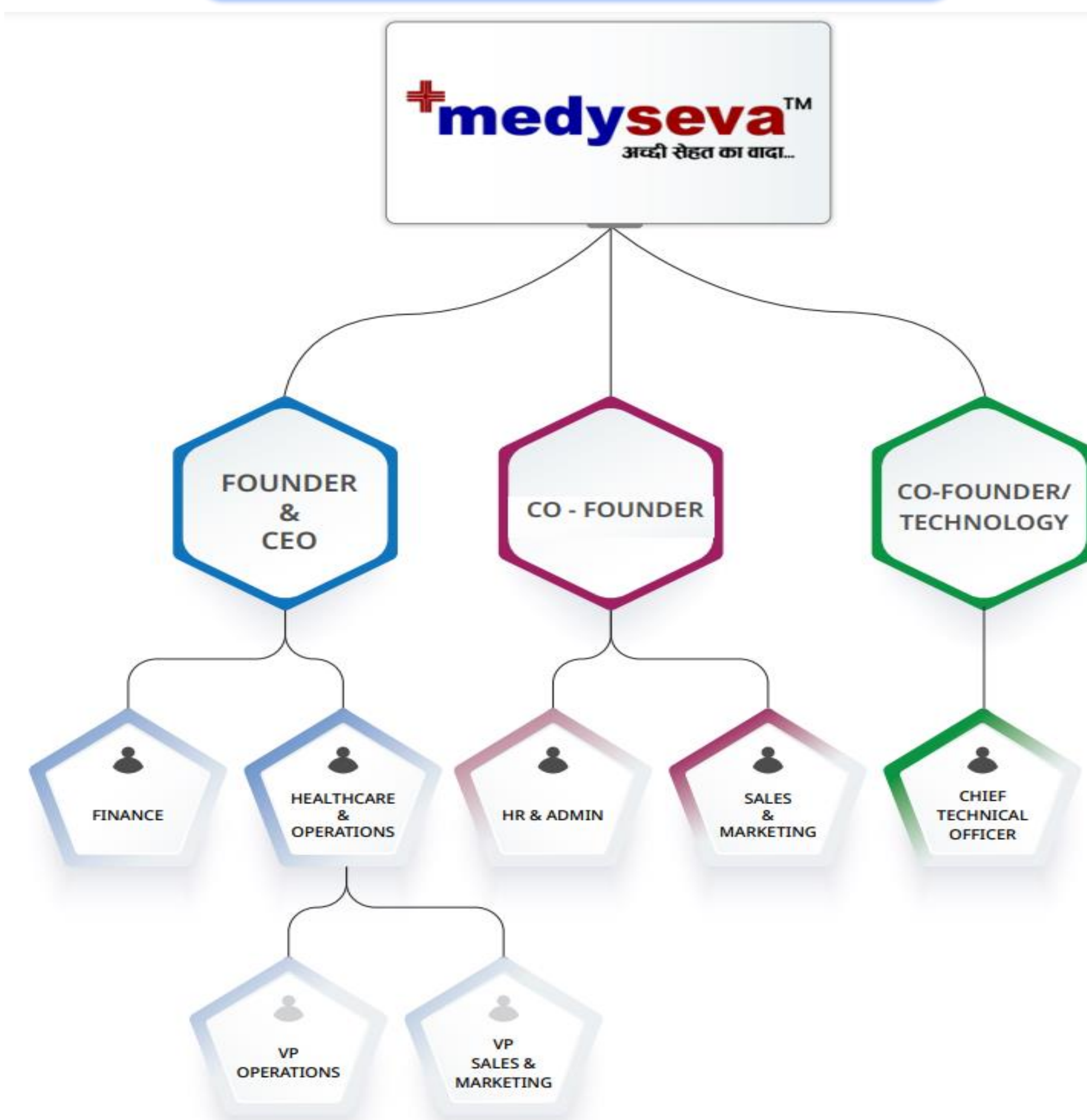


Medyseva is a healthcare startup focusing on Telemedicine in Rural India. It seeks to become the ultimate healthcare partner of all citizens such that they can get access to high quality healthcare services with ease and at affordable prices. It bridges the gap between the urban doctors and rural patients through Medyseva Kendras having state-of-the-art technology, which cover the entire spectrum of services that are needed to keep one healthy - from having virtual consultations, booking diagnostic tests to digitizing medical records.

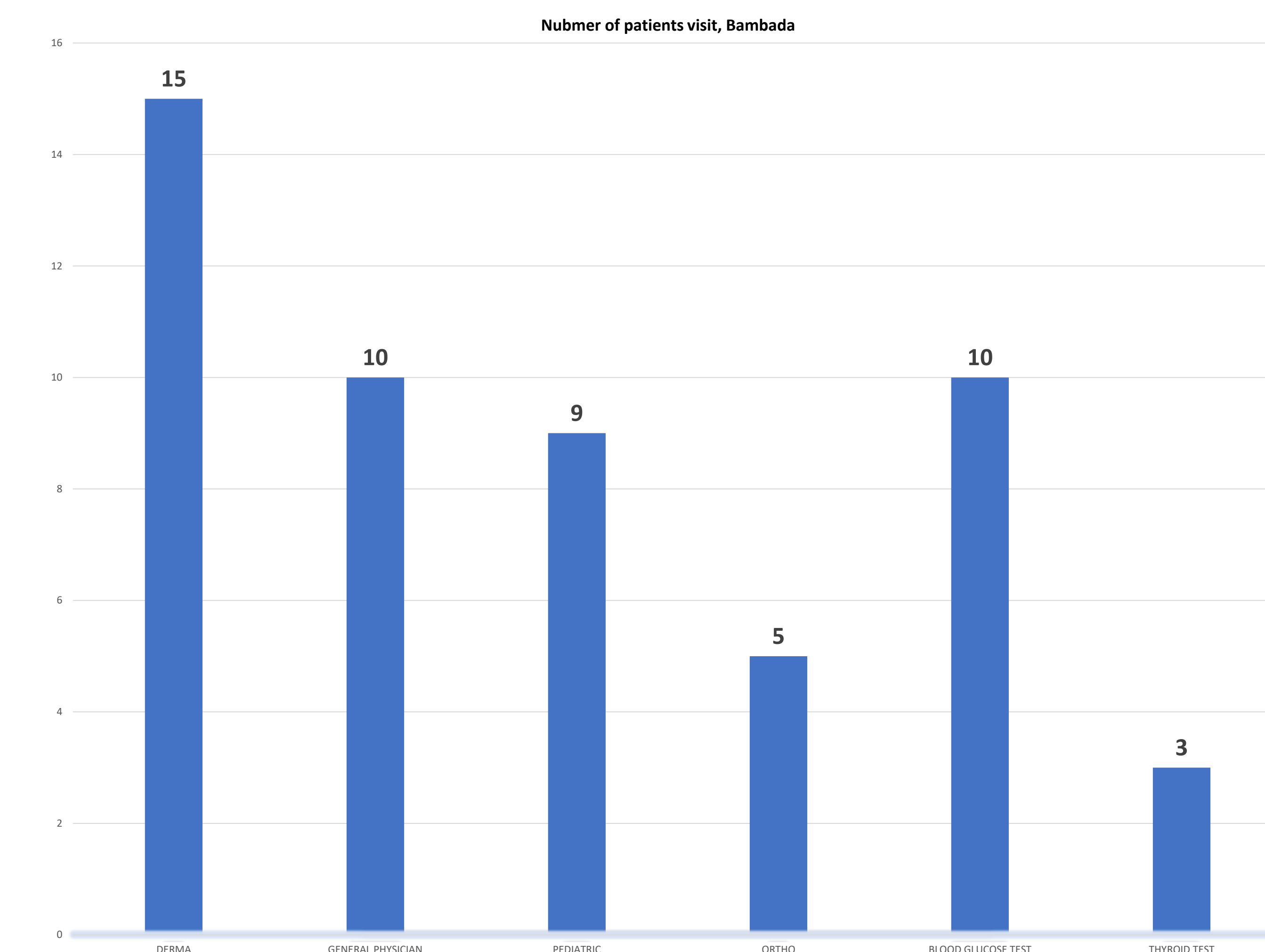
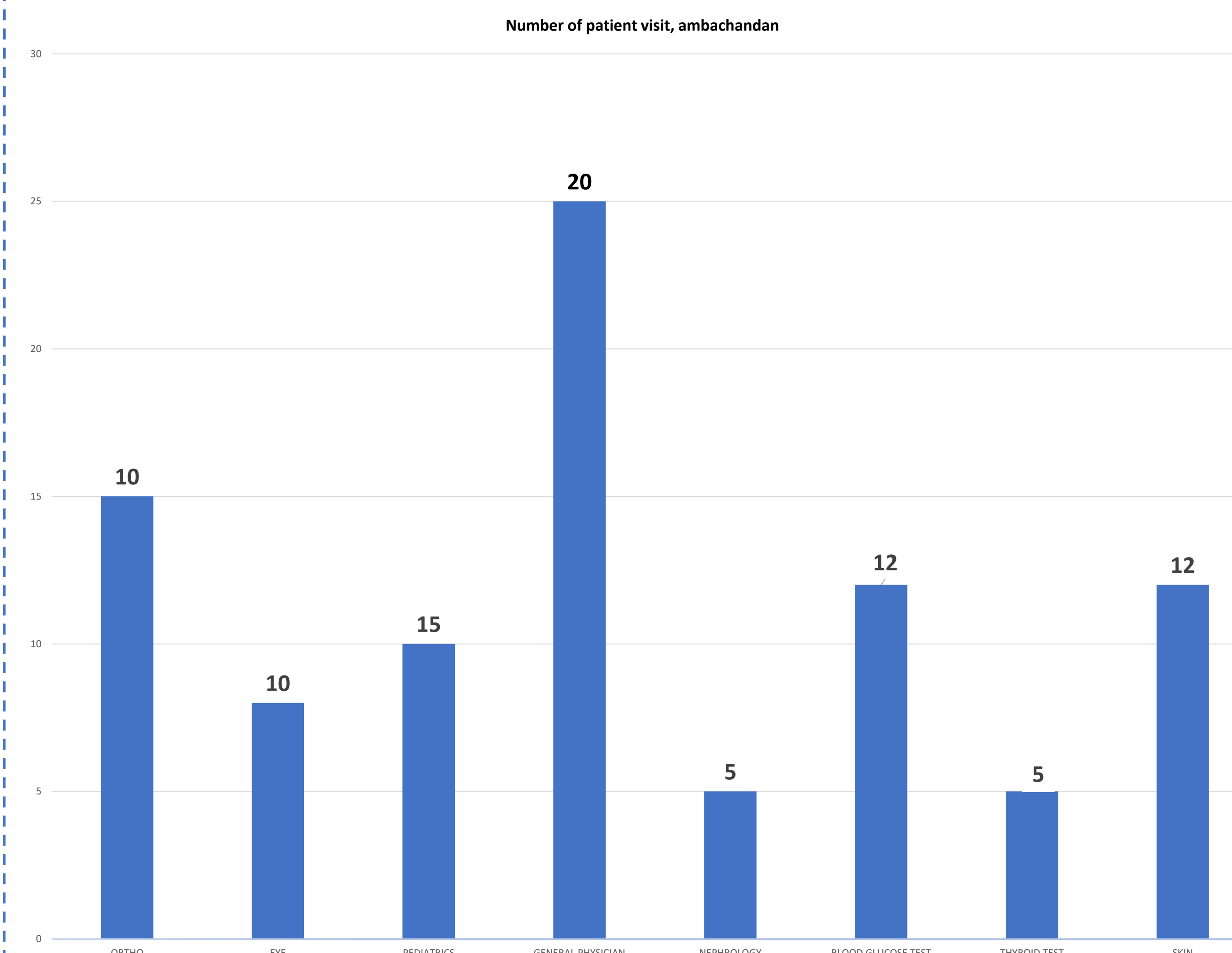
Mission: To ensure that every rural citizen of India has access to high quality doctors and medical services at their convenience and at affordable prices.

Vision: To be the nearest, affordable and the most reliable healthcare destination for the rural citizens of India.

Organization Structure



Student Name- Akshay Kumar
University mentor- Dr. Ashok Peepliwal
Industry mentor- Mr. Ankit Jain



S

STRENGTH

- All doctor specialities available at one place.
- Reduce patient waiting time flexible and convenient.
- Using tech enabled healthcare.

O

WEAKNESS

- Less hands-on procedure.
- Diagnostic limitations, lab tests.
- Lack of personnel connection.

W

OPPORTUNITY

- Tie-ups with labs, pharmacies.
- Expanding specialities experts in different segments.
- Scaling in remote areas.

T

THREAT

- Increased competition.
- Data security and privacy risk.
- Regulatory and legal challenges.

Challenges faced during Internship

- Penetrating into remote areas and making people believe and aware of telemedicine model.
- Field work performing promotional activities, arranging infrastructure and convincing people for health camp in their village.
- Had trouble in finding the true market potential, collaboration and profits to make use of our software as a service(SAAS).

Usefulness of Internship

- As I was allowed to go on field helped me to strengthen my communication skills, explained company SAAS model.
- I learned about market size, market potential for healthcare system in rural areas, still people ignore their diseases or depends on one village doctor.
- Building better connections with professionals helped me to develop better understanding of potential career paths.

Suggestions

- Good promotional activities in village includes health awareness campaigns, seminars in colleges about telemedicine, collecting and monitoring health status of people.
- Collaborating with other NGOs and other healthcare providers.

