

**Internship
at
Portea Medical,
Bengaluru**

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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
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INTRODUCTION:

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players. Due to an ageing population and a shortage of hospital beds, it has become a challenge to find new ways to support and care for people with chronic illness living at home. Living with chronic illness changes the lives of those affected, who are often in need of support and nursing care in their homes

Due to an increase with growing older population and more critically ill patients, new form of Distributed care set ups come across which includes-Home healthcare, Community care centres and Day cares.

Growing at a rate of 15 per cent, globally, home healthcare market is one of the fastest growing markets. Current estimates put the global value of the home healthcare market at \$140 billion. The Indian home-healthcare market, which stands at \$ 1.5 billion, is also waking up to the market opportunities with MNCs foraying the nascent market.

Home Healthcare in India:

Home health care is an old concept in countries like USA, UK and other first world nations. In India, home based healthcare is gaining a lot of traction and is poised for transformation in the coming years with lot of people understanding its importation due to India being in third stage of demographic transition and also due to the type of market with respect to home healthcare in India.

Normally, we always think India as a 'young' country, but a reality check proves that India has an equal number of elderly citizens. According to a UN report, by the year 2025, India is expected to have 177 million elderly.

Today, older people are also becoming increasingly more active in managing their own health and wellness. Looking forward, seniors of the future will be empowered, technologically-savvy healthcare consumers playing an active role in the management of their healthcare. They will increasingly want and expect their doctor's care at home and on the go. The home healthcare industry in India consists of around 5,000 small and large organisations, largely unorganised which together generates huge potential for growth and revenue for future.

Also, the number of people suffering from lifestyle diseases or chronic diseases which requires long term care is on the rise. Advancements in technology and medicine are not only enabling people to live longer lives, they are enabling people to do so while remaining healthier.

Homely Matters:

Another reason for the growing potential in this segment is because a large number of patients who are chronically ill and need constant hospitalisation, prefer the home-healthcare mode in order to save hospital costs. Moreover, patients find it inconvenient to travel long distances to get hospital treatment. Considering the fact that Indians give prime importance to family, many patients prefer spending time at home either as post-operative care or in case of chronic illnesses. Thus, more and more patients want to adopt these new products in their routine lives.

Growth Opportunities:

Though the home healthcare market is still in its infancy, the industry is poised to double every year going forward. Today in India, many chronic diseases or injury conditions require long-term medical support and hospitalisation. As the percentage of these patients in the country increase the opportunity for home healthcare services is bright.

More and more hospitals are beginning to recognise the utility of home-health solutions. They can now provide support to critical patients who need immediate attention by allowing patients who can continue care through home health situations. They can free up more ICU beds and medical ventilators. People are finding comfort in home care for problems like ventilation support sleep apnoea etc. While demand of beds can clearly drive this, comfort of getting support at home through easy to use technologies.

Today, chronic diseases account for the majority of deaths in India (53%) and there is a sizable elderly population that is in need of routine home healthcare visits; by 2025, one in every five Indians will be a senior citizen highlighting the need for quality home healthcare.

The market opportunity is large and attractive and being driven by:

- The large Indian population and a growing population of elderly (By 2025, one in every five Indians will be a senior citizen)
- Rise of chronic issues (which account for 53% of the deaths in India) that need to be treated

- Longevity of the population – people are living longer, earlier disease detection has been made possible and therefore longer years of disease management is required
- There is a lack of an organized, high-quality national player in the space

India has the second largest geriatric population in the world. According to a United Nations Population Fund report, the number of people age 60 and over in India will increase from 100 million in 2011 to 300 million by 2050; this means one in five Indians will be above the age of 60. Of the 300 million over-60s, 200 million are likely to be suffering from chronic ailments. Already, non-communicable diseases including cardiovascular diseases, diabetes, chronic obstructive pulmonary disease and cancer cause around 50% of all deaths in India.

Many new start-up ventures like Portea Home Health Care, India Home Health Care, Healthcare at Home, Homital Medicare Pvt Ltd, Nightingale etc. are coming up to explore the opportunity. Not only start-ups but also the established brands like Manipal Healthcare, Max Healthcare and Apollo are planning to enter the industry.

GOALS OF INTERNSHIP:

- Assisting selected department managers in their routine work.
- Handling leads and operational and procurement day to day activities.
- To acquire skills to accomplish various protocols/SOPs observed in the organization.
- To familiarize with different departments, staffing and equipment.
- To learn the culture of the organization.
- Observing and learning human skills and understanding documentation, finance and accounting procedures.
- Searching for gaps and executing projects to formulate strategies.
- New product launch- initiatives, analysis, feasibility, pricing strategies, data management, IT tools, e-commerce.
- Business models for different products with cash flows and Profit and Loss sheets.
- Marketing strategies and promotional campaigns.

ORGANIZATIONAL PROFILE:

PORTEA – HEALING AT HOME

Portea Home Healthcare (2012) is one of the start-ups for home healthcare in India. It has 24 centres across India and 4 centres in Malaysia. Portea is healthcare with technology. It provides primary healthcare more accessible, affordable and accountable to patients. It caters on primary physiotherapy, nursing care, post-surgical care, vaccinations, mother and baby care and lifestyle management, doctors. Portea, provides hospital-quality healthcare in the comfort of one's home. It facilitates lab tests at home and medical equipment rentals, making health care more accessible for our patients.

Operational In

Ahmedabad | Amritsar | Bangalore | Baroda | Chandigarh | Chennai | Cochin | Coimbatore | Faridabad | Ghaziabad | Goa | Gurgaon | Hyderabad | Indore | Jaipur | Kolkata | Lucknow | Ludhiana | Madurai | Mumbai | Nagpur | NCR | Pune | Vijayawada | Visakhapatnam

HISTORY OF PORTEA:

Portea was founded by Zachary Jones, the former head of research at Copal Partners and Karan Aneja in 2012 in the capital, New Delhi.

In September 2013, Bangalore based serial entrepreneurs K.Ganesh and his wife Meena Ganesh acquired the fledgling Portea Medical from its New Delhi-based founders.

Krishnan Ganesh, Chairman of Portea Medical is a successful serial entrepreneur with four successful green field ventures and exits. His last venture, TutorVista was acquired by US and UK listed education leader Pearson for \$ 213 MM. He was among the top 5 nominees for the Economic Times Entrepreneur of the year 2012 Award. His current venture, Portea Medical, provides technology-led home health care to the Indian consumer.

Meena Ganesh, Co-Founder, MD & CEO of Portea Medical is one of India's foremost business leaders and most successful entrepreneurs with nearly three decades of experience in industries including healthcare, consulting, technology, outsourcing, education and e-commerce. In November 2015, she was selected by Fortune India as one of the 50 'Most Powerful Women in Business.'

Post-acquisition, they raised \$8 million from Accel Partners and Ventureast. In July, Portea raised a strategic investment from Qualcomm Ventures, the investment arm of the U.S. tech firm Qualcomm

Inc. While they have not disclosed the details, in a conversation with Knowledge@Wharton prior to this funding, the couple said that they plan to raise \$40 million for Portea by May 2015.

VISION/MISSION:

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

PORTEAHELPS:

- 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 works with hospitals, insurance companies and individuals to improve health outcomes by providing a continuity of care in the home setting from doctors, nurses, physiotherapists, nutritionists, counsellors, and home health aides. The company has five tier-1 corporate hospitals as partners, a network of hundreds of referring physicians all over India and handles around 2000 home visits a month.

PORTEA PROVIDES:

HOSPITALS BASED CARE

- Customize home-health care program as per patient's need
- Offer post-hospitalization care at home and encourage faster recovery
- Customize medical care based on patient's health condition

DOCTORS

- Provide hospital-like care at patient's homes
- Assist specialists by offering post-hospitalization care at home
- Get more time to treat critical patients at hospitals

ALLIED CLINICIANS:

- Provides nurses, carers, physiotherapists, nutritionists
- Offer post-hospitalization care at home and encourage faster recovery
- Customize medical care based on patient's health condition

OTHERS

- Partner with us for medical equipment rentals, diagnostic services etc.
- Collaborate with us for branding, PR or media opportunities

Why Portea?

- Rent medical equipment at your convenience (online, via email or over a call)
- Medical equipment ranging cardiac, respiratory, mobility and more
- We have 50,000+ happy customers
- We're the recommended healthcare partner for leading hospitals
- We're affordable, accountable and accessible

BUSINESS CHANNELS:

Portea gets revenue from –

- A. B2B- Business 2 Business – Like Key accounts of major hospitals, Doctor referrals, Nursing homes, Dealers and Corporate alliances
- B. B2C-Business 2 Customers- directly to the customers via marketing, camps, digital marketing, social media marketing, Packages
- C. Customer engagement and re-engagement programmes- for the existing customers

Portea does not outsource its services. All workers, including doctors, nurses, physiotherapists and support staff, are on company payroll. "To have full control on the brand and quality, we cannot outsource key and core functions," But Portea outsources the equipment and diagnostic facilities in form of local vendor tie ups.

How the business works

Portea has 2 business workings models- one for services and the other for products (equipment).

1. For Services:

The Portea platform sits on a geo-fencing network. This helps it divide every city into geographies to co-ordinate clinician visits. It has a complex back-end algorithm to identify clinicians. It takes into account the location of customer, preferable time slot, type of service request, clinician calendar and assigns the clinician. From a central location, it can view all patient requests, clinician locations and get real-time updates, if for any reason a clinician is running late.

Portea has built its own tech platform, including mobile apps, to help its providers adhere to standard operating procedures, access diagnostic tools, share information, and keep records for each patient. Ganesh says Portea's geo-fencing network divides each of its cities into separate segments to help manage and coordinate clinician visits and it uses an algorithm to match patients and providers. The start-up is currently developing predictive analytics to help anticipate health issues in

individual patients. Portea's customers can access records and book appointments through its consumer app.

Portea's clinicians have access to the Portea app, through which they can access the patient's medical history, check for instructions from the patient's consulting specialist and real-time update of the patient's vitals. Portea is now in the process of integrating its medical equipment with Bluetooth capability so that data like blood pressure, temperature and sugar levels automatically get captured.

Portea's backend algorithms provide alerts if a patient's vitals cross internally-set thresholds and check for adverse drug reactions for anything suggested against the patient's older prescription.

Portea will aggregate service providers and provide services on a pan-India basis. This requires training and technology.

Persuading patients to avail healthcare at home rather than going to hospitals would be a challenge. Portea has been trying to do this by emphasising on the value-proposition without compromising on quality of service

2. For Products/Equipment:

Portea performs procurement process along with local vendor tie ups to promote and avail the medical equipment facilities across India. In it, there are 3 different models- Sales, Rental and Lease / Revenue sharing model.

After the lead generation, the order of the equipment is proceeded from the operations team. They maintain the inventory control and management along with risk analysis.

After acknowledging the availability and invoicing, order is dispatched from the office via service delivery executives. It varies for sales and rental models. For rental models- Security deposits are also taken to ensure the recovery cost which is refundable.

For emergency purposes if the stock is not available- Local Vendor tie ups can be useful to serve the patients on time

Business Model:

This model helps save a lot of time for patients, because they don't need to wait outside a clinic for a long period, sometimes spending half-a-day or maybe even a whole day at the hospital to service

very basic healthcare needs.

Portea has provided hand-held devices to its people on the ground. They have hand-held devices with GPS connectivity all the time and the right person's device is activated to reach a patient. Hence, technology is their biggest strength.

Portea provides Hospital set up at home with equipment and diagnostic services. Without Medical equipment even the clinicians cannot perform the therapies and post-operative care. It thereby aids in making the patient and clinicians more confident to work in harmony. Medical device industries fetch huge margins and the accountability issues are less as compared to the services.

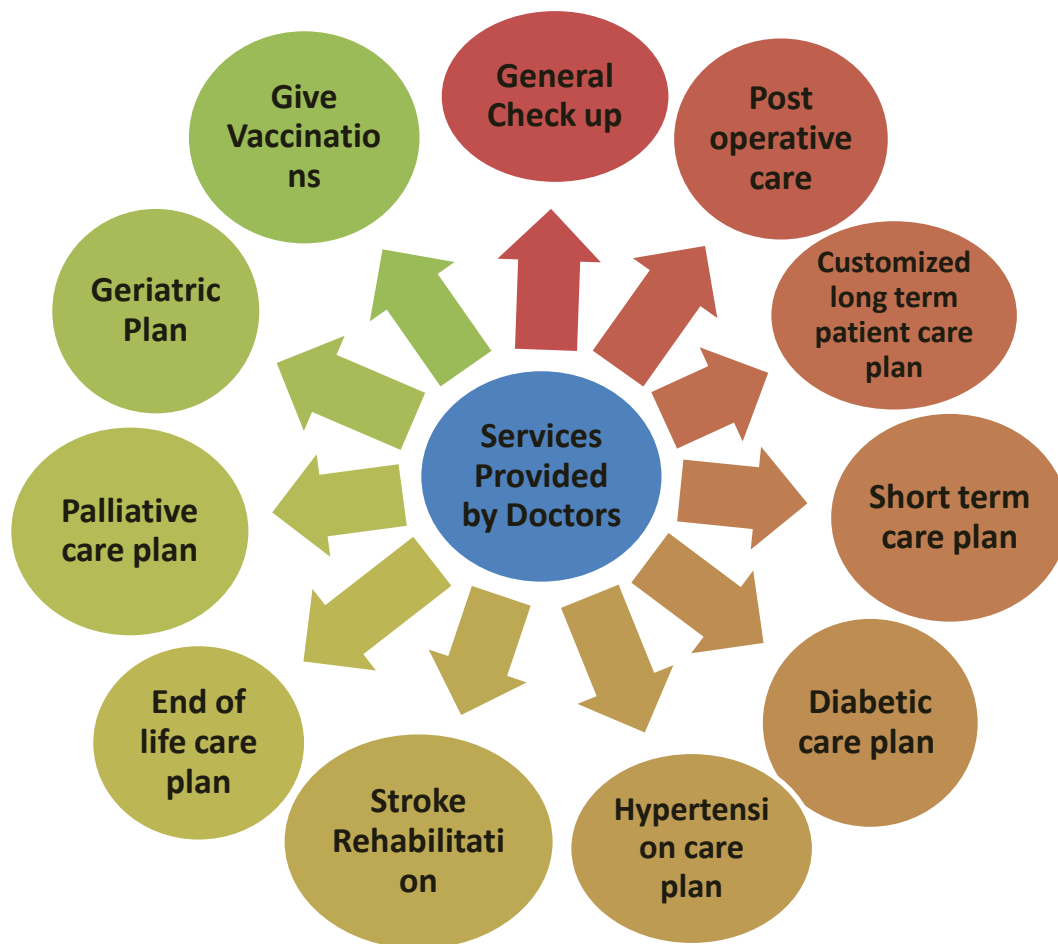
SERVICES PROVIDED BY ORGANISATION-

Portea focuses on general primary health care, post-hospitalization care, and chronic disease management and allied services. We have care plans addressing various aspects in all of these areas.

Doctor Visit:

- Everyone in a while 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.
- Portea's general physicians have years of experience in the medical field and treat with patience and compassion.

The consultation is given for the following services:



PHYSIOTHERAPY SERVICES:

Physiotherapy is a healthcare profession that 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.

Various treatments 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. **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

TRAINED ATTENDANTS SERVICES:

An in-home trained attendant service provides holistic support at home. Trained attendants, also known as caregivers, take care of the daily activities of a person in need. They help with personal grooming, movement, feeding, light housekeeping, and are also trained to monitor general health by regularly measuring essential vitals like heart rate, blood pressure, etc.

The care is needed for the following

- Elder care
- Mother and baby care
- Post-operative support
- Health and life style management

KANGA & ROO:

- 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 smoothes family life and reduces work load. Through this service, a family is supported with both mother and baby care.

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.

- Vaccinations
- Post-surgical care
- Urinary catheterization care
- Wound care
- Oxygen administration
- Injections and infusions

Our in-home nurses excel in providing services such as post-surgical care, elder care, chronic care, tracheostomy, urinary catheterisation care, wound care, injections, and IV infusions. What's more, they are always supervised by a senior doctor. Get well sooner by getting 12 / 24-hr care from a Portea in-home nurse.

ELDERCARE SERVICES:

Portea's customized eldercare plan helps you choose the most effective and affordable plan for your loved ones. These plans are designed to cater the healthcare needs of the elderly. We provide nursing and doctor visits, trained attendant services, physiotherapy, lab tests, medical equipment for rent and purchase and more at your doorstep as per requirement.

The eldercare plans at Portea includes:

- Round the clock care plan
- Preventive eldercare plan
- Special eldercare plan

LAB TESTS:

Booking a lab test with Portea is quick and easy. Some of our wide range of lab tests includes Blood Urea Nitrogen (BUN), Complete blood count, Fast Blood Sugar (FBS), Postprandial Blood Sugar (PPBS), Lipid Profile, Serum Creatinine, Uric Acid and more. We also provide health packages for you and your family. You can either book a test online, via email or via call. Your samples will be collected at your doorstep and the reports will be delivered to you via email.

The various services offered under lab tests include:

- Diabetes health check package
- Executive health check-up for men
- Executive health check-up for women
- Health check package for hypertension

MEDICAL EQUIPMENTS:

Renting medical equipment has never been this convenient. During difficult phases of life, you or your loved one might need to rely on various medical equipment to get back to normal life. Portea offers a wide range of medical equipment for rent or purchase making healthcare more accessible for you.

The type of equipment includes:

- Respiratory range of equipment
- Cardiac range of equipment
- Mobility range of equipment
- Hearing aids and much more

VACCINATION SERVICES:

Vaccination is an antigenic substance that provides immunity against one or more diseases. It creates immunity in human body and protects from infection and thus prevents the disease. Portea offers vaccination at home; H1N1, Chicken Pox, Typhoid, Hepatitis B, Pneumonia, Cervical cancer and more vaccines available.

The vaccinations include:

- Hepatitis B vaccination
- H1N1 vaccination
- Typhoid vaccination
- Chicken pox vaccination
- Pneumonia vaccination
- Cervical cancer vaccination

Our experienced nurses visit patient's home and help with vaccination at home. We also provide vaccination at corporate offices for employees. We offer Flu/H1N1, HBV, HAV, Typhoid, Pneumonia, chicken pox, DTP, MMR, meningitis, cholera, HPV/cervical cancer and Zoster vaccines. Other vaccines can be made available on request.

PHARMACY SERVICES:

Portea offers multiples services to pharmacy companies like Doctor Services, Nursing services, NA services, physiotherapy, equipment etc. It also provides customize packages according to their need.

Offerings to retail patients:

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

Offerings to corporate:

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

DEPARTMENT OF MARKETING:

- There are two marketing sources through which business comes from, in Portea. B2B and B2C.
- There was also an opportunity to learn about the different marketing channels for new products or services
- Growing the sales force through vigorous marketing efforts.

DEPARTMENT OF SALES AND ACCOUNTS:

- This department along with the marketing department is the starting point for all forms of business as it is through this department the inquiries come to and where communication transforms into project that later on finds its way to further service provision stage.
- The leads generated through the marketing efforts convert into sales through this department.
- That is the interested customer converts and accepts to avail our service.
- The sales team follow-up the leads for a specified number of time.
- The department strictly follows a TAT (turnaround time) for the process.
- The sales conversion ratio is the ratio of sales to leads. The more the ratio, more is the productivity and more is the business.

DEPARTMENT OF CUSTOMER SUPPORT:

The customer service department and its employees represent the company and help to develop the public's perception of the company. **Customer service goals** are specific goals and guidelines that a company puts into place to ensure every single customer is 100% satisfied with the services the company provides. Excellent customer service means meeting the needs and wishes of every customer in a timely manner. A customer should never get off the phone with a business or leave a place of business unhappy. The team works by:

- Being available to take your customers' phone calls or answer emails
- Educating your customers about your products and services
- Understanding the problems your customers are facing and knowing how to resolve them
- Communicating with your employees so they know about any changes in procedures

DEPARTMENT OF CUSTOMER ENGAGEMENT:

Deals with retention, re-engagement and customer engagement programmes along with referral and cross referral teams. It has the details of all the leads. Also, it works on the lead conversion records for each of the speciality to check the operational compliance of each of the department.

TRAINING AND DEVELOPMENT DEPARTMENT:

Deals with the training and development and induction. It performs the talent development through short courses also with different topics. Information and different product mailers are sent weekly basis to have the thorough knowledge about the different services in Portea.

WORKFORCE MANAGEMENT TEAM:

Deals with Portea operations. It has teams of different people working at different shifts and timings. It coordinates the different human resource supply to various localities as per the leads come. It acts as the intermediate department allocating the leads to the physicians as per the need. Also in case of Lab services and Equipment Department, it provides the order and reports for Lab services and for equipment it checks the inventory and allocate a service delivery executive for delivery and installation process.

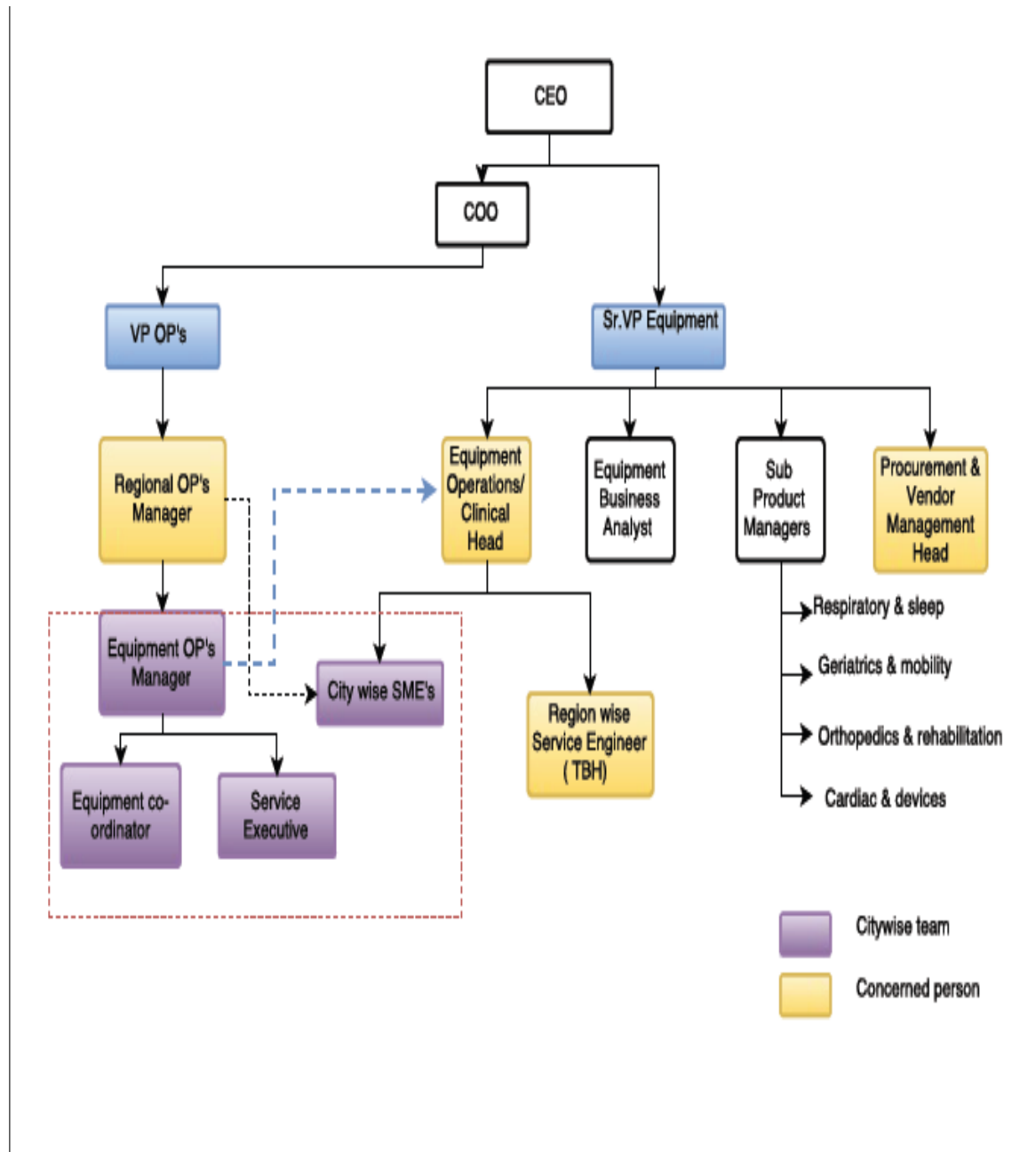
DEPARTMENT ALLOCATED: MEDICAL EQUIPMENT:

Renting/ Purchasing medical equipment has never been this convenient. During difficult phases of life, one might need to rely on various medical equipment to get back to normal life. Portea offers a wide range of medical equipment for rent or purchase making healthcare more accessible for you. It provides the following offerings:

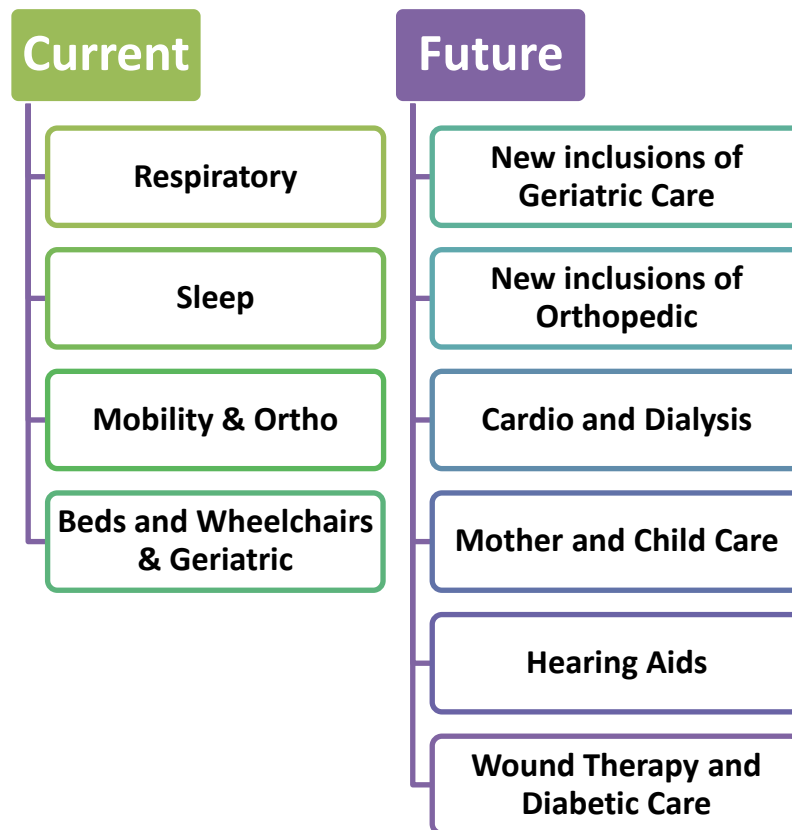
- Complete front end management of medical equipment rental and purchase services by Portea Medical.
- At-home delivery of necessary medical equipment

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

ORGANOGRAM:



DIVISIONS/ SUB CATEGORIES:



NOTE:

- All the equipment can be available on Rental as well as on Sales purpose.
- For patients who cannot afford high end equipment- REFURBISHED Category is also available.
- Currently, there are 2major sections:
 - A. Respiratory and Sleep and
 - B. Geriatric, Orthopedic/Rehabilitation, Cardiac Care and Infant care.

There are two product managers for handling individual sections.

SERVICES AND PRODUCTS:

There are 2 major divisions:

- Respiratory and Sleep
- Geriatric, Orthopaedic/Rehabilitation, Cardiac and Infant Care

Respiratory and Sleep

- **Oxygen Concentrator**
- **Portable Oxygen Conc**
- **BiPAP/NoN-Invasive Ventilator**
- **Masks, Accessories**
- **Nebulizers**
- **Handheld Pulse Oximeter**
- **High Flow Oxygen**
- **Respiratory Muscle Trainer**
- **HFCWO**
- **Suction Pump**
- **CPAP**
- **Masks, Accessories**
- **Sleep-Diagnostic test**
- **Snoring relief products**
- **Sleep Inducing Devices**
- **MAD/Oral Appliances**
- **Hospital Beds**
- **Air Mattresses**
- **Manual Wheelchair**
- **Power Wheel Chair**
- **Walker/Crutches**
- **Commode Chair**
- **Shower Chair**
- **Hearing Aids**
- **Bone Densitometer**
- **Joint Support braces**
- **Pain Relief (TENS)**
- **Cold Therapy unit**
- **Thermal Therapy unit**
- **Ultrasound/Laser/IR**
- **Seat Lift Chair**
- **Knee/Hip CPM**
- **Syringe Pump**
- **Infusion Pump**
- **BP Monitor**
- **Holter Recorder**
- **Multipara monitor**
- **ECG machines**
- **Breast Pump**
- **Flexible thermometer**
- **Infant/ Baby weighing machine**
- **Bottle warmer**
- **Steam Blender**

FIELD VISITS & BUISNESS TRAVELS:

- As field pitching, initially various hospital visits were done to understand the working of the hospitals in respect to medical equipment. Major Hospitals visited in Bengaluru include: Manipal Hospital, MalathiManipal, NH Hospital, NU Hospital, etc.
- Under Business Tours and Travels, various cities have been allocated and dates have been shared. Its significance is that it helps in understanding the real situation of equipment department, its operational and relevant issues city wise.

TRAINING SESSIONS CONDUCTED BY PRODUCT MANAGERS:

During the course of 3 months, 3 training sessions have been conducted by the Equipment Department:-

1. **Gadget Guru Training session** has been conducted for 15 days, 1 hour session each day, for sales, referral teams. This training was meant for upgrading their knowledge and make them understand the various recent updates and product lines with operational process flow. (From 15th March to 30th March, 2016)
2. **Training session for Business Managers** for updating the prices and recent updates for duration of 3 days, 1 hour per day. (From 4th to 6th April, 2016)
3. **Training session for PCC- Patient Care Coordinators, Nursing attendants** for cross selling the Medical Equipment to their existing customers for 2 days, 1 hour session each day. (From 11TH & 12TH May, 2016)

PROJECTS OTHER THAN DISSERTATION:

- KYC- Know your customer form incorporation in the system.
- Pricing Strategies and Analysis for both Rental & Sales Model PAN India.
- E-commerce mapping and designing the website and content for Equipment Department
- Campaign designing for New customers

- Product mailers and newsletters for PAN India
- New Product launches- Geriatric Kit, Phillips Avent Products for Infant care

LEARNING DURING THE INTERNSHIP/ ROLES AND RESPONSIBILITIES OF PRODUCT MANAGERS:

- Product evaluation, analysis of each of the parameters in respect to Product lines
- Inclusion and Exclusion of Products after Trend Analysis
- Pricing strategies defining the profit and discounts
- Data management and analytics
- Revenue targets and mapping as per cities
- Operational issue handlings along with lead management
- Procurement related issue handling
- Forecasting the demand and need as per cities
- Meeting different Vendor for new products, Tie ups and Revenue sharing/lease models.
- Marketing strategies and Promotional Campaigns
- Customer feedback and issue handling
- Process formulation & mapping and SOP formulations
- Training session conductions for different teams to give complete insight of equipment departments
- Business travels city-wise