

Redcliffe Labs

- Overview of the Organization Redcliffe Labs (unit of US based Redcliffe Life tech Inc.) is India's fastest growing diagnostics service provider having its home sample collection service in more than 80 cities with 70+ labs across India. Redcliffe Labs has served more than 1 million Indians and is processing 100K+ tests every day. It aims to make Health tests accessible to all Indians through a perfect fusion of technology and network of world class & state of the art own labs and collection centers.
- Redcliffe Labs provides diagnostics with a comprehensive portfolio approach both with routine and specialized test menu with more than 3500+ tests & advance testing labs all over India. Its digital first approach with on 0-demand 1 hour home collection and same day report is disrupting the way diagnostics is delivered today.

Invincible Strategic Alliances and Partnerships

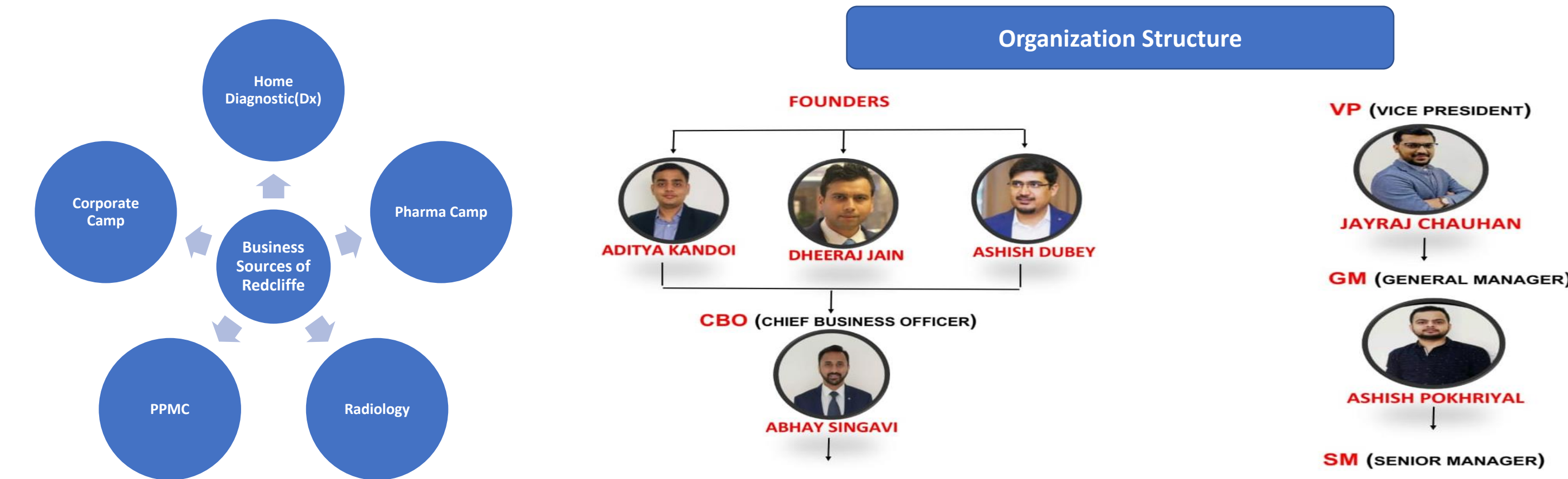


Vision

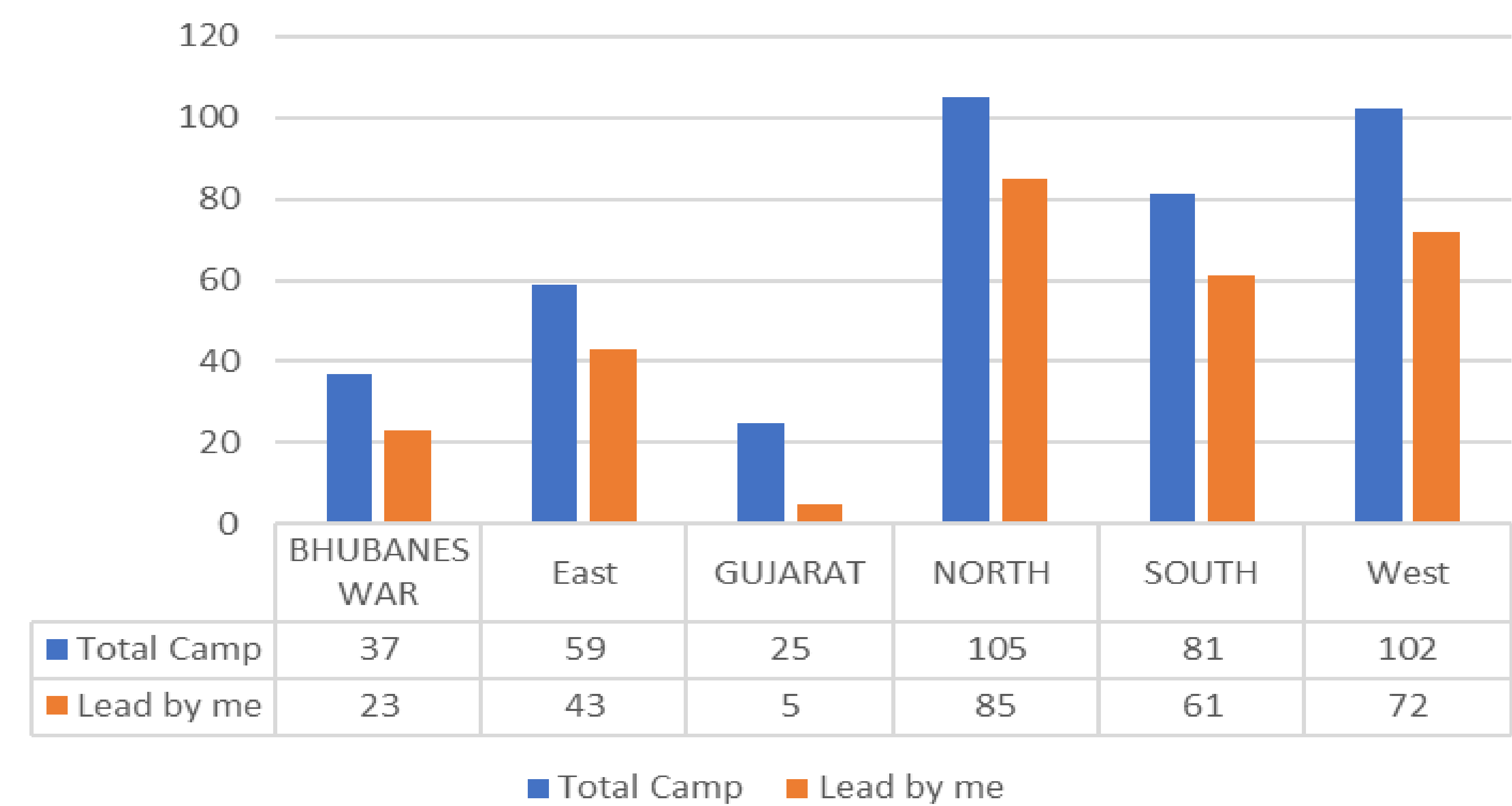
- To provide world-class diagnostic services to people across the Indian sub-continent in an affordable manner

Mission

- To serve 500 million Indians by 2030 Tagline Healthy India ki Trusted Lab Services Full body checkup, Blood test at home, CBC, LFT, KFT, Lipid profile and 3600 tests for various diseases for all age groups.



Data of Total Mega Camp (June)



Challenges Faced

- Technical glitch in CRM system: The company encountered a technical glitch in their customer relationship management (CRM) system, leading to slower response times and potential issues in managing customer interactions efficiently.
- Limited availability of phlebotomists: Redcliffe Labs faced a challenge in recruiting an adequate number of skilled phlebotomists, affecting the smooth operation and timely delivery of diagnostic services.
- Managing growth as a young company: Being a relatively new company in the industry, Redcliffe Labs faced the challenge of managing rapid growth and scaling operations effectively to meet increasing demand while maintaining service quality.
- Balancing cost and quality: Redcliffe Labs had to navigate the challenge of striking the right balance between cost management and delivering high-quality diagnostic services, ensuring affordability for customers without compromising on accuracy and reliability.

Executive Summary

- Diagnostics industry is one of the most booming sectors in our Globe. People are been dealing with many health issue and test are very costly. So, Redcliffe provide the facilities of home collection for the Blood and urine sample for checkup purpose. Redcliffe is penetrating the market by providing lowest price and releasing the report within 24 hours for normal test like KFT (Kidney Function Test), LFT (Liver Function Test), Covid RTCPR test, HBA1c and Urine routine and microscopy. Redcliffe labs is an NABL Accredited and ICMR (Indian Council of Medical Research) approved. Authenticity of the report are 100% original.
- Redcliffe serve more than 200 clients in PAN India. Some of the premium clients are TWIN Health, Medi buddy, Ekincare, Practo, Connect & Heal, Healthifyme etc. It has 70+ labs and 700+ authorized collection centers in more than 120 cities across India. We were basically performing in Pathology department of B2B at Redcliffe Diagnostics.
- Handling clients and customers, solving queries on WhatsApp & Email, Order creation, Providing RCA (Root Cause Analysis), Deals with Escalations, Tracking the journey of the blood and urine sample, Guiding Phlebotomist are some of the core functions which are perform on daily basis.

➤ Note:

- Phlebotomist** means the person who collect the blood and urine samples from customer.
- Pathology** is the study of the causes and effects of disease injury.

Porter 5 Factor for Redcliffe Labs

1.Bargaining Power Buyers

- Low switching costs due to the availability of multiple alternatives in the market.
- Offering superior customer service and unique features to differentiate from competitors and attract a broad customer base.

2.Bargaining Power Suppliers

- Market materials scarcity due to high demand from numerous diagnostic labs can lead to limited availability of raw materials, affecting the operations of diagnostic labs.
- The presence of substitute labs gives suppliers more leverage, potentially resulting in increased costs for information, goods, or leads, impacting the profitability of diagnostic labs.

3.Threat of New Entrants

- Significant investment is required to ensure financial stability and competitiveness in the face of future challenges and new competitors.
- Differentiating services and products through continuous innovation and establishing strong brand recognition can provide a competitive edge and help the company succeed without resorting to price wars.

4.Threat of Substitute

- The presence of substitutes affects pricing, customer switching, market share, and competition among diagnostic labs.
- The performance and effectiveness of substitutes necessitate continuous improvement within diagnostic labs to maintain a competitive position in the market, while competitive pricing and value proposition are crucial to retain customers.

5.Competitive Rivalry

- Customer loyalty provides a competitive edge by generating income, building reputation, and creating valuable assets for the business.
- Effective advertising strategies, including building brand awareness and shaping consumer tastes, can reduce price sensitivity, foster brand loyalty, and ultimately increase profits, giving the company a competitive advantage.

Learning outcomes & recommendation

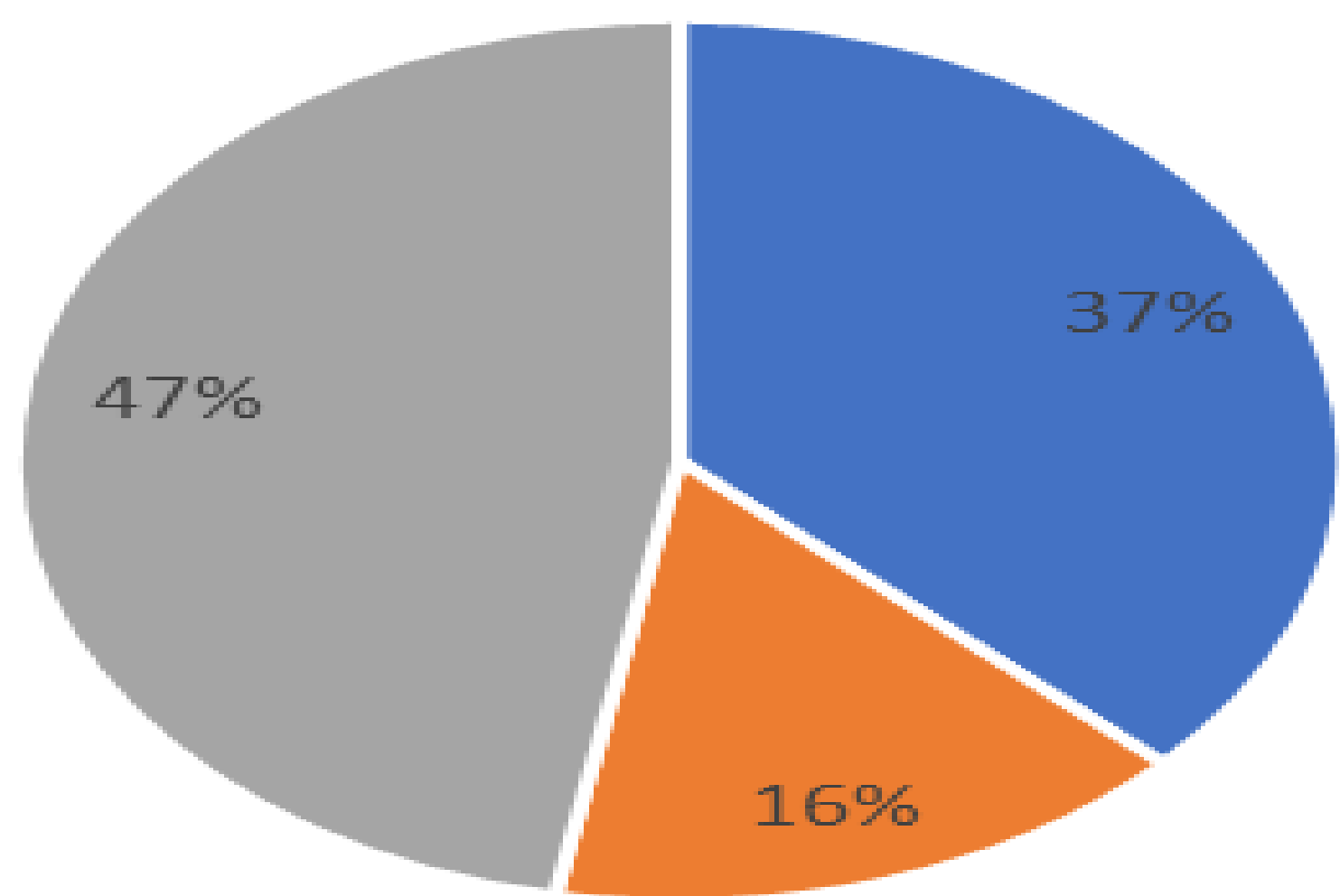
Learning Outcomes:

- Deep understanding of the diagnostic testing industry and development of essential business skills.
- Improved customer relationship management and ability to contribute to marketing strategies and expansion plans.

Recommendations:

- Enhance marketing efforts, prioritize customer service, and explore expansion opportunities through partnerships.
- Invest in employee training, stay updated with industry advancements, and maintain a competitive edge in the market.

Distribution of Diagnostic Labs Centers



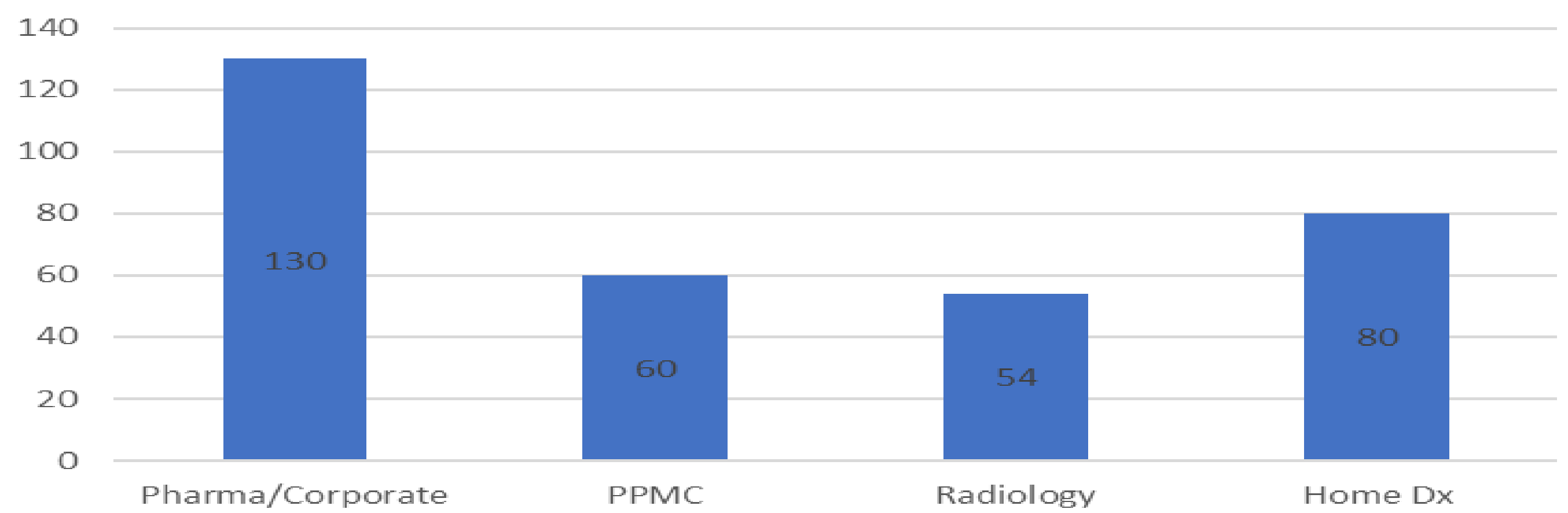
Hospital Based Laboratories

Diagnostic Chain

Standalone Centers

Report of June Month

Monthly Turnover of Redcliffe Labs in Lakhs



Strengths:

Wide range of diagnostic tests, offering a comprehensive solution to patients and healthcare providers.

Utilization of advanced diagnostic technologies, ensuring accurate and efficient testing.

Opportunities:

Increasing demand for diagnostic services, driven by the focus on preventive healthcare and early disease detection.

Technological advancements that can enhance the accuracy, efficiency, and range of diagnostic testing services.

Weaknesses:

Limited geographic presence, potentially hindering expansion and access to a broader customer base.

Reliance on external suppliers, posing risks to operations and supply chain management.

Threats:

Intense competition from established players and new entrants in the diagnostic testing industry.

Changes in government regulations or quality standards, impacting operations and compliance.

SWOT Analysis

Usefulness of this Internship:

- Industry immersion: The internship offered valuable immersion in the diagnostic testing sector, providing a comprehensive understanding of its operations and dynamics.
- Skill enhancement: Through practical experience, skills such as business acumen, customer relationship management, marketing, and project management were developed and honed.
- Employability boost: The internship experience enhances employability by equipping you with relevant industry knowledge, skills, and hands-on experience.
- Networking opportunities: The internship provided a platform to build professional connections within the healthcare industry, which can lead to future collaborations and career opportunities.