Summer Internship Report

At

Sitaram Bhartia Institute of Science & Research

(April 22nd to June 21st, 2024)

A Report

By

Mr. Divyanshu Chaturvedi

PGDM (Hospital and Health Management)

(2023-2025)

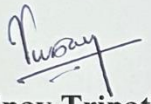
International Institute of Health Management Research,

New Delhi

Certificate of approval

Certificate of Approval

The Summer Internship Project of titled "**Productivity tool to improve marketing process**" at **"Sitaram Bhartia Institute of Science and Research"** is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of **Post Graduate Diploma in Health and Hospital Management** for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed, or conclusion drawn therein but approve the report only for the purpose it is submitted.



Vinay Tripathi

Associate Professor

IIHMR, Delhi

Certificate of completion

SITARAM BHARTIA
Institute of Science & Research

B-16 Qutab Institutional Area
New Delhi 110 016 India
TEL (011) 4211 1111
enquiries@sitarambhartia.org
www.sitarambhartia.org

SB/HR/INTERN/2024/4846

June 21, 2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Divyanshu Chaturvedi has done his voluntary internship with this Institute in the department of Operations from April 22, 2024 to June 21, 2024.

During the tenure of his internship with the Institute, he is found to have a good moral character/conduct and work ethics.

We wish him all success in his future endeavors.

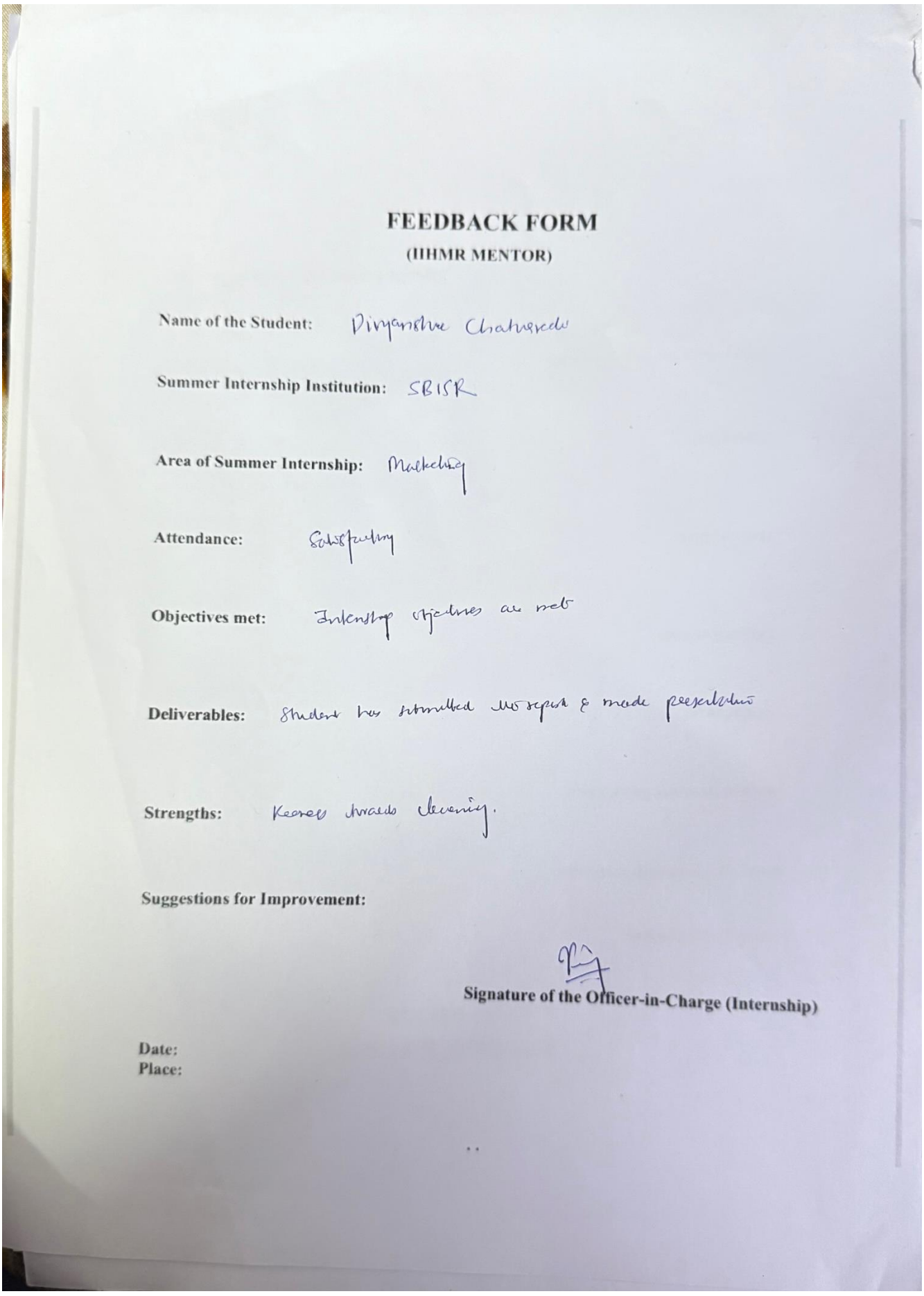
For **Sitaram Bhartia Institute of Science & Research**

Beer Singh
Manager-Human Resources

SITARAM BHARTIA INSTITUTE OF SCIENCE & RESEARCH
HR Deptt.
NEW DELHI

Regd Office: Block No 1E, 216, Acharya Jagdish Chandra Bose Road, Kolkata, West Bengal - 700017

Feedback form



FEEDBACK FORM

(IIHMR MENTOR)

Name of the Student: Priyanshu Chaturvedi

Summer Internship Institution: SBISR

Area of Summer Internship: Marketing

Attendance: Satisfactory

Objectives met: Internship objectives are met

Deliverables: Student has submitted MS report & made presentation

Strengths: Keenness towards learning.

Suggestions for Improvement:

Signature of the Officer-in-Charge (Internship)

Date:
Place:

Feedback form(Organisation)

FEEDBACK FORM

(Organization Supervisor)

Name of the Student: Divyanshu Chaturvedi

Summer Internship Institution: Sitaram Bhartia Institute of Science and Research

Area of Summer Internship: Marketing Department

Attendance: Good.

Objectives met: Yes

Deliverables: Delivered – NPS, Initial Assessment Audit, Value Stream mapping, Calling TAT - Lead Squared, Telephone Exchange Audit, Project on Marketing.

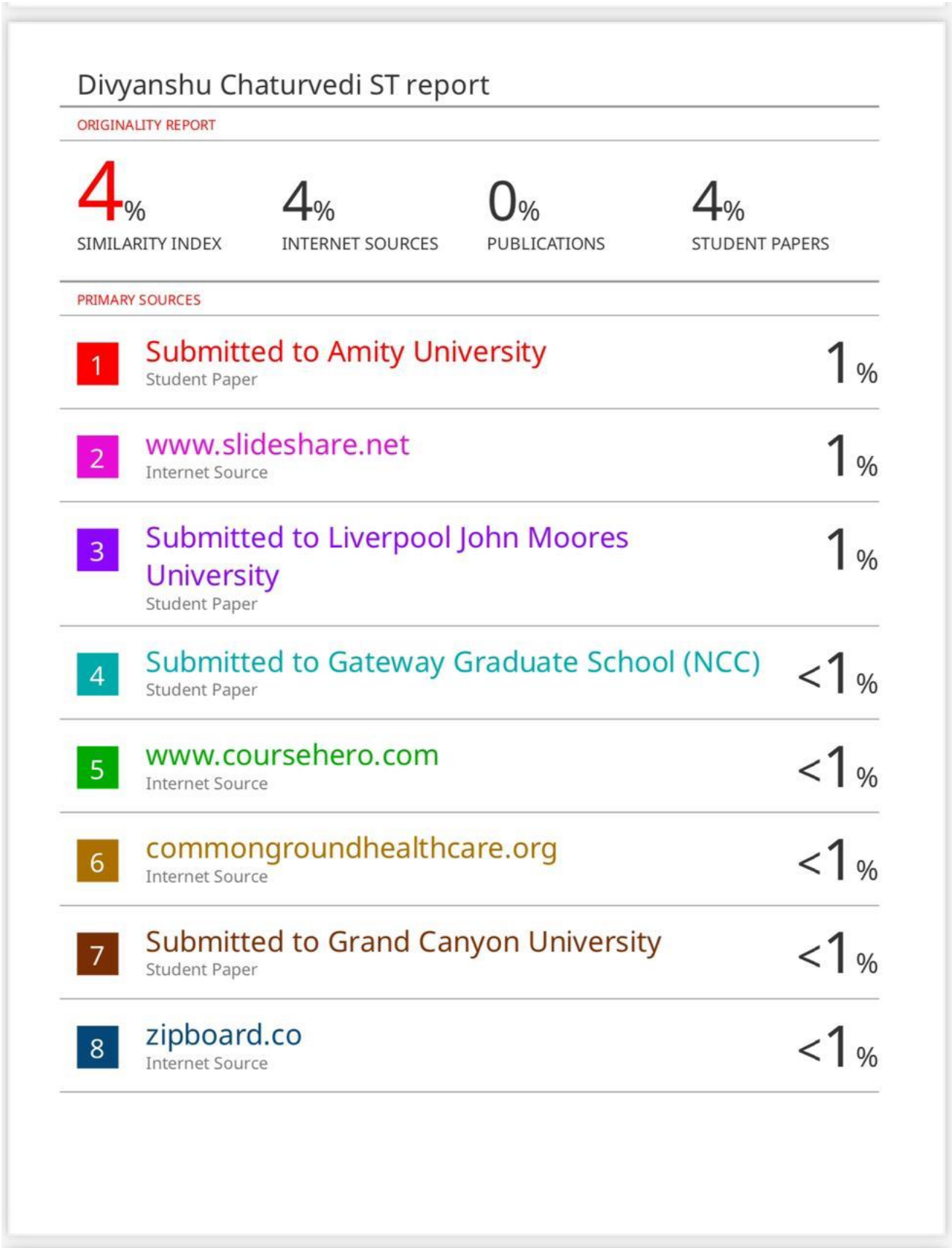
Strengths: Meticulous. Good grip with attention to detail.

Suggestions for Improvement: Analytical skills in statistics, team dynamics and social intelligence.

Signature of the Officer-in-Charge (Internship)

Date: 20/6/24
Place: Delhi

Plagiarism report



Divyanshu Chaturvedi ST report

ORIGINALITY REPORT

4%	4%	0%	4%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Amity University Student Paper	1%
2	www.slideshare.net Internet Source	1%
3	Submitted to Liverpool John Moores University Student Paper	1%
4	Submitted to Gateway Graduate School (NCC) Student Paper	<1%
5	www.coursehero.com Internet Source	<1%
6	commongroundhealthcare.org Internet Source	<1%
7	Submitted to Grand Canyon University Student Paper	<1%
8	zipboard.co Internet Source	<1%

ACKNOWLEDGEMENT

This report is an outstanding prospect to convey my gratefulness to those many people whose timely help and guidance went a long way in finishing this project.

I would like to express my sincere thanks Sitaram Bhartia Institute of Science and Research for giving me an opportunity to explore the practical knowledge practiced by the company.

This project could not be completed without the able guidance and support of my mentor Vinay Tripathi Sir, Associate Professor, IIHMR Delhi.

I am very glad to work with the institute as an intern. I am grateful to the Quality Department of Sitaram Bhartia Institute of Science and Research for helping me to get the information and an invaluable experience.

Last but not the least I would like to thank my friends, family members and all those people who helped me for the completion of my project.

Working on this project has proved to be an enlightening experience for me.

Sincerely,
Divyanshu Chaturvedi
[PG/23/035]

TABLE OF CONTENT

	Sr. No.	Contents	Page no.
Part A		**OBSERVATIONAL LEARNING**	04
	1	Introduction of organization	04
	2	About asana software	06
	3	My learnings	09
Part B			
		PROJECT REPORT	10
	1	Introduction	10
	2	Healthcare marketing component	11
	3	Software research	12
	4	Asana Helps Employees Work Better	14
	5	Budget for installing the software	14
	6	Criteria's of software	14
	7	Discussion	15
	8	GUI of ASANA	15
	9	Conclusions	19
	10	Work flow improvement analysis	20
	11	Reference	20

OBSERVATIONAL LEARNING

Organization Profile

Introduction:-

Sitaram Bhartia Institute of Science and Research (SBISR): A Beacon of Healthcare Excellence

A Legacy of Quality Care: Established in 1979 with a focus on medical research, Sitaram Bhartia Institute of Science and Research (SBISR) has evolved into a premier medical institution synonymous with exceptional patient care and cutting-edge medical advancements.
Mission and Values: SBISR is guided by a core mission to provide high-quality medical services with unwavering ethical principles. Our philosophy centre's around the well-being of each patient, ensuring all care decisions are rooted in evidence-based medicine. This commitment extends beyond treatment; SBISR fosters a culture of continuous learning and improvement, ensuring our team remains at the forefront of medical knowledge and best practices.
Unparalleled Facilities and Expertise: SBISR boasts a comprehensive healthcare infrastructure, featuring a 70-bed inpatient facility equipped with advanced surgical suites, an Intensive Care Unit (ICU), a Neonatal Intensive Care Unit (NICU), and a full spectrum of diagnostic and inpatient services. Our team of renowned physicians and specialists across diverse medical disciplines leverage their expertise to deliver exceptional care in a patient-centered environment.
A Vision for the Future: SBISR aspires to become a globally recognized medical center, setting the benchmark for evidence-based medicine and world-class patient care. We envision robust research programs dedicated to understanding and addressing the evolving healthcare needs of our community. This pursuit of knowledge, coupled with a commitment to innovation, positions SBISR as a pioneer in tackling healthcare challenges and developing ground-breaking solutions.
Collaboration and Education: Recognizing the power of collaboration, SBISR actively seeks partnerships with leading healthcare institutions around the world. This fosters knowledge exchange and accelerates advancements in medical care. Furthermore, SBISR is committed

to cultivating a vibrant learning environment for healthcare professionals. Comprehensive training programs empower the next generation of medical practitioners to deliver exceptional care.

Sustainable Growth and Recognition: SBISR is dedicated to securing long-term sustainability through grants and philanthropic support. This allows us to expand our reach, invest in cutting-edge technologies, and enhance the services we offer. Ultimately, our vision is to be widely acknowledged as a symbol of excellence within the healthcare landscape, earning the trust and respect of patients and the broader medical community.

Specialties: SBISR offers a comprehensive array of medical specialties, ensuring patients have access to the most advanced treatments and specialists under one roof. These specialties include:

- **Anaesthesiology:** Providing safe and effective pain management throughout the surgical process.
- **Dentistry:** Offering a full spectrum of dental services to maintain optimal oral health.
- **Dermatology:** Addressing a wide range of skin conditions, from common concerns to complex disorders.
- **Diabetes & Endocrinology:** Specializing in comprehensive diabetes management, patient education, and personalized treatment plans.
- **ENT:** Treating disorders of the ear, nose, and throat, ensuring optimal ear, nose, and throat health.
- **Gastroenterology:** Providing diagnostic and treatment procedures for the digestive system, promoting gut health and well-being.
- **Nephrology:** Managing kidney disease, offering dialysis services, and ensuring optimal kidney function.
- **Obstetrics & Gynaecology:** Delivering compassionate and comprehensive women's healthcare, with a focus on natural childbirth and minimally invasive procedures.
- **Ophthalmology:** Providing a full spectrum of eye care services, from routine check-ups to advanced surgical procedures, to safeguard vision and eye health.
- **Psychiatry & Psychology:** Offering mental health services for adults, elderly, and children, promoting mental well-being and emotional health.
- **Radiology:** Utilizing advanced imaging technology, such as X-ray, mammography, and ultrasound, to provide accurate diagnoses and guide treatment decisions.
- **Urology:** Treating various urinary tract problems, male infertility, and urologic cancers, ensuring optimal urinary tract health.

By providing exceptional care, fostering a spirit of innovation, and nurturing future generations of medical professionals, SBISR is poised to make a lasting impact on the healthcare landscape.

Presenting Asana:

Harnessing the Power of Asana for Hospital Marketing Success:

In today's ever-evolving healthcare landscape, hospitals face the critical task of effectively communicating their unique offerings to a discerning audience. Marketing teams within hospitals are tasked with a myriad of responsibilities, from attracting patients to coordinating various campaigns, all while ensuring seamless collaboration and tracking results. This complexity can often lead to communication breakdowns and missed opportunities in reaching potential patients.

Enter Asana, a versatile tool that is revolutionizing how hospital marketing teams operate. By providing a comprehensive suite of features tailored to enhance collaboration, streamline processes, and facilitate data-driven decision-making, Asana is proving to be a game-changer in the healthcare marketing sphere.

At the Sitaram Bhartia Institute of Science and Research (SBISR), the marketing team leverages Asana to launch a campaign promoting their state-of-the-art heart care facility. Through Asana, they can:

- Collaborate effectively to create a multi-channel campaign targeting their desired demographics.

- Assign and track tasks related to media outreach, content creation, and website optimization.

- Facilitate seamless communication and feedback exchange within assigned tasks.

- Utilize Asana's reporting tools to analyze campaign performance, identify high-performing channels, and refine strategies for maximum patient acquisition.

One of Asana's key strengths lies in its ability to break down complex marketing endeavors into manageable workflows centered around clear objectives. By enabling real-time collaboration, teams can easily share updates, brainstorm ideas, and provide direct input on tasks as they progress.

Moreover, Asana streamlines the content creation process, allowing teams to monitor the progress of assigned tasks and ensure timely completion while adhering to brand standards. This streamlined approach not only enhances efficiency but also fosters creativity and innovation within the team.

In addition to streamlining workflows, Asana empowers hospitals to harness the power of data through robust reporting tools and task automation. By leveraging insights gleaned from campaign performance data, teams can make informed decisions, optimize their strategies, and ensure that their efforts resonate with their target audience.

Furthermore, Asana seamlessly integrates with existing marketing tools used by hospitals, such as Content Management Systems (CMS), Virtual Event Management Platforms, and Analytics Platforms. This interoperability enhances workflow efficiency and eliminates the need for manual data transfer, allowing teams to focus on driving results.

In conclusion, Asana transcends traditional task management by enabling hospital marketing teams to operate more efficiently and strategically. By facilitating data-driven campaign optimization, fostering internal communication, and streamlining content creation, Asana empowers hospitals like SBISR to achieve greater success in an increasingly competitive healthcare industry.

My Learnings

Behaviour:

- Learned about the many hospital departments and how they operate.
- Gained knowledge of house officer projects, NICU/PICU, HCF, OBGY admitting rights
- Consultation, community doctors, Paeds VCs, and OBGY VCs.
- Examined and evaluated the phone system at the hospital.
- Investigated social media network contract durations and payment methods.
- Watched the corporate marketing, field marketing, and digital marketing teams go about their everyday business.
- Examined the features of seven different project management software solutions.
- Acquired knowledge about Trello, a visual project management application.
- Found a method for calculating patient satisfaction and loyalty (NPS).
- Recognized the idea of marketing initiatives' turn-around time (TAT).
- Observed the usage of hospital screens for patient education.
- Observed how the Electronic Medical Record, or EMR, functions in the administration of patient data.
- Separated weekdays from holidays when analysing TAT data to gain more insightful results.
- Created monthly TAT reports that included information from lead sources, OBS and non-
- OBS calls, follow-up calls, and a newly developed time conversion algorithm.
- I saw nurses taking patient data and keeping an eye on vital signs.
- Observed how patients engaged with the Net Promoter Score (NPS) system.
- Examined difficulties in implementing technology for patients in a fair and reasonable manner.
- Researched patient engagement and marketing strategies.
- Performed a market analysis of hospitals with an emphasis on competition, healthcare trends, and demography.
- Examined both favourable and negative patient testimonials.
- Acquired knowledge of filling out medical records and using EMR.

- Watched medical audits in OBGYN, paediatrics, new-born, medicine, and nursing, among other departments.
- Acknowledgement of discharge TAT .Checked the clearance of every department that every art work in completed on time and decided reasons if delays.
- Worked on Review report - The powerful and negative assessment of affected person`s about their visit and experience in fitness facility.

Impact:-

- Developed know-how of affected person acquisition techniques and advertising techniques.
- Acquired an intensive expertise of medical institution operations throughout all departments.
- Acquired know-how in facts evaluation and investigated task control resources.
- A deeper comprehension of ways EMR structures are used and affected person care procedures.
- Found viable regions in which affected person pride and medical institution performance might be enhanced

PROJECT REPORT

Productivity tool to improve marketing process

Introduction:-

In order to attract in new patient, hospital want to apply powerful advertising strategies with inside the cutthroat international of healthcare today . Nonetheless, it could be tough to control complex advertising efforts throughout several company and virtual platforms . Hospital advertising strategies may be made greater green with the assist of Asana , a effective task control application. Asana has the cap potential to dramatically raise productiveness and finally raise affected person acquisition via way of means of giving advertising groups the equipment they want to paintings collectively efficiently , automate processes, and display results. In order to assist hospitals increase a greater powerful and worthwhile advertising plan, this paper investigate hoe Asana's functions may be used to enhance centered advertising, maximize virtual advertising initiatives, reinforce commercial enterprise alliance and help subject advertising operations.

Aim:-

To empower hospital to **increase efficiency of marketing process** by focusing on a central productivity tool for managing and streamlining their digital and corporate marketing efforts.

Objectives:-

- Enhance sanatorium advertising performance with a imperative assignment control tool ASANA
- Streamline workflow, improve group collaboration, and enhance data pushed selection making for advertising efforts .
- Optimize aid allocation, and in the long run enhance affected person acquisition.
- Evaluate Asana in opposition to different options (e.g. Trello, HubSpot s, etc.) for suitability

Methodology:-

Project Design: - Descriptive (This project evaluates Asana, a project management tool, to improve hospital marketing efficiency.)

Project Setting: - Marketing team at Sitaram Bhartia Institute of Science and Research, Delhi

Project Duration: - 8 weeks (April 22nd - June 21st)

Selection Criteria:-

Inclusion Criteria:-

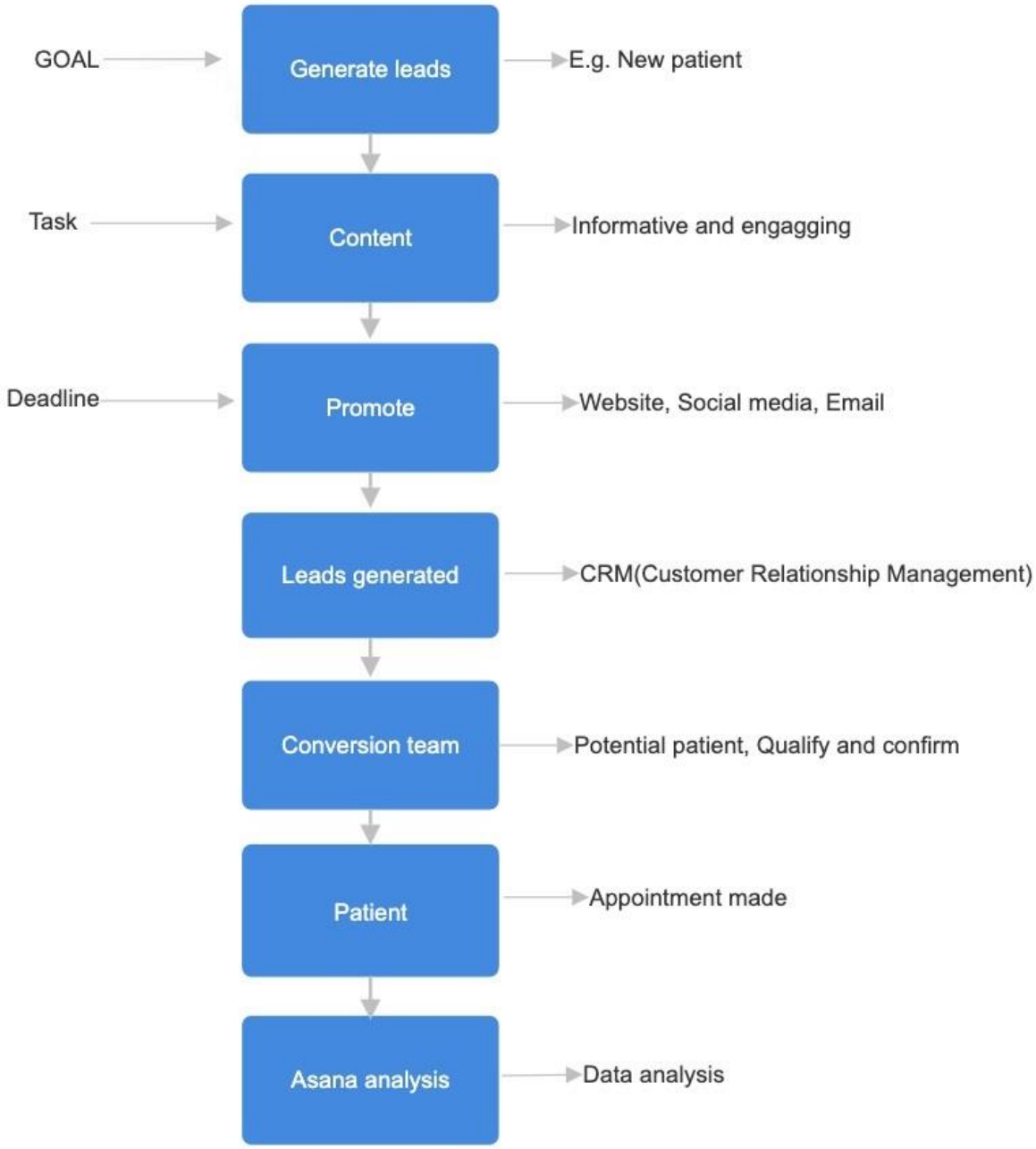
People who are using Asana more than one month

Exclusion Criteria:-

People who were not using Asana

Healthcare Marketing components: -

- **Targeted Marketing**: Highlight the cost of segmenting the impacted population according to their demographics and medical needs. Craft customised messaging that speaks to each target audience.
- **Digital Marketing Optimization**: Use virtual advertising and advertising platforms (websites, social media) at a distance as a great technique to attract more customers. Information advertising and advertising is the process of creating informative and engaging content (videos, blogs, and personal success stories) with the goal of educating and motivating both current and potential patients
- **Work flow of digital marketing**:
  - Goals are set in Asana.
  - Content is created based on the target Audience.
  - Promotion strategy is defined with deadlines in Asana.
  - Leads are generated and sent to the Conversion Team via a CRM.
  - Analyse data within Asana to identify areas for improvement in your digital marketing strategy.



- **Corporate marketing**: Hospitals partner with agency groups to offer their services, which improves the quality of leads the healthcare facility receives and strengthens its role as an internal competitor..
- **Field marketing**: Asana, manage resources like booth bookings, assign tasks to the team, monitor deadlines, coordinate with one another, plan everything for field marketing—from health fairs to doctor conferences—and even evaluate the outcomes after the event to determine what worked best. This gives your marketing team more time to concentrate on what they do best, which is engage with customers and develop meaningful relationships.
- **Team Conversion:** - The conversion organization's internal team works together to carefully match leads that can be obtained through the agency's outreach programs and virtual advertising efforts. They look at the leads and set up a meeting to discuss further. After the meeting is approaching. The transformation team improves influence acquisition in the healthcare organization and maximizes the overall performance of senior leadership by staying close and watching.

Software research: - for digital, field, and corporate marketing:

1. **Project Microsoft**: - Microsoft has developed a project management tool called Microsoft Project. It is designed to assist project managers in planning, allocating resources to projects, monitoring progress, managing consumption and analyzing workloads. It offers a variety of features including task lists, deadlines, Gantt charts and resource management tools to help users effectively organize, complete and track projects of all sizes.

2. **Asana**: Asana is a popular web and mobile tool that helps teams manage, track and organize work. It has tools for team communication, project collaboration and task management. Users can create tasks, assign collaborators, set deadlines and track progress. In addition, Asana offers ways to prioritize tasks, create project schedules, and integrate with other productivity apps like Microsoft Teams, Google Drive, and Slack. It is often used in many different industries to increase team productivity and simplify processes.

3. **Trello**: The web-based project management tool Trello is well-known for its easy-to-use card-based interface. Users can construct lists to arrange activities or ideas within each board they create, which can be used to represent projects or workflows. Trello uses cards to represent tasks, which may be moved across lists to track progress. To improve teamwork, Trello also offers features like labels, attachments, comments, and due dates. It is used by teams, companies, and individuals in a variety of industries to efficiently manage tasks, projects, and workflows.

4. **Mail-chimp**: - The main feature of Mail-Chimp and all-in-one marketing platform is its e-marketing offering. Sending event emails, newsletters, automated campaigns and marketing emails to subscribers is one of the features offered to users. Customizable themes, drag and drop segmentation options to target specific audiences, Mail chimp offers and an intuitive user experience. It also has features for analytics, A/b sampling, audience management and integration with other marketing platforms and tools. With the addition of social media management, landing pages, postcards and marketing automation, Mail-sim has become a one-stop service for small businesses and marketers looking to connect with customers and build their brand.
5. **Jira**: - Jira is a popular software development project management tool that can be adapted for various industries, including the medical field. Jira can be used to manage software, infrastructure, process improvement, and administrative tasks in a medical environment. It can be used, for example, to monitor the progress of medical software systems, troubleshoot IT support and schedule equipment maintenance, or expedite administrative tasks such as hiring new employees. Jira is not specifically focused on the healthcare industry, but customizable features increase its adaptability to the specific requirements of hospitals and healthcare organizations.

6. **Click-up**: - Used in hospitals to manage administration, staff planning, inventory, facility maintenance and patient care. For example, it can manage inventory of medical supplies, schedule medical equipment maintenance, track patient appointments and treatment plans. Design administrative workflows, such as budget planning or HR procedures, and improve communication and coordination between different departments. Click up is a useful application for optimizing workflows and improving productivity in healthcare settings thanks to its customizable features, work automation features and collaboration capabilities.

7. **Hub spot**: HubSpot is an all-in-one marketing platform that can be a game changer for hospitals. It lets you create email campaigns to grow leads, create landing pages to collect patient data, manage social media content to increase brand awareness, and even track website analytics to see what brings in patients. It's essentially a hub for all your hospital marketing efforts, allowing you to attract new patients, retain existing ones and measure your success in one place..

8. B**itrix24**: Hospital settings can benefit from proper use of the Bitrix24 collaboration and project management platform, as it can improve overall efficiency, simplify workflow and improve communication. Bitrix24 can help hospitals better manage patient care by consolidating communication channels, promoting employee collaboration and improving staff engagement. Teams of doctors can collaborate on patient cases, communicate important information and monitor progress in real time using features such as task management, document sharing and chat. Bitrix24 also offers solutions for managing patient information, automating administrative functions and scheduling appointments, all of which help hospitals run more efficiently and provide better care to their patients. Bitrix24 is a useful tool to increase efficiency because it can be customized to meet the unique requirements of hospitals and healthcare organizations thanks to scalable solutions and customizable features..

Asana Helps Employees Work Better:

Asana makes work easier in different ways:-

1. Lessen your work: Asana sets up templates that make things simpler and save time.
2. Don't Forget: Asana reminds you about deadlines so you won't miss them.
3. Anywhere, Anytime: Use Asana's app to work from anywhere and stay in touch easily.
4. Plan Smarter: Manage resources better with Asana to get work done efficiently.
5. See Progress: Asana shows how well you're doing you can make good choices for better results..

Budget for installing the software/tools: -

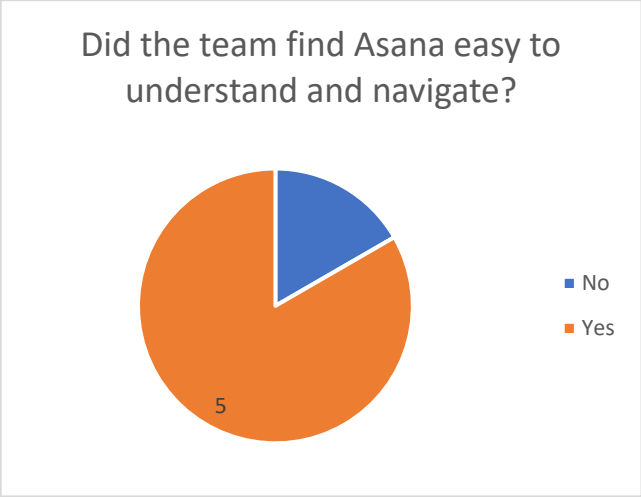
1. **Microsoft project-** Project plan 1 = RS835/user/month, project plan 3 = RS2500/user/month, project plan 5 = RS4600/user/month.
2. **Asana-** it has both free and paid plans. Paid plans start at around RS833/month.
3. **Trello** - it also have both free and paid plans. Paid Plans start at around RS1042/month/per user**.**
4. **Mail chimp**- Plan starts at around Rs833 per month for up to 500 contacts**,** while the standard plan starts at around RS1249.
5. **Jira- Standard plan** = RS584, premium plan = RS1167/user/month
6. **Click up- Paid plan =** RS416/user/month
7. **Hub-Spot- Paid plan =** RS3750/month
8. **Bitrix24**- Cloud based plans starts at around RS2000 for 2 users

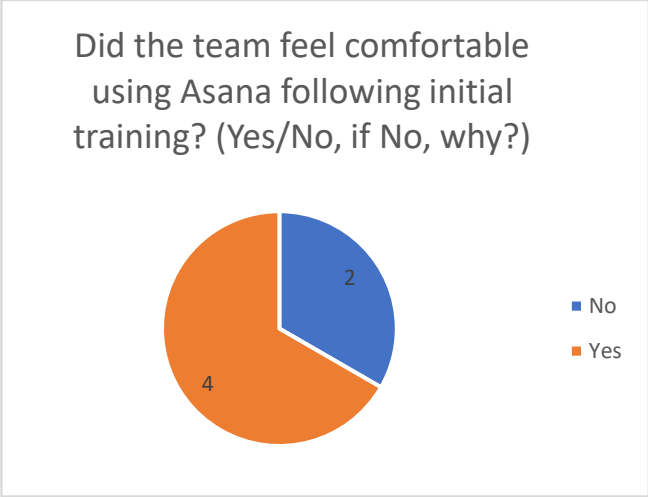
Criteria of these software's: -

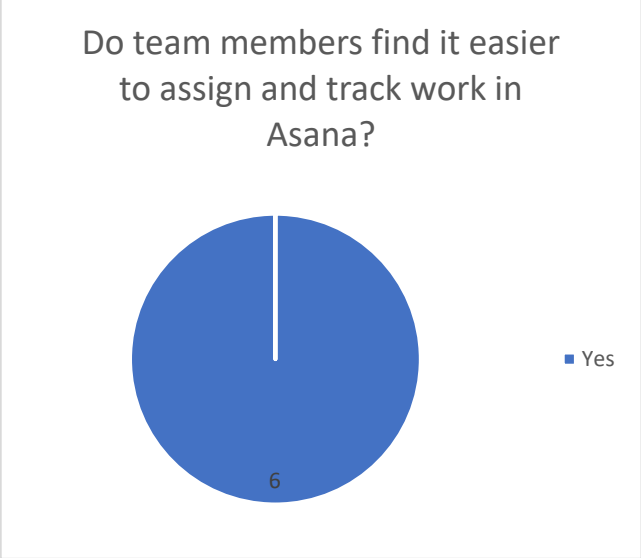
- Task management
- Priority management
- Timeline and progress tracking
- Integration with other software's
- Easy to use
- Task history
- Document management
- Reminder system
- Collaboration
- Customization
- Automation
- Report and analysis
- App version
- Feedback and approval
- Cost effective
- Community support
- Task dependencies
- Recurring tasks
- Kanban board view
- Calendar view
- Time tracking
- Resource management
- Budget tracking
- Custom dashboard
- Guest access

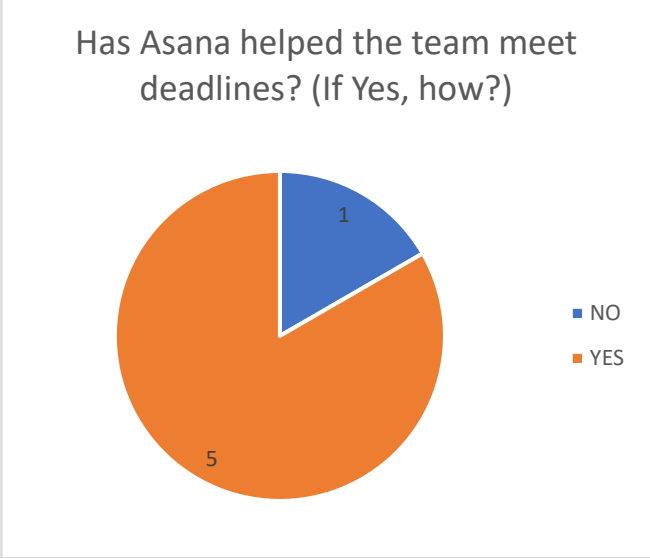
- Data security
- Audit trials
- Task templates
- Version control
- Customer support tracking

Workflow improvement analysis:-

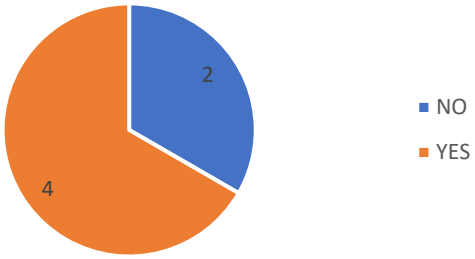




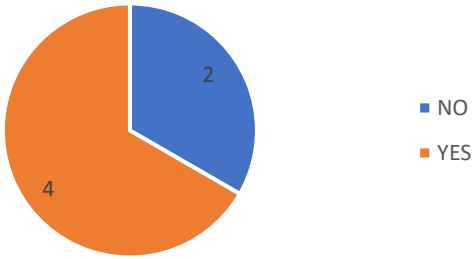




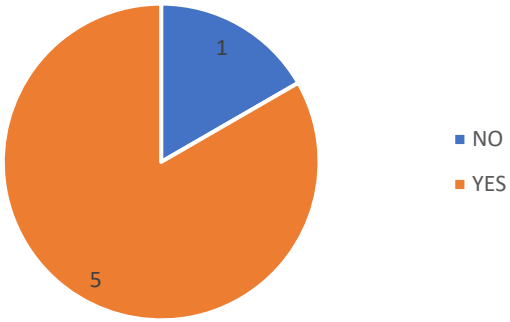
Has Asana enhanced communication across the marketing team



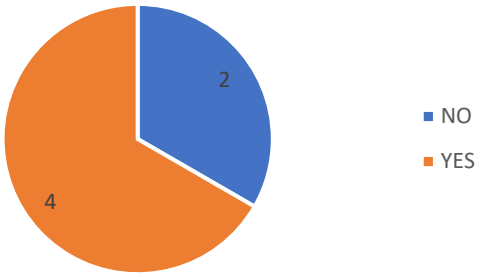
Does adopting Asana improve team engagement and collaboration? How?



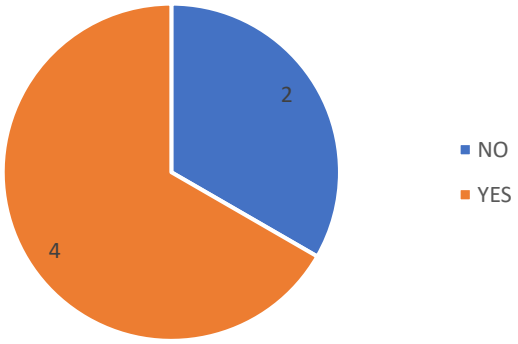
Does Asana give the team access to project data and insights?



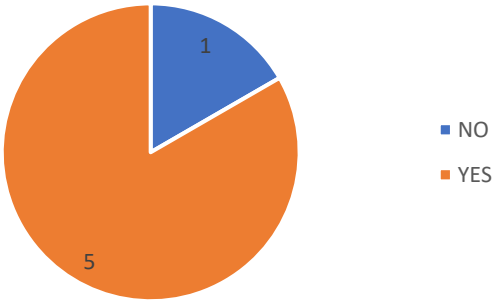
Has Asana helped the team identify areas for improvement in marketing campaigns? -

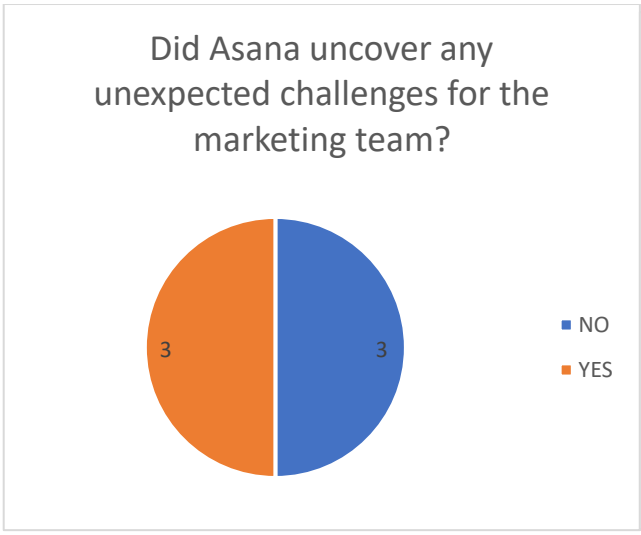


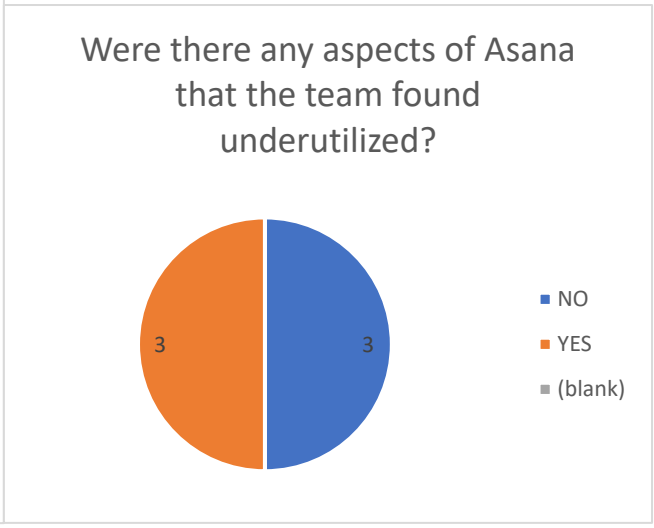
Is the team more productive since utilizing Asana? Elaborate.

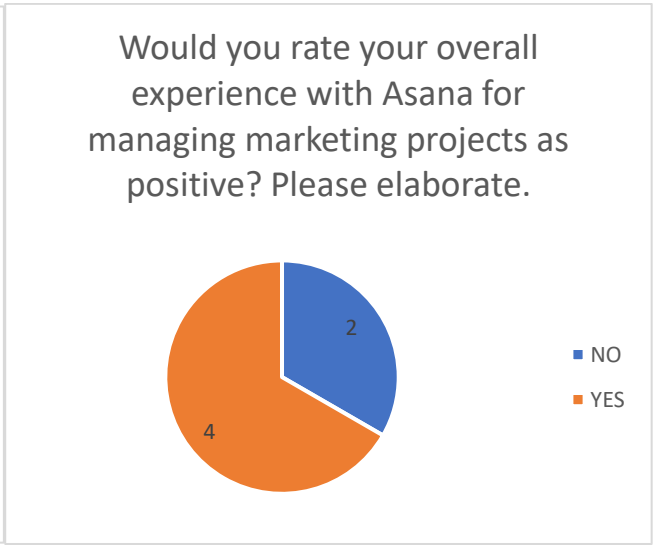


Does the team recommend Asana to other healthcare departments?









Result:-

The marketing team had mixed feelings about Asana. Some found it helpful for productivity and communication, while others felt it added extra work. Overall, prepared a google form questionary to know the feedback of asana and asked 14 question and the result of asana is that asana might be a useful tool, but additional training for some team members could be beneficial.

Discussion: -

Prepared question for the marketing team in Google form. According to some members, the result of using Asana is that team members do not feel that productivity has increased with the use of Asana, but they feel that using Asana is more of a task than a use, that is the team takes it. Task that they have to mention everything they don't use and they don't think asana helped the team meet the deadline because they feel it's more extra work for the team to update everything because asana is easier to implement. at home the marketing team coordinates directly with the patient, they feel it is more of a chore than a need. In a team of 6, only 4 people enjoy using Asana and they also feel that their productivity has increased and their team communication has also improved, and the marketing team did not have to learn much about Asana. Asana is easy for the technicians, as for the digital team, for those without software, Asana training is a must.

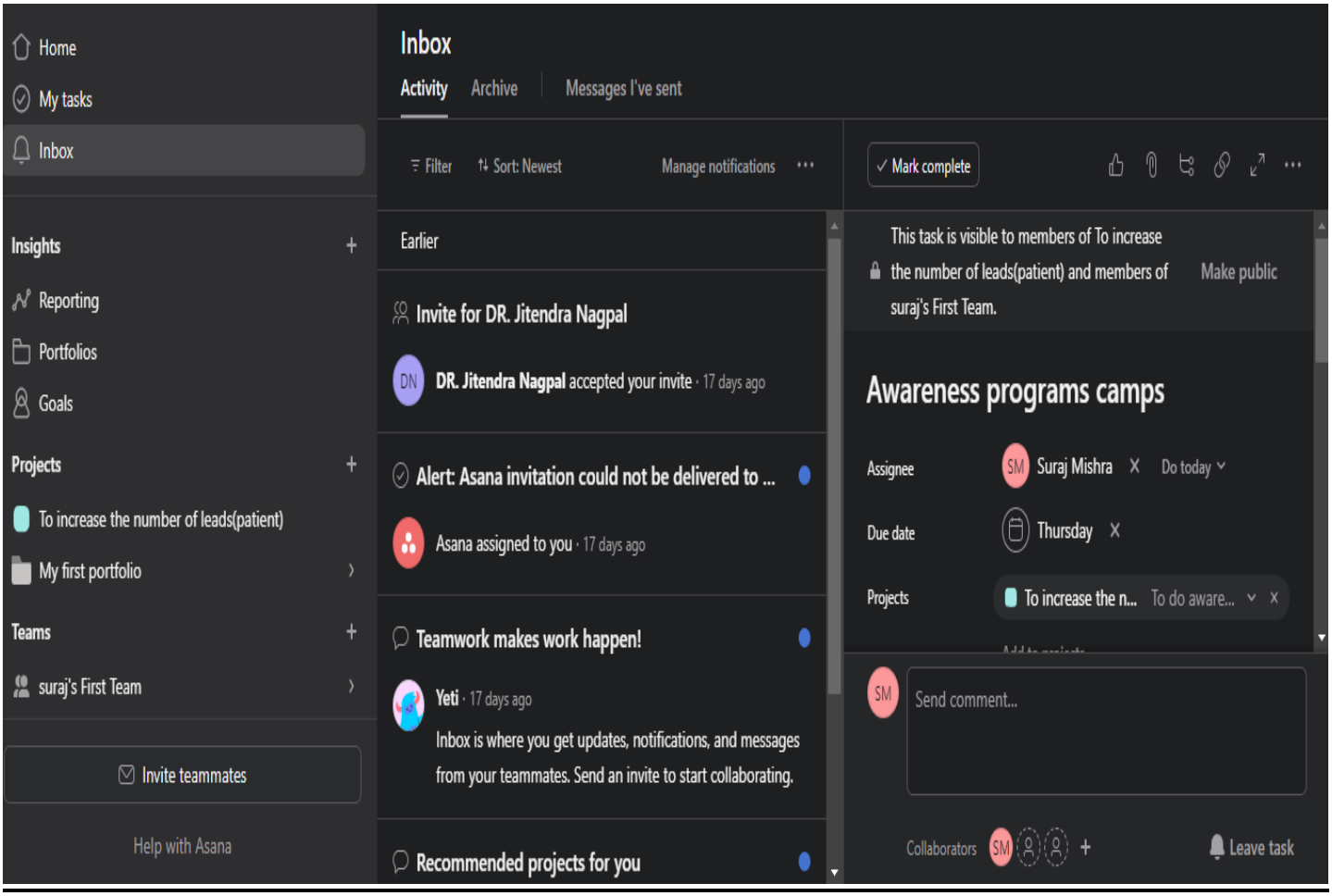
Based on the evaluation of the marketing team members, it is clear that asana is a useful tool to increase the productivity of the team members, because the marketing team knows asana and has been using it

since 2014-2015. Providing general training to the members and giving them feedback at regular intervals would help identify the difficulties they are facing and can address them later. Asana is recommended as the best choice due to its functionality and familiarity.

In the figure's :- GUI of ASANA

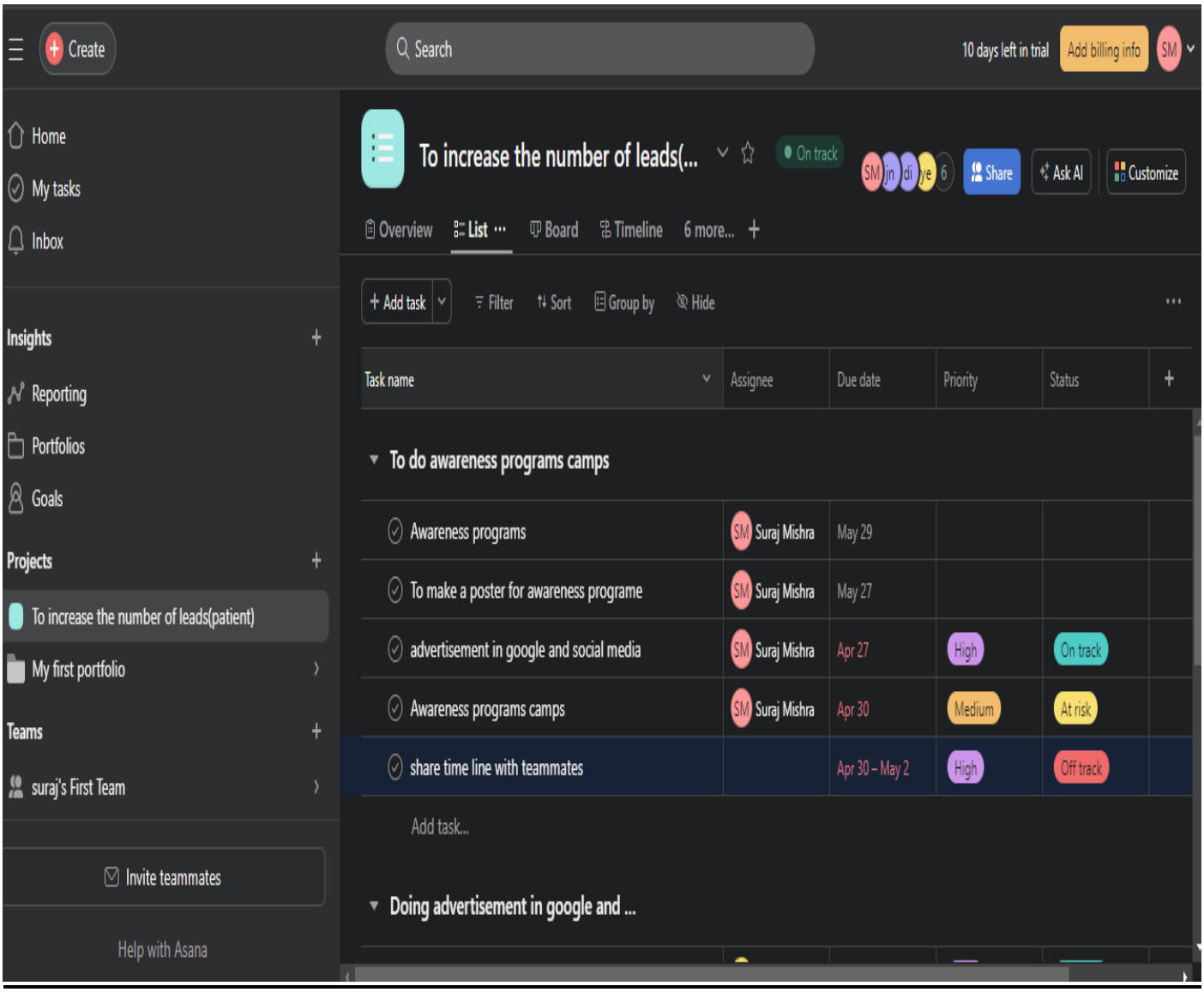
Asana was used to perform actions like creating tasks, assigning them to the concerned team members, setting due dates and reminders for upcoming tasks, examples of which are shown below**:-**

In the figure: - Data about projects or portfolios may be visualized easily using an Asana dashboard. It tracks progress, provides quick insights, and helps you make data-driven decisions via charts and graphs. For your projects, picture command centers without the flashing lights.

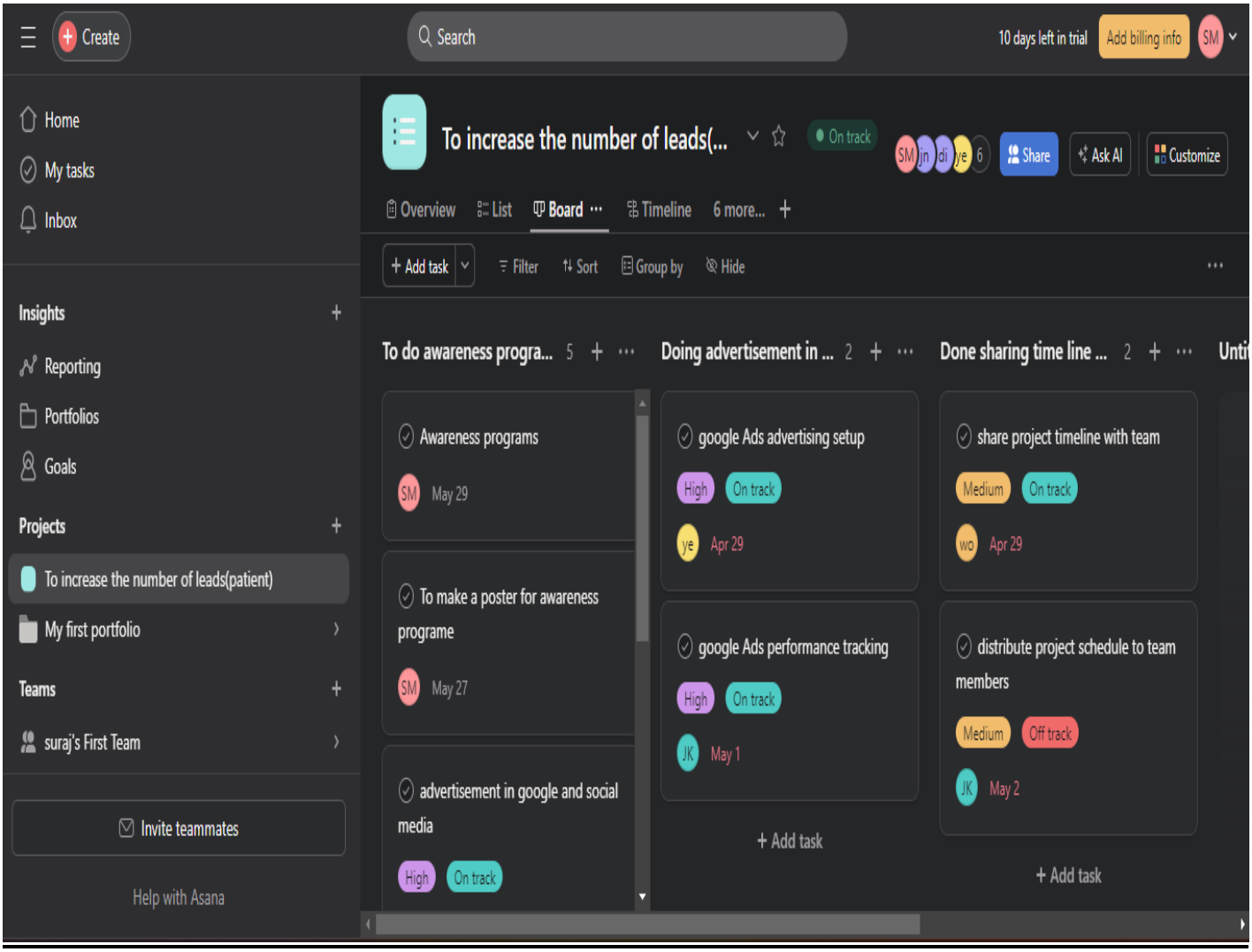


In the figure: - Information about updates or activities pertaining to tasks or projects that are monitored

in chronological feeds is referred to as activity in Asana.



In the figure:- Tasks arranged in a vertical column are commonly referred to as a list. Using lists, users can effortlessly view and manage tasks within each category, representing various stages of a project or workflow.



In the figure:- Digital Kanban boards are called Asana boards. Imagine sticky notes on a whiteboard used for project staging, but with online collaboration and drag-and-drop simplicity. They maintain team's in sync, tasks well-organized, and workflows visually represented.

Conclusion:-

Marketing teams were previously using the Lead-Squared tool as a management tool; Lead-Squared excels in marketing automation (emails, landing pages) and sales, but project management might be less powerful than Asana's task dependencies, workload views, and advanced reporting. Asana tackles projects well, but lacks built-in marketing features.

The marketing team will be helped by a software to do their work efficiently and smoothly, such as Asana. This project has been done on the implementation of Asana. From this project, it is known that Asana can coordinate better, if proper training and knowledge is given before implementing Asana on how to use it, then this implementation can be successful and the team will also not have much problem in using it.

REFERENCES

- Sitaram Bhartia Institute. (n.d.). About Us. Retrieved from https://www.sitarambhartia.org/about-us/#1714973164655-5d83515f-ded8
- Asana. (2024). Your Asana Start Guide [Website]. Asana Academy. Retrieved May 31, 2024, from https://academy.asana.com/page/your-asana-start-guide
- Avdiaj B. Using Online Software for Digital Team Management–Case Study Asana. Information Systems and Technology Innovations: fostering the As-A-Service Economy, Tirana. 2017-2018.
- Asana workflow: All you need to know to improve productivity [Internet]. Process Street | Checklist, Workflow and SOP Software | Checklist and workflow software for businesses. Create recurring processes and standard operating procedures in seconds. Process Street; 2023 [cited 2024 Jun 8]. Available from: https://www.process.st/asana-workflow/https://www.slideshare.net/slideshow/asana-premium-overview/64676936
- Asana Premium Overview [Internet]. SlideShare. [cited 2024 Jun 8]. Available from: https://www.slideshare.net/slideshow/asana-premium-overview/64676936
- Baker, C. (2024, May 20). Asana Review--The Good and Bad [Blog post]. Crazy Egg. Retrieved [date] from https://www.crazyegg.com/blog/asana-review/

- Gschwentner, M. (2024, May 22). Asana Review 2024: The Most User-Friendly Project Management Tool? | EXPERTE.com. Retrieved [date] from https://www.experte.com/project-management/asana

- Baker, H.L. (2024). Updated 2024 review of Asana project management software [Internet]. ArticlesBase. [Accessed June 1, 2024]. Available from: https://articlesbase.com/business/project-management/software-and-tools/updated-2024-review-of-asana-project-management-software/

Annexure

Asana feedback form

* Indicates required question

1. Did the team find Asana easy to understand and navigate? *

   Mark only one oval.

   - YES
   - NO

2. Did the team feel comfortable using Asana following initial training? *

   (Yes/No, if No, why?)

3. Has Asana helped the team meet deadlines? (If Yes, how?) *

4. Do team members find it easier to assign and track work in Asana? *

Mark only one oval.

- YES
- NO

5. Has Asana enhanced communication across the marketing team *

Mark only one oval.

- YES
- NO

6. Does adopting Asana improve team engagement and collaboration? * How?

_____

7. Does Asana give the team access to project data and insights? *

Mark only one oval.

- YES
- NO

8. Has Asana helped the team identify areas for improvement in marketing campaigns? - *

Mark only one oval.

- YES
- NO

9. Is the team more productive since utilizing Asana? Elaborate. *

_____

10. Does the team recommend Asana to other healthcare departments? *

Mark only one oval.

- YES
- NO

11. Did Asana uncover any unexpected challenges for the marketing team? *

Mark only one oval.

- YES
- NO

12. Were there any aspects of Asana that the team found underutilized? *

Mark only one oval.

- YES
- NO

13. Does the marketing team need specific training to use Asana comfortably? *

Mark only one oval.

- YES
- NO

14. Would you rate your overall experience with Asana for managing marketing projects as positive? Please elaborate. *