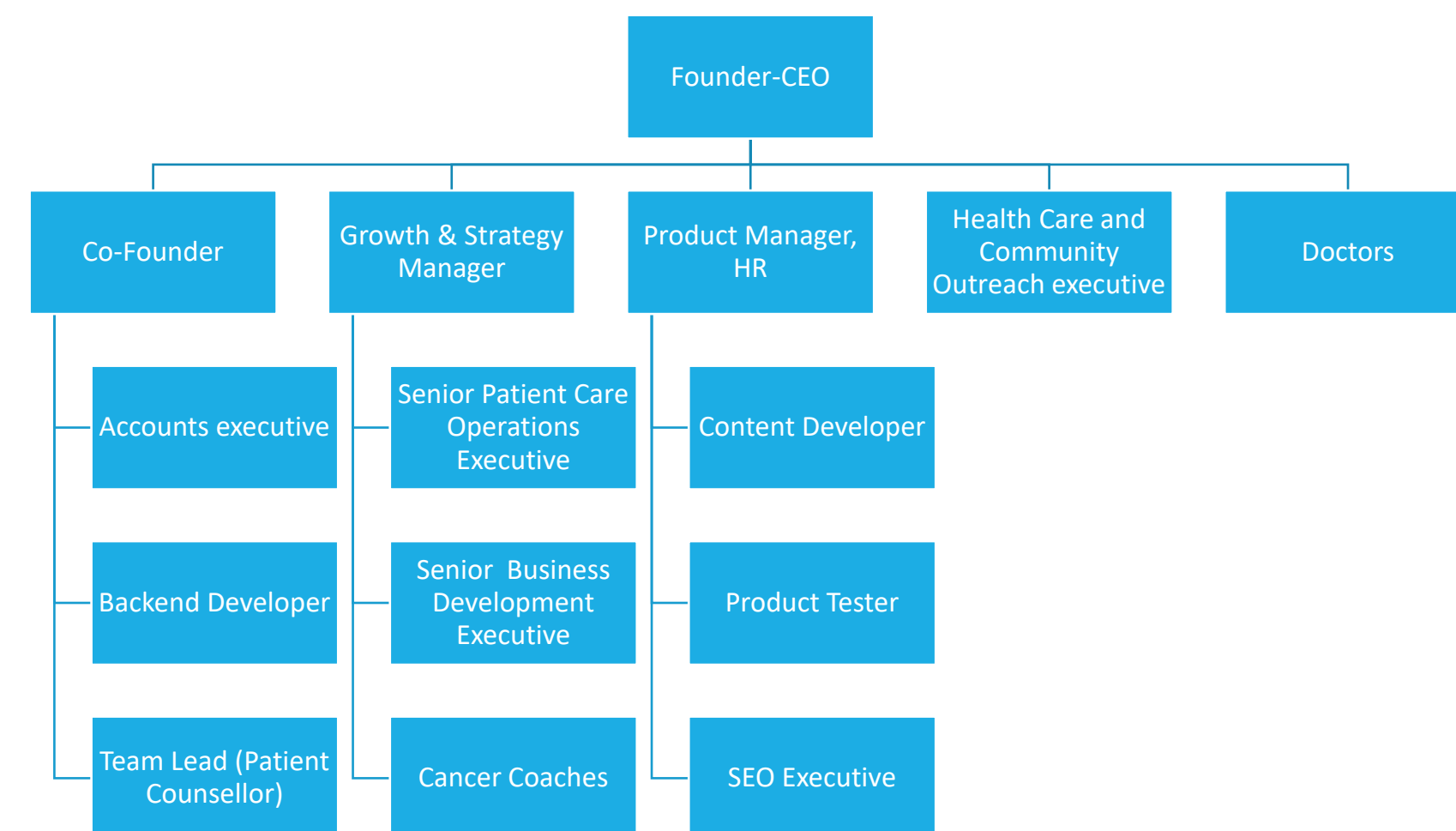


Organization Structure



Overview

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 follow-ups.

"Integrative oncology is a patient-centered, 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.

Vision

"Our vision is to improve the quality of life and increase life for cancer patients."

Mission

"Our mission is to provide the best cancer treatment in India and positively touch the lives of many cancer patients."

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."

Introduction to the Project

- Business Development in Expansion project is the activity that leads to Market Analysis, Opportunity Identification, Strategic Planning, Partnerships and Alliances, New Market Entry, Mergers and Acquisitions, Relationship Building, Sales and Business Growth, Risk Assessment, Performance Tracking and Evaluation.
- The Scope of Study is the expansion of organization in Kolkata, Ahmedabad and Hyderabad locations. Also partner onboarding was included in Expansion project for Mumbai and Kolkata locations.
- The objective of the project: Expansion, Development and growth of organization in new locations.

STRENGTH

They are the world's first integrative oncology cancer care health tech platform to be featured on Shark Tank producing their own medicines for the effective treatment journey of cancer patients.

WEAKNESS

Being the first of a kind they are still lacking in making patients take advantage of their services because of less media coverage and exposure to a larger audience.

OPPORTUNITIES

Being working towards cancer where in India one in every nine people is prone to suffering from cancer in their lifetime they can emerge as a leading organization in providing a safe and comfortable journey towards the recovery of cancer patients

THREATS

Although able to counsel cancer patients outside India, they cannot deliver medicines due to customs obligations, making their hold in the international market weak.

SWOT ANALYSIS

Challenges faced during internship

- 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 Chennai and Hyderabad locations.

Suggestions to give to the organization

- Keep center expansion of the organization in Kolkata, Hyderabad and Ahmedabad locations as high priority.
- Focus on NGO collaborations in Bangalore, Mumbai and Delhi.

Learning and value Additions done during internship

- I learnt about the various processes in Business Development such as Market Research, insights about Conventional and ayurvedic approaches towards oncology, content writing, Product Marketing, Customer Engagement and Team Leadership .
- It provided me with an alternative outlook on the Oncology sector, distinct from my theoretical viewpoint.

Usefulness of internship

- During this period 3 Ayurveda doctors and 3 nutritionists were onboarded with ZenOnco.
- Posters were made for the 20 medicines and supplements available at organization.
- Cancer specific medicine and supplement kits were made which helped the patients depending on their type of cancer.

Difference between practical exposure and theoretical work

- Internship had helped me to gain and implement the concepts of product marketing, back end marketing, company expansion, secondary market research and social media marketing.

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