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DEPARTMENT OF MANAGEMENT SCIENCES

Internship Report on

Clear Care ortho

Submitted To

Internship Advisor

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Internship Report

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Department Of Management Sciences

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In Partial Fulfillment of the Requirements

For The Degree Of

Bachelor of Sciences in Business Administration

Acknowledgement:

I would like to express my gratitude towards Sir Shumail Sarwar for his guidance throughout my internship. His mentorship has helped me to complete my internship without any problem.

I would like to appreciate the efforts of Mr. Azeem Jamil, COO at Clear Care Ortho, for allowing me to be a part of his team and expand my knowledge, and skills in real world business oriented problems. I would also like to thank the entire team for their emotional support, guidance, and willingness to teach me new skills which are applicable in the world.

I take full responsibility for any errors in this report and ask for forgive

Dedication:

I would like to thank Allah Almighty, my parents, and my internship supervisor Sir Shumail Sarwar for all their guidance, and encouragement that I received in order to complete my internship. I would like to appreciate everyone for their encouragement while I was completing my internship.

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Chapter 01:

Executive Summary:

After New Zealand, Pakistan's first research-based orthodontic treatment planning service provider Clear Care Ortho emerged in 2022.

During my time at Clear Care Ortho, I experienced new experiences such as Orthopedics and Digital Marketing.

My internship at this firm provided me with valuable insights into the orthopedic industry and digital marketing. During my internship, I met numerous medical and business professionals. My internship at Clear Care Ortho helped me further hone my problem solving and adaptability skills. It helped me to find new innovative solutions to problems.

During my internship, I worked on MeshMixer to remove irrelevant data and provide accuracy in 3D models. Working with the marketing team I have learned how to develop campaigns and strategies.

Clear Care Ortho has taught me to be ethical being which has helped me to understand the importance of honesty in professionalism.

My experience with quality control has allowed me to pay more attention to detail, maintain a positive attitude, and help maintain high standards in my work.

The desire to learn more has helped me continuously to grow professionally. Being an intern at Clear Care Ortho has helped me gain confidence and leadership skills.

In conclusion, my experience has been tremendously beneficial to my professional development. Providing me with practical and business knowledge, and communication skills.

Chapter 02:

2.1 Background of Host Organization:

Pakistan's first research based alignment treatment provider Clear Care Ortho, was founded in 2022 by Ali Raza and Azeem Jameel.

The founders analyzed the gap that was available in the market and decided to introduce research based alignment treatment planning services in Pakistan. They envisioned positioning Clear Care Ortho as Pakistan's first research based alignment treatment planning service provider.

They recognized a gap in specialized orthopedic services and decided to introduce a service firm that uses research, technology, and expertise in their operations. Keeping in mind the goal to improve the alignment and treatment planning processes in Pakistan and globally which was personalized to their specific needs and preferences.

2.2 Vision Statement

The vision of Clear Care Ortho is to provide research based orthodontic treatment planning by using up to date softwares and techniques.

2.3 Mission Statement

Clear Care Ortho Pakistan was founded in 2022 with a clear goal and purpose: to be the leader in orthodontic services in Pakistan. The main goal of the company is to provide the best orthodontic services to its customers. Focusing on accuracy and efficiency, Clear Care Ortho aims to revolutionize the social media industry in Pakistan by providing unrivaled services.

2.4 Values

- I. Precision: Clear Care Ortho Pakistan is committed to achieving the highest level of precision in all its services. All adjustments and treatments are carefully designed to provide the best for the client.
- II. Excellence: The Company unfailingly pursues excellence. Clear Care Ortho is committed to exceeding customer needs and providing the highest quality service.
- III. Innovation: Innovation is at the heart of Clear Care Ortho's work. The company actively seeks and integrates new research and technologies to remain at the forefront of the industry.
- IV. Customer focus: Clear Care Ortho puts the customer at the center of its operations. The company is dedicated to understanding and meeting each customer's unique needs and preferences and providing personalized and customized solutions.
- V. Ethics: Honesty and ethics are nonnegotiable for Clear Care Ortho Pakistan. The company adheres to the highest standards of integrity and professionalism in all its interactions.

2.5 Services:

Clear Care Ortho Pakistan specializes in a range of alignment services, including but not limited to:

- I. Orthodontic alignment
- II. Dental alignment

2.6 Differentiators:

Research-based approach:

Clear Care Ortho stands out with treatments and treatment plans based on the latest research studies and scientific principles, offering the best solutions for its customers.

Professionals:

The Company has a qualified team of professionals and experts dedicated to providing similar services.

Technology:

The company uses the latest technology to increase the accuracy and efficiency of its services.

Quality Control:

Quality is ensured so that each project is handled with care and there are no errors present in the final product.

Chapter 03:

3.1 Business Operations

Business activities of clear care orthoimages to provide orthopedic treatment planning and alignments. Business operations are discussed below:

I. **Services:**

Orthodontics:

They offer orthodontic services such as braces and aligners. Professional diagnoses are done and a treatment plan is developed based on the requirements of the client.

Treatment Plan:

The treatment plan is based on the recommendation of the Professionals. Each treatment plan is different from the other as different clients have different needs and wants.

II. **Research and Innovation:**

New technologies and treatment strategies are incorporated on a daily basis and research is done to better understand which treatments are that are now available in the world.

III. **Marketing and Sales:**

- Online and Offline marketing strategies are used to create firm awareness.
- Share testimonials and success stories to build trust and confidence.

IV. **Effective Partnerships:**

- Clear Care Ortho partners with local dentists and doctors to deliver comprehensive care solutions and expand its customer base.

V. **Quality Control and Compliance Management:**

- Strict quality control is implemented to ensure that all processes comply with the highest quality standards.
- The Company adheres to strict healthcare policies and standards and maintains ethical and professional conduct in all interactions.

VI. **Continuous Improvement:**

- Develop a culture of continuous improvement within the organization by regularly reviewing processes, programs, and customer feedback eight.
- o Develop an advocacy strategy to gather suggestions and concerns from customers and take action.

VII. Pricing and Pricing Model:

- Clear Care Ortho offers flexible pricing models based on case volume, providing incentives for larger cases and supporting increased referrals.
- Good pricing is designed to be competitive while ensuring the financial stability of the company.

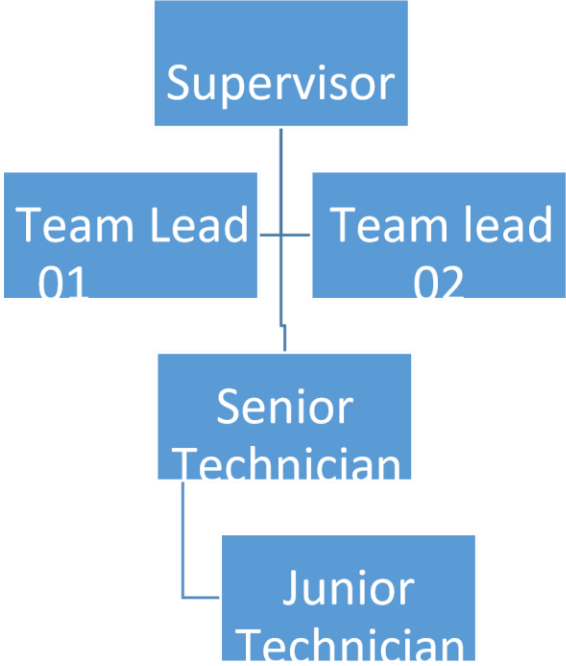
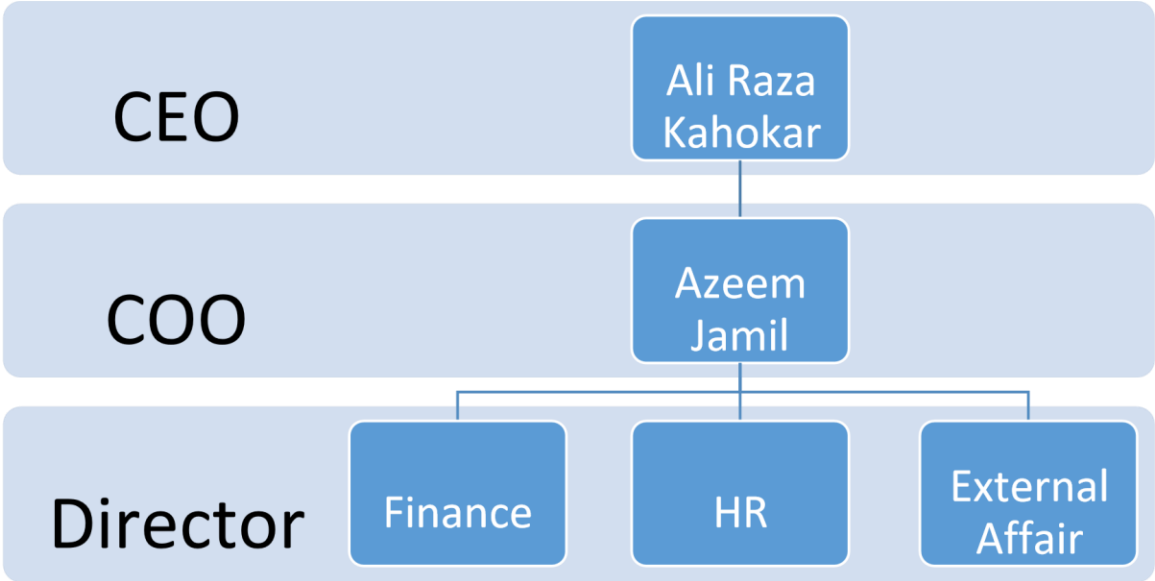
VIII. Technology Integration:

- Integrating technology into service delivery to increase accuracy, efficiency, and customer satisfaction.
- The company invests in new software and equipment to stay at the cutting edge of technology.

IX. Data Security and Privacy:

- Clear Care Ortho ensures the privacy and protection of patient information by attaching great importance to data security and patient confidentiality.

3.2 Organizational Structure (Organization Chart)



3.3 SWOT Analysis

Strength:

- I. Clear Care Ortho is the World's second and Pakistan's first research based orthodontic service provider.
- II. Professionals are hired who have at least 5 years of experience in the field. Their skills and knowledge enable them to provide the best results to clients.
- III. 3. Clear Care Ortho uses the state of the art technologies and all the software is up to date providing quality results, increased accuracy, and functionality. It helps in operations, diagnosis, and treatment planning.
- IV. 4. One of the strengths is the ethical behavior and professionalism found in the employees of the company.

This ethical framework not only attracts customers but also strengthens the company's social relations in society.

V. 5. Competitive Discount Structure

Clear Care Ortho has a competitive discount structure that can meet the needs of different customers according to patients. This level reduction provides the following benefits:

- a. 10% discount on 100 patients per month: Clear Care Ortho offers a 10% discount on services if customers refer 100 patients per month, supporting greater information, improving the quality of customer communication, and encouraging referral growth.
- b. b) 30% discount for 400 patients per month: Clear Care Ortho offers a 30% discount to its customers whose monthly volume reaches 400 patients. This not only encourages customer retention but also has the potential to attract new customers looking for significant cost savings by providing the company with a profitable option.

This flexible discount model increases Clear Care Ortho's ability to retain existing customers and attract new customers, thereby strengthening its competitive position in the orthopedic products market.

Weakness:

- I. Market competition: Competition in the target market is intense; Established companies and new entrants compete for market share. Clear Care Ortho will face difficulties in distinguishing itself and loving the business.
- II. Being a new company they need to gain equity in the market by developing marketing strategies.

Opportunities:

- I. Due to social media, it has increased awareness of health related problems. There is a growing demand for medical services in Pakistan. Clear Care Ortho can avail of this opportunity and can provide the best services in the market.
- II. Collaboration: collaborating with research organizations or practitioners can lead to opportunities for knowledge sharing, research, and service expansion.

Threats:

- I. Finance: Being a new firm in the market they can face financial issues during their early years.
- II. Clear Care Ortho faces immense competition from existing and new competitors in the market. They need to continuously invest in new treatment strategies, Technologies, and software.
- III. Epidemics can affect business operations of clear care ortho. Such as during Covid-19 approximately all businesses had to be closed.

3.4 PESTLE Analysis

Policy:

- I. Compliance: being a service provider changes in health regulations, licensing, or regulatory procedures could have a significant impact on the Company's operations.
- II. 2. Government Aid: Government measures to promote healthcare and research in Pakistan may provide opportunities for Clear Care Ortho. These may include grants, grants, or partnerships designed to support research-based clinical planning.
- III. 3. Political security: Security and government policies will affect the entire business environment. A stable political environment generally leads to economic growth and investment.

Economic Factors:

- I. Economic Situation: Pakistan's economic stability and development play an important role in the healthcare sector. Economic downturns or changes may affect consumers' use of healthcare services, including adjustments. Clear Care Ortho needs to monitor the market to assess potential changes in demand.
- II. Currency Fluctuations: Fluctuations in foreign exchange rates may affect Clear Care Ortho's purchases of technology and equipment. Financial risk management is critical to cost-effectiveness and cost stability for our customers.
- III. Income: The average income of the population may reflect the affordability of similar Clear Care Ortho services. The increase in disposable income will increase the demand for these services.

Social factors:

- I. Health Awareness: The health awareness and education level of the population affects the demand for future services. An informed and health-conscious community is more likely to seek preventive and curative treatment.
- II. Cultural Attitudes: Cultural attitudes toward health and beauty can influence acceptance of dental care. Clear Care Ortho must consider leadership as it changes its services and marketing strategies.
- III. Demography: The age distribution of the population affects the demand for semiservices. Older people may need more dental care and treatment, while young people may seek cosmetic treatments.

Technical aspects:

- I. Technological Advances: It is most beneficial for Clear Care Ortho to use new and updated software. Follow the technology so that the company can provide good and clear service.
- II. Telemedicine and teleservices: The use of technology in telemedicine and telediagnosics provides the opportunity to expand Clear Care Ortho's reach, especially in areas that are underserved or where physical access may be limited.

Environmental factors:

- I. Sustainability: Environmental awareness will create the need for environmentally friendly and healthy practices. Clear Care Ortho must consider sustainability in its operations, such as reducing waste and using environmentally friendly processes.

Legal Terms:

- I. Medical Malpractice and Liability: Legal issues regarding medical malpractice and liability are important in the medical industry.
- II. Privacy: The patient's personal medical information must be protected and kept confidential at all costs.

3.5 Marketing Strategy

Email Marketing:

Email marketing is used to pitch our services to potential clients. First emails are extracted from different platforms using different software. Then an email is sent to the clients containing information about our products and services.

Fiverr:

Freelancing platform such as Fiver is used to hire different part time employees or they are contract based. For example: a graphics designer is used to develop and provide a piece of visual information to the team and clients, a content writer is used to create blogs and articles, and a web developer is used to develop websites.

SEO (Search Engine Optimization):

The company is devoted to making it simple for everyone to find their website when looking for orthopedic care online. They invest in search engine optimization (SEO) in order to accomplish this task. Keyword research is done to identify terms that are relevant to orthopedic search requirements. The content and information related to this content are created to make it easier for potential clients to find the information they need in order to make informed health decisions.

Our Company's Website:

The website is a valuable resource for the company. Clients can cruise through an extensive list of orthopedic services that are available on our website. They can also view our quota system and can avail discounts. Webpage is regularly updated with orthopedic treatment information.

Collaboration with Dentists:

The company has useful medical partnerships and collaborates with local dentists. The aim is to deliver services to clients with efficiency, and quality.

Testimonials:

The journey of our clients is our most treasured strength. Client testimonials are collected and are shared on our website and LinkedIn. These testimonials help build confidence in potential clients and ensure that our clients receive the best care possible.

3.6 Competitive Strategy

They aim to create a strong competitive position in Pakistan's orthopedic planning service provider. To achieve this goal, the firm has employed a competitive strategy that capitalizes on its strengths, compensates for weak points, and grasps opportunities while reducing threats.

Following is the competitive strategy followed by clear care ortho:

I. Differentiation Strategy:

The firm's services are based upon research that makes clear Care Ortho is the market leader in Pakistan's market. They provide the most effective and research based solutions to the clients.

II. Service Excellence:

A professional team, Work ethics, and a friendly environment is our competitive advantage. Investing in training and development it is ensured that new interns and junior technicians gain the best skills.

Also by investing in cutting edge technology and software to improve the accuracy and efficiency of every single project.

III. Personalized and Client Focused:

- Firms continue to provide customized aligners to meet the requirements of the clients. This approach helps to strengthen the relationship between clients and firms.
- Excellent Customer Service: We remain committed to providing excellent customer service. We will actively seek feedback from customers and use it to improve their experience and satisfaction.

IV. Marketing and Sales:

- Mission Accomplishment: As a new company, we will invest in marketing and product development to gain business experience. Strategic marketing, strategic partnerships, and social media are all used to raise awareness of our high-quality calibration services.
- Review Advantage: Positive feedback from satisfied customers will help us build trust and confidence in our brand. We will keep collecting and publishing reviews from various industries.

V. Affordable pricing and discounts:

- Tiered Discount Structure: Our competitive discount structure will help us attract and retain customers. We will continue to offer flexible pricing to support larger caseloads and discounts for different caseloads to support caseload growth.

VI. Good Cooperation:

- Health Cooperation: We will benefit greatly from our collaboration with local dentists and other medical professionals. We will gain a larger customer base and expand our services by offering maintenance solutions and forming joint ventures.

VII. Innovation and adaptation:

- Educational technology: To improve program efficiency and effectiveness, we will frequently employ new technologies such as artificial intelligence and telemedicine. This innovation will keep us ahead of the competition while also providing exceptional value to our customers.
- Continuous improvement: We will maintain a culture of continuous improvement by reviewing and improving our processes, services, and customer results regularly.

VIII. Regulatory Compliance:

- Strict Compliance: We will strictly adhere to all laws and health standards while upholding the highest levels of integrity and professionalism. This will help us build trust and maintain our industry reputation.

IX. Emergency Planning:

- Prevention: Clear Care Ortho will create emergency plans to address threats such as business problems, regulatory changes, competitive challenges, and health concerns. Planning for the unexpected assists us in maintaining continuity and adapting to change.

The competitive strategy of Clear Care Ortho is based on providing exceptional service to joints while remaining agile, innovative, and customer-focused. We intend to establish ourselves as the first choice for quality service in Pakistan by providing authenticity, expertise, and a commitment to excellence.

3.7 Business Process Analysis

As a provider of orthopedic alignment and treatment planning services, Clear Care Ortho relies on robust business processes to provide quality service. The analysis below depicts the main steps of the contract's services, with a focus on the software tools used and the relevant business activities.

I. Service-Based Contracts:

All contracts are service based, which eventually means that clients hire the company for orthopedic alignment and treatment planning. The duration of the agreement varies from client to client.

II. Workflow Overview:

The firm follows a structured workflow that includes the following delivery process:

- a. Order Placement
- b. Preprocessing in Mesh Mixer
- c. Planning by the Treatment Team
- d. Quality Checking
- e. Post Processing

III. Software Tools Utilized:

A variety of software is used to help with various aspects of the alignment and treatment planning processes.

Some of these software are:

1. MeshMixer
2. Simply Ceph
3. Onyx
4. Vision First

Detailed Workflow:

I. Order Placement:

The process starts when digital scans of the clients are received and imported into the MeshMixer. The file includes submitting patient information, scans, and pictures of teeth for the analysis.

II. 2. Preprocessing in MeshMixer:

- The first step after receiving the client's data is to process it with MeshMixer.
- The second step is to Clean up scans. Improving the quality of digital models by filling gaps, making a solid base for the model, and editing lines around the teeth.
- Brushing the model to improve the quality of the model.

III. Planning by the Treatment Team:

- Following the processing process, the data is forwarded to the treatment team.
- Depending on the case, the treatment team employs a variety of software tools, such as Simply Ceph, Onyx, and Vision First.

IV. Quality Review:

The Quality Assurance team then reviews each case in order to find defects in any case. If none are found then it is delivered to the client otherwise case is sent back to the step 01 for the removal of detects. This team also monitors that all cases are up to the standard set by the management. On this level, any inconsistencies or problems are discovered and resolved.

V. Post Processing:

- The following steps should be taken after the treatment plan has passed quality control.
- Final edits or adjustments may be made to ensure the best treatment plan.
- The finished treatment is ready to be delivered to the customer.

Clear Care Ortho's business process is centered on providing high-quality orthopedic alignment and treatment planning. From placing the order to quality control and final processing, the process is divided into several stages. Using software tools like MeshMixer, Simply Ceph, Onyx, and Vision First ensures that the treatment plan is precise and accurate. Clear Care Ortho hopes to provide innovative, high-quality orthopedic solutions to its customers through this process.

Chapter 04:

4.1 Learning as a student intern:

As a student who interned at Clear Care Ortho, I can attest to the wealth of knowledge and insight I gained during my time there. My internship immersed me in the world of orthopedic relations and medical planning; gave me hands-on experience with pre-processed digital scans using advanced software such as MeshMixer, Simply Ceph, Onyx, and Vision First; and allowed me to participate in the health plan. In addition to my experience, I am qualified to contribute to Clear Care Ortho's digital marketing. I learned how to develop and run digital marketing strategies to reach out to potential clients and partners. This experience proved the importance of integrating business ideas with the company's mission and values.

During my time as an internee, I had the opportunity to work with professionals consisting of excellent tutors who are in a class of their own. Their knowledge and guidance helped me understand the importance of accuracy and excellence in orthopedic care.

The firm's dedication to research based practices and the integration of cutting-edge technology left a lasting impression on me. I learned the importance of staying on top of industry advancements and the impact it has on providing premium quality alignments.

The company's importance on ethical practices and continuous improvement taught me a strong sense of accountability and a commitment to maintaining the highest standards of honesty and professionalism in the industry.

In conclusion, my internship at Clear Care Ortho was an invaluable learning experience that not only provided me with technical skills but also shaped my understanding of the industry and the importance of effective digital marketing strategies. It was an opportunity for me to advance professionally in contributing to the development of orthopedic alignment treatment planning services and how to develop effective digital marketing strategies. I am thankful for the knowledge and insights I gained during my internship and look forward to applying what I learned in my future career.

Duties

Throughout my internship, I took on different roles and responsibilities. Some of my responsibilities are as follows:

I. **Digital Marketing:**

- a. Develop and run digital marketing strategies to promote Clear Care Ortho services.
- b. Manage social media accounts such as LinkedIn
- c. Conduct market research to identify trends, competitors, and growth opportunities.

II. **Preprocessing and Data Management:**

- a. Process digital scans and patient data and preprocess them using software tools such as MeshMixer.
- b. Ensure the accuracy and completeness of digital samples and scans before further review.
- c. Manage and organize patient information and digital information to comply with the privacy policy and ensure its security.

III. **Quality Control and Assurance:**

- a. Participates in the quality review process to ensure that treatment plans meet Clear Care Ortho's standards for quality and accuracy.
- b. Identify discrepancies or problems and work with the team to resolve them before final treatment planning.

IV. **Continuing Education and Development:**

- a. Participating in continuing education, training, and workshops to improve my knowledge and skills.
- b. I actively seek feedback from mentors and colleagues to improve my performance and contribute to the company's goals.

V. **Ethics and professionalism:**

- a. Maintain the highest ethical and professional standards in all interactions with clients, partners, and colleagues.
- b. Follow data protection and privacy practices to ensure patient information security and confidentiality. These roles and responsibilities have improved my understanding of Clear Care Ortho's operations, ranging from business strategy to competitive strategy and clinical planning. They also stressed the significance of collaboration, ethics, and continuous improvement in providing high-quality care.

Accomplishments

I had the opportunity to contribute to Clear Care Ortho's mission of providing quality orthopedic services and treatment plans during my internship. Here are some of my major achievements from this experience:

I. Successful Marketing Strategy:

- i. Create and implement digital marketing campaigns to boost Clear Care Ortho's online presence and brand awareness.
- ii. Interact with the target audience on social media platforms, increasing followers and user engagement.

II. Improve preprocessing data:

- i. Use MeshMixer to improve data preprocessing efficiency and reduce the time required for digital scans and models.
- ii. Assist in checking data accurately and thoroughly, reducing errors in the first stage.

III. Contribution to Quality Control:

- i. Participates in the quality review process to ensure treatment plans meet the company's stringent standards.
- ii. Assist in identifying and resolving discrepancies and issues to help provide effective treatment plans to clients.

IV. Ethical commitment:

- i. Maintain a strict commitment to ethics and professionalism in all interactions with customers, business partners, and colleagues.
- ii. Ensure compliance with data protection and privacy laws and protect patient information.

V. Continuing Education and Professional Development:

- i. Attend training courses and conferences to improve my knowledge and skills in orthopedics and the digital industry.
- ii. Demonstrates a commitment to personal and professional development by seeking feedback and development.

These achievements reflect my determination to contribute to Clear Care Ortho's success in providing quality orthopedic services while developing my technical and business skills. My internship not only allowed me to make a positive contribution to the company, but also gave me great insight into the healthcare industry, ethical justice, and the importance of continuing education.

New Knowledge Acquired

My internship at Clear Care Ortho gave me new knowledge and skills; and expanded my understanding of the medical industry, orthopedics, and digital marketing. Here is some important new information I gained:

I. **Orthopedic Alignment and Treatment Planning:**

- i. I gained in-depth knowledge of orthopedic alignment techniques, including the use of advanced software tools such as MeshMixer, Simply Ceph, Onyx, and Vision First.
- ii. I learned how to pre-process scans and patient records to ensure accuracy and quality before treatment planning; and
- iii. I gained experience in data analysis and interpretation, which is important in tailoring treatment plans to the needs of the patient.

II. **Digital Marketing Strategies:**

- i. Developed my skills as a digital marketer in developing and implementing digital marketing strategies.
- ii. Learned how to use social media platforms for business purposes, including content creation, planning, and marketing.

III. **Data Privacy and Compliance:**

- i. Data of different clients are very important. I am well versed in data protection and privacy practices to ensure data is secure.
- ii. Value of ethics and professionalism in the industry, as well as how to follow industry standards.

IV. **Continuous Learning and Development:**

- i. I practice a culture of continuous learning and adaptation, attending workshops and seminars to expand my knowledge and skills. • I understand the value of seeking advice and utilizing business development and marketing.

Above all, my internship at Clear Care Ortho broadened my horizons and provided me with knowledge and skills related to orthopedic reform, digital marketing, health care, and medical collaboration. This new experience not only supports my education and professional development but also deepens my understanding of the complexities and opportunities of the healthcare industry.

Problems Encountered

During my internship at Clear Care Ortho, I encountered many challenges and obstacles that allowed me to grow and learn. Here are some of the main problems I encountered:

I. **Complexity of Orthopedic Alignment:**

- The field of orthopedic alignment and treatment planning involves complex systems and software tools. Learning to monitor and use these tools effectively requires deep learning.

II. **Data Preprocessing Challenges:**

- Using MeshMixer to preprocess scans and patient data often presents challenges with data quality and accuracy. Ensuring that the input data is error-free is critical to the treatment plan.

III. **Manage Marketing:**

- Creating and executing a digital marketing plan requires a deep understanding of your target audience and creating quality content. Balancing the orthopedic practice process with a digital marketing strategy presents unique challenges.

IV. **Privacy and data security:**

- Strict compliance with data protection and privacy is an ongoing concern. Protecting patient information and maintaining ethics must be carefully considered.

V. **Keeping up with changes in the industry:**

- The healthcare industry is subject to changes in terms of legislation and standards. Staying current and adapting to changes in the healthcare environment requires research and flexibility.

VI. **6. Manage Operations:**

Balancing the role of orthopedic reform and digital marketing during planning can be difficult. Good time management and prioritization are important skills to develop.

VII. **Effective communication:**

- Open communication with colleagues, partners, and clients is very important. Ensuring everyone is on the same page about goals and outcomes requires effective communication.

VIII. **Quality Control and Quality Control:**

Strict controls must be maintained in the calibration service and must be followed carefully and accurately to ensure treatments meet quality standards.

Although these challenges presented difficulty, they ultimately provided valuable learning opportunities. By overcoming these difficulties, I was able to enhance my problem-solving abilities and adaptability.

4.5 How Experience impacts your Career

My time at Clear Care Ortho had a substantial impact on my career. During my internship, I had the opportunity to work in a comfortable environment and gain information and skills that will help me advance in my career.

1. **Skills:**

I have gained the necessary skills and knowledge in orthopedics and digital marketing. This ability has become a distinct selling point separating me from other professionals in my field.

2. **Work Experience:**

During my internship, I have learned about the complexities of the healthcare industry, especially when it comes to orthopedic services.

3. **Problem-solving and flexibility:**

I have further polished my problem-solving skills and flexibility. These abilities have assisted me in overcoming problems at work and in finding new solutions to difficult problems.

4. **Digital Marketing Competence:**

My participation in development of the digital marketing strategies has improved my digital marketing skills significantly. These skills are in high demand across many industries.

5. **Commitment to ethics:**

Firm stress on ethics astonished me. In all of my relationships and decisions, I remain devoted to ethics and professionalism.

6. **Quality Assurance and Attention to Detail:**

While I was working with the assurance department my interest was further raised about how a minor neglected information can cause severe damages. This attitude helped me in many jobs and assisted me in maintaining a high standard of work.

7. **Confidence and leadership:**

During my days as an intern, I have gained more confidence and leadership.

8. **Additional Development:**

Being an intern at the firm has improved my resume, making me a more attractive applicant to potential employers. I learned how to apply my knowledge and skills in a professional environment.

Bibliography:

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Glossary

1. SEO (Search Engine Optimization)

Weekly Report of Internship

Starting from: 10- July 2023

Weekly Report 01: Date: July 10 to July 15, 2023, What I have learned so far:

- The Teeth
 1. Maxillary Arch
 2. Mandibular Arch
 3. Incisors
 4. Canines
 5. Premolars
 6. Molar
- Primary and Permanent Dentition Tooth Numbering
 1. Universal
 2. Palmer
 3. FDI

- Tooth Surfaces
- Tooth Layers
- Gum Disease
- Dental Treatment

Weekly Report 02:

Date: July 17 to July 22, 2023

What I have learned so far:

- Review of Basic Dental Terminologies.
- Learning Basics of MeshMixer.
- Practicing Basic Features on Samples.

Weekly Report 03:

Date: 24 July to 29 July 2023

What I have learned in this Week:

- Learning the following features of MeshMixer.

These Features Include:

1. In Analysis:

How to use an inspector to fill the holes without removing the boundary of the 3D Model.

2. In Edit:

How to make the model Solid. Increase its Solid Accuracy and Mesh Density.

Use of Plane Cut to cut the excessive parts of the model.

Use of Extrude

3. In Sculpt:

Under Brushes section:

Use Bubble Smooth to smooth the surface of teethes, Gingiva, and Hard Palate

Use of Pinch to create precise gum lines.

4. In Select:

Use the Click and Drag method to remove unwanted material.

Use these features to work on 100 plus samples to further enhance my skills.

Weekly Report 04:

Date: 31 July to 05 August 2023

What I have learned in this Week:

1. Working on cases using the following features of MeshMixer:

- 1) Analysis
- 2) Edit
- 3) Sculpt
- 4) Select

2. Marketing of our services through:

1. Company's Official Website
2. Search Engine Optimization
3. Social Media Marketing
4. LinkedIn
5. Partnership with Dentists
6. Testimonials

Weekly Report 05:

Date:07 August to 12 August 2023

What I have learned in this Week:

Working on cases using the following features of MeshMixer:

1. Analysis
2. Edit
3. Sculpt
4. Select

How to pitch our services to potential clients:

As we belong to a service sector with competitive service providers. We pitch our potential clients by contacting Dental Clinics and HR departments of hospitals worldwide. We provide them with useful information such as how they can gain benefit by availing our services, what makes our services better than our competitors, our competitive prices and quality of our Services, and Testimonials.

Once clients are interested in our services we provide them with different packages which they can avail. Our packages include Annual, Semi-Annual, and Quarter packages, discounts are given according to the packages which are 5%, 3%, and 2%

Internship Report 06:

What I have learned during my sixth week at Clear Care Ortho:

Working on cases using the following feature of MeshMixer:

1. Mesh Healing and Repair:

MeshMixer offers tools for repairing and healing mesh imperfections. These tools are used for fixing any holes, gaps, or non-manifold geometry in dental models before further processing or 3D printing.

2. Sculpting and Smoothing:

The sculpting and smoothing brushes in MeshMixer can help refine the surface of dental models, ensuring accurate representations of teeth and oral structures.

3. Boolean Operations:

In Boolean operations, subtraction, and intersection can be used to combine or subtract different mesh components. This might be useful for creating dental appliances or orthodontic devices that involve the manipulation of multiple components.

4. Support Generation:

MeshMixer can help generate custom supports of prints. Proper support structures are important to ensure successful and accurate printing.

5. Mesh Analysis:

MeshMixer provides tools for measuring distances and angles on 3D models. This could be useful for analyzing dental models and ensuring they meet specific measurements and requirements.

6. Slicing and Hollowing:

This tool is used to hollow out dental models to save material and reduce print time.

7. Surface Smoothing:

Dental models often require smooth surfaces for accurate representation. MeshMixer's smoothing tools can help achieve this by refining the mesh topology and eliminating jagged edges.

8. Customization and Modification:

MeshMixer's general editing tools can be used to customize and modify dental models, allowing you to make patient-specific adjustments as needed.

9. Symmetry and Mirroring:

MeshMixer's general editing tools can be used to customize and modify dental Models, allow you to make patient-specific adjustments as needed.

10. Exporting and importing:

MeshMixer supports various file formats, which helps export and import dental models between different software and devices such as .stl

How Clear Care Ortho Market their Services:

1. Website:

2. On the official website, potential clients can go through all the Services, and Protocols.
3. Learn more about the differences between our services and competitors.
4. They can get QUOTE from the official website.

2. Fiverr:

5. By making a gig on Fiverr we provide our various services.

3. Email Marketing:

1. Contacting HR departments of various International and National hospitals.
2. Benefits they will gain from our services and dental devices, such as braces, Retainers, and bands.
3. Providing them with testimonials

**COMSATS University Islamabad, Lahore Campus
Internship Evaluation Form**

To be completed and signed by the Officer/In-Charge/Sectional Head at the Internship Organization

Name of Internee: Muhammad Saad Asif		CIIT Registration No.					
Name of Internship Supervisor at CIIT							
Name and address of Internship Organization		CLEAR CARE ORTHO 9/9A, Block B Second Floor Al Haram Plaza Main Bulleyward Sabzazaar Lahore					
Internship Period:		From: 10-7-2023			To: 3-9-2023		
Assigned Tasks/Responsibilities: Marketing and Digital Dental Software Training (Mesh Mixer)							
Rating: Please grade the Internee performance using the parameters/qualities defined in the left column below. 1: Excellent, 2: Very Good, 3: Good, 4: Average, 5: Below Average, DN: Don't know							
	Parameters of Evaluations	1	2	3	4	5	DN
1.	Completion of the assigned tasks accurately and timely		✓				
2.	Ability to work under pressure			✓			
3.	Decision making abilities	✓					
4.	Aptitude to work for additional tasks/assignments			✓			
5.	Ability to work independently	✓					
6.	Ability to work as a team member		✓				
7.	Working relationship with staff		✓				
8.	Analytical ability to resolve problems	✓					
9.	Aptitude to accept responsibility			✓			
10.	Customer relationship management			✓			
11.	Creativity at work	✓					
12.	Dress code			✓			
13.	IT skills			✓			
14.	Written communication skills	✓					
15.	Verbal communication skills	✓					
16.	Sense of social responsibility			✓			
17.	Common work ethics compliance	✓					
18.	Leadership skills	✓					
19.	Entrepreneurial skills	✓					
20.	The courage to accept mistakes/errors			✓			
Remarks/Recommendations (if any)							

Dated: 17-10-2023

Name and Designation of the Evaluator: Nadeem Habib

Stamp

**Clear Care Ortho
Partner**


Signature

To be filled and completed by the **Internee/Student**

Name of Internee/Student: M Saad Asif		CIIT Registration No. FA20-BBA-157					
Name of Internship Supervisor at CIIT		Sir Shumail Sarwar					
Name and address of Internship Organization		Clear Care Ortho. 9/9A, Block B Second Floor AL-Haram Plaza. Main Bulleyward Sabzazaar, Lahore					
Internship Period:		From: 10-7-2023			To: 3-9-2023		
Assigned Tasks/Responsibilities:							
Rating: Please grade the Internee performance using the parameters/qualities defined in the left column below. 1: Excellent, 2: Very Good, 3: Good, 4: Average, 5: Below Average, DN: Don't know							
Sr.#	Parameters of Evaluations	1	2	3	4	5	DN
1.	The working environment was			✓			
2.	The opportunities to improve my analytical skills were		✓				
3.	The opportunities to improve my problem solving skills were	✓					
4.	The platform to make professional networking was				✓		
5.	The opportunities to enhance my written communication skills were					✓	
6.	The opportunities to improve my verbal communication skills were		✓				
7.	Professional supervision at the organization was	✓					
8.	The opportunities to implement my subject knowledge were			✓			
9.	Learning opportunities	✓					
10.	The opportunity to gain professional work experience was	✓					
11.	The opportunities to plan my future career were		✓				
12.	The opportunities to participate in decision making exercises were			✓			
13.	Treatment of the staff with me was generally	✓					
14.	Time allocation for each task during the internship was		✓				
15.	The opportunities to learn professional ethics were				✓		
16.	The opportunities to improve my leadership skills were			✓			
17.	I grade this organization for future internships of other students as		✓				
18.	The extent to which BBA and the Department of Management Sciences prepared you for your internship					✓	

19.	Would you recommend your internship organization to other students?	Yes	✓	No	
20.	With what aspects(s) of your internship were you most satisfied? I was most satisfied with the learning opportunity as I was able to develop my problem solving skill, leadership and could learn professional ethics.				
21.	With what aspects(s) of your internship were you least satisfied? I was least satisfied with the workplace environment as our tables were attached with each other there was no room for privacy.				
	Any other comments: No Comment.				

Dated: _____

Signature: _____

COMSATS University Islamabad, Lahore Campus
Internship Evaluation Form

To be completed and signed by the **Internship Supervisor**

Name of Internee/Student:		CIIT Registration No.					
Name of Internship Supervisor at CIIT							
Name and address of Internship Organization							
Internship Period:		From:			To:		
Assigned Tasks/Responsibilities:							
<p>Rating: Please grade the Internee performance using the parameters/qualities defined in the left column below.</p> <p>1: Excellent, 2: Very Good, 3: Good, 4: Average, 5: Below Average, DN: Don't know</p>							
Sr.#	Parameters of Evaluations	1	2	3	4	5	DN
1.	Attire, grooming and personal cleanliness						
2.	Enthusiasm and timely completion of work						
3.	Poise and Confidence						
4.	Ability to make decisions						
5.	Written communication skills						
6.	Verbal communication skills						
7.	Relationships with peer group						
8.	Acceptance of criticism and willingness to accept new ideas						
9.	Ability to take responsibility and perform						
10.	Eagerness to gain knowledge and practical experience						
11.	Leadership skills						
12.	Analytical and creative skills						
13.	Punctuality						
14.	Problem solving skills						
15.	Optimism						
16.	Presentation/Viva voce						
17.	Ability to become a Business/Management leader						

Comments:

Date _____

Signature of Internship Supervisor:



October 17, 2023

TO WHOM IT MAY CONCERN

This is to certify that **Muhammad Saad Asif** student of BBA (Marketing) Comsats University Islamabad (Lahore Campus) has successfully completed an internship in the field of **Marketing** from **July 10, 2023** to **September 3, 2023** under the guidance of CCO Marketing.

During the period of his internship program with us, he had been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish him every success in his life and career.

For CLEAR CARE ORTHO

A handwritten signature in black ink, appearing to read 'Ayesha Khalid'.

Bussiness Developer Head
Ayesha Khalid

**WITH BEST WISHES
CORDIALLY
CLEAR CARE ORTHO**

Second Floor,9-A Sabzazar main boulevard, Multan Road Lahore.,Lahore



+923024832682



clearcareortho@gmail.com



www.clearcareortho.com

Internship Report On Clear Care ortho

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SIMILARITY INDEX

1%

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