

**Internship
at
Portea Medical,
Bangalore**

***By*
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*MBA Hospital and Health Management
2014-2016*

The logo for IIHMR University, featuring a stylized 'i' in a square followed by the letters 'IIHMR' in a large, bold, serif font, and the word 'UNIVERSITY' in a smaller, sans-serif font to the right.
**The IIHMR University, Jaipur
2016**

INTERNSHIP REPORT:

1.1 OBJECTIVES

To get all the insights and details of the product of labs & diagnostics in Portea Medical, to understand the product and the details associated with it, how the entire operations work and how the entire service is delivered to the patient.

1.2 ORGANIZATIONAL PROFILE

Portea Medical, a startup that provides in-home healthcare in India, has raised a \$37.5 million Series B led by returning investor Accel. The round's other participants include

International Finance Corporation (IFC), a member of the World Bank Group, Qualcomm Ventures, and Ventureast.

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 start-ups' 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.

Portea deals with hospital-quality healthcare in the comfort of home. They provide doctors, nurses, and physiotherapists for home visits who have passed rigorous hiring standards and have had their backgrounds and medical knowledge verified by senior doctors. They also

Facilitate lab tests at home and medical equipment rentals, making health care more accessible for patients.

Portea Medical's clinical procedures were developed in consultation with leading home healthcare professionals in the United States, ensuring that you receive only the highest quality medical care; all of our doctors are members of international medical accreditation bodies. As a result of using their services, patients are able to stay in their homes longer, save money, and have peace of mind.

Portea helps:

- Individuals receive high-quality, affordable, in-home healthcare
- Doctors, medical practices and hospitals offer high-quality post operative and primary care, allowing a renewed focus on in-patient procedures and secondary and tertiary care.
- Employers and businesses provide their employees with affordable access to high quality healthcare

Portea is a leading Home-healthcare service provider with services in Ahmadabad, Bangalore, Baroda, Chandigarh, Chennai, Cochin, Coimbatore, Goa, Hyderabad, Indore, Jaipur, Kolkata, Lucknow, Ludhiana, Madurai, Mumbai, Nagpur, NCR, Pune and Visakhapatnam. They are going to be operational in more cities very soon.

Their offerings include various in-home healthcare services like Physiotherapy, Nursing, Attendant/Home Health Aide, and Doctor Visit. They will keep on adding more in-home healthcare services with a vision to bring world class medical care into patients' home.

Home healthcare service provider Portea Medical, run by Health Vista India Pvt. Ltd on Thursday said it has acquired medical equipment service provider Health Mantra India Pvt. Ltd for an undisclosed amount in a cash and stock deal.

The acquisition will help Portea penetrate deeper into categories such as respiratory care, geriatric care and orthopaedics.

The acquisition of Health Mantra is Portea's third attempt to expand its offerings in the home healthcare segment through acquisitions and strategic investments in the last six months.

In November, the company had acquired specialty pharmaceutical distributor Medybiz Pharma Pvt. Ltd for an undisclosed amount in a cash and stock deal. The move was expected to help Portea leverage Medybiz's expertise in catering to patients of diabetes, cardiology, oncology, osteoarthritis, osteoporosis, rheumatoid arthritis, tuberculosis and neurology among others.

1.3 REPORT

The Internship was for a period of 3 months starting from March 1, 2016 to May 31st, 2016 where in the position held was that of Management Trainee in Business development working as a Product Manager for doctor services. One month was spent understanding the various Departments, hierarchy and organizational structure. Later, Doctor Product was handed over in order to re structure and creates a new Business plan to increase Business profitability and health outcomes.

During this entire process focus was paid on streamlining operations, increasing sales and analyzing the gaps in the current system. Also, work on the Marketing and Business strategies in order to improve brand awareness and visibility and service quality thereby increasing patient satisfaction.

Learning:

- 1) Understanding the home healthcare business, it's offerings , operations and structure
- 2) Technology enabled healthcare gave me a chance to get acquainted with the most advanced IT solutions that has helped me evolve technologically.

- 3) Diagnostic chains and its offerings
- 4) Building alliances and creating a Business plan
- 5) Re-engagement and Customer Retention strategies
- 6) Human resource management
- 7) Sales responsiveness towards diagnostic campaigns
- 8) Data management and Analysis
- 9) ATL and BTL marketing strategies
- 10) Streamlining Operations
- 11) Capacity Building and Training