

**Internship
at
Portea Medical,
Bangalore**

***By*
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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**

Introduction

Homecare services were a largely unorganized sector with individual practitioners. Quality, availability, price and reliability of homecare services were highly variable from place to place and also within the same city. Elderly population is steadily growing and so is the prevalence of chronic diseases. Elderly patients find it inconvenient to travel to the hospital and wait for a consultation or a physiotherapy session. Portea attempts to standardize service delivery in a specialized niche market that deals with home consultations, lab tests, physiotherapy, post-operative nursing, palliative care etc. Portea is a disruptive mobile-based innovation that aims to monopolize on their early mover advantage in a blue ocean and rapidly scale up to be India's most trusted and most widely used homecare service.

Organizational Profile

Portea Medical is India's home healthcare pioneer and the largest and fastest growing provider of in-home medical care in India today with a 24-city network. Portea's comprehensive services encompass geriatric care, post-operative care, palliative care and physiotherapy. The company offers home visits from physiotherapists, nursing attendants, nurses and doctors. In addition, Portea also provides collection of lab samples from patients' homes and medical equipment on hire, bringing the entire gamut of healthcare services to a patient's doorstep.

They offer various in-home healthcare services like Physiotherapy, Nursing, Attendant/Home Health Aide, Doctor Visit. With Portea, you can be sure that you will receive hospital-quality healthcare in the comfort of your home. As a result of using our services, our patients are able to stay in their homes longer, save money, and have peace of mind.



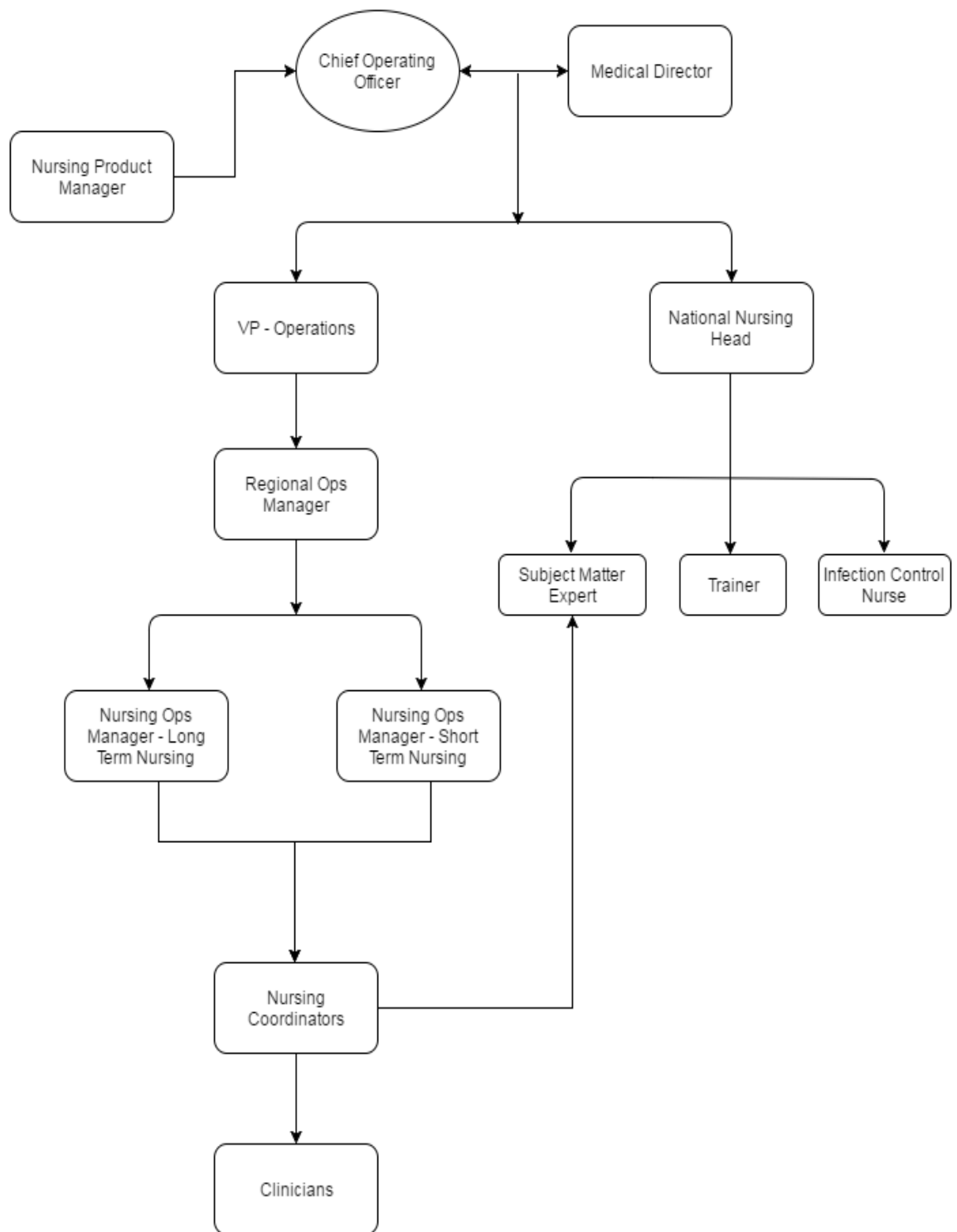
Vision and Mission

Portea Medical seeks to bring world class medical care into our patients' homes. We aim to make primary healthcare not only more accessible, but also more affordable and accountable to our patients' needs.

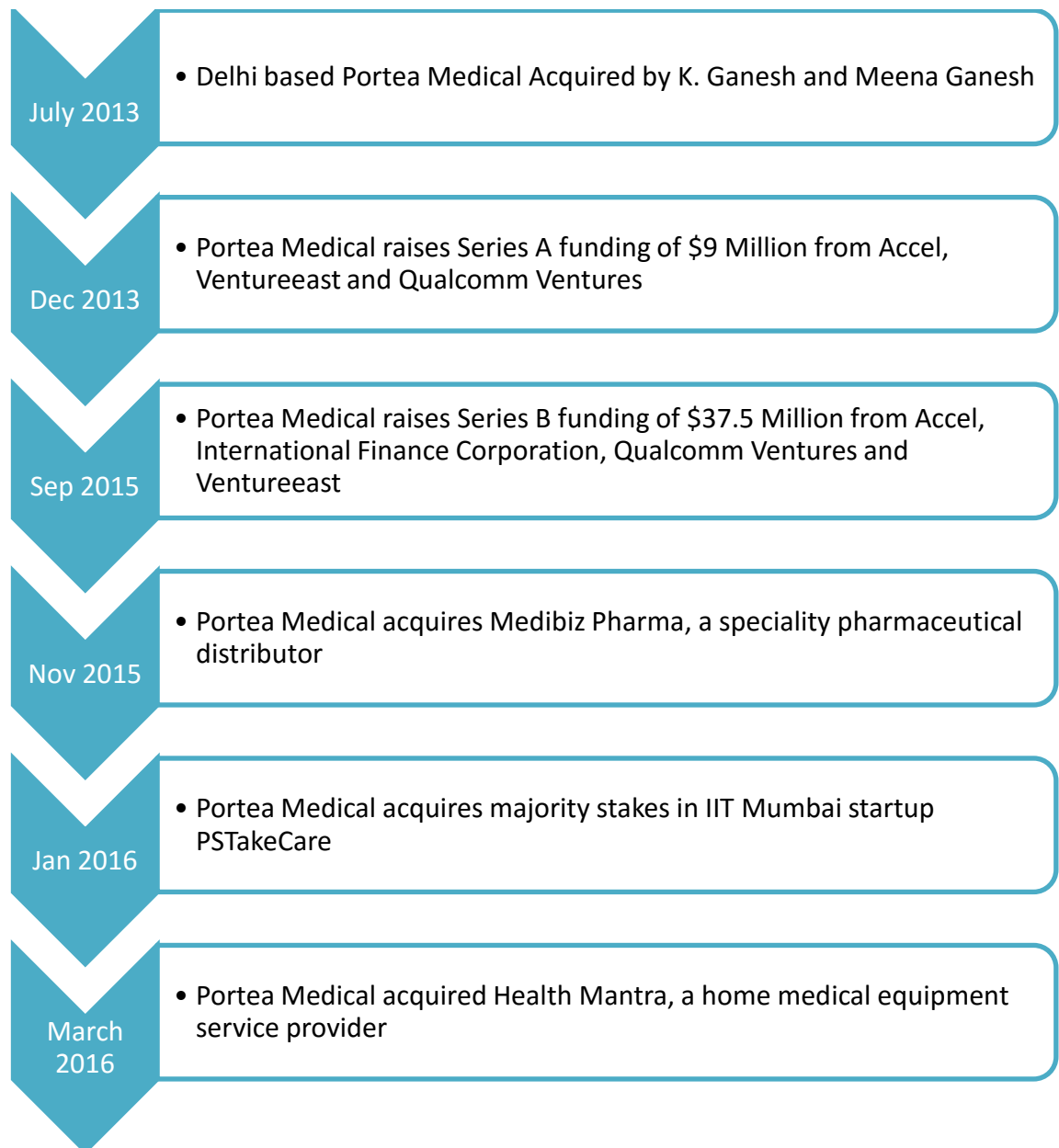
Values

- ✓ We take ownership
- ✓ We care and are compassionate
- ✓ We are honest and ethical
- ✓ We are customer-centric in our approach

Organogram



Timelines

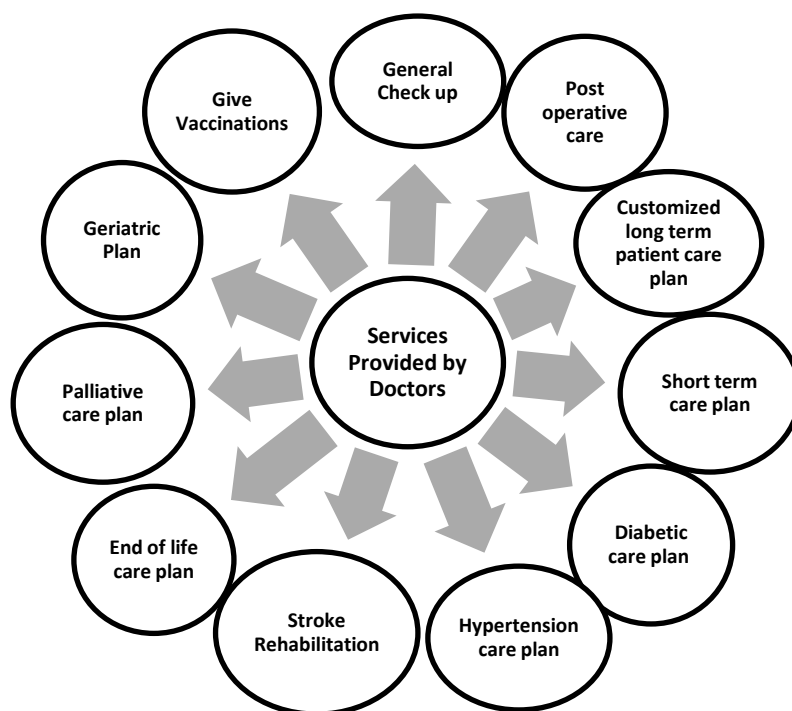


Portea Services and Products



1. Doctor Consultations

Everyone in a while, we are bound to need to consult with a doctor for general health checkup, seasonal fever, acute disease, chronic illness and more. Portea's doctors assess, diagnose and treat patients according to their need. Their general physicians have years of experience in the medical field and treat their patients with patience and compassion. Currently this service is provided in eight major cities of India including Delhi, Mumbai, Chennai, Hyderabad, Bangalore, Chandigarh, Kolkata and Pune.



2. Physiotherapy

Physiotherapist is a healthcare professional who assesses, diagnoses, treats and works to prevent disease and disability through physical means. Physiotherapy can help recover from injury, reduce pain and stiffness and increase mobility.

Physiotherapists are experts in movement and function who work in partnership with their patients and assisting them to overcome movement disorders, which may have been present from birth, acquired through accident or injury or are the result of ageing or life-changing events. A physiotherapist can also help you prevent further injury by listening to your needs and working with you to plan the most appropriate treatment for your condition, including setting goals and treatment outcomes.

Various treatments provided by Portea through Physiotherapy

- A. **TKR & THR** - Total Knee Replacement & total Hip Replacement.
- B. **Cerebral Palsy** - Is a group of permanent movement disorders that appear in early childhood.
- C. **Neurological Physiotherapy** - Is the treatment of individuals who have neurological impairments; for example Traumatic Brain Injury or Stroke; Multiple Sclerosis, Spinal Cord Injury and Parkinson's disease.
- D. **Frozen Shoulder** - Chronic painful stiffness of the shoulder joint.
- E. **Back Pain** - Back pain is a common problem that affects most people at some point in their life. It may be triggered by bad posture while sitting or standing, bending awkwardly, lifting incorrectly or an accident.
- F. **Ultrasound Therapy**
 - For relief from pain, spasm & swelling
 - For soft tissue healing & repair
 - To improve ROM (Range of Motion)
 - Used as an adjunct for mobilization
- G. **IFT/TENS** - For pain relief by nerve stimulation
- H. **Heat & Cold packs** - To relieve pain & stiffness
- I. **Dumbbells, Weight cuff, Thera tubes/Bands** - To improve strength & endurance

3. Nursing Services

A nurse is a medical professional responsible for medical procedures, safety and recovery of patients from acute and chronic health issues. An in-home nurse is all that and more, in that he or she cares for you in your home, integrating him or herself into your family. Our in-home nurses excel in providing services such as post-surgical care, elder care, chronic care, tracheotomy, urinary catheterisation care, wound care, injections, and IV infusions.

Nursing Procedures done by Portea Nurses

- ✓ Ascitic tapping
- ✓ Bladder wash
- ✓ Catheterization
- ✓ Chemo Medicine Infusion
- ✓ Chemoport flushing
- ✓ Blood sample collection through Chemo Port
- ✓ Chemoport needle Removal
- ✓ Administration of medicine - Central line / PICC Line
- ✓ Colostomy care / bag change
- ✓ Colostomy Irrigation
- ✓ Drain care
- ✓ ECG
- ✓ Peritoneal Dialysis
- ✓ Ryle's Tube Insertion and Feeding
- ✓ Staple removal/Suture removal
- ✓ Tracheostomy Care
- ✓ IV infusions
- ✓ IM injection
- ✓ IV Injection
- ✓ SC injection
- ✓ Hygienic care (Mouth Care, Sponge Bath, Hair Care, Nail Care, Back Care)
- ✓ Dressing (Bed sores, surgical, diabetic)
- ✓ Enema
- ✓ Nebulisation
- ✓ Oxygen Administration
- ✓ PEG feeding
- ✓ Perineal care
- ✓ Sitz bath

- ✓ SpO2 Check
- ✓ Vitals Check
- ✓ GRBS check

Protocols followed by Nurses

- Consent
- Recheck patient
- Current history
- Prescription / vaccination card
- Aseptic precautions
- Right Site, Dose, Route
- Vaccination notes / Documentation
- Observation 15 min
- ADR Protocol

4. Care Plus Aides

Nursing aides or Home health aides are professionals who are trained in the art of giving personal care to patients. Portea calls them CARE PLUS AIDES.

For post- operative or regular patients who need care at home, Portea provides aides who are trained on certain medical procedures & primary patient support. From the perspective of the company, aides are screened and selected, training is rigorous, proper processes are being put in place to run the service smoothly. Care+ Aides service can be availed for 4 hour, 10 hour, 12 hour or 24 hour shift.

Care+ Aid Service Covers

- Personal grooming (teeth, hair, skin care, bath & toilet)
- Maintaining and tidying up the patient's space
- Assistance in mobilization of patient
 - Position change of bedridden patient
 - Wheel chair mobilization
 - Help in walking/ using a walker
- Exercise Support
 - With support from physiotherapist and family
- Assistance in feeding for patients
 - Heating and serving food

- Clearing up
- Health Monitoring (case-to-case basis)
 - Administering oral medication based on the guidance of family members
 - Vitals check as required
 - Any other medical attention that is defined as part of the Treatment Plan.

5. Mother and Baby Care - Kanga & Roo Service

Kanga & Roo service is specialized service for Mother & Baby care. Portea's Kanga & Roo care service can be broadly defined as a long term post natal care that smoothen family life and reduces work load. Through this service, a family is supported with both mother and baby care. It includes the following services:

Baby Care

- Being with baby
- Bath and hygiene
- Laundry
- Feeding

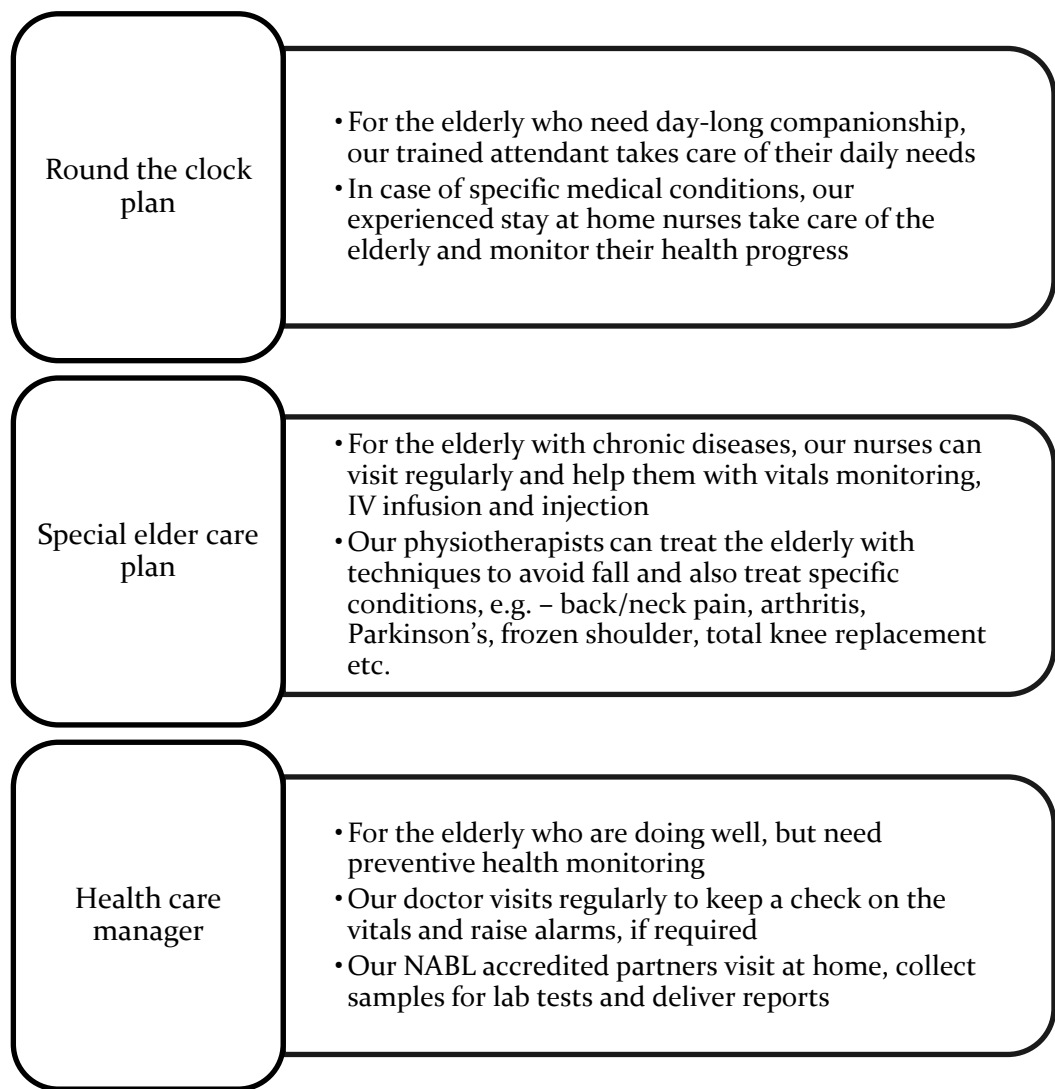
Mother Care

- Supportive Medical Care
- Lactation Support
- Massage
- Exercise

Sibling Care is also provided for services extending more than 2 weeks.

6. Elder care plans - A Solution to the Elderly Parents at Home

Portea's 3 types of eldercare plans help patients to choose the most effective plan for their loved ones. These plans come with just one time subscription charge and additional benefits.



7. Portea Home Medical Equipment Service

Complete front end management of medical equipment rental services is done by Portea Medical. The service includes the following features:

- At-home delivery of necessary medical equipment
- Post-operative care of patients through the use of equipment
- Highly affordable (with a rental model on equipment)
- High availability of unique range of equipment for home care & use within hospitals

Benefit for the Hospital

- Increased revenues by retaining customers by providing equipment rental services at home with no additional manpower or costs incurred
- Post-operative care: Taking care of patients in post operative mode at home allowing the hospital to plan discharges well and ensuring hospital-level service

- Patient movement: Moving patients from ICU to ward in hospital (with Portea equipment) or from ICU/ward to home with complete equipment setup at home
- Hospital Equipment Rental: The hospital can also rent out Portea's equipment as and when required, with different subsidized rates

Benefit for the Patient

- Affordability: The equipments are available to the patients at a fraction of the cost, hence why buy when one can rent?
- Convenience: Highly convenient for the patient to get unique range of equipment at home
- One-stop shop for the patient: Extremely easy for the patient to get complete home-care patient management at one place with the equipment rental services

List of Equipments

Respiratory Equipments: Oxygen Concentrators, Cylinders, C-PAP, BiPAP, NIV, Ventilators, Suction Machine & Nebulizers.

Cardiac Equipments: Multipara monitors, portable ECG machines and pulse oxymeters

Hospital Beds & Mobility Equipments: Fowler cots, manual and electric ICU beds, air beds, mattresses, wheel chairs and walkers.

Physiotherapy Equipments: Non portable physiotherapy equipment like CPM machines (manual and digital) and DVT pumps.

8. Portea Diagnostics

A diagnostic test is any kind of medical test performed to aid in the diagnosis or detection of disease, injury or any other medical condition.

In Portea diagnostic service we do at-home or office sample collection for our patients.

Collect and process all kinds of blood tests, urine tests and stool tests.

B2C Partner Labs

City	Partner Lab
Bangalore	Dr Lalpath Labs
Chennai	Orion Endocare
Delhi	Genex

Mumbai	Suburban Diagnostics
	Dr Amrish Mehta Labs (Backup)
	Dr Jariwala Labs(Backup)
Kolkata	Metropolis (Backup)
	Medstar Clinics
Pune	Express Clinics (Backup)
	Suburban Diagnostics
Ahmadabad	Vidhi Labs
Jaipur	Magnum Labs
Cochin	Medivision Labs

B2B Clients

City	Partner Hospital
Bangalore	NH Bangalore
	Manipal Hospitals
	Vikram Hospitals
	NU Hospitals
Mumbai	7 Hills
Kolkata	NH Kolkata
	Columbia Asia Hospital

Portea Diagnostic Support Service

Benefits to Hospitals

- We provide 12 hr (6 AM-6 PM) Home sample Collection Service to our patients across the city
- We provide specially trained phlebotomists and nurses to ensure highest quality in home sample collection
- Increase revenues by retaining & reaching out to more customers with no additional manpower or fixed costs
- Strong marketing support through camps, health packages etc.
- Simplified logistics management

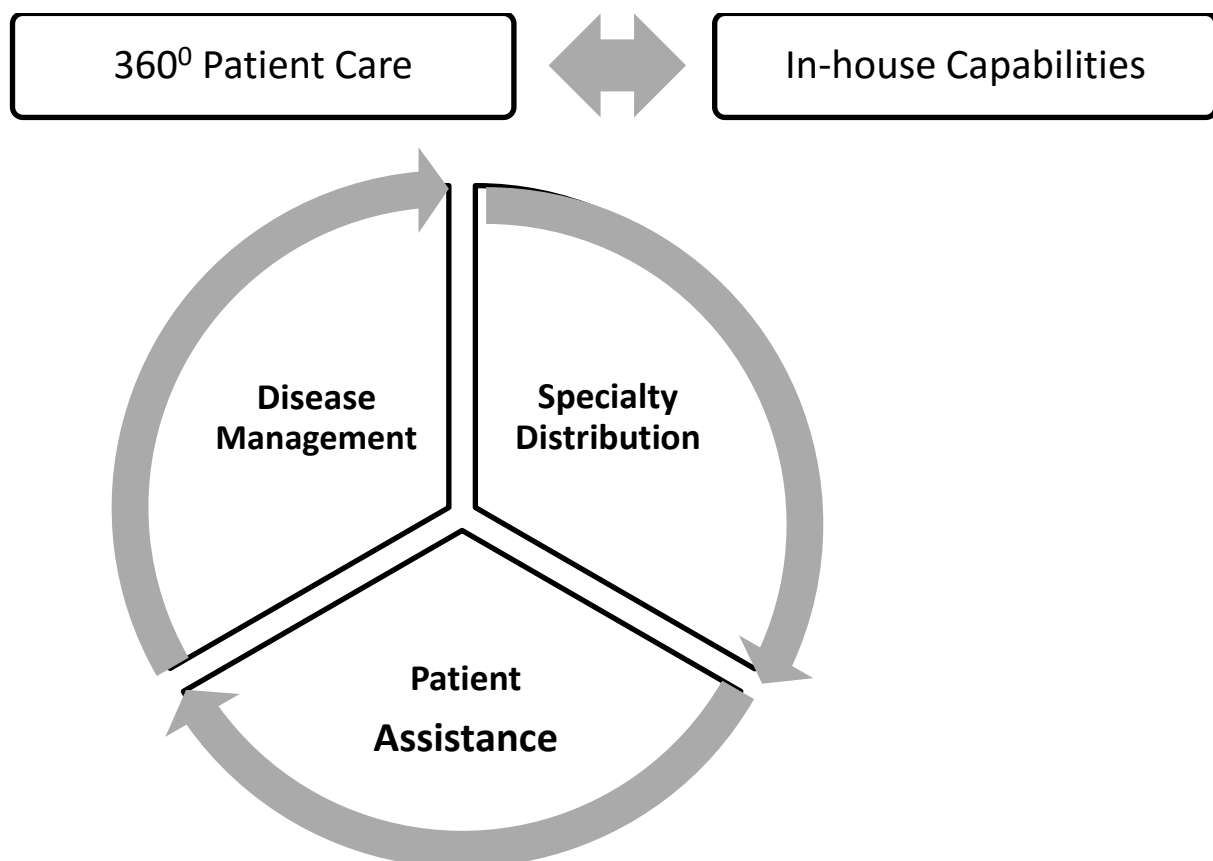
Benefits to Patients

- Savings on travel and long queues for our patients
- Specially trained phlebotomists who take care of our patients with utmost quality
- End to end technology platform to address our patients needs on time
- Collection either at home or office

Exception Cases where we don't collect the sample:

- Infants & kids below 8 yrs
- Bleeding disorder patients
- Patients needing reports urgently (within 3-4 hrs of sample collection)
- Pap Smear & Vaginal Smear test
- Semen Analysis test
- Blood gas analysis, Bone marrow aspiration test & other tests like Ultrasound, CT scan, MRI which require special equipment..
- Mantoux test
- 24 hour Urine Protein Test

9. Pharmaceuticals



Offerings to Retail Patients:

- Portea Customers
 - Pharmacy @ Home
 - Prescription Refill
 - Vaccination / Immunisation / Care packages

Offerings to Corporate:

- Pharmacy Benefits
 - Cashless Pharmacy for employees
 - On-site Pharmacy
- Workplace Wellness
 - Health Centre Supplies
 - Vaccination Camps
 - Health Talks & Programs

Allotted Job Responsibilities

- Act as point of first reference for all product related enquiries and work collaboratively with colleagues and Regulatory to address any issues that may arise.
- Close liaison with the field force to assess the response and suitability of the product.
- Responsible for preparing product forecasts and constantly monitoring inventory levels of the employees and resources.
- Should take efforts in making the product bigger and better along with the better customer experience.

Other Initiatives and Projects

- Revised pricing strategy and structure for Short Term Nursing service.
- Prepared the Individual Incentive Structure for Nurses.
- Prepared the Key Result Areas and Key Performance Indicators for Nurses evaluation program.
- Launched a Nurses Communication Program in collaboration with the technical and training team.
- Worked on various product launches and its business plan.
- Designed Nurses Handbook for clinicians.
- Arranged and conducted multiple training sessions for clinicians.
- Designed the forms and formats for the nursing department.