

Internship at
AllizHealth, Pune

By

Shradha Shetty

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2016-2018



The IIHMR University, Jaipur

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

INTRODUCTION

Preventive health care consists of steps that are taken for prevention of disease, as opposed to disease treatment. Just like health encompasses various physical and mental states, disease and disability do the same. They are affected by environmental factors, genetic predisposition, disease vectors, and lifestyle choices. Health, disease, and disability are processes which begin before individuals may realize that they are affected. Disease prevention relies on anticipated actions that can be categorized as primal, primary, secondary, and tertiary.

Every year, millions of people die of deaths that can be prevented. A study carried out in 2004 showed that approximately half of all the deaths in the United States in 2000 were due to preventable exposures. Leading causes of death included cardiovascular disease, chronic respiratory disease, accidental injuries, diabetes, and some infectious diseases. The same study estimated that about 400,000 people die in the United States of America every year because of poor diet and a sedentary lifestyle. According to a study by the World Health Organization (WHO), approximately 55 million people died all over the world in 2011. Two thirds of this number died from non-communicable diseases, including cancer, diabetes, and chronic cardiovascular and lung diseases. This was an increase in number from the year 2000, during which 60% of deaths because of these diseases. Preventive healthcare is especially important considering the worldwide rise in prevalence of chronic diseases and deaths from these non-communicable diseases.

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 identify ways by which the organization can diversify its business in India by incorporating new products in the product mix.
6. To study the relevant market scenario in South East Asian countries and identifying ways by which the business can be expanded to those countries.

ORGANIZATION'S PROFILE

AllizHealth, a preventive care start-up, based out of Pune, India, develops a consumer focused health and wellness platform for early identification, pursuit and management of health risk and conditions. Its platform provides services, such as online booking of health packages, access to fitness and wellness centres, or consulting a doctor for second opinion. The company's platform additionally permits users to store/access/share health information expeditiously, track various health risks and parameters, store digitized health documents, and additionally connect with care givers. Additionally, it offers tools and tracker to keep a tap on users and their family's health. Varied condition management programs, such as diet management and diabetes management plan are available and the platform enables users to order medicines online or can request for any emergency medical services.

Apart from this, one of their major areas of focus is on Occupational Safety and Health for manufacturing industries. Using their Health Risk Assessment and Depression, Anxiety and Stress tools, they aim to assist industries keep a tab on their employees' health standings and monitor them to spot health trends. This allows industries to cut back employee absenteeism, and as a result increase productivity as well as reduce costs on healthcare by preventing occupational and lifestyle related diseases.

SERVICES PROVIDED BY THE ORGANIZATION

AllizHealth, a technology-based preventive healthcare organization, operates primarily in the B2B space. Using its proprietary product, the HRA (Health Risk Assessment), comprehensive Personal Health Records and user engagement module, AllizHealth is managing the risks of over 750,000 employees across India through leading Insurance companies, Corporate and Healthcare providers in India. By virtue of knowing the exact health profile of a user, AllizHealth is able to engage with users in a much more targeted and personalized manner.

The following services are rendered by AllizHealth for their clients:

1. On-site health screening, dental and ophthalmic check-up camps for the employees of the client organizations.
2. Online personal health record platform that involves graphical tracking of health parameters, building a family health profile and secure sharing of health documents with doctors.
3. The digital health wallet available on the online portal stores health related document of an individual and his/her family's health documents securely.
4. Health reminders ensure that an individual can set reminders for upcoming appointments, vaccinations and/or medications and shall be notified about the same via e-mail and SMS.
5. Doctor@Connect enables individuals to chat with doctors online and get a second opinion regarding their health problems.
6. The online Medical Health Library provides access to library of health content, Blogs, Health articles, Health tips.
7. Based on the specific health risks, users receive targeted and personalized health content (SMS/Email). The content helps users learn more about their risks and provides resources to manage these risks.
8. Portal is integrated with Google Fit, Apple Health and other wearable devices (FitBit). Individuals can keep track of your daily number of steps and calories spent.

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

Departments Visited:

The nature of work allotted required presence and focus completely on the marketing and business development department. The other functional departments were technology and operations which were not in the scope of work allotted.

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.