

# **Internship at Credihealth, Gurugram**

***By***

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Credihealth is an online marketplace for healthcare services that provides information on various medical ailments, doctors, hospitals, treatments and their implications and post treatment care.

The main aim of the organization is to provide medical assistance to the patients after the visit to the doctor or who are looking for specialist in tertiary care.

on track from January 2014, in Delhi, the organization has focused on Delhi-NCR market but now made its mark in ten major cities of India- Delhi NCR, Mumbai, Kolkata, Bangalore, Hyderabad, Pune, Ranchi, Indore, Jaipur and Chennai. The organization also serves international patients in Bangladesh, Afghanistan and Nepal.

The services which are provided by the organization includes search for doctors and hospitals, with second opinion across cities in which they serve, book appointments with preferred doctors, and helps in extracting quotes from hospitals for any treatment or surgery.

Currently in partnership with more than 630 hospitals including Apollo Hospitals, Fortis group, Medanta, Narayana Hrudalaya, Jaslok, Columbia Asia, BLK and Artemis and they provide free services for users.

### **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.

### **Conventional v/s Credihealth scenario**

The very moment a family member gets ill, the first point of information is our near friends and relatives to ask for the best service provider. The process follows as to first consult that GP- that is usually is our family doctor, and moving forward to take second opinion for the same. Further, the patient lands up in the corresponding hospital based upon the treatment advised and the urgency of the need, Meanwhile, what is missed out is the proper guidance in the process which burdens the family who is already in worry of their dear one.

Here Credihealth fits in. Credihealth provides the one-stop solution to every healthcare need- beginning from getting the extensive information to help users to make an informed decision by speaking to a empathizing medical expert, avoiding the long ques in the hospital, getting the estimated cost comparisons between different hospitals, getting the correct treatment route and also the post treatment care, all just a phone call away!

### **Value Proposition to the Credi Users**

- Hassle free experience - diagnostics, procedures and documentation
- Transparent medical costs with discounts passed directly to Patients; Prevent touts and unethical practices
- Access to a larger pool of doctors, hospitals, diagnostic centers
- Credi Concierge, one-on-one direct contact & post-op support
- Provide additional knowledge & helps ease decision making
- Find best Doctor for Patient's needs; get second opinions before committing to a procedure

*Credihealth enables users to make informed choices and manages the entire treatment lifecycle for patients*

CH stands unique with a large network of more than 630 hospitals- mainly Apollo Hospitals, Fortis Group, Medanta, Narayana Hrudalaya, Jaslok, Columbia Asia, BLK, Artemis, Medica and AMRI. The start-up's service is free for users. It charges a subscription and market development fee from hospitals.

### **The Credi Team**

The start-up is lead by the clear vision of Mr. Ravi Virmani, founder and Managing director of Credihealth.

Credi Family comprises of:

- Operations team including all the medical professionals and patient care executives.
- Business Development Team
- Digital Marketing Team
- Product Operations Team
- Technical Team
- Management team

### **GOALS OF INTERNSHIP:**

- To understand the ecosystem of corporate setting.

- To gain insight about the overall functioning of organization.
- To gain understanding and assistance in day to day operations.
- To gain practical knowledge and skills to handle managerial issues.
- To assist in carrying out different projects.
- To learn the existing culture and acquiring soft skills.