

**Internship
at
Jainam Wellness Ltd, Mumbai**

**Submitted By
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**Post Graduate Diploma in Hospital & Health Management
2012-2014**



**Institute of Health Management Research,
Jaipur
2014**

ACKNOWLEDGEMENT

This is three months work of internship at Jainam Wellness Ltd, Mumbai from 3rd February to 3rd May, 2014 .This work would not have been completed without substantial support from great number of people. At the onset of my project report. I would like to acknowledge my sincere thanks to our institute, Institute of Health Management Research, Jaipur for providing us platform to gain enough knowledge and skills in different aspects of Health Management. With full gratitude I express my indebtedness to my mentor and guide, Dr. Suresh Joshi, to guide me during my internship .I also thanks Ms. Seema Mehta. Her Guidance for dissertation has made the work technically correct and worthwhile. I also thank Dr. Ashok Kaushik, Dean, Health management for his support in entire process.

I would like to thank the staff at Jainam Wellness Ltd, Mumbai, Akshay J. Shah, CEO, Jainam Wellness and Dr. Wasim Syed, Sr.Healthcare Consultant for giving me this opportunity of endless learning for three months. I would like to extend my sincere regards and thank Ms. Sanju Pal , HR Admin Head ,my colleague in the organization , who despite other preoccupations and busy schedule was there to guide me all through my internship.

I am grateful to all the other staff members at Jainam Wellness Ltd, Mumbai for being so helpful all the time .and making this internship an unforgettable experience. Finally I extend my heartfelt gratitude to the people whose insights and experiences have shaped the content of this study.

Thanking you

Dr. Rujuta Sanap

Date:- 05th May'14

CERTIFICATE

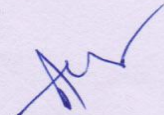
This Certificate is awarded to **Dr. Rujuta Sanap** in recognition of having successfully completed her Internship in the department of Project Management, Operations and Marketing and has successfully completed her Project on DEVELOPING A MARKETING MIX AND MARKETING STRATEGIES FOR HEALTH AND WELLNESS PRODUCTS.

February 3, 2014 to May 3, 2014.

Jainam Wellness Ltd, Mumbai

She comes across as a committed, sincere and diligent person who has a strong drive and zeal for learning.

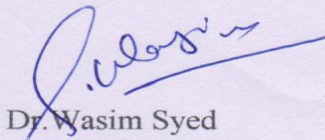
We wish her all the best for future endeavors.



Akshay J. Shah

Chief Executive officer

Jainam Wellness, Ltd



Dr. Wasim Syed

Training and Development

Sr. Healthcare Consultant

Jainam Wellness, Ltd



Ms. Sanju Pal

Zonal Head – Human Resources

HR-Admin

Jainam Wellness, Ltd

Jainam Wellness Ltd.

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1. INTRODUCTION

The wellness market in India continued to tread its projected growth trajectory, to reach a market size of 700 billion INR in 2012. This represents a growth of more than 18% over the previous year. Products continue to comprise a majority share of 55 to 60% of the total market share.

Despite the slowdown in economic growth in 2012, the wellness industry has shown little signs of downturn as consumer spend on wellness products and services continue to be resilient. While industry prospects still remain bright, companies are fine-tuning their business and operating model in order to drive sustained revenue growth and ensure profitability.

The wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 90s to a comprehensive ecosystem today including consumers, providers, adjacent industries, facilitators and Government.

Wellness industry which, if left unaddressed, can stymie the future growth potential of the industry. Prevailing challenges include the following:

While players are developing strategies to control costs and arrive at optimal cost structures, managing input costs continue to be a challenge due to the limited capability of the players to pass on these costs to the customers.

Also, consumer need generation for wellness products is a prevailing challenge for the wellness industry presently, as Indian population is new to the concept of wellness and managed care.

However, there are gaps that need to be bridged to minimize execution challenges and ensure conformity to quality standards across the industry.

The overall wellness market in India is estimated at INR 490 bn and wellness services alone comprise 40% of this market. Some of the key industry trends include:

The growing wellness industry has attracted a large number of domestic entrants and international players.

Established players are pursuing revenue maximization through product and service diversification and are exploring new global and domestic markets. Franchising is emerging as a popular option for scaling up.

Companies are actively seeking public and private equity investments to fuel their growth

While there is strong optimism about future growth prospects, recovery of investments may spread over a longer horizon than anticipated. There exists an opportunity for micro-segmentation to develop more targeted value propositions for consumers and commercialization of traditional Indian home remedies.

2. ORGANIZATION PROFILE

Your Health Our Care

A Health & Wellness Benefit Administration Company

An ISO 9001:2008 Certified.



BUSINESS VITALS

a. Company Name: Jainam Wellness Limited

b. Formation type: Limited

c. Company History: Formed in 2013

a. What the company does: A Health & Wellness benefit Administrator Company

Managing preventive & cure services through our health provider to Individuals, Corporate, Retail & Mass (Rural)

STRATEGY

a. Vision statement: *to be the world's leading consumer health management company," "create leading brands," "shape the future of consumer health management"*

b. Mission statement: *"To improve lives by providing cost-effective health care products and services to create importance of shared values between partners in providing a full spectrum of quality, cost-efficient health & wellness."*

VALUES

- Integrity
- Teamwork
- Compassion
- Excellence
- Respect
- Service Excellence
- Financial Integrity
- Clinical Quality
- Market Growth
- Community Collaboration & Communication

BUSINESS GOALS & OBJECTIVES

- To promote a profitable and sustainable business activity that meets the customer's needs.
- To increase the company's market share
- To gain the competitive edge
- To increase the company's role in relations to social responsibility
- To provide excellent customer service

QUALITY POLICY & OBJECTIVES

Jainam Health is committed to provide a high level of quality for all range of services, in a manner which conforms to our Principals requirements and expectations. We are an ISO 9001:2008 Certified Company.

Our critical success factors are:

- Shared Vision
- The quality of our People
- Speed and Accuracy of Port Information
- Innovative and Proven Product Range
- Customer Focus

SERVICE PLEDGE

Every member of the Jainam Wellness team can proudly make the following statements:

I commit to personal communication with our clients.

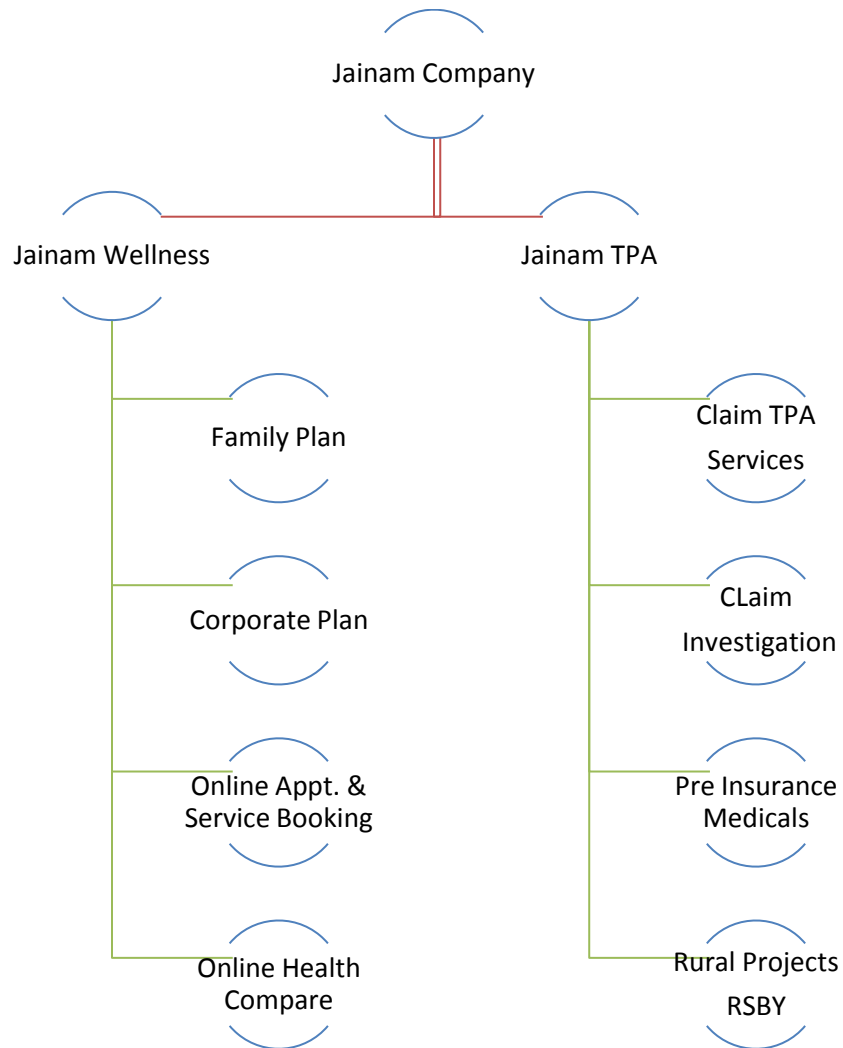
I actively deliver industry leading mobility solutions.

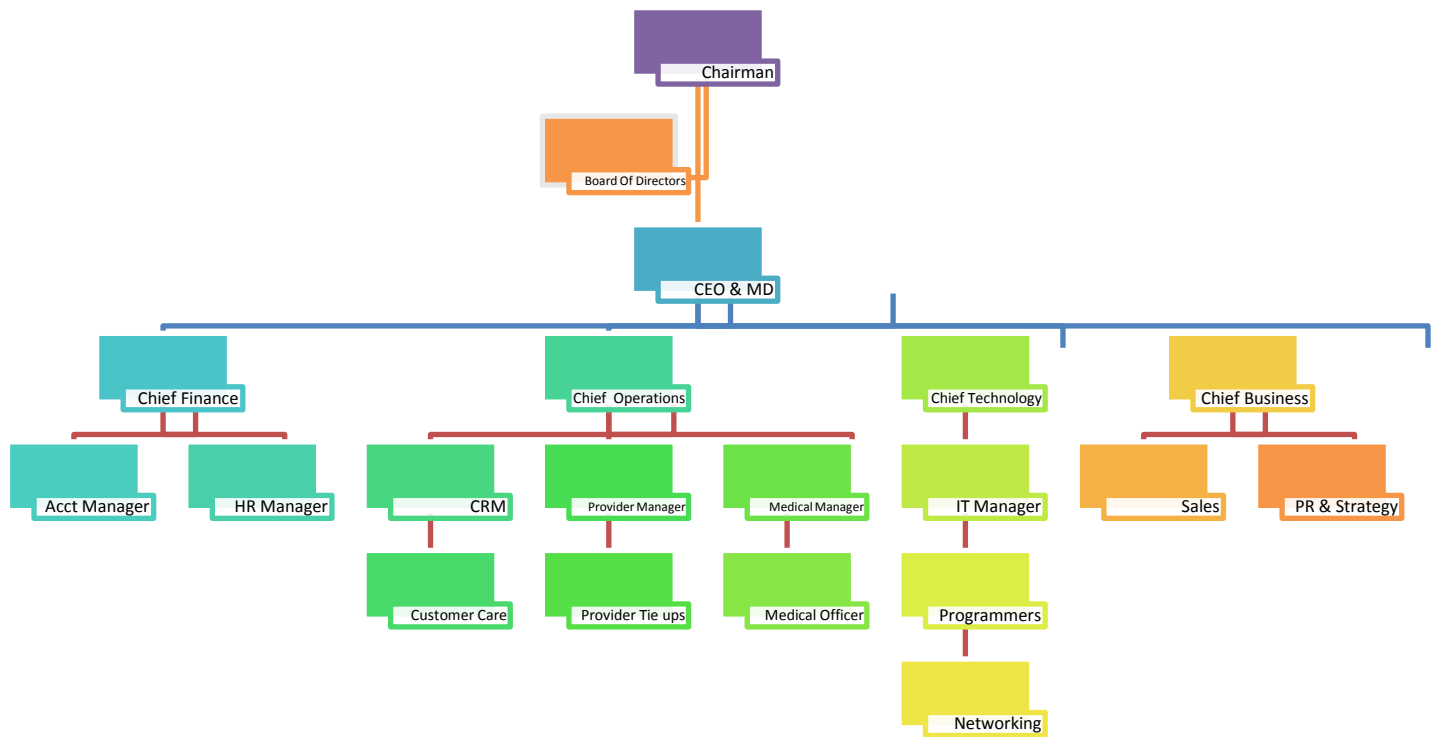
I understand my Transferee's individual needs.

I drive down costs without compromise on quality of service.

I support my clients through knowledge and skill development.

3. MANAGEMENT & BUSINESS HIERARCHY





4. SERVICES PROVIDED BY ORGANIZATION

- **W^HHEALTH@WORK** Whealth at work which features like Panel of Doctor on site, Medical Record Analysis, Environmental Health for Offices & Single Window for all Diagnostic Needs anywhere anytime is most unique & Comprehensive health plan in Corporate Wellness Space. Our WHealth is a Result Oriented, Review Based & Practical Program supported by Doctor's Call center & Chat to create a healthier Employees, Better Productivity, High Morale, and Cost Cutting on claims & Right Profile for recruitment.
- **W^HHEALTH@HOME** It provides patients with a choice of innovative preventive & clinical services in the ease of their own home and offer them, and their family members, an extensive support network, The vision was, and remains today, to enhance the way in which care is provided for patients home & Clinics or Service Providers.
- **W^HHEALTH@SCHOOL** By WHealth @ School we meant to help students and school staff to bring about the health specific changes their school need; by providing healthier environment for the kids. Also concentrates to keep the students along with school staff physically and mentally healthy.
- **W^HHEALTH@SOCIETY** It is the most unique and comprehensive preventive health plan for the societies. The Health Program for society covers both "prevention of illness "and completes "wellness" of the society.
- **HEALTH COMPARES PORTAL:** Check out Healthcare Provider Compare' & Choose new adaptive design on your smart phone or tablet. Now you can get information about health Service Provider anytime, anyplace!, We Believe if you pay than you have right to choose based on this we have created a model where you can compare health Provider on various service & quality parameter & book with best offers & facilities
- **INTEGRATED TPA MANAGEMENT:** We Have a Complete TPA suite with modules like , Claim , Policy Enrollment ,CRM , Provider Management, Payouts , Pre Insurance Medical Checkup, Hospital Cashless & Billing Module & Claim Investigation which can be implemented at Insurance Site as an Onsite Module.

- **POLICY BENEFIT ADMINISTRATION:**

We cater to Insurance Company, Insurance Agents to cater for Policy administration needs like Claim free Checkup, Pre Insurance Medical Checkup , Tele Underwriting & Claim Investigation

- **ONLINE MEDICAL APPOINTMENT BOOKING SERVICE:**

From booking a Health Service Provider appointment online with customize service packaging to help medical practitioners maintain their patients' record

- **PHARMA ONLINE :**

Concept of virtual pharmacy: A doctor can go to online shop/ our website and enter the patient's name , etc. Then he will click on the required drugs that he prescribed; mention the patients address there .The transaction can be made cash on delivery/online payment .Medicines will be delivered to patient's door step.

5. DEPARTMENTS WORKED

-  Operations
 - Consumer Relation Management
 - Empanelment and provider
-  Project Management
 - IT
 - Business Process Management
-  Marketing
-  Training and Development

6. PROBLEMS AND ISSUES IN EACH DEPARTMENT

1. Operations

CRM

In CRM work involved following:

Health & Medical Market Research, Presentation, Product Designing, Package & Cost Development for Hospital & Diagnostic Packages, Health System Development, Corporate Presentation & Marketing Strategy.

Issues:

- proper follow up of the empanelled providers
- No Lack of skilled Human resource

Empanelment and provider

In this department, pan India empanelment drive was carried out. Work involved the following :

Audit of provider documents, Grading of hospitals and wellness centres, Pan India provider tie ups.

Issues:

- Lack of skilled Human Resource/Tele callers
- Maintenance of records
- Inefficient grading tool
- MOU does not have clear terms and percentage of profit margins mentioned

2. Project Management

 **IT project management involved following work:**

- Website content designing
- Website reviews
- Training and Development of interns
- PHR Application
- User Acceptance testing of PHR

 **Business Process Management**

- Proposals for clients
- Work process management
- Pricing and market research

Issues : No such issues were found.

The website designers were unable to meet the deadlines.

3. Marketing

Work involved in marketing was

- Advertising and Promotion
- Sales
- Client meetings
- Corporate presentations
- Management of marketing team

Issues: As company was in initial phase it has limited human resource which was insufficient.

4. Training and Development

- Mentor of Interns from CREMA Institute
- Managing team of interns
- Guidance for individual tasks and project

7. OBSERVATIONS/LEARNINGS

1. Preparation of price lists for various empanelled healthcare providers.
2. Website content designing
3. Proposals for various schools, society, family and corporate
4. Website review and additions
5. Product designing
6. Provider tie ups with Healthcare delivery centers
7. Pan India drive of empanelment
8. Meetings with corporate and banks for proposal presentation
9. Preparation of brochures for products and coordinating with web designers and marketing professionals for the same
10. Company work flow preparation
11. Process flows
12. Preparation of Personal Health Records (EMR) formats and User acceptance testing of the same

Carried out a study and dissertation on Designing a Marketing Mix for Wellness Products.

8. PROJECTS UNDERTAKEN OTHER THAN DISSERTATION

PHARMA ONLINE

ONLINE PHARMACY

Modes by which customer can connect us:

- Through our website
- Tele call
- SMS
- Mail
- Mobile APP
- What's app

Discount upto 10% (How can we offer such discount)
No expensive rent of shops
No external investors to please or pay back
Medicine are not stocked which saves fund which remains blocked.
We use more technology and less of people to keep our heads low
Finally you save because, you buy direct avoiding retailer.

DELIVERY SYSTEM

- Through local vendor (can be delivered in hrs.)
- By Jainam. (can be delivered in 1 or 2 day)

Pharmacy drug booking system:

➤ Through our website:

1. New user for the first time asked to generate login ID & password (just by entering e-mail address & unique password) → consumer logged in → asked to enter pin-code (so that availability of pharmacy can be checked in prior) if pharmacy not available in that location, vendor nearby is suggested → consumer click on pharmacy he/ she like to → next is asked to fill in the "Drug requisition Form" (details like patient's name, address where drug is to be delivered, drug details and contact details) prescription to be uploaded → submit the request.
2. New user for the first time asked to generate login ID & password (just by entering e-mail address & unique password) → consumer logged in → asked to enter drug name → as per first 4 letter entered a list of drug appear → consumer select a particular drug → drug details (like composition, side effect etc) along with comparator generic drug available in the market (with their total price and price per tablet) appears → consumer select a drug → consumer asked to fill "Drug requisition Form" (details like patient's name, address where drug is to be delivered, and contact details) → prescription to be uploaded → submit the request.

Can be skipped.

3. New user for the first time asked to generate login ID & password (just by entering e-mail address & unique password) → consumer logged in → can select from an appropriate option (allopathic, Ayurveda and homeopathy) → asked to enter drug name → as per first 4 letter entered a list of drug appear → consumer select a particular drug → drug details (like composition, side effect etc.) along with comparator generic drug available in the market (with their total price and price per tablet) appears → consumer select a drug → consumer asked to fill “Drug requisition Form” (details like patient’s name, address where drug is to be delivered, and contact details) → prescription to be uploaded → submit the request.

➤ Tele call:

Consumer calls on our toll free number and raise request for particular drug → a pharmacy person provide assistance to guide the consumer on drug details (like composition, side effect etc.) along with comparator generic drug available in the market (with their total price and price per tablet) → consumer select a particular drug details like patient’s name, address where drug is to be delivered, and contact details noted → request raise by pharmacy assist on consumer behalf → asked to upload or → mail the doctor’s prescription → submit the request.

➤ SMS:

1. Consumer SMS on our toll free number and raise request for particular drug (could be full name of drug or first 4 letter) → a list of drug as per the consumer’s request with proper code is sent → consumer select a particular drug → details like patient’s name, address where drug is to be delivered, and contact details noted → request raised → a notifier to upload or mail the doctor’s prescription.
2. Consumer SMS on our toll free number and raise request for particular drug (could be full name of drug or first 4 letter) → a pharmacy person provide calls and provide assistance to guide the consumer on drug details (like composition, side effect etc.) along with comparator generic drug available in the market (with their total price and price per tablet) → consumer select a particular drug → details like patient’s name, address where drug is to be delivered, and contact details noted → request raise by pharmacy assist on consumer behalf → asked to upload or mail the doctor’s prescription → submit the request.

➤ Mail:

1. Consumer Mails on our support e-mail address with all details drug details, patient’s name, address where drug is to be delivered and contact details and doctor’s prescription attached to mail → acknowledgement mail sent the request is processed Drug delivered.
2. Consumer mails on our support e-mail address and raise request for particular drug with all details drug details and doctor’s prescription attached to mail → a pharmacy person provide calls and provide assistance to guide the consumer on drug details (like composition, side effect etc.) along with comparator generic drug available in the market (with their total price and price per tablet) → consumer select a particular drug → details like patient’s name, address where drug is to be delivered, and

→ contact details noted → request raise by pharmacy assist on consumer behalf submit the request.

➤ Mobile APP:

Same as website.

➤ Whats APP:

Consumer what ap the request with picture of doctor's prescription → a pharmacy person provide calls and provide assistance to guide the consumer on drug details (like composition, side effect etc.) along with comparator generic drug available in the market (with their total price and price per tablet) → consumer select a particular drug → details like patient's name, address where drug is to be delivered, and contact details noted → request raise by pharmacy assist on consumer behalf asked to upload or mail the doctor's prescription → submit the request.

The screenshot shows the Healthkart website interface. At the top, there is a search bar and a navigation menu. The main content area displays the product details for 'Iso (10 Mg)' (20 Tablets in a Strip) by Zee Laboratories Ltd. The page includes sections for 'COMPOSITION', 'SALT INFORMATION', and 'SUBSTITUTES'. The 'SUBSTITUTES' section lists several generic drugs with their prices and discounts.

Substitute	MRP	Price	Discount
M Dilan (10 Mg) (100 Tablets in a Pack)	Rs. 43.0	Rs. 0.43/Tablet	66.0%
Vasodilan (10 Mg) (10 Tablets in a Strip)	MRP Rs. 5.2	Rs. 0.52/Tablet	58.0%
Tidilan (10 Mg) (10 Tablets in a Strip)	MRP Rs. 7.0	Rs. 0.7/Tablet	44.0%
Gidilan (10 Mg) (200 Tablets in a Pack)	MRP Rs. 140.0	Rs. 0.7/Tablet	44.0%

Payment options:

- Cash on delivery
- Online payment.

Service charges:

- 50 rupees
- Free (if total drug cost is more than 500 Rs)

Categories which can be shown:

(Population wise)

- Babies
- Children
- Adult
- Women
- Geriatrics

(Systemic wise)

- Skin disorder
- Cardiac disorder
- Musculo-skeletal disorder
- Eye disorder
- Ear disorder
- Gastric disorder
- Renal disorder
- Liver disorder
- Pulmonary/ Respiratory disorder
- Cerebro-vascular disorder
- Neurogenic disorder
- Endocrinal disorders

(Formulation wise)

- Tablets
- Injectable
- Oral solutions
- Ear/ Eye drops
- Vaccines
- Syrup/ Kadha
- Powder/ Churna
- Ointment/ gels
- Sprays

(Personal use)

- Contraceptives
- Cosmetics
- Medical Device

Pharma Online

