

Internship at
Credihealth Pvt. Ltd., Gurgaon

By

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1.1 About Credihealth

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

1.1.1 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.

1.1.2. 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.

1.1.3. 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 an empathizing medical expert, avoiding the long queues 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!

1.1.4 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.

1.1.5 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

1.1.6 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

Organogram

