

Internship Report
in
CallHealth
(5th February to 5th May, 2018)

A Report
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Academic year, 2016-2018



Institute of Health Management Research, Jaipur

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in

CallHealth

Project Guide

Mr. Shivaji, Product Head

(Drugs at home, CallHealth)

1. About the Organisation

CallHealth is a technology-powered healthcare company that brings healthcare services to the doorstep of the customer. Doctor Consultations, Medicines Delivery, Diagnostic Tests, Nursing Care and Physiotherapy can now all be done at home with CallHealth dedicated team of specialists and trained medical health officers. In addition to this, our Health Assistance services prevent customers from waiting in long queues at Health Clinics and Imaging Centres, while Medical Facilitation makes hospitalization formalities less complicated. All this combines to put together the highest quality of medical care that you and your family need. We believe in giving you the best medical care starting from a doctor's advice to post-hospitalization care. For this we have chosen the best team of qualified doctors, trained nurses and experienced physiotherapists to deliver "Everything about Health" to your home.

2.2.2. Mission

CallHealth delivers dramatic improvements in services leveraging current knowledge information and medical technologies for Integrated Patient Centric New Age Healthcare.

2.2.3. Leadership



2.2.4. CallHealth Differentiation

CallHealth is a technology-powered healthcare company that has built the world's first integrated virtual-and-mobility platform to bring "Everything about Health" to the doorstep of the customer in and outside India.

a) It is the first and only company in the world

To provide an eHealth Platform that leverages Technology, Knowledge and Human Capital for comprehensive patient-centric services – Anytime, Anywhere. Its organizational design is focused on productizing services at the enterprise level and on a scale that has never been envisioned anywhere before. All this, combined with its franchise-based growth model will position CallHealth to access 450 million customers in India alone within 5 years.

b) Its patient-centric business model

Integrates all constituents of the healthcare eco-system (doctors, diagnostics, medicines, physios, hospitals, Insurance, etc.) and makes them work in unison to ensure speed, precision and results at an affordable price. Consulting a doctor, having diagnostic tests done, buying medicines, getting medical services like nursing, physiotherapy and more, is now just a call or click away. Even for visits to hospitals or imaging/diagnostic centers, CallHealth provides facilitation services to make the experience easier and smoother.

c) A unique blend of virtual and real worlds

The virtual-mobility platform unifies the virtual and real worlds which essentially means that while customers / patients consult a doctor virtually on phone or video call, CallHealth's qualified Mobile Health Officers will be physically present with customers / patients to conduct tests and samples as prescribed. With this, CallHealth has EXTENDED the concept of a healthcare EXTENDER, creating a first of its kind hybrid solution!

CallHealth's unique approach of providing services virtually wherever possible, physical only where necessary, completely supports the customer's desire to obtain healthcare services at his convenience.

e) **A paradigm shift in thinking, leading to a revolutionary change**

CallHealth is building the innovation mindset of a start-up and in doing so, harnessing the collective knowledge & resources of its exceptional workforce. Providing its workforce the immense opportunity to:

- ☐ Create a paradigm shift in healthcare delivery, not just in India, but in other countries as well!
- ☐ Harness the power of IOT to truly integrate and transform healthcare delivery.
- ☐ Develop, aggregate and analyse individual data, converting them into big-data algorithms to enable evidence based, personalized and more effective healthcare solutions.

Clearly, CallHealth's hybrid business model combined with disruptive innovation is well-poised to create immense stakeholder value and transform the way healthcare is delivered in the world!

2.2.5. Services

- **Medicines @ Home**
- **Get Medicines Delivered at Home**

Gone are the days when you will have to run around at pharmacies to get your medicines. Your medicines will now be delivered to your doorstep at no extra cost.

How it works

- i) Search for the medicine
- ii) Add to Cart
- iii) Upload Prescription
- iv) Prescription Validation
- v) Medicine Delivery 28

□Diagnostics

Health often takes a backseat when we cannot take out time from our busy lives to go to a Diagnostic centre and get the required lab tests done. Now relax at home while we collect your samples get the tests done and have the reports delivered on your email.

How It Works

- i) Book the diagnostics requirement by calling us @9133557799 or book online.

ii) Mobile Health Officer visit your home to conduct tests or collect samples

iii) Reports sent via email or hand delivered

iv) For advanced tests you can visit an associate diagnostic centre assisted by our facilitation service

□ **Doctor Consultation at Home**

Consult a Doctor from the comfort of your home, whether it is simply for fever or a chronic illness. With CallHealth's Doctor Consultation services you now get easy access to a wide range of specialist doctors for your and your family's healthcare needs.

How It Work

i) Book the e-Consultation by calling us @9133557799 or book online.

ii) Officer connects to the right specialist.

iii) If required a Mobile Health Officer visits your home to conduct a physical assessment as instructed by the doctor on video call.

iv) Doctor writes e-Prescription. Get medicines delivered from our Medicines@Home services or buy from your local pharmacy.

☐ **Second Opinion**

There are times when, for reassurance or added peace of mind, you would like to get the recommendations of your primary doctor validated by another specialist or super specialist. Our Second Opinion service enables you to have your case reviewed by a panel of experts from the comfort of home.

How it works

i) Select Speciality

ii) Select a Doctor

iii) Pay the Fee

iv) Upload Documents

v) Get Second Opinion

☐ **Nursing**

Daily injections, changing wound dressings, IV therapy and more can all be done easily at home by trained nurses who are just a call away. CallHealth's Nurse on Call is the answer to your worries about "How do I get expert care at home?"

How it works

i) Book the Care@Home service by calling us @9133557799 or book online.

ii) Your needs are evaluated & assessed.

iii) Care Plan is drawn up after consultation with you & your physician

iv) Service continually monitored by homecare expert

□ **Wellness**

The CallHealth E-Wellness team has combined the best of global practices, latest research and created a healthy mix and localization to the Indian content to bring this service – a healthy effective weight loss program, designed to cater to your personal weight management needs, so everyone can lose and manage weight in a healthy, effective way.

E-Wellness brings you an effective weight loss program build on a holistic approach towards achieving target weight through dietary correction and smart eating habits. No starving or crash dieting; just good nutrition and well-designed meal plans by experts.

The program isn't just a meal plan but a complete lifestyle modification achieved through good eating habits. The program advocates the principles of "eating" and not "starving". It is a fact that 70 per cent diet and 30 per cent exercise helps you achieve the ideal weight you have always been dreaming about.

□ **Medical Tourism**

CallHealth is a pioneering, technology-powered, integrated healthcare provider, with a unique model of delivering healthcare services at the doorsteps of customers. We partner with a large network of leading healthcare service providers across the length and breadth of service span – including doctors,

specialists, hospitals, diagnostic centres, imaging centres, fitness centres, spas and more.

CallHealth's Medical Tourism services provides patients from across the world hassle free healthcare services during their stay in India. CallHealth provides them exciting opportunities to spend their valuable time in India in exploring the beautiful country.

Hospitalization Assistance

When someone in your family needs to be hospitalised, the last thing you want to worry about is the lengthy paper work and the long queues at the admissions desk. We understand how critical such moments can be and have devised services that will take care of all the complicated formalities while you take care of your loved ones.

How it works

Book the facilitation service by calling us @9133557799 or book online.

- i) Identify and select hospital. Appointment fixed.
- ii) Transport is arranged for travel to the hospital.
- iii) All paperwork & formalities handled expertly

NRI Health Plans

When you are abroad and your parents are in India, you often ask yourself - "Did they get their check-up done?" "Who will take them for a Doctor visit?" "How will they buy the medicines if they are bed-ridden?" CallHealth brings

comprehensive health plans which take complete care of their health from the comfort of their home and sends reminders and alerts to both you and your parents. Complete healthcare, specialist services, full body check-up while keeping you in loop!!

How it Works

- i) Choose a plan and pay online
- ii) Home visit by a Doctor along with a qualified nurse
- iii) Various consultations and lab tests are done every month
- iv) Regular alerts and reminders are sent to both NRI and his family member
- v) Deep discounts for medicines and other services

□ CallHealth Shop

Sells all products related to healthcare.

Learning from the organisation

I am appointed as a management trainee in CallHealth in Medicine at home department. In home department data is managed regarding supplements, OTC drugs etc which is further uploaded in company's portal. From online portal, customers are able to book their required health packages which is managed by service delivery team.

In this department I learnt management of drug classification based on the disease profile of the patient and do the pictorial depiction for the fulfilment of customer requirements through which customers order their required packages.

The organisation has very good and cordial learning environment.