

**Internship at
Portea Home Medical Care Services, Bangalore**

By

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INTRODUCTION OF PORTEA

PORTEA HOME HEALTHCARE INDIA

The Indian healthcare industry, valued at US\$ 65 billion (Rs. 4.36 trillion), is growing exponentially. In the next decade, increasing consumer awareness and demand for better facilities will redefine the country's second largest service sector employer. Healthcare in India today provides corporations with a unique opportunity for innovation, differentiation and profits.

In the future, the key challenge for the industry will be to meet healthcare needs across sectors, from coping with modern diseases to providing basic access to primary healthcare, public health engineering, disease surveillance and monitoring. Although healthcare challenges can vary from region to region, health systems around the world have the same objective: to finance and deliver the highest possible quality of care to the maximum number of people at the lowest possible cost. Indian healthcare is experiencing a new wave of opportunity. Providers are reinventing existing delivery models to bring healthcare closer to the patient.

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 birthrate 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 startup 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 Services
- Pharmacy
- Nursing
- Nursing Attendant

- Kangaa & Roo
- Lab
- Radiology
- Medical Equipment

Leader:

- Meena Ganesh, MD
- Ganesh K CO- founder.
- Vaibhav Tewari- COO
- Manoranjan Darla- VP, Pharmacy.
- Runam Mehta- Bussiness Manager

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 in Hospital and Healthcare Administration.

EXPERIENCE & LEARNING AT PORTEA HOME HEALTH CARE

I was appointed as Management Trainee in Pharmacy Vertical of Portea Home Health Care for four months. Internship at Startup Companies, like Portea, gave an opportunity to me to understand scope of Home Health Care, it's growing need in the Health care sector to reduce the cost burden of Ill health & approach of Pharmacy as Product 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. Market analysis, due diligence, SOP formulation, financial analysis and business model studies, Sales, Operations, Lead generation and Conversion for Pharmacy Product. 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. The skills for the using software using different tools like SMART, client engagement process, review meeting Proposal formulation, using MIS are some of the example of foundation learning for the company and the project.

LEARNING FROM INTERNSHIP:

About the Consultancy:

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

About the Project:

- Documentation using Professional guidelines.
- On the site exposure.
- Client Engagement Process (review Meetings & Formal handling of client on the site).

