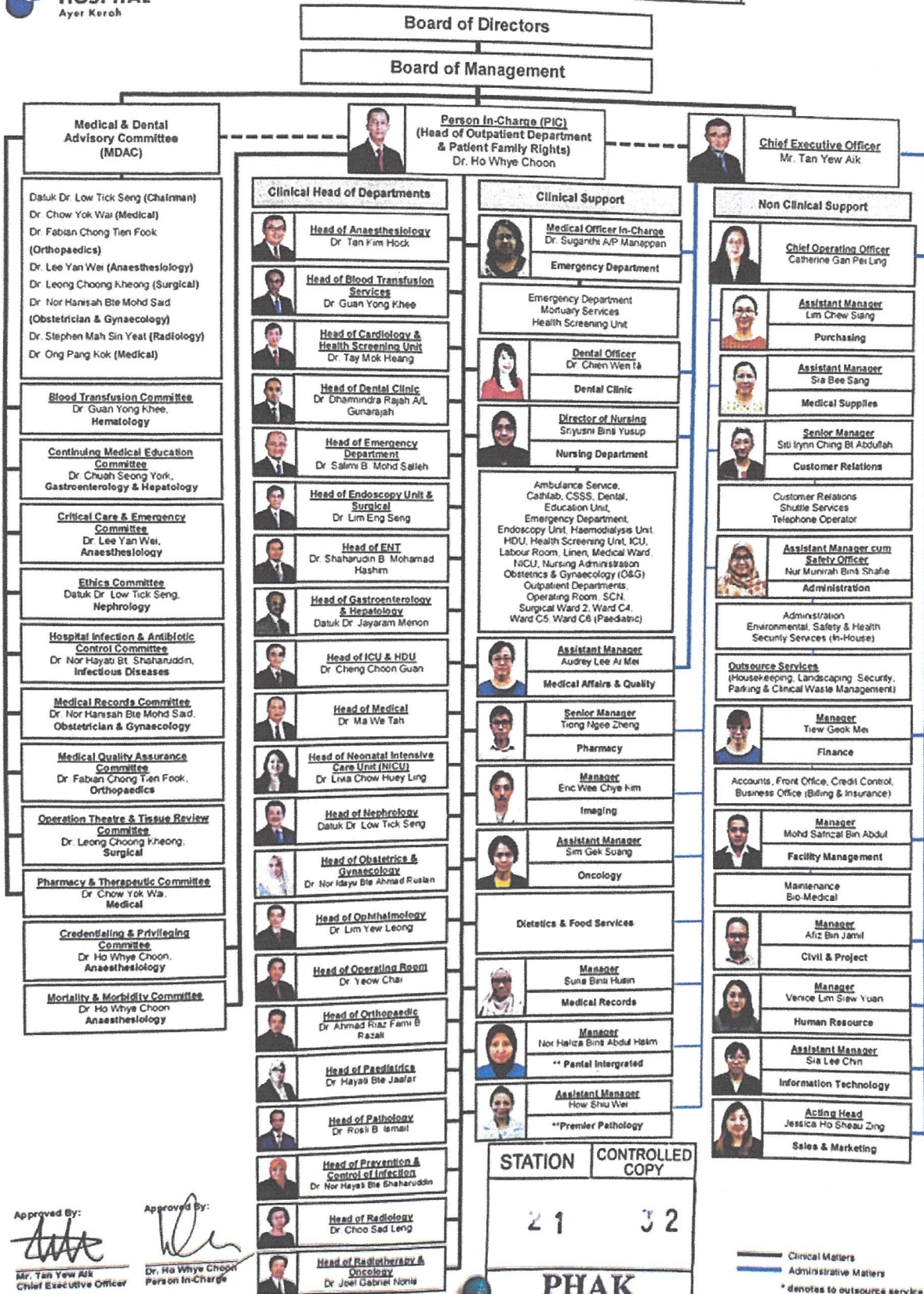


Pantai Hospital Ayer Keroh provides a range of accommodations and conveniences in addition to first-rate, customized care. In every case, patients will be given the chosen form of lodging. If the selected bed is already full, they will make arrangements for a room switch immediately when the chosen accommodation option becomes vacant.

ORGANIZATIONAL CHART



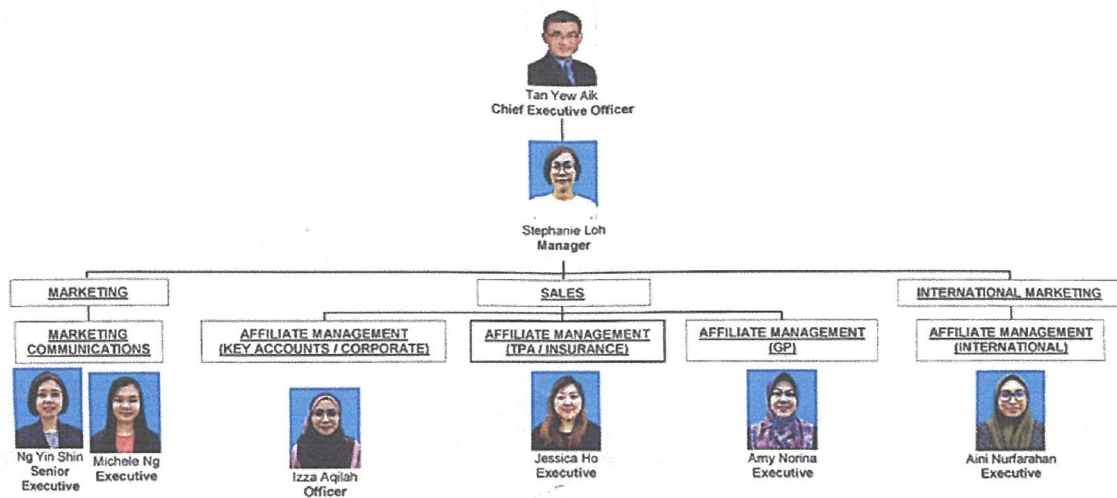
ORGANIZATIONAL CHART (PANTAI HOSPITAL AYER KEROH)



ORGANIZATIONAL CHART



ORGANIZATIONAL CHART SALES & MARKETING DEPARTMENT



Prepared By:

Verified & Approved By:

Stephanie Loh LJ Li
(Sales & Marketing Manager)

Tan Yew Aik
(Chief Executive Officer)

DOUBLE HATTING
ROLE

Training Reflection

In PHAK, the department for Sales and Marketing are combined as the two department works closely together. The department is handled by one manager but currently there is a vacancy for the position so my superior will be my acting head of department.

Internship

Duration :

1 March 2023 -
15 August 2023
(6 months)

Working Day :

Monday - Friday
8.30 a.m. - 5 p.m.
Saturday
8.30 a.m. - 1 p.m.

ROLES AND RESPONSIBILITIES

My primary duties throughout my internship at PHAK were in relation to the handouts distributed to attendees of any events hosted by the department. I am also in charge of organizing the goods which is stored in the storage room so that it is simpler for others to find but still able to exceed the maximum capacity of storage. During the early months of internship i will be guided by the seniors on the content of the handouts. But as time goes on I am able to give suggestions on what item should probably be the content of the freebies.

The next responsibility that was delegated to me was the creation of a monthly calendar for the activities that were carried out by the division. The event will go more smoothly thanks to the assistance of this planner, which will also ensure that it is not interfering with any of the other events that are currently being organized. Some of the events were held on an international scale, while others were held on a more regional scale. Even if there are two different locations for the events, the planner will make sure there is sufficient labor to manage all that has to be done.

Aside from that, I have also been entrusted with the job of retrieving paperwork from various medical facilities. The fact that the office of the marketing department is situated across the street from the main buildings means that the time spent traveling there to pick up documents is time that is being wasted and might be put to better use elsewhere. Since I am an intern and do not have any major responsibilities, you may count on me to be of assistance in running the errand.

TASK GIVEN AND GAINED

There were several tasks I had to perform in order to complete my internship at PHAK, and I gained a lot of information and experience to do so. Conducting a survey of doctors to determine their interest in Indonesia marketing was one of the first duties I was given. As a part of the physicians' birthday present from the hospital, I was also tasked with collecting the doctors' shirt sizes. I gained communication skills from this work because doctors are crucial to the medical setting. I can comprehend the physicians' demands and desires for marketing-related items by interacting with the doctors.



In addition, I was tasked with updating the insurance portfolio's performance tracker. I was entrusted with entering the data from the years 2021, 2022, and 2023 into the performance tracker after receiving the data. The results of the data are then contrasted with previously computed data in order to detect any errors in the final outcome. By doing this job, I am learning how to calculate insurance company income precisely and how to assess their monthly and annual performance toward the hospital.

I was also assigned the duty of aiding at a corporate business health screening event. I've helped with health screenings at two different companies. The event included a three-point check screening that looked at body fat, blood sugar, and heart rate. My participation in this event gave me invaluable experience since it taught me how to communicate with corporate employees and some visitors to the company's premises. I get to learn how to manage a small-scale health screening event while also improving my communication abilities.

Not to mention, I was also given the task of attending myself to the MMA GP Symposium at the Holiday Inn Melaka. This symposium attracts general practitioners (GPs) from throughout the nation who are interested in participating. In addition to serving as one of the event's major sponsors, PHAK had a booth where it gave out products to general practitioners and encouraged them to sign up for the GP Connect network. I was given the responsibility of helping set up the booth and distribute the goods during the event. When everyone else was occupied with other tasks, I also got the opportunity to manage the booth by myself. I engage to physicians that stop by the booth and invite them to sign up and take part in activities so they can win PHAK swag. Even when I was by myself and customers questioned the firm, I learned ways to handle the issue at hand.

SWOT ANALYSIS

S

Strengths

- Advanced facilities and amenities
- Highly skilled specialist

W

Weaknesses

- Lack of manpower
- Inefficient building structures

O

Opportunities

- Expand in an international scale
- Collab with local specialist

T

Threats

- Competitive Market
- Expensive bills

STRENGTH



ADVANCED FACILITIES AND AMENITIES

Given its cutting-edge services and accommodations, Pantai Hospital Ayer Keroh is widely regarded as the best medical facility in the surrounding area. Patients are assured of having access to the most latest developments in medical care as a result of the hospital's contemporary infrastructure and state-of-the-art medical equipment. Because of the availability of cutting-edge diagnostic equipment, it is possible to make accurate diagnoses in a timely manner, which in turn enables medical practitioners to formulate accurate treatment plans. For instance, in comparison to other facilities, PHAK's 640-slice CT Scanner, which it is the only one in Melaka to possess, provides patients with the opportunity to undergo a comprehensive examination. In addition, the modern conveniences offered by the hospital provide a soothing and friendly atmosphere for both patients and the members of their families who accompany them. Pantai Hospital Ayer Keroh places a high priority on the comfort and happiness of its patients, and this can be seen throughout the facility, from the roomy waiting spaces to the tastefully decorated patient rooms. These types of amenities help patients have a more positive hospital experience, reduce their anxiety at stressful times, and foster a sense of confidence and reliance in the hospital's care and services.

RECOMMENDATION

Here are some suggestions for Pantai Hospital Ayer Keroh to keep its competitive edge and consistently improve patient care. First and foremost, the hospital has to give priority to routine maintenance and updates to its cutting-edge buildings and medical gear. This guarantees that the hospital stays on the cutting edge of medical technology and continues to provide patients with top-notch healthcare. Additionally, unforeseen downtimes may be avoided with proactive maintenance, providing uninterrupted patient care throughout. Apart from that, Pantai Hospital Ayer Keroh should keep putting patients first while constructing and enhancing its services. Surveying patients and asking them for comments can provide important details about their needs and preferences. The hospital may give its patients a more individualized and satisfying healthcare experience by designing facilities to suit their preferences.

STRENGTH



HIGHLY SKILLED SPECIALIST

The highly trained experts who contribute a wealth of experience and knowledge to Pantai Hospital Ayer Keroh are the medical center's greatest asset, since they are the source of its competitive advantage. These experts have completed extensive training in their respective professions and are familiar with the most recent breakthroughs in scientific research and technological development in the medical industry. Due to their expertise, they are able to effectively identify complicated medical issues and devise individualized treatment strategies for their patients. The experts at the hospital display a dedication to providing patients with the finest level of treatment possible, regardless of the specialization in which they work, such as cardiology, oncology, orthopedics, or any other speciality. Because of their commitment and caring attitude, patients have a pleasant experience at the hospital, which helps create trust and confidence in the services provided by the facility. Additionally, the state of collaboration among specialists encourages a multidisciplinary approach to patient care, which ensures complete treatment choices and improved health results.

RECOMMENDATIONS

Pantai Hospital Ayer Keroh need to keep investing in the professional growth and education of its medical team so that it may make the most of the fact that it has a number of highly qualified experts on staff. Specialists may be kept up to speed with the most recent medical developments and treatment methods by participating in frequent training sessions, workshops, and conferences that are regularly organized. It is possible for them to increase their expertise and offer cutting-edge therapies to the hospital if they are encouraged to participate in research initiatives and clinical trials. In addition, the formation of solid connections with renowned medical institutions and universities can make it easier to exchange information and encourage the participation of a greater number of highly skilled professionals on the hospital's staff. The reputation of the hospital will be enhanced and it will become a more attractive option for patients who are looking for specialized and expert medical care if they highlight the qualifications and accomplishments of the hospital's experts via the use of informational materials and patient testimonials.

WEAKNESSES



LACK OF MANPOWER

The lack of manpower in Pantai Hospital Ayer Keroh could have several implications for the quality and efficiency of patient care. Because there are not enough staff members, there may be lengthier wait times for appointments, delayed responses to crises, and strained resources, which may contribute to burnout among the staff members who are already working there. Additionally, because there is a dearth of specialist healthcare personnel, the hospital might be unable to deliver the whole spectrum of services that are needed by patients. As a result, patients might have to be sent to other institutions for certain treatments or operations. It's possible that the hospital won't be able to provide the same degree of individualized attention and care that people anticipate receiving from a recognized medical institution, which might have a negative impact on the quality of treatment provided to patients as well as the overall level of patient satisfaction. This problem is not something that appears out of nowhere, there must be some sort of conflict between the staff and management that is leading to a rise in the turnover rate of the employees.

RECOMMENDATIONS

Pantai Hospital Ayer Keroh may choose to take the following suggestions into consideration in order to alleviate the problem of an inadequate number of employees. To begin, the administration of the hospital should begin an aggressive recruitment campaign for skilled medical professionals, including physicians, registered nurses, and support personnel, in order to close the existing staffing deficits. In addition, making investments in ongoing training and skill development programs for existing employees may increase both their productivity and their level of job satisfaction, which can assist an organization keep experienced individuals. Aside from that, creating a pipeline for new talent may be accomplished through forming collaborations with medical schools, nursing colleges, and other educational institutions that focus on the healthcare industry. The hospital will be able to provide internship programs through its partnerships with educational institutions, therefore attracting recent graduates and giving those graduates the opportunity to get useful experience while also potentially securing future workers.

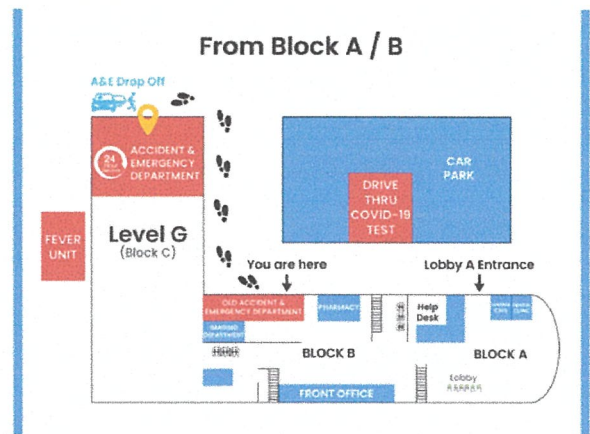
WEAKNESSES

INEFFICIENT BUILDING STRUCTURES

Patients may have trouble finding their way about the Pantai Hospital Ayer Keroh due to the inefficient building structures, which is especially likely in bigger facilities or those with more complicated layouts. It may be difficult for patients and visitors to discover certain departments, clinics, or facilities inside the medical center, which may result in confusion and possible delays in obtaining medical assistance. Additionally, poorly designed floor plans can make it difficult for medical professionals to communicate with one another and work together effectively, which can slow reaction times and reduce overall productivity in patient care. Inadequate resource allocation as a result of building inefficiencies can also have an influence on the capacity of the hospital to optimize operations, which may result in increased expenses associated with operations.

RECOMMENDATIONS

As a potential solution to the problem of inefficient building structures, Pantai Hospital Ayer Keroh ought to give serious consideration to carrying out a thorough review and investigation of the present facility architecture and layout. This review could be carried out in conjunction with seasoned professionals in the field of hospital architecture and interior design. To improve patient flow, maximize staff collaboration, and streamline resource allocation, the hospital can design on the basis of these results, a strategic plan to improve its physical structures, with the goal of improving resource allocation. In order to produce a plan that is more effective, it is possible that certain parts may require remodeling or renovation work to be done on them. Investing in technology such as digital navigation systems can also help patients and visitors navigate the hospital more simply. This is something that should be considered. By overcoming these limitations and maximizing the potential of the building structures, Pantai Hospital Ayer Keroh will be able to provide a setting that is more accommodating to patients and enhance the standard of care that its customers get overall.



OPPORTUNITIES



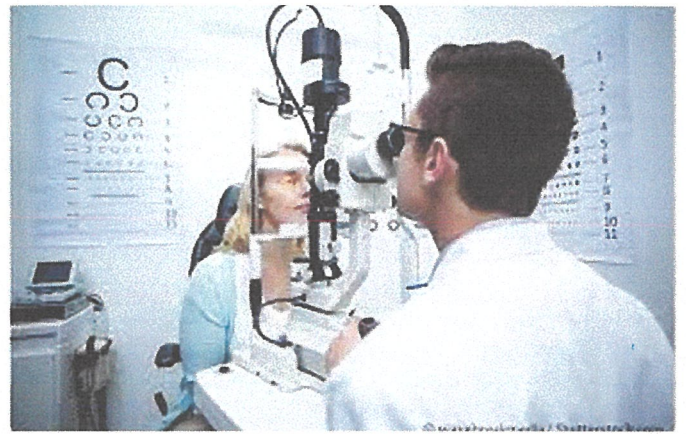
EXPAND IN AN INTERNATIONAL SCALE

Through entering the worldwide healthcare industry, Pantai Hospital Ayer Keroh has the chance to broaden its scope of influence and increase the number of people it can help. The hospital is able to provide specialized medical services to a wider audience because to its strengths in highly sophisticated medical technology and highly qualified experts. As a result, the hospital attracts patients from a variety of nations who are looking for world-class healthcare. Expanding your business on a worldwide scale has the potential to bring in new income sources and lead to collaborations with global medical institutes, all while encouraging the sharing of information and boosting medical tourism in Malaysia. It is possible for the hospital's reputation and branding to be improved via the establishment of a strong presence worldwide. This would further strengthen the hospital's position as a top supplier of healthcare services not only in Malaysia but also on the international scene. As of now Pantai Hospital Ayer Keroh managed to penetrate the Indonesian market and may be able to expand further than that.

RECOMMENDATIONS

The following is a list of recommendations that can be put into action. Before expanding their operations worldwide, Pantai Hospital Ayer Keroh ought to first do detailed market research and analysis. They will be able to identify potential target countries and assess the demand for the specialist medical services they offer in such areas as a result of this. It will be vital to have a strong grasp of the cultural, regulatory, and economic idiosyncrasies of a range of different markets in order to design a successful plan for worldwide expansion. This information will be required in order to successfully grow the business internationally. Aside from that, the establishment of strategic partnerships with established healthcare organizations in the countries that are the focus of the hospital's development into new markets may be extremely advantageous. New markets are being targeted by the hospital as a potential source of revenue growth. One can get insights into the local landscape of healthcare and opportunities for the exchange of information and the development of one's abilities through the process of collaborating with local medical institutes or healthcare providers.

OPPORTUNITIES



COLLAB WITH LOCAL SPECIALIST

Pantai Hospital Ayer Keroh is able to broaden the range of medical services it provides to its patients as a result of its collaboration with other specialists. The hospital is able to provide comprehensive and integrated care for complicated medical disorders as a result of its partnerships with specialists who practice in a variety of medical fields. For instance, working together with famous cardiologists, neurologists, oncologists, and other experts may boost the hospital's capacity in detecting and treating certain diseases or disorders. This helps to ensure that patients receive the highest possible level of treatment that is specifically catered to their requirements. For example, according to Ensing et al (2019), the collaboration between California hospitals and local pharmacist are a success in reducing drug cases. This shows the efficiency of such collaboration between hospitals and local specialist. Additionally, these types of partnerships encourage a culture of knowledge-sharing and continual learning among medical practitioners, which ultimately results in improved patient outcomes as well as breakthroughs in medical research and practices. This collaboration could be two ways collaboration in which the patient refers their patient to the hospital and hospital suggest the specialist in the case that patient needs equipment or assistance offered by the practitioners.

RECOMMENDATIONS

The following are some of the actions that Pantai Hospital Ayer Keroh may do in order to make the most of the opportunity to work together with specialists. To begin, it is important to aggressively seek out collaborations and affiliations with well-known professionals both in the immediate area and on a global scale. These partnerships may be formalized through the implementation of joint businesses, research initiatives, or programs for visiting specialists. Next, you should encourage the medical personnel working at the hospital to take part in medical conferences and seminars. These events provide attendees with the opportunity to network with experts from a variety of sectors and investigate the possibility of future partnerships. Last but not least, make sure that the partnerships that the hospital has with experts are publicized through a variety of platforms, including the hospital's website, press releases, and social media. This helps patients and referring physicians become more aware of the hospital's expanded capabilities, which in turn draws a larger patient base that is looking for specialized treatment.

THREATS



COMPETITIVE MARKET

The healthcare industry is extremely fiercely competitive and Pantai Hospital Ayer Keroh thrives in this environment. It appears that the region where the hospital is situated contains a number of other private and public healthcare institutions that offer services and specialisations that are comparable to those of the hospital. The following hospitals are considered to be part of the network: Putra Specialist Hospital, Oriental Melaka Medical Straits, Mahkota Medical Centre (MMC), and Pantai Hospital Ayer Keroh. Patients have more alternatives to select from in a market that is competitive, and other healthcare providers may also be equipped with sophisticated medical technology and highly qualified experts. This competitive landscape can provide difficulties for Pantai Hospital Ayer Keroh in terms of acquiring new patients and keeping the ones they already have. The hospital has to separate itself from rivals by showcasing its unique capabilities, great patient care, and commitment to medical excellence in order to keep its market position and continue to develop.

RECOMMENDATIONS

Delivering patient-centric care should be Pantai Hospital Ayer Keroh's top priority if it wants to succeed in a competitive sector. Building strong patient relationships and encouraging loyalty will be made easier for the hospital by emphasising compassionate and individualised care experiences. Engaging in patient feedback and putting their suggestions into practise can boost patient happiness and good word-of-mouth, ultimately differentiating the hospital from its rivals. The hospital should also make strategic marketing and branding investments to highlight its advantages and differentiators to the target market. Through various marketing platforms, highlighting its cutting-edge medical technology, highly qualified specialists, and excellent medical outcomes may build a strong brand identity and draw in more patients looking for specialised healthcare services. The hospital's reach and visibility in the crowded marketplace can also be increased by having an active online presence and participating in social media platforms. According to Cham et al (2020) brand image of the hospital plays role in perceiving the patients perception towards the hospital. More appearance on social media would be the best way of maintaining PHAK brand image as one of the Pantai Holdings subsidiary.

THREATS



EXPENSIVE BILLS

One of the notable threats faced by Pantai Hospital Ayer Keroh is the concern over expensive medical bills. Private healthcare facilities, including Pantai Hospital Ayer Keroh, often have higher costs compared to public hospitals due to the state-of-the-art medical equipment, specialized services, and highly skilled specialists they provide. While these factors contribute to the hospital's strengths, they also result in higher overall expenses for patients seeking medical treatment. The affordability of healthcare is a crucial factor for patients, and the perception of high costs might deter some individuals from seeking treatment at the hospital, leading them to explore more cost-effective options elsewhere. Additionally, in a competitive healthcare market, price sensitivity among patients can impact patient volume and overall revenue for the hospital. Therefore, managing and addressing the issue of expensive bills is essential to ensure the hospital remains competitive and accessible to a broader range of patients.

RECOMMENDATIONS

Pantai Hospital Ayer Keroh may consider implementing the following measures to reduce the potential of high costs and improve patient satisfaction. To begin, the hospital's pricing systems should be more transparent. Patients will comprehend the financial consequences of their healthcare choices if charges for various medical procedures, treatments, and consultations are clearly communicated. According to an article on (2021, Dec 7) from the start the price of medicine in Malaysia are uncontrolled. Transparent pricing fosters trust and confidence in patients, enabling them to seek treatment without fear of unanticipated expenditures. Next, providing patients with alternative payment options can help relieve their financial pressure. Implementing payment plans or forming partnerships with medical finance organizations might make it easier for patients to pay their medical expenditures. Collaboration with health insurance providers, on the other hand, can improve affordability for consumers with medical coverage. According to Balqis et al (2021), there are still a lot of Malaysia population are uninsured. The hospital can work with insurers to offer direct billing or cashless services to covered customers, reducing out-of-pocket costs and streamlining the payment process. Finally, offering special bundles for specific medical procedures or health tests may attract patients searching for a good price. These packages can bundle key services at a lower cost, making healthcare more desirable and cost-effective to prospective patients.

CONCLUSION

As a marketing intern at Pantai Hospital Ayer Keroh, my experience has been incredibly enriching and rewarding. Throughout my time here, I have had the opportunity to work alongside a dynamic and passionate team dedicated to promoting the hospital's excellent medical services. The experience has provided me with valuable insights into the healthcare industry and honed my marketing skills in a professional setting.

Firstly, I have been exposed to the hospital's strengths, such as its advanced medical equipment and highly skilled specialists. Witnessing firsthand how these factors contribute to the hospital's reputation for providing top-notch healthcare has been truly inspiring. Understanding the impact of cutting-edge technology and specialized care on patient outcomes has motivated me to create compelling marketing strategies that highlight these unique selling points. I have actively participated in various marketing campaigns and projects, collaborating with team members from different departments. This exposure has not only enhanced my communication and teamwork skills but has also given me a deeper appreciation for the complexities and nuances of healthcare marketing. From crafting engaging social media content to organizing community health events, I have been involved in diverse initiatives that aimed to build the hospital's brand and foster trust with the community.

The internship has also allowed me to interact with patients and their families, providing me with a deeper understanding of the human aspect of healthcare. Witnessing the compassionate care provided by the hospital's staff has reinforced the significance of patient-centered marketing approaches. It has taught me the importance of empathy and sensitivity when communicating healthcare services to potential patients. Furthermore, I have had the privilege of attending industry conferences and workshops, keeping me updated on the latest marketing trends and best practices. Learning from experienced professionals and networking with others in the healthcare marketing field has been instrumental in my professional growth.

Overall, my internship at Pantai Hospital Ayer Keroh has been a transformative experience. It has not only broadened my marketing knowledge but also instilled in me a sense of purpose in contributing to the betterment of people's lives through healthcare promotion. The dedication and passion of the team at Pantai Hospital Ayer Keroh have left a lasting impression on me, and I am grateful for the opportunity to have been a part of this esteemed institution. As I move forward in my career, I am confident that the skills and experiences gained during my internship will serve as a solid foundation for success in the marketing field. I will carry the valuable lessons learned at Pantai Hospital Ayer Keroh with me and continue to make a positive impact in the ever-evolving world of healthcare marketing.

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APPENDICES



Figure 1.0 : Iftar event at Ames Hotel (Dining Hall)



Figure 1.1 : Iftar event at Ames Hotel (Registration Counter)



Figure 1.2 :
Iftar event at Ames Hotel
(Marketing Teams)

APPENDICES



Figure 2.0 :
Store Arrangement



Figure 2.1 :
Store Arrangement



Figure 3.0 :
Stock Take
(Pharmacy Store)



Figure 3.1 :
Stock Take
(Operationn Theatre)

APPENDICES



Figure 4.0 : Health Screening at Honda Ban Lee Heng



Figure 5.0 : MMA GP Symposium at Holiday Inn



Figure 6.0 : Donation for Nurses Day at Rumah Anak Yatim/Miskin Fatimah Al-Zaharah (Bukit Katil)