

Internship Report

Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

In

Hospital and Health Management

by

Dr. Amira Fatima Alvi

Under the Supervision and Guidance of

Dr. Daya Krishan Mangal, Professor

2019-2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Dr. Amira Fatima Alvi has worked with us from 12nd March 2021 to 30th June 2021 as a Medical Coordinator.

Amira is creative, diligent and displays exceptional ownership towards her work. She is dynamic and can handle multiple responsibilities given to her.

She will prove to be an asset for any organization that she joins. We wish her all the success in her future endeavors.

Yours Sincerely,

Dr. Rituparna Santra

Medical head, Remedo

INTRODUCTION

Despite the Covid-19 crisis highlighting the gaps in the health-tech ecosystem, industry experts have agreed that the pandemic has brought a lot of attention to health-tech and its value proposition. Even the government has repeatedly emphasized on the need for technology solutions in the health-tech space to solve for the crisis with a focus on a telemedicine. While telemedicine has always been a significant segment within health-tech, the pandemic has forced the government to clarify the guidelines for telemedicine and remote consultations.

Remedo is a telemedicine start-up main aim to establish a platform for doctors to connect with their existing patients regularly. It provides mainly practice management, patient engagement & patient communication. It is not a doctors discovery platform

Remedo is a Telemedicine start-up founded on the idea of providing doctors with a competent enough platform through which they can communicate with their patients on a regular basis. The B2B approach to its service entails doctors enrolling patients on its care platform in order to stay in touch with and guide the patients. The company wants to establish itself as an integrated healthcare facilitator and caregiver that uses various touchpoints between doctor and patient effectively to manage chronic conditions and achieve better health outcomes. Remedo wants to be an intermediary for doctors and their existing patients. In this pandemic period, doctors may not be able to go back to patients every time they need a follow-up, due to limitations of being in a lockdown. The use of telemedicine practice will result in cost-setting plans for patients, as well as an improvement in the quality of healthcare in rural areas. After the Covid-19 outbreak, the MCI launched guidelines for telemedicine solutions on March 25, 2020. Previously, telemedicine operations were governed by several statutory guidelines in India. The new telemedicine guidelines for India provide a more comprehensive framework for applications, modes of communication, medical ethics, data privacy and confidentiality, document requirements, fees, processes, drug lists, technological platforms and many more. India is one of the top ten countries that use telemedicine.

OBJECTIVE OF INTERNSHIP

My objectives of the internship is to learn healthcare technology and gaining essential background knowledge of the digital healthcare industry which will be a future of healthcare. Perfecting my skills in different tools, interpersonal skills and mastering the technical business skills.

ORGANIZATIONAL PROFILE

REMEDO LOGO-



“An engaged and satisfied patient is the best generator of new footfall”

“Remedo helps you increase word of mouth for your practice.”

ABOUT REMEDO CLINITECH PVT LTD

Remedo (DESIGNED BY DOCTORS FOR DOCTORS). It is a healthcare-technology company which builds patient engagement and practice enhancement products.

Remedo Clinitech Pvt. Ltd.helps:

- Clinics and healthcare providers to improve their conversions and patients satisfaction level.
- Connecting the complicated healthcare system, so that do not have to run pillar to post for the medical needs.
- Medical records - maintained on the cloud and securely encrypted. It can access anywhere, but only the person who is linked up doctor and patient can access them.
- Remedo also helps doctors enhance their engagement, practice with their patients and manage records. All this happens without changing their significant behaviour and any investment.

DIRECTORS OF REMEDO CLINITECH PRIVATE LIMITED



Dr. Ruchir Mehra



Richeek Arya



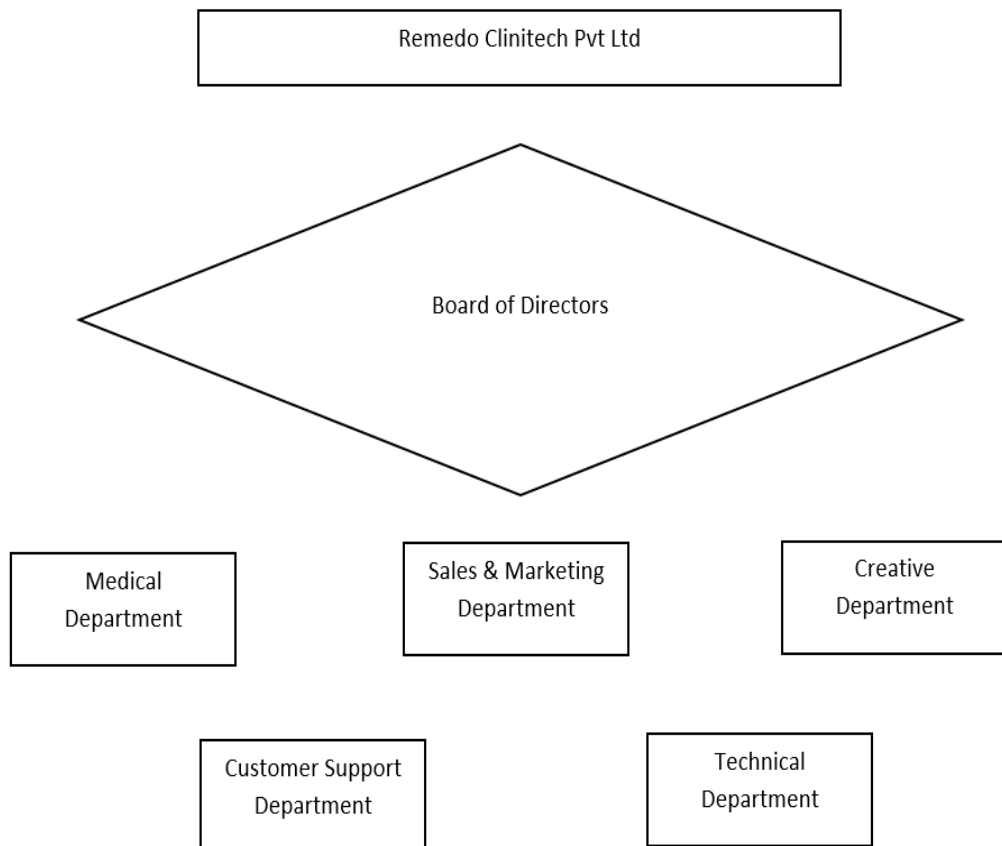
Harsh Vardhan Bansal

Age of company: 4.5 years

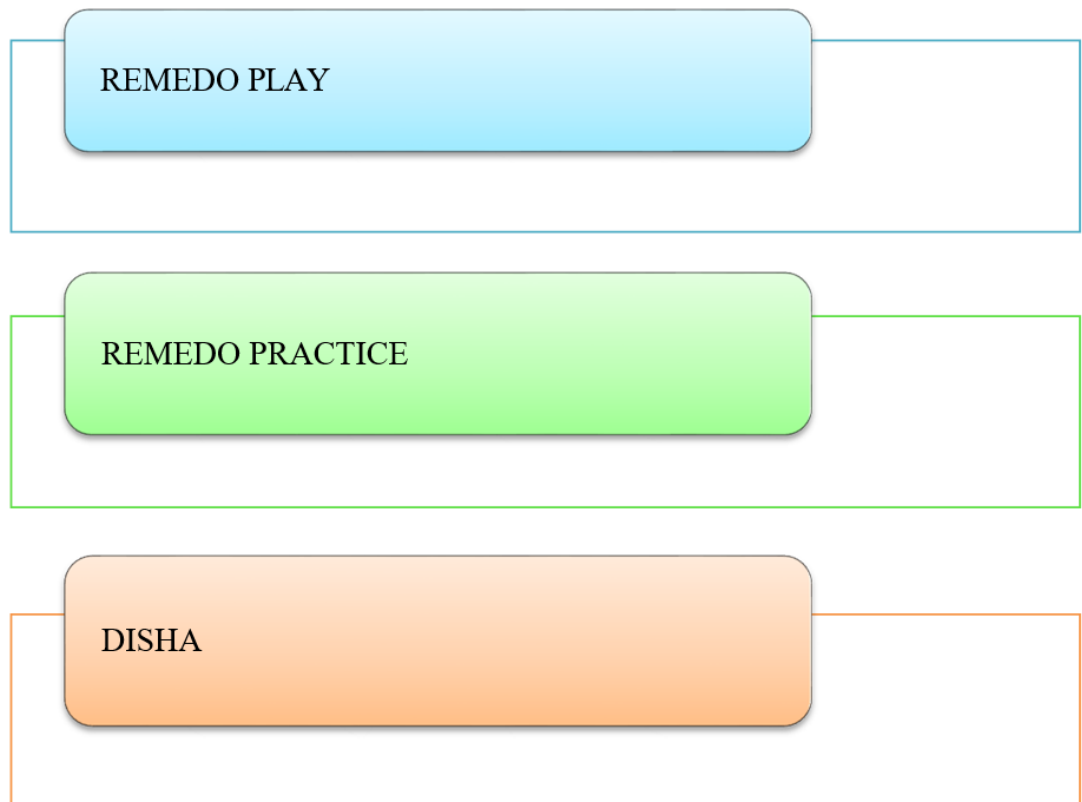
ORGANIZATIONAL STRUCTURE

Departmental Head of department

- Medical Department - Dr. Rituparna Santra
- Marketing – Satwik Banerjee
- Sales - Daksh Bembi
- Creative Team - Mahesh Bist
- Customer Service Team- Ms Payal
- Technical - Richeek Arya



REMEDO basically deals with 3 products:



REMEDO PLAY:

Crafted specially for doctors to help them engage their patients through “Information Therapy”. Appealing and informative speciality focused videos, played in waiting rooms help reduce patients anxiety. Available in English and Hindi.

Benefits:

- Boost Revenue (Increase follow-up footfall, improve conversions and monetize chats with patients).
- Medico legal protection (Patient records and prescriptions to safeguard against future claims).
- Digitize the practice without typing (Access patients records on your phone from anywhere. Recall patients profile at a glance.
- Improve communication with patients (Free up WhatsApp, SMS, Send personalised videos and text to patients after consultation).

Remedo Play helps to uplift the OPD waiting room environment by replacing boring non relevant content with the highly engaging and relevant educational content (for

patients) which can educate them and help them to get a basic idea related to some common medical problem not only that it also contain a brief profile of the doctor which help patient to “know there doctor well”. It also contain a personalized messages from their doctor that help to increase the quality of Patient Engagement.

These videos also help in increasing the efficiency of doctor by answering some questions beforehand, increase conversations regarding commercially important topics (ex. tests, vaccinations etc.) and help in better care outcomes.

Remedo also customize content specially for Indian audience and it is available in both Hindi and English.

REMEDO PRACTICE:

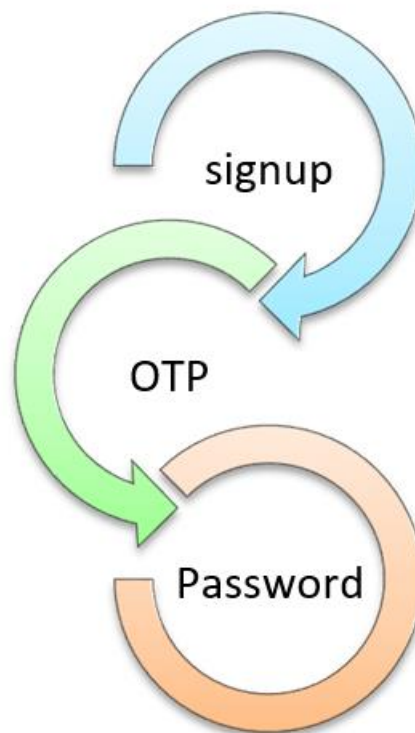
It is created exclusively for doctors to help them enhance their communication and relationships with their patients. Doctor can get Complete control over the practice, patient records and appointments.

Benefits:

- Boost Revenue (Increase follow-up footfall, improve conversion and monetize chats with patients).
- Medicolegal protection (Patient records and prescriptions to safeguard against future claims).
- Digitize the practice without typing (Access patient records on your phone from anywhere. Recall patient profile at a glance).
- Improve communication with patients (Free up WhatsApp. Send personalized videos and text to patients after consultation).

Remedo Practice is basically an application provided to doctor on there mobile. It provides an appointment manager, separate staff access, management analytics dashboard and prescription storage on cloud, also patients education content which includes important topics like (ex. tests, vaccinations etc.) that doctor can share with patients. Doctors can manage appointment, patients history and even chat/broadcast messages to patients through Remedo Mobile app.

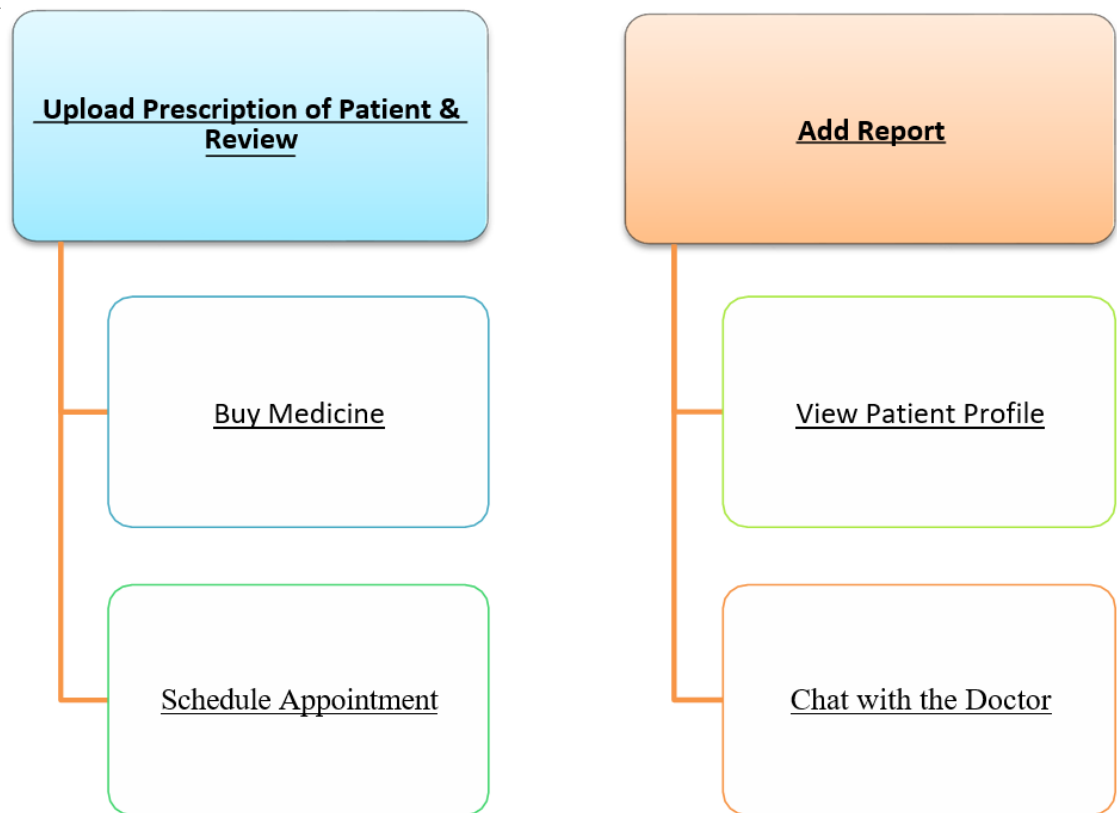
HOW TO LOGIN?



- Firstly the doctor need to “sign up” for Remedo practice
- While signing up the application in phone- it generate an “OTP”.
- The “OTP” is send by REMEDO Technical team , after they permit the registration of the new user.
- After the permit is grant user (Doctor) can create a password for his account and access it any time.

WHAT IT INCLUDE?

Remedo App includes:



DISHA is for digital consultation it create a medium for the doctor-patient interaction
For Example – “Pregnancy care plan and Ortho care plan”

In pregnancy care plan - By adding a pregnant women on this plan. She will get a digital consultaion through Remedo under which messages and video related to pregnancy will be sent to the lady on her whatsapp by the name of the specific doctor she consult with. Even doctor can generate revenue through this plan.

Other care plans in Remedo App

- Pregnancy Care Plan
- PCOS Healing Care Plan
- Endometriosis Relief Care Plan
- Infertility Care Plan
- Conception Guidance Care Plan
- Intrauterine Insemination Care Plan
- Diabetes Care Plan
- Cardiology Care Plan

- Ortho-Fracture Care Plan
- COVID Care Plan

THERAPEUTIC AREAS OF REMEDO

Remedo is a one-of-a-kind app that is adored by top gynecologists and their patients. Patients who are on care plans appreciate their doctor warmly and contribute to the growth of doctors' internet presence.

Remedo covers key gynecological and obstetric conditions that cover the majority of doctor's daily practice, as well as time-saving tools (e.g. EDD calculators), clinical templates (e.g. Pre-op/post-op advice), analytics (e.g. which patient is due when), and much more that is specific to Gynecological practice.

Remedo care plans solve all standard patient FAQs, which remind them about follow up visits, provide condition specific diet and lifestyle advice, and help to build a bond between doctor and patients.

Obs/Gyn Care Plans of Remedo

1. Pregnancy care plan:
 - a. Trimester-wise content
 - b. Information about all the tests, vaccinations and screenings.
 - c. Weekly tips are there for mommy-to-be
 - d. Baby development pictures cards
 - e. Progress timeline of pregnancy
 - f. Diet charts, tips and recipes
 - g. Reminders for medication and tests
 - h. Recommended products
2. PCOS care plan
 - a. Complete knowledge about the condition
 - b. Information about all tests
 - c. Diet tips, charts, and recipes
 - d. Tips to get rid of PCOS symptoms
 - e. Weight management
 - f. Emotional and mental aspects of PCOS
3. Endometriosis care plan
 - a. Understanding about the condition
 - b. Knowledge about tests

- c. Diet tips and lifestyle changes
- d. Emotional and mental aspects of dealing with pain

Remedo celebrates the beauty of pregnancy, who offers a helping hand to ease the pains of Endometriosis and support bodily changes actively during PCOS.

Remedo team strives to be a woman's best friend and helps to connect doctors with their patients by creating AI-based specialized plans for them.

Remedo app analyses the patient condition and pushes to forward personalized content relevant to their condition.

Remedo has also covered other important gynecological topics like HPV, UTI, Planning for pregnancy, Menstrual hygiene and Contraceptive methods.

These care plans comprise all the aspects of gynecological practice.

Remedo also provides exceptional health assistance for diabetic patients issues by providing them with step-by-step instructions that help relieve their symptoms and control their blood sugar and HbA1c. Diabetic patients are engaged in the treatment plan through education, reminders, and trackers. Our health care package includes the following services:

- Nature of the disease
- Tests to check blood sugar levels
- Special diabetic diets
- Lifestyle changes

Remedo has also collaborated with prominent Orthopedic surgeons and physiotherapists to develop a new and powerful method for patients with unique orthopedic difficulties.

Remedo Ortho care plans are:

- ACL injury
- ACL surgical
- ACL post-surgery
- Fracture
- Arthritis, joint replacement (WIP)

Remedo provides video tutorials to patients so that they can follow physiotherapy rehabilitation protocols from their home. The ACL rehab plan has benefited hundreds of patients and helped them achieve full ROM of knee. Remedo also assists orthopaedic

surgeons by assisting them in recalling essential patient information, sending timely notifications and reminders to their patients, and assisting in the development of a strong link between patients and their doctors through individualized care. This results in patient gratitude, a positive internet reputation for doctors, new patients, and improved compliance from existing patients.

REMEDO CONTENT

The content has been reviewed and appraised by many senior gynecologists, Remedo which offers a wide range of benefits that help improve patient experience and provides relevant information that is tailored to the patient's medical situation. Remedo meticulously made the care plans from ACOG, RCOG and FOGSI guidelines & PILs.

Remedo medical team includes doctors, dieticians, yoga instructors, and physiotherapists, and they work together to provide patients with holistic care. Remedo improves patient experience, which increases patient engagement and helps you develop your practice.

INVESTORS & BACKERS

1. AngelList : The world's largest startup platform to fundraise, recruit and launch.
2. IPV (Inflection Point Ventures) : It is a investing firm which support new age entrepreneurs, providing them monetary & experiential capital by connecting them with a diverse group of investors.

SWOT ANALYSIS OF REMEDO

While doing the SWOT analysis, one should be realistic about its good and bad points. While working in a Remedo Clinitech Pvt Ltd, I have observed the organization and all its needs to keep the analysis specific by avoiding grey areas and analysing in relation to real-life contexts.

STRENGTH

- Good Client Relationships & High Customer satisfaction results in high repeat business.
- Price competitiveness, deal with client, makes it an attractive service partner to clients
- Rapid growth and resulting strong financial allow for investment in capabilities
- Doctors can generate revenue through "DISHA".

WEAKNESS

- Lack Of Awareness
- Service not present in all the cities
- No name in the market
- Not everyone is accessible to smartphone and smart technology.
- As “DISHA” is new in the market so it require more promotion and should be advertise in an improvised way that can create more impact in Doctor’s mind.

OPPORTUNITY

- Expansions into new geographies market.
- Opportunities from emerging technologies and advanced services.
- Opportunity for deeper penetration into large accounts and to built long time business customer.
- The concept of “DISHA” is new in Indian market, so it has a high scope.
- Doctor can generate revenue through this, so it can be seek as a opportunity.

THREAT

- Market acceptance of Practo and Lybrate by doctor (as they provide them new patient) they act as a major market competitor of Remedo Clinitech Pvt. Ltd.
- New competitors in the market Like Docon, Doxper, Eremedium, google diary, Baby center etc.

MARKETING MIX

Product in the Marketing Mix of Remedo:

- Remedo is a powerful medium that builds patient engagement and practice enhancement products.
- It helps clinics and healthcare providers to improve their patient satisfaction levels and conversions.
- It offers hassle-free scheduling at all hours and everyday access to reports and records.
- Regular SMS and emails are a great help. Options are also given for rescheduling and that too without wasting unnecessary time.
- Remedo enhances the agreement with doctor with the usage of latest technology.
- Remedo also helps uplift the OPD waiting room environment by replacing boring news channels or other non-relevant content with highly engaging and

relevant educational content for patients along with personalized messages from their doctors that help increase the quality of patient engagement.

- Its practice management & patient engagement solution is easy-to-use and includes the following:
 - Remedo practice is a one-stop solution to the problems and much more.
 - Not only does it provide all tracking points at your fingertips but also sends E-mails, SMS, notifications to your patients and staff whenever your doctor prescribes advanced treatments or tests.
 - Doctors Marketing Team or Lab Department can see the prescription and then contact the patients and discuss their requirements.
- Remedo Practice also provides an appointment manager, separate staff access, management analytics dashboard and prescription storage on cloud. Doctors can manage, index, search patients and chat/broadcast messages to patients through Remedo Mobile app.
- DISHA is for digital consultation it create a medium for the doctor -patient interaction For Example – “pregnancy care plan and Ortho care plan”
- In pregnancy care plan - By adding a pregnant women on this plan.
- She will get a digital consultation through Remedo under which messages and video related to pregnancy will be sent to the lady on her WhatsApp by the name of the specific doctor she consult with.

Place in the Marketing Mix of Remedo:

- Remedo is becoming one of the most trusted platforms that doctors are using for patient engagement and patient management.
- Doctor can access it from any hook and corner of the country that has the internet facility.
- It is available in most common and used language English but (“DISHA is available in both HINDI and ENGLISH”)
- It’s headquarter is in Noida.
- Remedo started its operations from New Delhi and currently has spread its presence to Delhi, Haryana & Uttar Pradesh. It has a widespread distribution network.
- Remedo operates via Android, iOS and Mobile Web operating systems

Price in the Marketing Mix of Remedo:

- Overall, healthcare market in India estimated at 65 billion dollars according to a report by IBEF. Remedo is emerging in the market of healthcare sector, India.
- It has implemented a philosophy of maintain the relationship between doctor & patient.
- Remedo is a commercial application and operates paid software for practice management called Remedo Practice.
- Remedo Practice Subscription: Remedo is providing all the facilities at a very minimal charge of Rs.5 + GST per prescription upload (billed monthly).
- Remedo Play Subscription – Remedo charge monthly subscription fees of INR 899/doctor + GST (payable in advance for one year).
- Remedo provide an Android box that is playable on one screen and needs Wi-Fi access and HDMI port in TV.
- DISHA Subscription- DISHA charge monthly subscription fees of INR 2000/doctor + GST (payable after 15days trial).
- Remedo charge an yearly amount of INR 24K per year for this “digital plan” from a single Doctor and it’s totally depend on doctor whether he want to charge his patient for this digital plan or not.

Promotion in the Marketing Mix of Remedo:

- Remedo is considered as one of the most important application for doctors to manage their patients and educate them, through engaging them in waiting area.
- Remedo is Promoting through Social Media Facebook/Linkedin , Offline Marketing –CME’s and for Patients – In Clinic Promotion etc
- Remedo is also taking the help of few Gynae (for ex. Dr Madhu goel) to promote DISHA

DISHA- Digital Integrated Smart Health Assistant

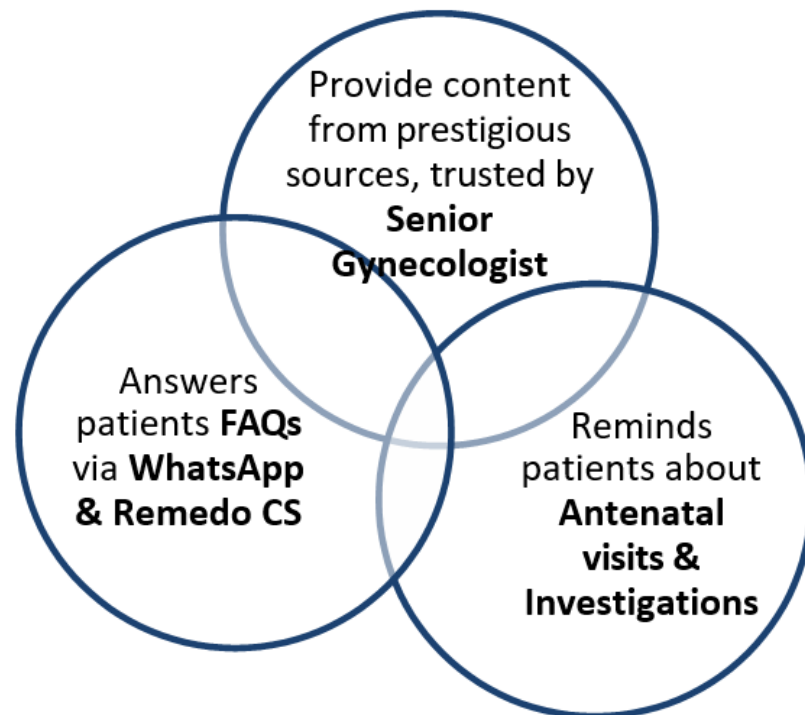
- A smart health assistant that connects you with your patients throughout their pregnancy. DISHA guides them through this journey and reminds them of antenatal visits, tests, etc.

Benefits:

- Extra support for your patients. Extra time for you.
- Constant connect with your patient between visits.

- Single click digitalization of your practice.
- Content specific to Indian population.

HOW DOES IT WORK?



Pregnancy care plan

- Daily educational videos and images.
- Consultations & follow up visits reminders
- Ultrasounds, blood tests & medication reminders.
- Customize care plan with your contacts

How it help??

- Increase trust and referrals
- Better compliance & adherences
- No second opinion. No doctor rating.

COMMERCIALS

Remedo Play helps uplift the OPD waiting room environment by replacing boring News Channels or other non-relevant content with highly engaging and relevant educational content for patients along with personalized messages from their doctors, which help increase the quality of Patient Engagement.

Remedo host content in the cloud and provide customers with an Android Box, which can be plugged into the screens in the OPD waiting area. Remedo have deeply invested its time and money in the content to make sure it is of best quality and specific to a

Particular specialty to help patients understand a little more regarding their condition. These videos help increase doctor efficiency by answering some questions beforehand, increase conversations regarding commercially important topics (ex. tests, vaccinations etc.) and help in better care outcomes.

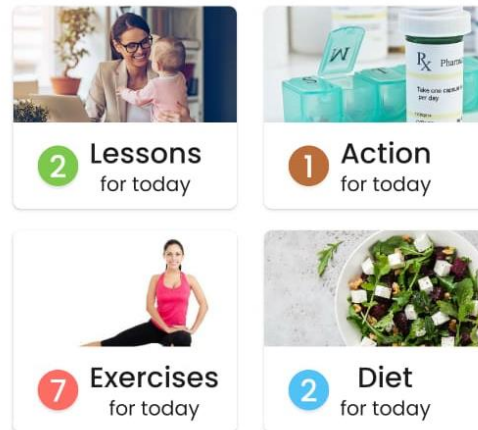
Remedo also customize the content especially for Indian audience and it is available in both English and Hindi. Remedo content goes through multiple quality checks and first approved by panel of doctors in that specialization before it releases it for the audience. Remedo have received immense appreciation from multiple Doctors across Delhi-NCR who are currently using Remedo system.

DISHA is referred to as digital consultancy introduced new in Indian market. Basically Remedo has start up with a pregnancy care plan, which is mainly meant to be for pregnant ladies.

DISHA is a part of Remedo Clinitech Pvt Ltd, in which we have to choose a care plan for pregnant lady under “DISHA” sub-heading. DISHA is easy to use it only require the LMP (Last Menstrual Period) of the pregnant lady who is added on the application. When LMP is updated on remedo app, it automatically track the lady trimester and send information according to it on the lady registered number. Remedo sent SMS as well as WhatsApp messages for user acquisition.

REMEDO APP

- The care plan is based on four pillars
 - Lesson
 - Diet
 - Exercise
 - Action



- The format is made to help the patient to connect and interact with the content as they please.
- Engaging content employed to :
 - Image
 - Video
 - Audio
 - Stories
 - Blog
- Remedo App is available on Play store and App Store for patient as well as doctors.
- Remedo has two apps
 - Remedo D.I.S.H.A – For patients
 - Remedo Doctor – For doctors
- Remedo D.I.S.H.A –
 - Current version- 3.2.1, Updated on 17 -Jun-2021
 - Once the doctor adds the patient to a specialised care plan on Remedo, patient can avail endless benefits from this program which specially designed to help them to stay focused on attaining a healthy lifestyle and maintaining it well. The patient will receive diet, exercises, fitness tips and reminders for test, medication etc with specific to the condition.

- After send regular WhatsApp messages that is include a variety of useful tips, recipes and more.
- Remedo has also organized a buy on click option to get easy access to many of requirements.
- Patient can also purchase medicine online with a single click. By adding prescription and place the order.
- Patient can consult with the doctor through audio, video and chat consultation.
- Patient can keep their medical record in their pockets safely, and can share with their doctor whenever they wants.
- Health tracking option is also there to track weight, bp, dietary intake and symptoms on day to day basis.
- Remedo Doctor –
 - Current version- 3.1.9, Updated on 21-Jun-2021
 - It is designed for doctors to manage their practice effortlessly.
 - Doctor can engage with their patients, digitalize clinical records and manage their clinic in a better way.
 - Benefits can be :
 - Enhance patient satisfaction
 - Increase practice revenue
 - Increase patient footfall
 - Save time in consultation
 - More inquiries and more procedures
 - Engage high value patients

REMEDO PARTNERSHIP IS WITH

- Pharma Companies- to drive better and deeper patient outcomes and doctor relationships respectively through Remedo customised programs.
- Healthcare Service Providers: Mostly partners on Remedo platform provide services which is required by the patients at right prices and convenience of their home.
- Health & Wellness Brands: You can partner with Remedo to reach target audience at the right time in their care journey to create maximum brand awareness and its impact, if you are health and wellness brand.

Remedo Care Plans

- Pregnancy Care Plan (English & Hindi)
- PCOS Healing Care Plan (English & Hindi)
- Infertility Care Plan
- Conception Guidance Care Plan
- Endometriosis Care Plan
- Diabetes Care Plan
- Cardiology Care Plan
- Ortho-Fracture Care Plan
- COVID Care Plan (New Care Plan added in a recent month)

Other work done in the Organization except dissertation project-

- Writing medical content for marketing and educational literature, clinical trial reports, reviewing articles, journal articles, websites, and mobile apps
- Writing a content (Blogs, Audio, Video, CS calling scripts).
- Handling all the SMS/WhatsApp etc journeys through WebEngage.
- Suggests or identifies changes, modifications, and improvements to the document preparation processes and templates to improve quality, efficiency, and productivity
- Drive projects to improve app metrics
- Continuous working in App Download and Onboarding.

KEY LEARNING

Working in the Telemedicine app-based company make me introduce to the digital world and I have learnt many new skills and tools during my internship. Listing some of my key learning from the organization below:

1. Introduced well with the healthcare app world.
2. WebEngage tool, HubSpot tool, Zoho CRM tool, Google Dashboard, etc.
3. Writing SMS, WhatsApp, Push notification with respect to app business.
4. Regular analysis make me empower myself more in analysis.
5. Other skills : Analytical, Marketing, Interpersonal, Professional talk, Team work, Assigning work to others teams, Leading a project, etc.