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Telemedicine Enlightenment : A Smart Health Consultation System for Rural Areas

0376-MBA Pharmaceutical Management
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A) PROFILE OF THE ORGANIZATION :
BRIEF HISTORY & DESCRIPTION OF ORGANIZATION

- 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. Medyseva bridges the gap between the urban doctors and rural patients through e-clinics having state-of-the-art technology, which cover the entire spectrum of services that are needed to keep one healthy.
- Like many startup stories, Medyseva journey began during Covid pandemic with the realization for the need of good doctors to our friends & family living in rural areas. This led to emerging of Medyseva, who provides the video consultation through our phygital centers- the ideal mix of online & offline. Currently Medyseva has 75+ operational centers all over India & over 15,000+ patients consultation has been done by the organization.

ORGANIZATION VISION & MISSION

MISSION:

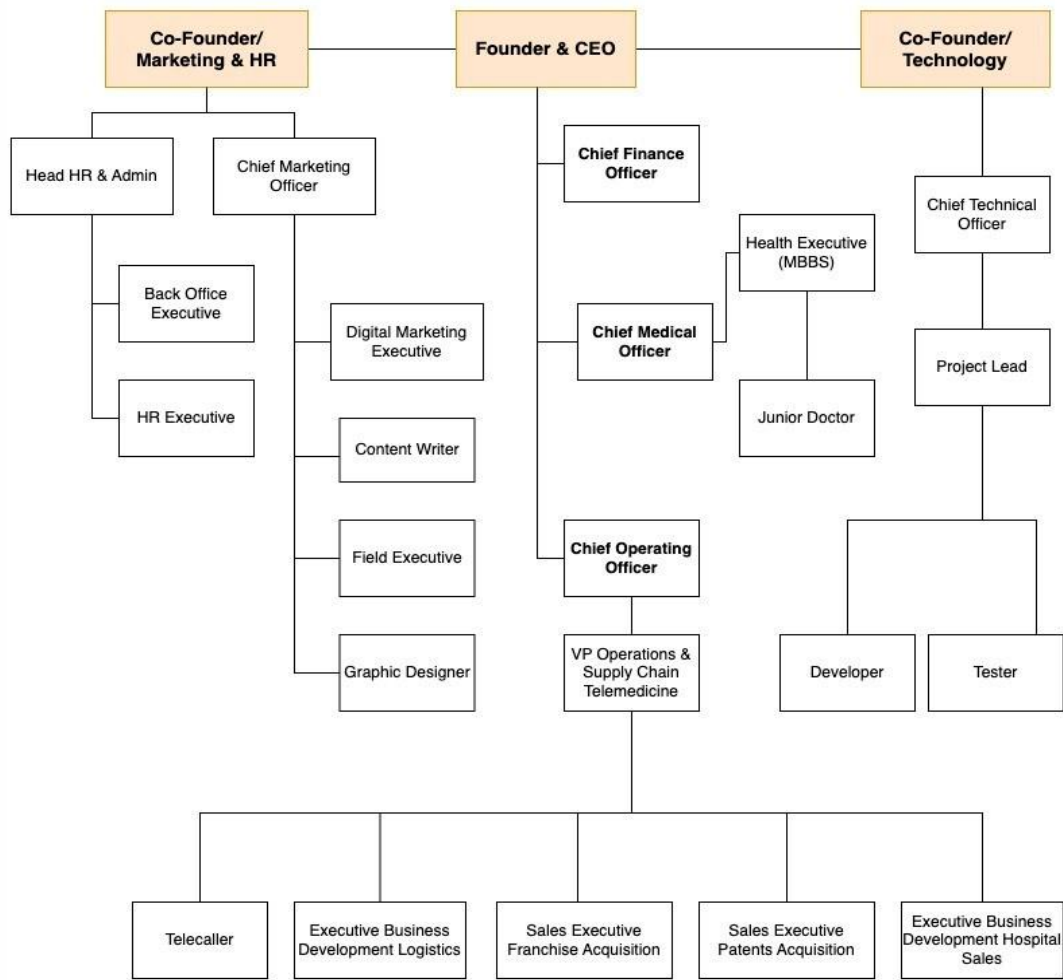
- To ensure that every rural citizen of India has access to high quality doctors and medical services at their convenience and at affordable prices.

VISION:

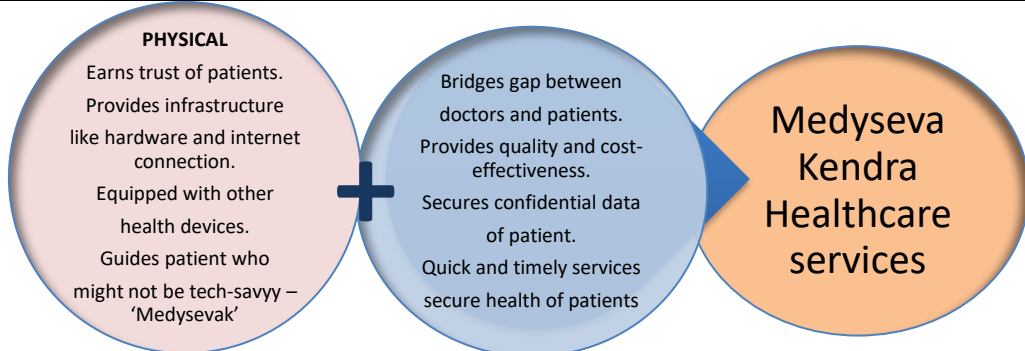
- To be the nearest, affordable and the most reliable healthcare destination for the rural citizens of India.

ORGANIZATION STRUCTURE

medyseva



BRIEF DESCRIPTION ABOUT THE PHY-GITALMODEL OF MEDYSEVA



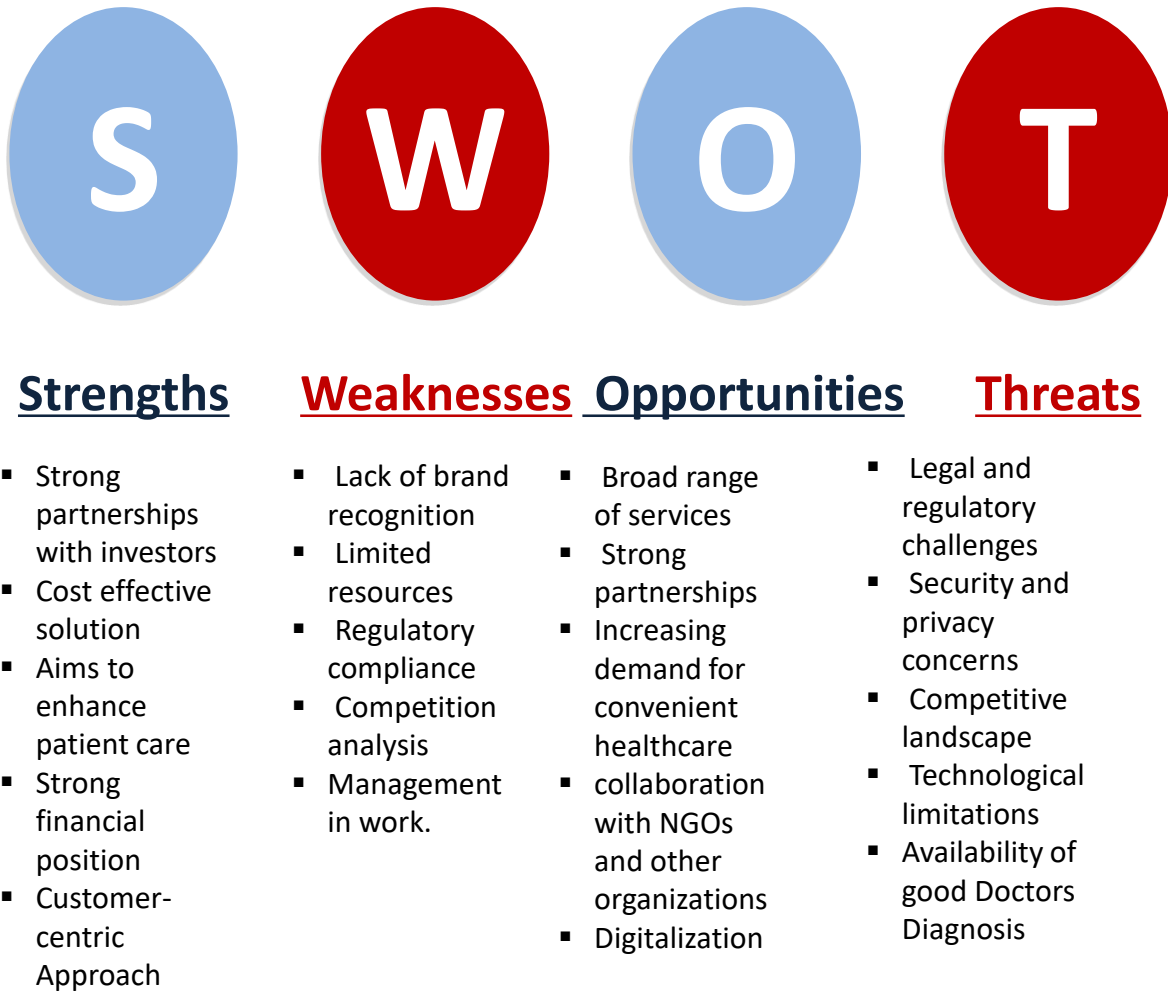
Medyseva Team



B) LEARNING & VALUE ADDITIONS :
DIFFERENCE BETWEEN PRACTICAL EXPOSURE & THEORETICAL UNDERSTANDING

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

SWOT ANALYSIS



CHALLENGES FACED :-

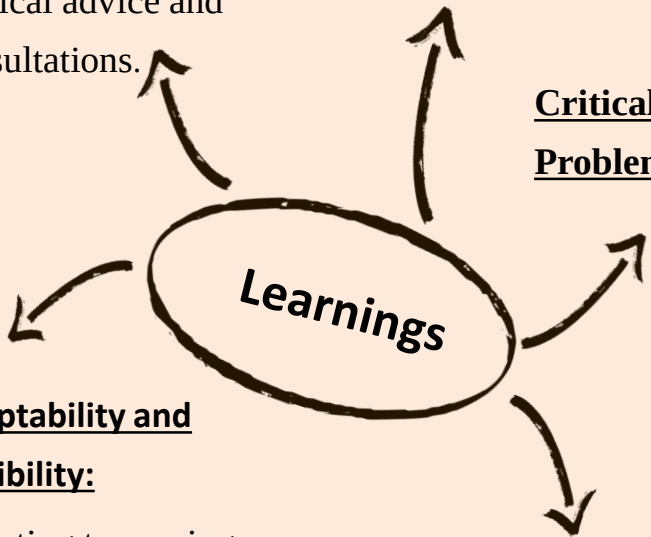


Importance of Accessible Healthcare:

It highlighted the significance of bridging the healthcare gap and ensuring that individuals in remote areas have access to quality medical advice and consultations.

Continuous Learning and Professional Growth:

Critical Thinking and Problem-Solving:



Adaptability and Flexibility:

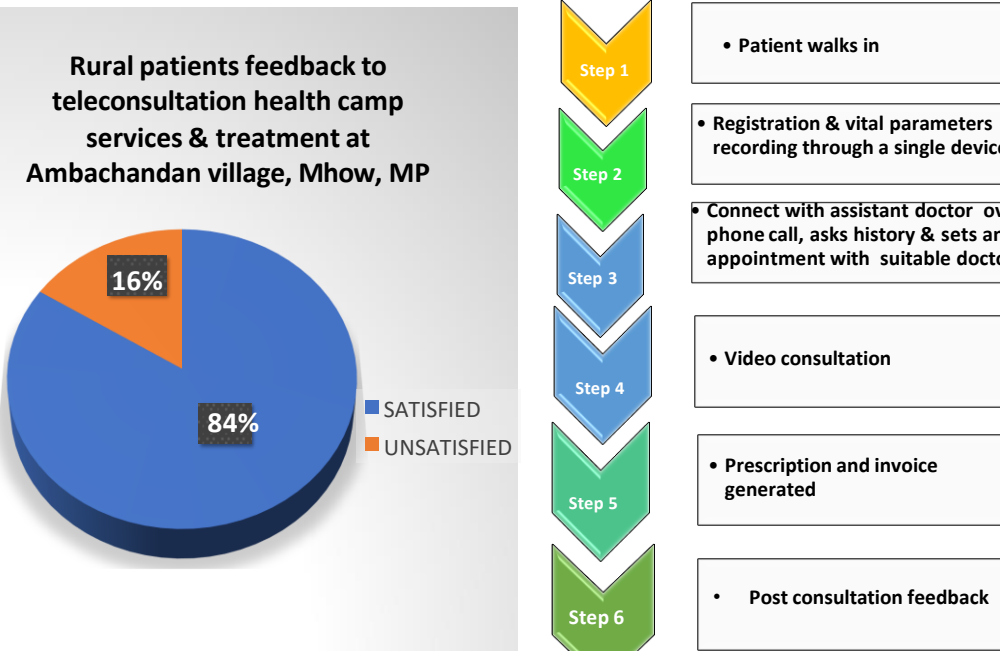
Adapting to varying technological and infrastructural conditions helped me develop a versatile mindset.

Effective Communication:

I learned how to communicate effectively, ensuring that patients fully understood their medical conditions, treatment options, and follow-up instructions.

DESCRIPTIVE ANALYSIS TO PATIENTS' RESPONSE FOR TELECONSULTATION SERVICE

- Organised a teleconsultation health camp in rural area with team & connected all patients to different specialist doctors registered at our Medyseva doctor's app as per the problems of patients. Further did primary research for the acceptance of teleconsultation services by rural people.
- After checking upon the patient's feedback to the treatments prescribed, it was observed that:



Market Analysis



Date:16/06/23
Place: Ambachandan

Teleconsultation Camp in Rural Area



USEFULNESS OF INTERNSHIP:

- Enhanced 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.

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.