

Internship at
Doctor E Health Services Pvt. Ltd., New Delhi

By

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INTRODUCTION

While advancements in diagnostic technology have greatly simplified the procedures for routine pathological and radiological tests, people residing in geographically and politically difficult terrains don't have access to good quality, evidence-based diagnostic services.

Doctor.e seeks to bring high-end intellectual capital of pathologists and radiologists to people in these places virtually, through their exclusively developed software systems, platforms and dedicated middleware to diagnostic equipments placed in such terrains. Diagnostic machines such as pathology analyzers, imaging equipment's and microscopes etc will be networked and remotely connected and controlled over the cloud. Logical and analytical tools embedded in the software will divert the results of the investigation through a network operating centre to their panel of specialists who are virtually present on their software application irrespective of the geographical location.

Digital transmission of information through their proprietary gateways to a centralized facility would enable their panel of clinical experts to analyze and process test results and deliver the same to the patients in real time, ensuring timely and accurate medical intervention.

Doctor.e Health Services Pvt Ltd, Delhi

Doctor.e is a global healthcare diagnostics company that provides intellect-enabled diagnostic care to the underserved populace through clinical competence and a proprietary network technology.

Their customers are the communities living in smaller cities and towns internationally, especially in those areas where healthcare infrastructure is inadequate. They provide intellect-enabled diagnostic services virtually to healthcare institutions and hospitals in these locations.

They do not lose precious time in couriering patient samples and images from smaller towns to larger cities where better healthcare infrastructure is available, instead they process patient samples and images closest to their customers and use their e-network to transmit reports of patient sample analysis and images to their network operating centre (NOC), enabling leading pathologists and radiologists from around the world to analyse tests and report results in real time. This process ensures availability of high-end global clinical competence to report tests conducted in smaller cities and towns. It minimizes turnaround time and facilitates early availability of test results to support evidence based clinical care.

VISION AND MISSION OF THE ORGANISATION

VISION OF THE ORGANISATION

We aim to become a global healthcare leader in network and clinical intellect-enabled diagnostics..

MISSION OF THE ORANISATION

Doctor.e provides, in an inclusive manner, a comprehensive range of pathology and radiology diagnostics, enabled by cutting edge proprietary network systems, to the underserved populace.

SERVICES

Immunology

As a diagnostic tool, immunology tests the defense mechanisms of the body's immune system, comprising of the physical, chemical and biological properties which help it to combat its susceptibility to foreign influences. The accuracy and simplicity of their tests enable speedy diagnosis.

Haematology

This specialty of pathology diagnoses and monitors diseases of the blood and blood-forming organs such as leukaemia, anaemia and abnormalities of blood coagulation. They use a combination of state-of-the-art technology and the traditional means of microscopy to analyse the tests performed on blood samples and its cellular elements.

Clinical Biochemistry

Biochemistry is the study of the chemical processes occurring in living matter. The term biochemistry, which is the chemistry of life or the study of the processes behind all living organisms, it deals with the structures, functions and interactions of biological macromolecules, such as proteins, nucleic acids, carbohydrates and lipids, which provide the structure of cells and perform many of the functions associated with life.

Over the last decades of the 20th Century, biochemistry is on understanding how biological molecules give rise to the processes that occur within living cells, which in turn, relates greatly to the study and understanding of tissues, organs, and whole organisms.

Clinical Pathology

Clinical Pathology is a medical specialty that is concerned with the diagnosis of disease based on the laboratory analysis of body fluids such as blood and urine. Clinical Pathology supports the diagnosis of disease using laboratory testing of blood and other body fluids and microscopic evaluation of individual cells.

Microbiology

Their reliable technology facilitates accurate detection of pathogenic microorganisms in patient samples and enables timely diagnosis of infectious 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.

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 and operations. The other functional departments were not in the scope of work allotted.

Other Projects:

The organisation conductd their QAI-ISO 15189 audit were we worked on the documentation of various SOPs and Processes.

The Hospital which had a tie up with the organisation conducted their NABH audit where I was a part of the Infecction Control team, under the CEO, Dr. Vimarsh Raina.

My profile required me to conduct initial market research. I was working with a team where we had to visit hospitals and conduct surveys for future tie ups and expansion.

Worked on a report on positioning the organsiation in the Indonesian Healthcare Industry and their need analysis.

The management required that attention be paid to the given project for the dissertation.

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.