

*Internship at
Portea Medical, Bangalore*

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MBA Pharmaceutical Management

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INTERNSHIP REPORT

ORGANIZATION PROFILE

“Portea believes in providing hospital-quality healthcare in the comfort of your home. It provides doctors, nurses, and physiotherapists for home visits who have passed rigorous hiring standards and have had their backgrounds and medical knowledge verified by senior doctors. Also facilitate lab tests at home and medical equipment rentals, making health care more accessible for the patients.”

VISION/MISSION

Portea Medical delivers quality care with compassion and brings world class medical care into the patient’s homes and the aim is to make primary healthcare not only more accessible, but also more affordable and accountable to patient needs.

PORTEA HELPS

- Individuals receive high-quality, affordable, in-home healthcare
- Doctors, medical practices and hospitals offer high-quality post-operative and primary care, allowing a renewed focus on in-patient procedures and secondary and tertiary care.

“Portea claims to be the biggest in-home care provider in India, with clinicians in 24 cities who make 60,000 in-home visits every month. It currently serves 50,000 patients, about 40 percent of whom are actively using its services at any given time.” The company’s last fundraising was in December 2013, when it got a \$9 million Series A from Accel, Qualcomm Ventures, and Ventureast. Its new capital will be used to expand into South/Southeast Asian markets and boost its employee count from 3,000 to 8,000 over the next 18 months.

“Like Honor in the U.S., Portea sends health providers to residences. The startup’s verticals include routine checkups, oncology, maternity care, and palliative care, but its core consumers are the elderly.”

Average life expectancy in India has increased dramatically over the past 50 years thanks to better medical care and nutrition. While people are living longer, India faces a major shortage of resources for geriatric care and the treatment of chronic diseases.

“There is no concept of established elder care homes in India as yet,” says Portea’s co-founder and chief executive Meena Ganesh. “The public health system is dysfunctional and ‘personal pay’ is the dominant mode. Despite having the best doctors, care outside private tertiary care is pretty much non-existent.”

“Ganesh notes that even though half of India’s current population is under 30, the country already has over 100 million seniors, or eight percent of the population. That number is expected to jump to 324 million by 2050, or 20 percent of the population, with people aged 80 or older making up the fastest-growing group.”

Traditionally, families care for their elders, but that dynamic is changing quickly as the birth-rate decreases and younger people move away from their hometowns. Since putting aging parents in institutions is still stigmatized, many households hire attendants. “Ganesh says that families often rely on services that are unregulated or employed carers with no formal medical training.”

Other companies have stepped into the breach including Healthcare at Home India, India Home Healthcare, and Nightingale’s. How Portea wants to set itself apart from other in-home care providers is by working with hospitals, pharmaceutical companies, and insurance providers so patients can continue their treatment regimens at home.

Furthermore, Portea has built its own tech platform, including mobile apps, to help its providers adhere to standard operating procedures, access diagnostic tools, share information, and keep records for each patient. Ganesh says Portea’s geo-fencing network divides each of its cities into separate segments to help manage and coordinate clinician visits and it uses an algorithm to match patients and providers. The Start-up is currently developing predictive analytics to help anticipate health issues in individual patients. Portea’s customers can access records and book appointments through its consumer app.

“Home healthcare in India is a massive and strategic initiative for the country and addresses a huge gap,” says Ganesh. “There are huge opportunities, the potential to create millions of jobs is vast, and finally, it could be a major contributor to better health to Indians.

Portea Product

- Physiotherapy
- Doctor Consultations
- Pharmacy
- Nursing
- Nursing Attendant
- New born Baby & Mother care
- Lab Tests
- Gestational Diabetes Management
- Medical Equipment

Physiotherapy:

“Portea’ highly qualified and experienced physiotherapists create a customized physiotherapy treatment plan for patients from the very first visit, setting them on the road of recovery.”

KEY FEATURES

- Recovery from Cardiac problems
- Post-Pregnancy Care & Pediatrics
- Care in Neurological Cases
- Care in Orthopedic Cases and more

Lab Tests:

Portea in-home lab services let patients keep a check on their health with a wide range of medical tests made available to them at homes.

KEY FEATURES

- Lab samples collected at your doorstep
- Lab reports delivered via email
- Test reliability assured with NABL certified partners

Nursing Services:

“Portea highly qualified and trained nurses excel in providing quality medical care at the comfort of home.”

KEY FEATURES

- 12-hr/24-hr Nursing
- Post-operative nursing
- Treatment will be supervised by a senior doctor

Doctor Consultations:

“Portea Medical offers in-home doctor visits by experienced doctors.”

KEY FEATURES

- Patients are treated at home by an experienced doctor.
- Can have your primary physician stay in the loop. Portea will call your primary physician after the visit as well as send an email detailing about the visit.

Medical Equipment

With Portea, medical equipment purchase and rentals are made available at doorstep.

KEY FEATURES

- Beds and Mattresses
- Cardiac range medical equipment
- Mobility range medical equipment
- Respiratory range medical equipment

Trained attendants

“Portea’s trained attendants provide long term or short-term care to patients at home comforts and under the supervision of senior doctors and nurses.”

KEY FEATURES

- Holistic support at home
- Packages are customized as per patient’s needs
- Regular progress is mapped out and made accessible to patient and patient’s family

New Born Baby & Mother Care at Home

A post-natal care program for patients to cope-up with the initial challenges of becoming a mother.

KEY FEATURES

- Mother Care - supportive medical care, help with lactation, massages, exercises etc.
- Baby Care - bathing and general hygiene, help with feeding, laundry etc.
- Coming Home Services - doctor visit at home or call advisory support on post-natal recovery.

Gestational Diabetes Management

“Having Gestational Diabetes can expose the Mother and Baby to multiple risks, both in short and long run. Using Portea's Gestational Diabetes Program, one can now have a stress-free pregnancy!”

KEY FEATURES

- Personal Health Coach
- Personal Nutritionist
- Smart Glucometer

Nutrition & Diet Consultation

Listed below are the key attractions of Portea’s family nutrition program:

KEY FEATURES

- Our family nutrition plan is Health assessment for all the members on call.
- Setting health goals for each member of the family based on the health assessment.

- One common Meal plan for all members, snack plans as per member preference.

MANAGEMENT TEAM:

- Meena Ganesh, MD
- Ganesh K CO- founder.
- Vaibhav Tewari- COO
- G. Ramasubramani- CTO
- Deepti Bhaduarua- Sr. VP Marketing
- Sachin Verma- VP Operations
- Saritha- Sr. VP (Human Resources)

Purpose & Learning through Management Training

Institutional learning has always proved beneficial in delivering the theoretical knowledge when a potential candidate endeavors the new career, but the exposure of implementing this learning into real practical environment through on the job training helps to put a foundation stone for the prospective candidate. Chances for work, its presentations and mistakes done during this period are something, which will not be, forgot and repeated respectively. This is an opportunity to develop a deep understanding about the type of work a company offers, their limitation, indication contraindication, scopes etc.

The Purpose of this Management Training was

1. Learn more about the health care industry and healthcare Startups
2. Application of my learning understanding and experience of Behavioral understanding into my Project effectively.
3. Learning more about the field and the industry and the work profile and gain valuable work experience.
4. To decide the path through which I want to explore the Industry.
5. Gain valuable Networking Contacts.

Thus, Management Training becomes an integral part for MBA Pharmaceutical Management.

EXPERIENCE & LEARNING AT PORTEA HOME HEALTH CARE

I was appointed as Management Trainee in Portea Home Health Care for duration of three months. Internship at Startup Companies, like Portea, gave an opportunity to me to understand scope of Home Health Care, its growing need in the Health care sector to reduce the cost burden of Ill health & approach of Product/Services in Home Healthcare Business. However, being at one place the variety of challenges a home healthcare at such nascent stage is facing has filled me with immense knowledge and kept my excitement high to learn and discover the kind of projects it does throughout. Working here, I discovered that the horizon for the candidate working in Startup is wide and expanded and is not limited to a section of a health care. I realized the importance of remaining updated about our own field, present market statistics and thus importance of reading and updating the knowledge and skills timely. Apart from work, how the recent Startup like Portea has an integrated systemic management and information technology for each and every employee is commendable. Learning the system itself was a type of new learning other than the usual project work.

LEARNING FROM INTERNSHIP:

About the Organization:

- Scope and work of Home Health Care
- Technology
- Product Management- Sales, Operations and Business Strategies & Model.
- Client Engagement
- Ethics Compliance

