

Internship at Credihealth Pvt. Ltd.

By

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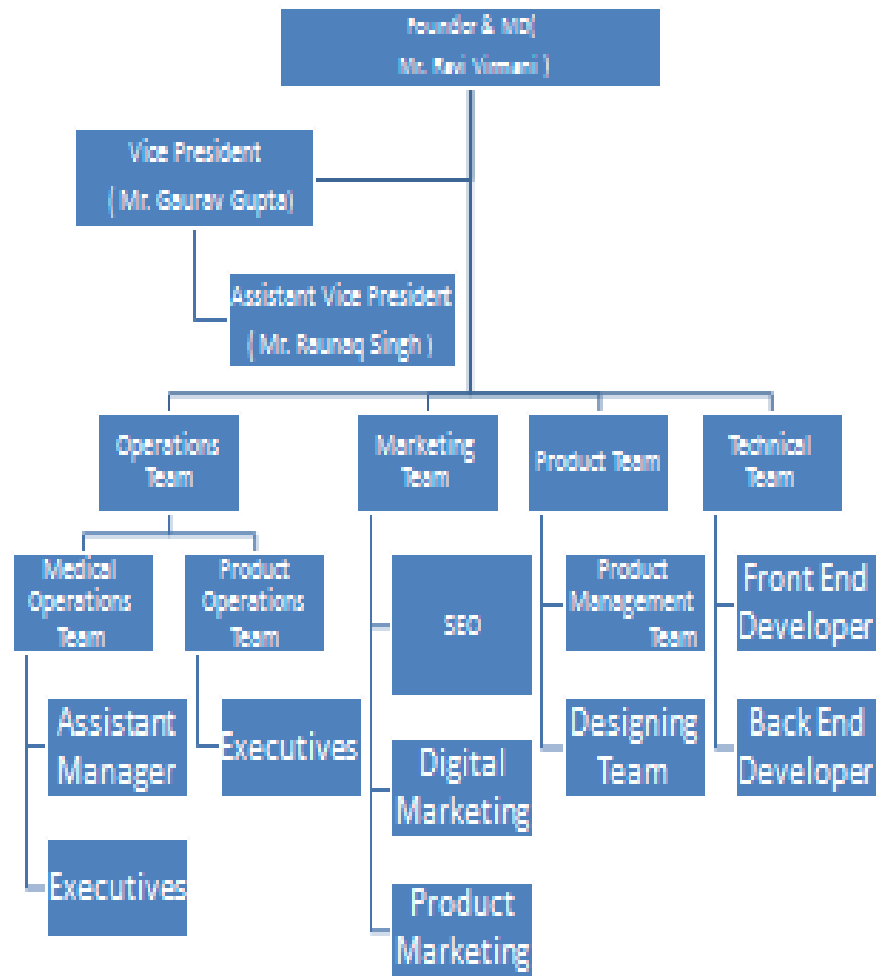
1.1 INTRODUCTION

The Internship training has been successfully carried out for the duration of three months: February 6th to May 7th 2017 in Credihealth Pvt. Ltd.. Gurugram. Various studies have been carried out during this period and the approach to the study has been sincere, scientific and analytical. The internship has developed the capabilities and soft skills and has prepared for the future managerial role while learning in a professional work environment.

1.2 Goals of Internship

- **To equip the student with knowledge and tools to be successful in their future position.**
- **To observe various protocols followed in the organizations and try to acquire skills to accomplish them.**
- **To familiarize themselves with different departments, staffing and equipments used in them.**
- **To observe mannerism of the existing employees and learn the culture of the organization.**
- **To develop their capabilities and soft skills by practically applying their academic knowledge while learning in a professional work environment.**

Organogram



1.3 Organizational Profile:

Credihealth (CH), established in 2014, is the first Omni-channel player in the hospitalization/ inpatient business. The organization is currently operable in ten 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

Founded and led by Ravi Virmani – ex COO of Max Healthcare

1.3.1 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 – CH serves as 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!

CH 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 packages of 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, procedure, symptom, location, doctor name or hospital 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 timings, fees, reviews and address.

Credihealth has a proprietary algorithm running in the backend, which lists doctors on the site based on relevance, location, experience 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 are 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.

1.3.2. Mission of CH

To help people get credible information at the time of their need. Accidents can't be anticipated. Aged family members can fall sick at any time. Infants and children are fragile lives who require constant care. We at Credihealth aim to be your support system at the time of your need. Not just that, we recognize the constant increase in living expenses making medical bills more and more painful. Our overarching goal is to start 'The Right Cost Movement' in Indian Healthcare.

1.3.3. Conventional vs 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 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 on 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!

1.3.4 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 centres
- Credi concierge, 1-on-1 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.

1.3.5 The Credi Team

The start-up is led 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

1.3.6 How Credihealth Works

✓ **CH provides Credible healthcare information on hospitals, doctors and treatments**

- Search and short-list doctors and hospitals
- Select and compare from the largest hospital network in India
- Read from over a thousand articles on our health blog
- Watch hundreds of doctor interviews and patient feedback

✓ **Medical Assistance throughout hospitalization journey**

- Get cost estimate on procedures
- Personalized guidance by our in-house medical experts
- Doctors and hospitals options customized to your needs
- Get detailed information, make an informed decision
- Share your hospital experience
- Get cost estimates on procedures and treatments in hospitals

✓ **Book appointment and compare treatment prices**

- Book your next doctor's visit from the comfort of your home
- Request for treatment prices from hospitals from across India
- Choose from the best hospital network
- Have a smooth hospital journey

1.3.7 Google Dr. Google phenomenon

At the outset of any illness in the family, the family members take suggestions from the family or friends who either had gone through the same illness or they are aware about the service anyhow.

They consult the suggested doctor that is usually the general physician. If further they are referred for the specialist, the family members or sometimes even the patient searches about the procedure, doctor and hospital online. Here companies like Credihealth are discovered. This is known as Google-Doctor-Google Phenomenon.

Credihealth was started to help patients, when they are clueless as to which doctor to consult and which hospital. The family who has an ill person is already worried, and the market is full of people to mis-guide patients- at such point patients require is the medical assistance which they can trust. Firstly they ask their friends and family if they are aware of the doctors or hospitals or related treatment plan. On their suggestions they even visit a general physician but the need of the hour is to know about the specialist.

In 3 months of my tenure, I tried to understand the process how such company works. They assist patients without even meeting them. All the interaction between the main stakeholder- the patient and the organization is through either telephonic or online.

1.4 Departments visited

Firstly I was introduced to all the teams working behind the process-

1. Marketing Team- This comprises of three teams:
 - a) SEO (Search Engine Optimization) – This team works to leave a back-link for a particular key word (Eg: If a person searches “Best Cardiologist in Delhi-NCR, then what should be seen to the person. This is done similar to as Google works, that according to the customer behavior, the Google analytics links the information with the most searched key-word. Example- If 70 out of 100 persons is searching a doctor if they have symptom of chest pain, then SEO makes such an algorithm that will re-locate the patient to the site of credihealth which will show the best cardiologists in the region.) For this there is a key word planner- who searches that how many people searched for a particular keyword and paste the highest searched comes on the top of the page.
 - b) Digital Marketing- This is both- paid and un-paid. The paid part is visible as tab of Ad below the link, this means it is paid advertisement online similar to the banners/ hoardings on the road.
 - c) Product Marketing- This decides how the product will be marketed.
2. Operations Team- It includes two teams:
 - a) Medical Operations- The main team that is in direct contact with the main stakeholders- patients and the hospitals. The medical professionals- mostly doctors or professionals with medical background speak to the patient and guides them about the specialists according to their symptoms. The executives in this team contact the hospitals opd desk and get the time slot available for the particular specialist requested by the patient or suggested to them by the medical professional of Credihealth.
 - b) Product Operations- This team handles all the back-end data about the doctors and hospitals visible to the patient on the credihealth website and also the information needed by the medical operations team to guide the patients.

3. Technical Team- They have front-end and the back end developers.
 - a) Front end developers programs the website as it will be seen to the users.
 - b) Back end developers links that front end with the technique to work behind the screen.
Example : A Cross on the upper right corner of the icon of ambulance will be seen at website- is designed as such that on clicking that cross, it will close that icon.
4. Product Management Team- This team works to check the product staging. A product management team decides what icon will be put where on the site and how many clicks will provide the maximum efficiency of the work.

Now each team has a task which supports the other teams and flaw at any step affects the work flow or the overall process.

1.5 KEY RESPONSIBILITY AREAS:

Medical Operations

- Speak to patients
- Take symptoms and suggest specialist
- Empathize
- Guide them for further route for their treatment.
- Follow-up
- Identify the conversions
- Identify the gaps and recommend the solutions