

Internship at
Health Care at Home India Pvt. Ltd., New Delhi

By

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INTRODUCTION

Healthcare services are type of supportive care services being provided at home by healthcare professionals which can be either be medical treatment needs or professional caregivers who provide support for day to day activities. These services for example can be nursing services at home, healthcare attendant at home, therapeutic services. This kind of care at home is provided by physical therapists. In India the opportunity lied in providing healthcare services at home with a fact that our healthcare system even today is hospital driven, hospital beds being proffered for acute care patients. Therefore leading to an opportunity to free up the beds in hospital and effectively shift to home health care. This growing pace of healthcare services at home is also needs to be credited to changing socio-economic factors of our country, like double income households, social structure changes, increased need for geriatric care and also the rise of non-communicable diseases. Indian population over 60 years has also increased to significant levels.

GOALS OF INTERNSHIP

As a part of the Business Development and Marketing team, the goals of the internship included the following:

1. To understand the profile of the organization and understand the ways in which the organization functions.
2. To understand the business model of the organization.
3. To understand the existing clientele and identify new ways to engage them.
4. To identify potential clients and generate leads.
5. To study the relevant market scenario in West Delhi hospitals.

ORGANIZATION'S PROFILE

HealthCare atHOME (HCAH), is a leading home healthcare service provider in India. HCAH is backed by the Burman family, the promoters of Dabur and the founders of HAH UK. HCAH has also received equity investment from Quadria Capital, one of Asia's leading healthcare focused private equity firms. HCAH has 1000+ team members and caregivers' workforce covering more than 40 cities in India. HCAH follows the best practices in medical care and maintains international protocols and standards. HCAH has served over 4,00,000 patients across India and has helped them recover safely and comfortably in the place they know best i.e. their HOME. HCAH maintains high standard on customer service, a fact supported by NPS score of over 70 per cent. Some of the key services offered by HCAH include setting up ICU atHOME, providing Cancer Care atHOME, nursing care and physiotherapy services along with providing plethora of clinical procedures at home thereby delivering almost 70% of all clinical services at home. On B2B space, HCAH is the largest PSP program provider in the country and acts as a one stop shop for the pharma companies to manage their patient journey right from awareness of therapy to compliance management. It also has a JV with M3 Inc a listed Japanese multinational company with > USD 9bn market cap. It has 4.0mn + doctors worldwide using its various Internet based platforms, through which it offers a host of services to the pharmaceutical industry and healthcare professionals. HCAH also has its own distribution setup offering chronic medicines to patients right at their doorsteps.

SERVICES PROVIDED BY THE ORGANIZATION

At HealthCare atHOME, we provide a comprehensive range of home care services through highly skilled doctors and professionals. This ensures that patients get the right treatment, accurate monitoring, and timely help with our state-of-the-art technology. With services spread across 40+ cities, we aim to bring world class medical expertise at the comfort of your home.

HealthCare atHOME provides physiotherapy services that aim at alleviating pain in basic conditions like lower back pain or knee pain as well as in chronic disorders. We provide a protocol-led care plan administered by highly qualified personnel at your convenience. Our treatment plans are developed in close consultation with the patients and are personalised to suit their goals and circumstances.

Our Home Nursing Care Services

Our home nursing care services ensure that your well-being is never compromised. We follow all guidelines in the medical profession to bring you the most compassionate and attentive care at home. Home nursing services also give an opportunity to patients to recover among their family members.

Our Home ICU Services

Patients in intensive care need emotional support too. That's why we bring your loved ones closer to you. With the capacity to provide ICU facilities and expert care, HealthCare atHOME ensures professional, hospital-like treatment at the comfort of your home. The care team is proficient in ICU, Basic Life Support (BLS) and situational handling to deliver the best of care to the patients.

Our Home Cancer Services

Battling cancer is a difficult and emotional journey for not only the patients but their families too. The intensive treatment for cancer usually entails multiple hospital visits, leading to direct and indirect costs for organized medical attention. We provide comprehensive treatment solutions for cancer care ranging from chemotherapy to palliative care.

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Our Home Stroke Rehabilitation Services

Our Stroke Care Package is one of the best ways to support a loved one who has suffered from a stroke. The package aims to deal with setback often felt by a stroke survivor as well as family caregivers due to physical, emotional and behavioural changes post the stroke. Our expert stroke professionals involve family caregivers and customise the package as per the needs and requirement of the stroke survivor since no one plan fits all. Through our services, we aim to provide stroke survivor & family members opportunity to genuinely enjoy and spend quality time together while helping them live with dignity and independence.

DEPARTMENTS VISITED, OTHER PROJECTS, GOOD/ADVERSE EVENTS, IMPEDIMENTS

Departments Visited:

The nature of work allotted required presence and focus completely on the business development department.

Other Projects:

The management required that complete attention be paid to the given project for the dissertation as the project was very crucial for the development of a new product. Hence, additional projects were not allotted.

Good/Adverse Events:

The management provided autonomy while working on the project as well as the day-to-day functionality in the allotted department. The management was also reciprocal to suggestions made in some aspects of the business and operations.

Impediments:

There were no impediments during the tenure of internship.

