

Internship
at
Credihealth Pvt. Ltd. Gurgaon

By
Akanksha Pathania

Dissertation submitted in partial fulfillment of the requirements of the degree
MBA Health and Hospital Management

Academic year, 2017-2019



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

Credihealth Pvt. Ltd.

About Organization

Introduction

Credihealth Pvt. Ltd is a medical assistance company which operates out of Gurugram, Haryana. Founded in 2014, its primary focus is to provide end to end credible solution to patients with respect to their hospitalization needs.

Credihealth helps its users look for the right doctor/ speciality/ hospital for them, compare procedure costs, book doctor appointments, check appointment status, order medicines, order lab tests, all at a click of the button.

They also provide personalized medical assistance to international patients who are looking to get themselves or their loved ones treated from India.

The medical experts interact with the users/patients via calls, emails, sms, messages. An android app is also available for these services.

To quicken the service processes, credihealth also launched its Chatbot which is available on the desktop and mobile website.

Credihealth's services are present in over 15 cities including Mumbai, Bangalore, Kolkata, Delhi, Hyderabad, Pune, Jaipur and Indore.

Credihealth gets an average traffic of 10 million users per year and they get to access information of over 650 hospitals and 35000+ doctors on the Credihealth website and app.

Credihealth also has a toll free number where users can request callbacks and the medical experts speak to them and provide assistance to all their needs.

Goals of internship

Working as Senior Executive - Content and Communications

The main goal of the internship was to understand the workings of Credihealth Pvt. Ltd, its departments and the industrial environment they function in.

My profile demands me to build and improve on skills which enables me to do the following

- Create content campaigns
- Work on special projects as a project manager - responsible for innovations and bringing in new ideas
- Develop and implement content strategies

- Design, structure and manage organization's internal and external communication which will include SMS, emails, app notifications and push notifications.
- Increasing customer response, engagement and delight through personalization of communication based on user persona, type, time, frequency and other parameters.
- Managing team of content curation, marketing and management
- Improving and optimising content to add value at every stage of the customer's buying journey
- Management of content on Credihealth's blog - proofread and optimize.
- Manage social media channels by creating and designing content to increase reach, engagement, awareness and retention.
- Coordinate and deploy new plans and ideas for the organization

Apart from the activities mentioned above, I am also involved with

- Creating employee engagement activities
- Researching on new ideas and projects for departments
- Exploring new business opportunities
- Feedback collection and audits
- Making content calendars for Ux, social media and blog
- Redesigning and improving the content of landing pages for the desktop and mobile website

Organizational profile

Credihealth was established in 2014. It is founded and lead by Mr. Ravi Virmani - ex COO of Max Healthcare.

Credihealth has a team of 134 young and sharp minds distributed across different departments which include Operations, Business Development, Digital Marketing, Analytics, Product and Technology. Human Resource and Content & Communications is managed directly by Mr. Virmani.

Credihealth attracts over 10.3 million people in a year. The average age of the visitor is between 25 - 34 years and the patients who use our services are in the age group of 50 years and above.

The website gets over 27+% returning visitors annually and 56% of them are male.

75% users get a call back in the first 15 mins of their request.

Credihealth has enabled over 140 organ transplants and over 15000 in patient admissions.

Credihealth achieved its breakeven and was cash positive just 3 years after it began. They last raised 1.5 million USD in pre series funding round from Mountain Pine Capital and Tolaram Group.

Credihealth was also awarded the Frost & Sullivan Customer Value Leadership Award in 2014.

Services provided by organization

Credihealth Pvt. Ltd. provides the following services

- Appointment booking and checking appointment status across 650 + hospital in India

- Appointment for home care services
- Booking lab tests
- Buying medicines
- Personalized medical guidance through in-house medical experts
- Guidance with respect to Second-opinion
- Cost estimates on procedures and treatments
- Information regarding doctors and hospitals
- Information regarding specialties and procedures
- Health and wellness related content (blog/social media)

Services for International Patients also include

- Help with hotel bookings
- Help with Cab services
- In-house interpreters
- Personal concierge
- SPOC (single point of contact) and Credihealth help desk (n Medanta Hospital)

Departments visited and worked with

Credihealth has the following departments

- Operations & Strategy - Headed by Mr. Raunaq Singh.
They look into all the operational side of the organization. It has recently been divided into Core and Pulse.
The Core team has all the medical assistants who help patients make informed choices regarding their hospital journey.
The Pulse team is involved with appointment bookings and follow ups, BD, Corporate, Marketing & Tech (Analytics & Finance in the making)
The operations team cater to both Domestic and International Patients.
- Business Development and Market Development - Headed by Dr. Vineet Sikka and Mr. Gaurav Gupta.
They look into forming new partnerships and maintaining the already existing contracts with hospitals and other corporates. Finances are also managed under this department at the moment.
- Marketing, technology and Product - Headed by Mr. Chitrang Dalal.
The department looks into digital marketing, seo marketing, product management and technological interventions and advancements which play a major role in the working of Credihealth. Management of the Credihealth website, application, Credihealth blog, Chatbot, social media accounts and the inhouse CRM dashboard - OMEGA is all under this department.
- Analytics - Headed by Mrs. Venika Wadhwa.
The team looks into all the analytics involved in managing the business accounts and services Credihealth provides. They also help with Strategic planning and management.
- Human Resource - managed by Akanksha Shivpuri.

The team looks after recruitments for Credihealth. They also engage in employee engagement activities and conduct TownHalls (monthly update meetings)

Any projects undertaken other than dissertation

Extensive involvement in Projects with different teams in Credihealth. Some of them are

- Working with VP Analytics on improving Credihealth's Application on Android and PR for their in-house Chatbot. (on going)
- Redesigned the About us, Careers and Contact Us landing pages with the UX designers (to be online by the end of May)
- Implemented employee engagement 'Get To Know Me' Templates to introduce every employee to the Credihealth team with the HR.
- Executed doctors and patients feedback videos for the Credihealth's website along with Business Development team.