

Internship
at
Credihealth Pvt. Ltd., Gurugram, Haryana

By
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About of the Organization

Credihealth (CH), established in 2014, is online platform for the hospitalization/ inpatient business. It mainly provides medical assistance to the patients who already have visited a general physician or a family doctor and are looking for specialist for the tertiary care.

The organization is currently operable in ten major cities across India- Delhi NCR, Mumbai, Kolkata, Hyderabad, Chennai, Bangalore, Pune, Indore, Jaipur and Ranchi. It also caters international patients from Africa and SAARC nations- Afghanistan, Bangladesh and Nepal.

CH is an **end to end solution** for hospitalization needs – from searching for the right doctor, to scheduling appointments, diagnostics, surgeries & post-op care. It interacts with customers via website, mobile app, telephone & whatsapp to provide them a complete solution.

“It’s an online platform with a human touch” - Ravi Virmani, founder and managing director

1.1.1 Need to establish CH

Since every family has a healthcare need, CH helps navigate through the complex healthcare system and aspires to leverage technology to expand the healthcare boundaries, by enabling

a) Access to Healthcare- Through Information and Delivery

Information – Hospital and Doctor Credentials, Procedures, Treatments, Feedback, and healthcare content for the common man

Ensuring Delivery – It is a credible partner to support the patient through the entire experience of their hospital journey.

b) Transparency

CH empowers people to make informed healthcare decisions, by way of verified reviews, price comparisons, multiple treatment options and a belief that **now** there’s a better way!

Credihealth follows a disruptive model that challenges the conventions of traditional healthcare. The key differentiators are tie ups with marquee hospitals, medical guidance from in-house doctors, providing second opinions and referrals, comparable packages of different procedures in various hospitals, Hospital- concierge services, articles, blogs, videos, ambulance services, tie-up with loan facilities.

Users can search for doctors based on specialty and location or doctor name. The search can be further refined based on the area inside the city, availability, timings and consultation fee. Patients can directly book appointments from the search results, which display relevant doctors, their experiences, their timings, fees, their certifications, reviews and address.

Credihealth has a proprietary algorithm running in the backend, which ranks doctors listed on the site based on relevance, location and specialty, feedback from patients and appointment experience.

Credihealth involves the online organic search to get valuable consultations and further the treatment from the best doctors. Engagement can be low to moderate. It can be increased with bundling other forms of content in the app. Notifications can also work if they related to free stuff. Retention can be moderate to high. High retention can occur for satisfied users. Since health care services are of high involvement, a great experience will not only retain users but also drive a lot of recommendations too.