

"ANALYZING GROWTH TACTICS AND OUTCOMES IN BUSINESS DEVELOPMENT AT ZENONCO.IO: A
HOLISTIC INVESTIGATION"



History OF Zenonco.in

- Our journey started in 2018 when our founder Dimple Parmar lost her husband and IIM Calcutta batchmate Nitesh to cancer.
- After losing Nitesh, she founded a Section 80G Registered NGO called Love Heals Cancer in March 2018 to serve cancer patients.
- Kishan Shah was volunteering there along with working at J.P. Morgan as an investment banker, and then later at GIC Private Equity.
- They both realized the huge void that existed in the cancer care ecosystem, and the need for a scalable and sustainable solution to cater to the increasing number of patients.
- In November 2019, they founded ZenOnco.io, World's First Integrative Oncology cancer care healthtech platform, to be able to cater to millions of cancer patients.

INTRODUCTION:

ZenOnco.io, World's First Integrative Oncology cancer care health tech platform founded in November 2019 provides end-to-end care to cancer patients regarding both medical (surgery, chemo, radiation, advanced treatment) as well as complementary treatment (e.g., Anti-Cancer Diet, Medical Cannabis, Ayurveda, etc.) to improve their quality of life and increase chances of cure. And to educate and empower patients and their caregivers, plan their treatment roadmap, standardize service providers, facilitate treatment for last-mile care delivery, connect with other survivors, and do regular Overview "Integrative oncology is a patient-centric, evidence informed field of cancer care that utilizes mind and body practices, natural products, and/or lifestyle modifications from different traditions alongside conventional cancer treatments. Integrative oncology aims to optimize health, quality of life, and clinical outcomes across the cancer care continuum and to empower people to prevent cancer and become active participants before, during, and beyond cancer treatment.

- Improve clinical outcomes and quality of life.
- Improves the body's immunity and strength
- Managing Side effects and symptoms
- Reduces treatment toxicity and side effects
- Reduces chances of cancer relapse

THEORETICAL KNOWLEDGE

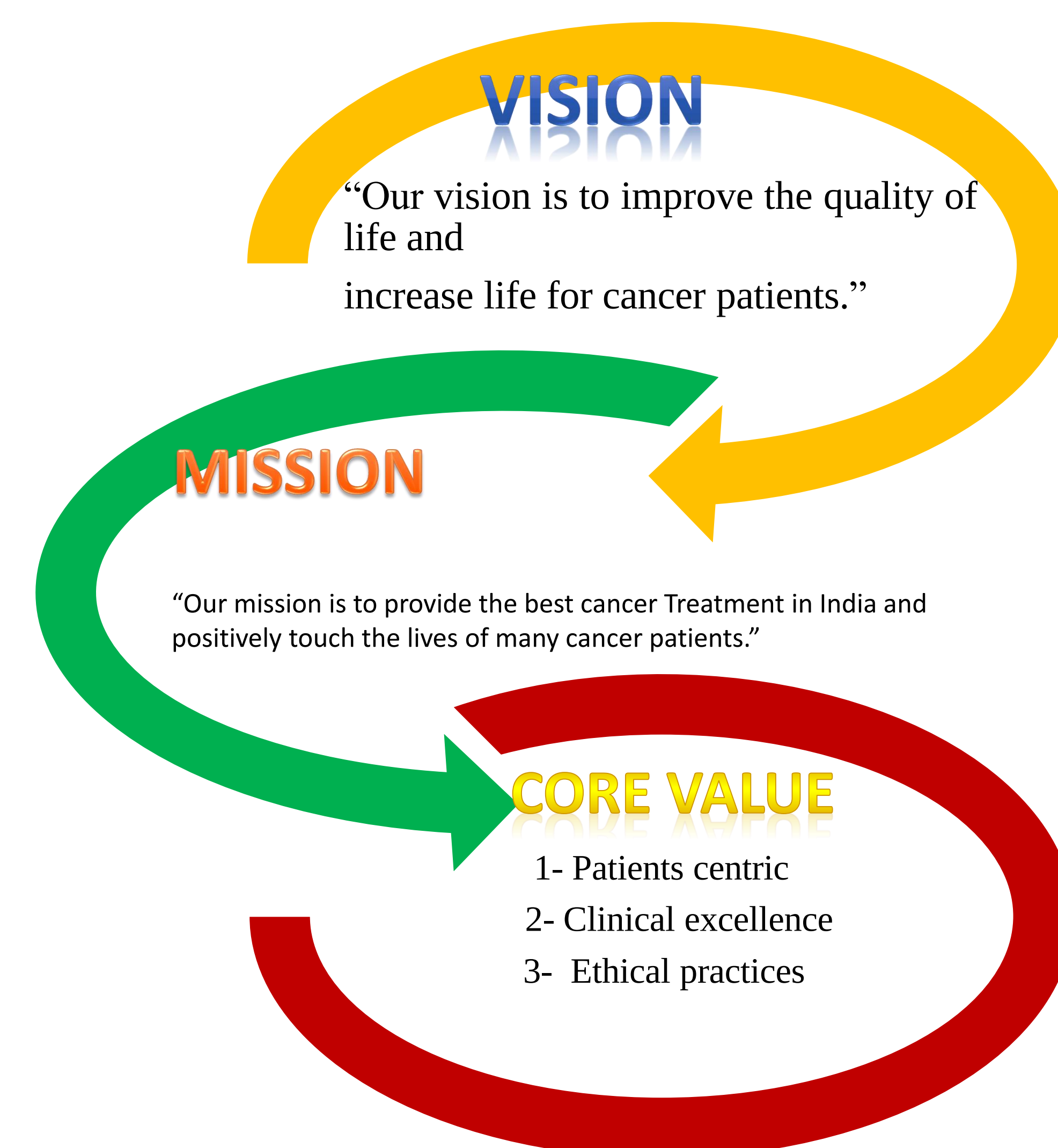
PRACTICAL EXPOSURE

Enhanced knowledge

Got practical exposure

Focused on understanding concept and principles of product marketing

It helped me to gain and implement the concept of product marketing, backend marketing, social media marketing, secondary market research and company expansion.



LEARNING

- Enhanced my abilities in CAM onboarding
- Database management,
- E-commerce integration
- User analytics, blog editing
- Supplement research and Ayurveda healthcare while emphasizing multitasking, project focus, data management.
- Collaboration, team expansion, prioritization, proactive approach and timely updates.
- Enhanced understanding of Zenonco's culture and values, aligning with the company's vision.
- Proficiency in communication and project management tools for efficient collaboration.
- Valuable insights into Zenonco's products and operational strategies.
- Mentorship and guidance for skill development.
- Expanded marketing knowledge from SEO executive.
- Importance of team expansion and coordinated teamwork.
- Prioritization, multitasking, and dealing with hurdles.
- Consistency, dedication, and proactive approach.
- Data collection and accurate data entry skills.
- Research skills for cancer research papers.
- Attention to detail and blog editing for brand voice consistency.
- Focused research skills for Ayurveda doctor search.
- Transcription skills and integrating testimonials for website credibility.
- Database management and data collection techniques.
- E-commerce platform integration and product listing.
- Smartlook and Mixpanel for user analytics.
- Collaborating in the medical tourism industry.
- Understanding international healthcare systems and regulations.

CHALLENGES

- We scheduled meetings of Ayurveda doctors and nutritionists with respective managers but several doctors had time issues, so meetings had to be cancelled or rescheduled which affected the work efficacy.
- Content writing during blog editing was difficult as we had to come up with SEO friendly language.
- Finding centers for company expansion was challenging due to the language barrier faced in bangalore and Chennai locations

Brief Description about Oncology industry

In India, an estimated 1.2 million new cancer cases are diagnosed each year. Approximately 800,000 patients die of cancer. And the burden of cancer has doubled in the past 29 years."

USEFUL OF INTERNSHIP

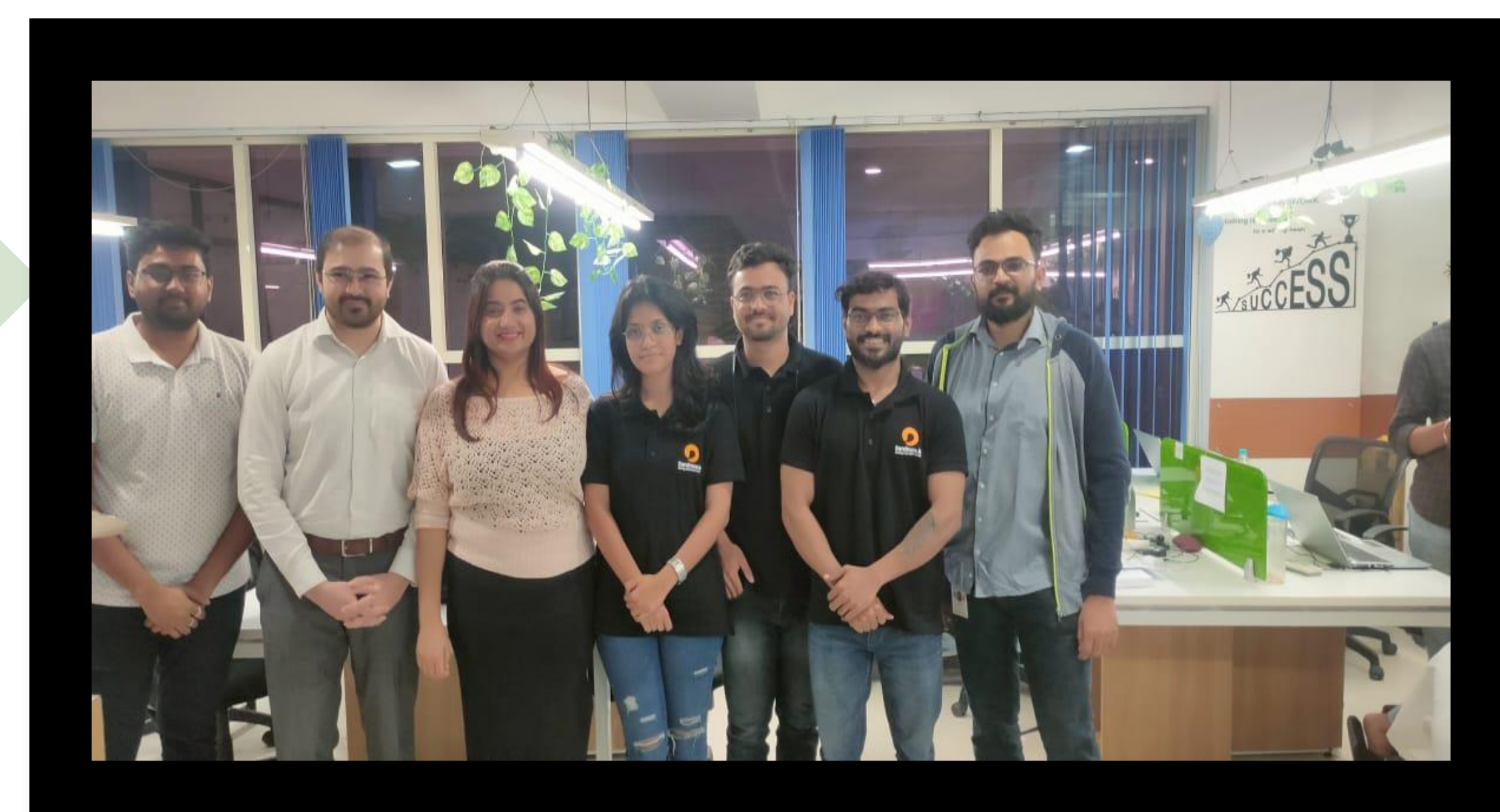
- Successfully listed 30 products on e-commerce platform and 25 product are in under the QC process.
- Helped to improve blogs content and back end marketing
- Cancer specific medicine and supplement kits were made which helped the patients depending on their type of cancer

SUGGESTIONS

- More focus on R & D department.
- Organization should have to do campaign for awareness of the cancer in rural area
- Open the new center in Kolkata, Chennai and Ahamdabad location very soon.
- There is need to decentralization of the department.
- More focus on collaboration with NGO and medical tourism companies

OBSERVATION

- ZenOnco.io, World's First Integrative Oncology cancer care healthtech platform, to be able to cater to millions of cancer patients.
- The management of Zenonco.io is very systematically organized.
- The patient co-ordination Team focus on guide the patient through Calling and Conversion through callings are helpful to convert the patients.
- Staff's guidance and their cooperation with patients were providing patient satisfaction.



SWOT ANALYSIS

STRENGTH

- Strong focus on teamwork, fostering a proactive approach.
- Solid research and data management in cancer research.
- Effective blog editing, maintaining brand voice consistency.
- Experienced in onboarding and managing remote teams.
- Successful e-commerce integration, expanding online presence.

WEAKNESS

- Standardized format needed for Supplement Database data.
- Limited testimonials hinder website credibility.
- Periodic BD Sheet contact info review required.
- Lack of comprehensive CAM onboarding checklist.
- Implement feedback loop for better blog quality..

OPPORTUNITY

- Explore medical tourism for international healthcare markets.
- Use Smartlook and Mixpanel for deeper user insights.
- Collaborate with experts to validate Supplement Database papers.
- Continuously optimize e-commerce listings for better conversions.
- Expand alternative medicine bodies for broader perspectives.

THREATS

- Challenges in medical tourism logistics.
- Supplement industry competition impacts market share.
- Search engine changes affect online visibility.
- Supplement Database credibility at risk.
- Compliance challenges in healthcare regulations.

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