

PROFILE OF THE ORGANIZATION

- **Medyseva** is a healthcare startup that focuses on telemedicine in rural India.
- Medyseva is combination of words "medicine" and "seva," which means service.
- It was founded in 2021 by DR. Vishesh Kasliwal, Mr. Mehul Jain and Mrs. Rachita Kasliwal.
- Medyseva offers a range of healthcare services, including virtual consultations, ambulance booking, home care service, and lab test booking, Hospitalization.
- The company's services are available in over 1000 villages in Madhya Pradesh, Rajasthan, and Uttar Pradesh.
- Medyseva is one of the leading telemedicine startups in India.
- The company has been featured in publications such as The Economic Times, The Hindu, and Forbes India. Medyseva is also a recipient of the following awards.
- Medyseva is on a mission to make high-quality healthcare accessible to everyone in India.
- The company is well-positioned to achieve its mission, as it has a strong team, a growing user base, and a clear vision for the future.

ORGANIZATION VISION & MISSION**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:

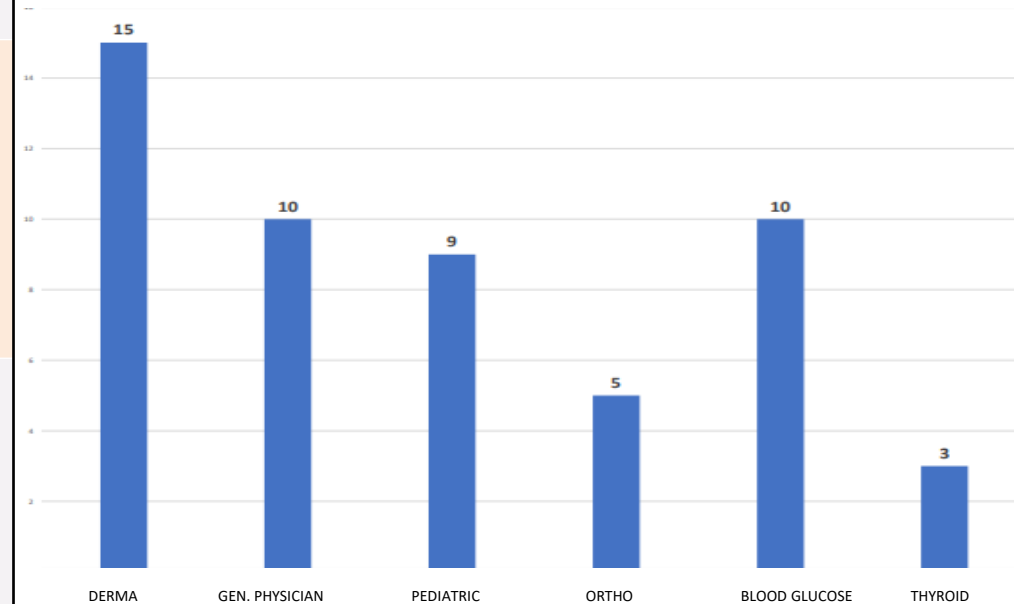
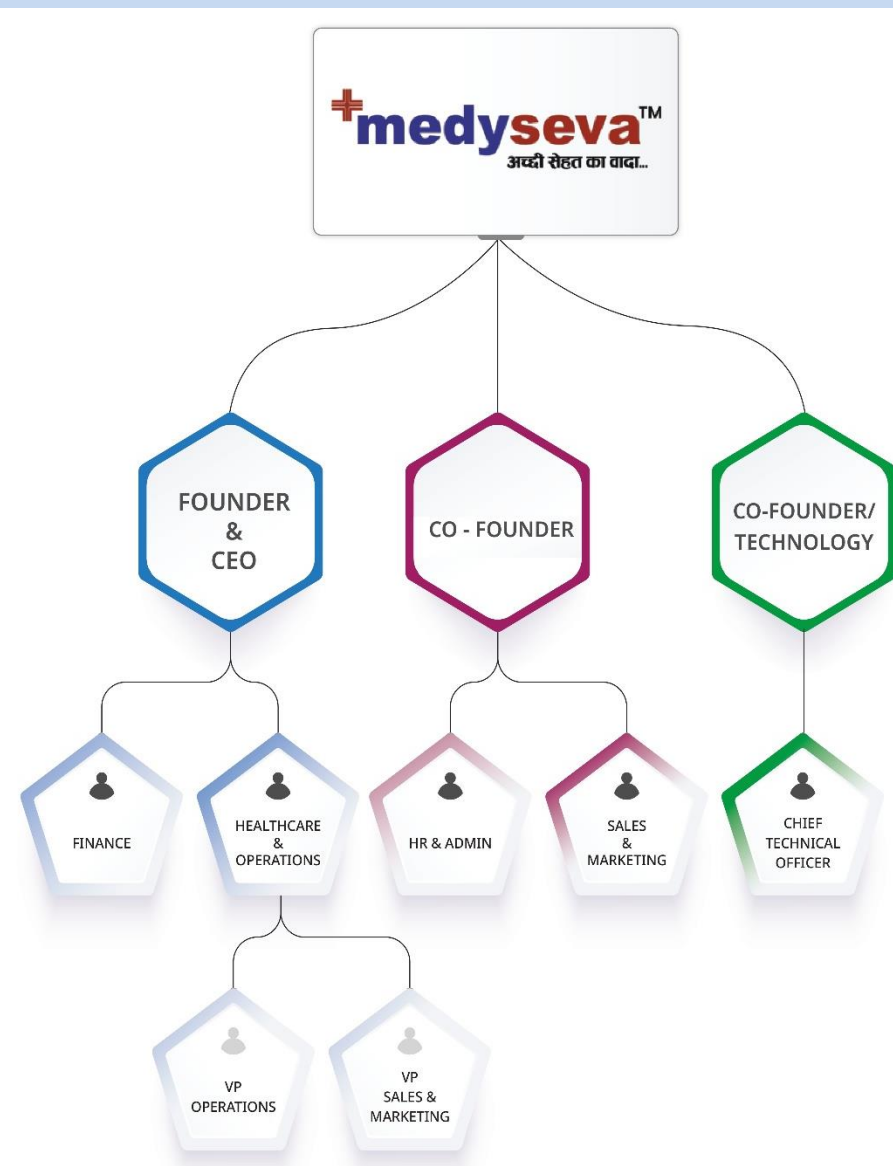
- To be the nearest, affordable and the most reliable healthcare destination for the rural citizens of India.

DIFFERENCE BETWEEN PRACTICAL EXPOSURE & THEORETICAL KNOWLEDGE

Aspect	Practical Experience	Theoretical Knowledge
Knowledge Acquisition	Applies theoretical knowledge in real- world scenarios like made & distributed IEC material for promotional activities in camp.	Builds foundational knowledge through lectures, textbooks, etc. like read about the IEC material & it uses.
Skills Development	Enhances practical skills such as communication, teamwork, and leadership ex- while organising the health camp.	Develops critical thinking, analytical, and problem-solving skills.
Contextual Understanding	Gains firsthand understanding of managing healthcare organizations, patient care, and strategy implementation.	Grasps broader context including regulatory hospital frameworks & various health policies, etc.
Networking and Industry Exposure	Offers broader scope for networking and industry exposure through internships because of every	Provides limited networking opportunities within academic environment.

LEARNINGS

- **Market analysis:** I learn about how to conduct market research and analysis to identify market trends, customer preferences, and competitive landscapes within the healthcare industry.
- **Competitive intelligence:** gain knowledge and skills in gathering competitive intelligence, which involves monitoring and analysing competitors' activities, products, and strategies.
- **Consumer insights:** Understanding consumer behaviour and preferences is crucial in market research.
- **Reporting and presentation skills:** As a market research analyst, I would likely need to present my findings and recommendations within Medyseva.
- **Market forecasting:** Forecasting future market trends, market research.

NUMBERS OF PATIENTS IN BAMBADA CAMP**ORGANIZATION CHART****S****Strengths**

- Great project for Rural Development
- Comprehensive service offering
- Strong research and development
- Strategic partnerships
- Expertise, Doctors availability

W**Weaknesses**

- Limited market penetration
- Management in work
- Competition analysis
- Limited resources
- Regulatory compliance

O**Opportunities**

- Growing demand for telehealth
- Global healthcare digitization
- Partnership potential
- Increasing Demand for Telehealth
- Partnerships and Collaborations

T**Threats**

- Intense competition
- Regulatory challenges
- Technological advancements
- Competition
- Legal and Regulatory Changes
- Data Security Risks

CHALLENGES FACED DURING INTERNSHIP

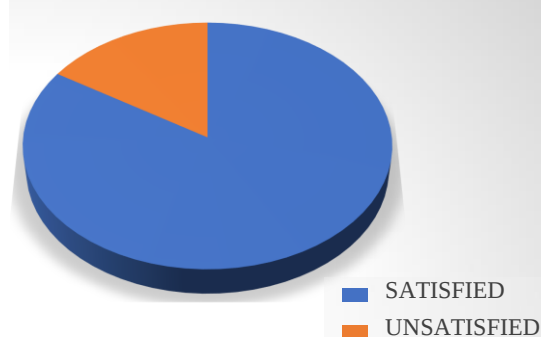
- **Patient Engagement:** Encouraging patient engagement and adoption of telemedicine required addressing cultural and educational barriers.
- **Collaborative Teamwork:** Working in a multidisciplinary team composed of healthcare professionals.
- **Communication:** Effective communication is crucial in any workplace, and as an intern.
- **Time management:** Balancing multiple tasks and responsibilities during an internship can be demanding.
- **Technical skills:** Depending on the nature of my internship, I encounter technical challenges related to specific software.
- **Work-life balance:** Internships can be demanding, and maintaining a healthy work-life balance can be a challenge

COMPETITIVE ANALYSIS

- Healthcare initiative by Reliance Jio
- Teleconsultation, e-pharmacy, health insurance, diagnostics
- Technology-driven
- Part of Reliance Jio's ecosystem
- Reliance Jio's 4G network and digital platforms



- Independent healthcare organization
- Consultations, Hospitalization, Pathology, Ambulance, Home care
- Physical healthcare centers, community engagement
- Independent healthcare organization.
- Utilizes technology, but primary focus is on physical infrastructure.

MEDYSEVA TEAM**TELEMEDICINE CAMP AT BAMBADA****RURAL PATIENT FEEDBACK AFTER THE CAMP**

- Some are unsatisfied due to non availability of physical doctor.
- Most of the people are satisfied due to availability of various online doctors and the way of diagnosis.

LEARNINGS FROM THE CAMP

- How to conduct camp.
- How to promote the service offering by company.
- How to handle the crowd pressure.
- Felt Good project for rural development

USEFULNESS OF INTERNSHIP:

- Enhanced practical exposure, Communication and Observation Skills.
- Improved Data Analyzing Skills and Effectiveness of documentation.
- Understood the importance of Storytelling and Effectiveness Consultation.
- Developed the understanding of real time problem and concerns of people in rural areas.
- Acquired team and effective time management skills, time management.

SUGGESTIONS

- Added value in suggested for promoting and spreading awareness for Telemedicine in rural Areas.
- Gave views, on which organization collaboration can be beneficial to the organization
- Gave opinion about strategies for the conducting market analysis so that our organization can make the better impact of "health for all" concept in life of rural people