

**Internship at
Curofy:911 India Healthcare Pvt. Ltd. Gurgaon**

By

Bhavya Arora

MBA Hospital and Health Management

Academic year, 2015-2017



The IIHMR University, Jaipur

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

INTERNSHIP REPORT

INTRODUCTION

Curofy is a physician-centric networking platform. It is basically a medical networking app that provides a spam-free and secure communication between doctors. It is similar to facebook and LinkedIn but just for doctors. Doctors use Curofy to discuss cases, read latest medical news, apply for premium jobs and highlight their achievements. Curofy's online medical directory pre-populates profiles of doctors based on the public data. Doctors provide their basic details to enter into the premium network post verification. 75% doctors registered on the platform are from Tier II and III cities. Doctors operating from individual clinics in smaller cities often find it difficult to connect with peers or access specialist medical advice. Curofy makes them part of a large community. According to their area of specialisation and interest, doctors registered on the app are notified about cases and content published on the app.

Currently, Curofy has 200,000+ verified doctors. The app is also changing the way the medical industry reaches out to doctors. Curofy delivers an extremely high level of engagement with doctors. In today's digital world, various healthcare stakeholders rely on inefficient offline channel to create awareness about their innovations and services with the provider community. A highly engaged platform of doctors solves their problem as well. Through Curofy, these businesses are able to digitally engage this community with targeted content based on indicated areas of interest and hence makes the process much more efficient.

Curofy is a great place for doctors to be. It provides them with a platform where they can read up on the latest stories in their field and also interact with many others just like them. And the good part is that the platform is targeted and spam free.

Also Curofy has a strong verification process, which helps in maintaining the authenticity of the doctors and also makes it safer and reliable. Curofy has recently launched it's web page to enable doctors use Curofy for discussing cases, comfortably on their desktops. It is creating a huge impact in the digital healthcare industry by increasing supply of "online active" doctors.

They current platforms that doctors are using like FB groups and Whatsapp for these purposes are highly unorganized and haphazard. Apart from that the information on these platforms is not streamlined and not specific to the target market. The outlook is not professional and there is significant data loss. More importantly, aspect of networking and reputation management is lost as the entire doctor community will never be active on one FB group or one whatsapp group. That's where relevance of Curofy comes into picture

Doc Plexus, Daily Rounds and Plexus MD are few of the competitors to name. Curofy, due to its fundamental focus on being a network than a content platform has had a different effect and has the most number of engaged doctors.

CREATE - BREAK - ITERATE



Curofy's Culture: We don't work hard to deliver veggies. We work tirelessly to impact and save lives! This is our caffeine, this is our drug.



Curofy's Mission: We are on a mission to fix the broken healthcare system. We do it by making Doctors' lives easier so that they can deliver the best patient care.



Curofy's Vision: Our vision is to become the largest Doctors' network in the world. We envision a world where 10 million Doctors on Curofy will solve the world's healthcare problems.

WHY DO I LIKE WORKING HERE?



Fantastic peers: We dream, we aspire, we work and play together. We are humble and proud, we are jolly and tenacious



Growth Addicts: We eat and breathe growth. Hard work translates to growth. hence we push ourselves and each other to the limit. You will be challenged



Changing the World: We want to change the face of healthcare landscape in the country. All our efforts and steps are taken to fulfill this ultimate dream.



Yum Food: A full and satisfied tummy is key to the hours of happy slogging. We don't compromise on food. Lunch, snacks and surprise treats is what keeps us going.



No Titles, Only People: We work with people not titles. The door is always open for anyone to vent their feelings and give their ideas. We at Curofy don't make colleagues, we become friends.



Fun Place: Surprise b'day parties, pizza parties, cricket , football, hackathons all form a part of our daily routine. There's never a dull moment at the office.

GOALS OF INTERNSHIP

1. Earn fundamental business skills from today's most talented minds- High potential tech startups provide the best environment to nurture and develop strong business skills.
2. Learn how to sell- Effective business leaders are constantly selling. Startups offer a unique opportunity to practice effective sales.
3. Work with Talent- Curofy has a small team but from various domains such as engineers, doctors , people from pharma and non-pharma background. The 3 co-founders are from IIT Delhi.

4. Seek transferrable skills- Startups offer numerous opportunities to gather hands-on transferrable skills. At Curofy, I have learned to operate various softwares and programs.
5. Building a network of contacts- Curofy has enabled me to build relationships with people belonging to healthcare ecosystem, who can serve as advisors for me in future.

ORGANISATIONAL PROFILE

Back in 2012, three engineering students at IIT Delhi, Nipun Goyal, Mudit Vijayvergiya and Pawan Gupta, had a stint with entrepreneurship when they started a medical tourism platform. Three years later, the trio planned to start a new business and decided to build a platform in the healthcare segment.

They concentrated on doctors, and built a product to help doctors interact and collaborate with each other. Doctors, as part of their profession, need to be in constant touch with each other, but there wasn't a platform available where they could easily and securely connect and communicate without getting spammed.

The platform is now 2 years old and has witnessed many highs and lows over the course of its journey. The company has grown from 8,000 doctors to more than 200,000 doctors from across more than 1500 cities. The app has more than 100,000 cases discussed till now where doctors are spending more than 2 million minutes per month. It was selected among top 7 Indian healthcare start-ups to join Google's accelerator programme in San Francisco. With the ease of usage and a vibrant community, Curofy has been hailed as a must-have app for doctors.

It empowers doctors with:

- Latest news
- Discuss and Refer cases
- Handpicked job

- Show-case your profile
- Better co-ordination with peers
- Better access to knowledge and resources

The focus has been to provide value to doctors for every minute of their time spent on the app. The team has built a strong relevance algorithm that helps doctors see content only related to their areas of interest and continuously analyses the data collected by various in-app and outside app channels in order to improve the product accordingly.

SERVICES PROVIDED BY ORGANIZATION

Curofy is a doctor centric platform.

- It helps doctors to solve their continual and impulsive needs.
- It helps them to stay updated with latest advancements in healthcare segment.
- Doctors can get their cases discussed and can also refer their patients to other doctors
- It helps doctors in Reputation Management
- It helps doctors to get hand-picked jobs
- Doctors can expand their reach and contacts through this platform

DEPARTMENTS VISITED

I work with business development team as a Business development manager. In Curofy, it's an open culture. There are no departments but are teams where you can always provide your suggestions. It has 4 different teams which comprises of 42 people working together.

1. Tech team- It comprises of 15 people and is managed by Pawan Gupta, co-founder, Curofy.
2. Marketing/Growth Team- It comprises of 11 people and is managed by Mudit Vijayvergia, Co-founder, Curofy.
3. Business development team- It comprises of 5 people and is managed by Nipun Goyal, Co-founder, Curofy.
4. Medical Team- It comprises of 5 people and is managed by Dr. Rohan Khandelwal, Medical director, Curofy.
5. Office Management Team- It comprises of 3 people and is managed by Jaswant Kumar, Office and Finance Manager.
6. Tele-operations Team- It comprises of 3 people and is managed by Nipun Goyal, co-founder, Curofy.

CUROFY IN THE PRESS

Featured Press

THE ECONOMIC TIMES

"Curofy a must-have app for India doctors"

PHARMABIZ.com
India's most comprehensive pharma portal

"Half of India's medicos to use digital platform Curofy by 2018"

THE FINANCIAL EXPRESS

"Digital healthcare startup Curofy enhances meaningful connect within community"

BusinessLine

"A consulting room for doctors"

BWDISRUPT
DISRUPTION IN ENTREPRENEURSHIP

"Curofy-Startup that is changing healthcare in india"

YOUR STORY.IN

"Curofy works where Facebook fails, the social network sans spam from doctors"

"Digital healthcare startup Curofy enhances meaningful connect within community"

Mashable

"LinkedIn-esque app for doctors helped save lives after Nepal earthquake"

TECHCIRCLE

"Doctors networking app Curofy appoints former LimeRoad exec as product head"

the social network sans spam from doctors"

TIMES OF INDIA

"5 best Android apps for doctors"

Biotechn.Asia
YOUR BIOTECH & HEALTHCARE HUB!

"Curofy: A community of verified doctors in India"

Bloomberg
TELEVISION

"The Dictionary Of Doctors!"