



A Study on Diagnostic Industry at Redcliffe Labs

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REDCLIFFE LABS

Redcliffe Labs is India's fastest growing technology empowered diagnostics service provider having its sample collection service in more than 220+ cities with 80 Labs and 1700+ Walk-in Wellness and Collection Centers across India. All labs and collection points follow NABL & ISO guidelines supervised by a medical team including 100+ Doctors & Scientists across pan India. Redcliffe Labs is accredited by the National Accreditation Board for Testing and Calibration Laboratories (NABL) and the Clinical Laboratory Improvement Amendments (CLIA). The company is also a member of the Association of Medical Technologists of India (AMTI) and the Indian Society of Clinical Biochemistry (ISCB).

MISSION

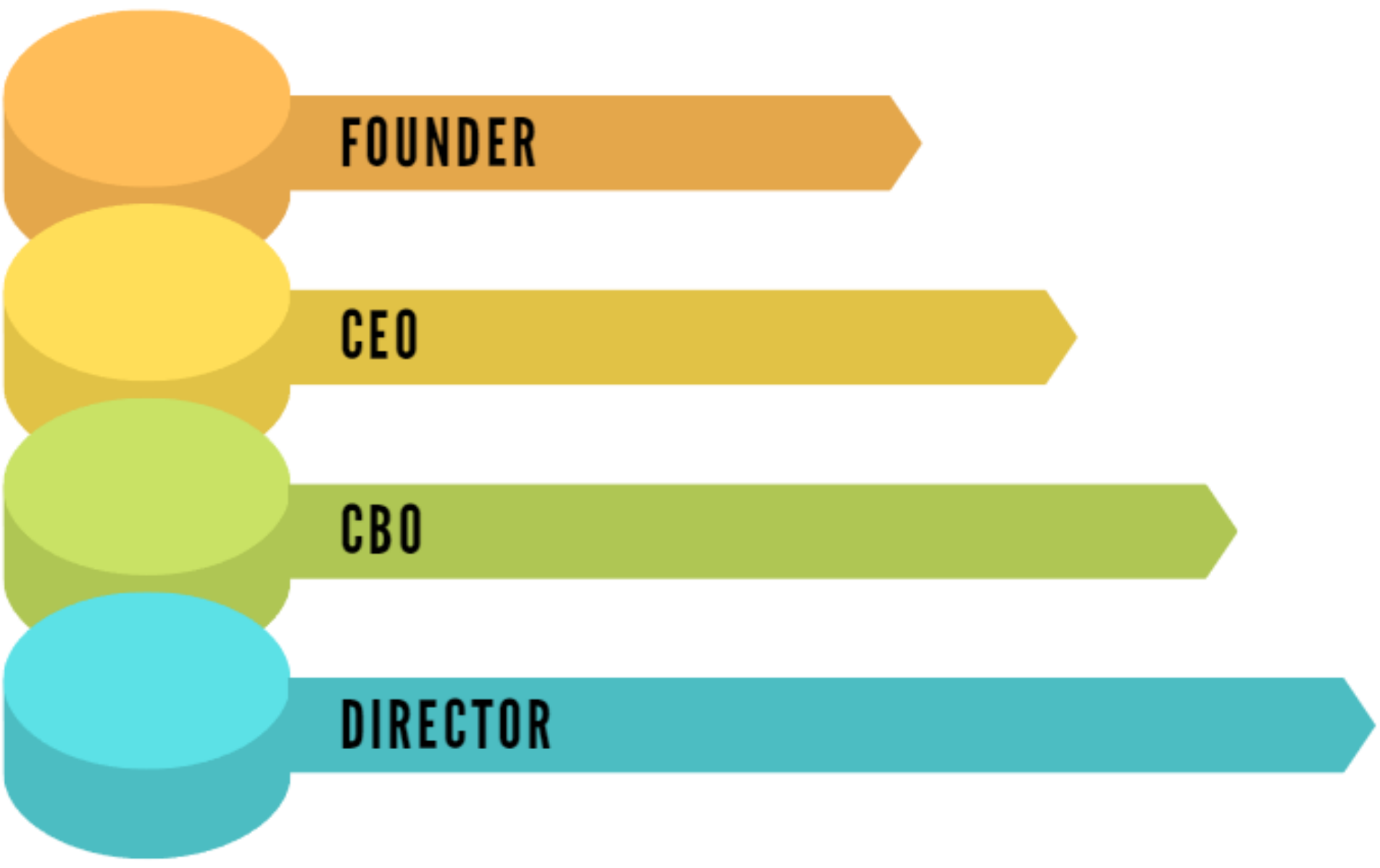
Redcliffe Labs is revolutionizing healthcare and disrupting diagnosis services in India by adopting a digital-first approach and maximizing data usage. Established in 2018 with a mission to make quality diagnostics accessible and affordable, today, they serve 180 cities, catering to over 2.5 million people..

VISION

To become Most Trusted and Affordable Diagnostics platform for Bharat - Empowering Health, Impacting Lives.

ORGANIZATION STRUCTURE

ORGANIZATIONAL FLOWCHART



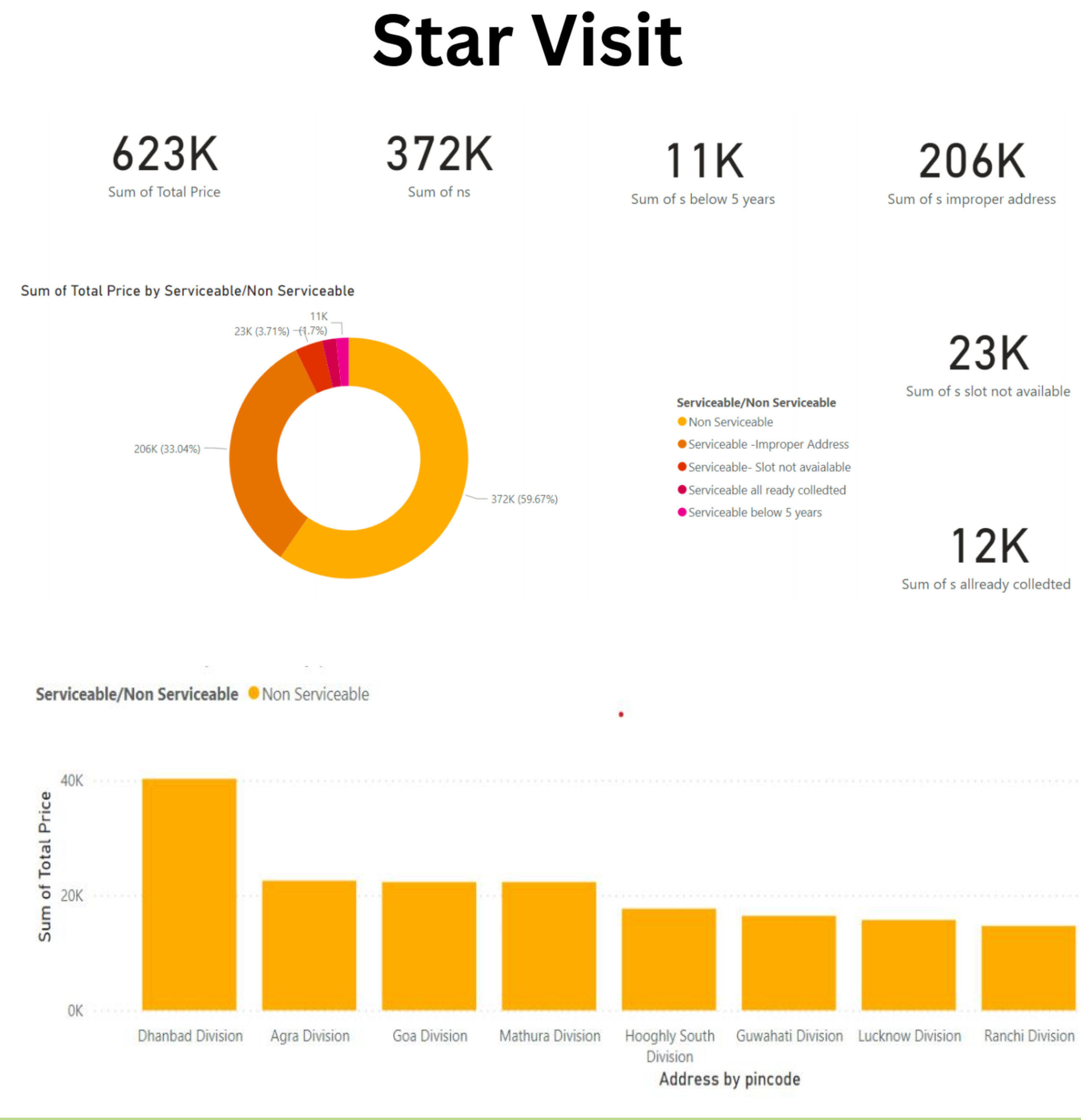
PRACTICAL VS THEROTICAL EXPOSURE

THEORETICAL EXPOSURE	PRACTICAL EDUCATION
It lays the groundwork for additional learning, however it might not be immediately applicable in the real world.	By directly addressing practical difficulties, it bridges the gap between theory and practice.
It is knowledge that is learned in a classroom and is heavily conceptual.	It stresses applications and abilities and requires practical experience.

ABOUT MY WORK AT REDCLIFFE LABS

- 1.Perform daily revenue analysis for the company.
- 2.Performs market research and collects customer feedback
- 3.Evaluates products and forecasts performance
- 4.Provides recommendations on product launch strategies
- 5.Generates reports and presentations on results findings
- 6.Monitors product performance
- 7.Analyzes market data, trends, and behaviors

DASHBOARD ON REVENUE ANALYSIS



LEARNING FROM THE ORGANIZATION

1. Gained knowledge of B2B operations and the sales process in the diagnostic business
2. Gained knowledge of how the diagnostic and pharmaceutical industries collaborate to grow businesses and gain market share.
3. Data analysis methods like bird's-eye view analysis and funnel analysis
- 4.How different corporate firms collaborate with the diagnostic company for employees' yearly health examinations
5. acquired expertise in CRM systems and requirement management
- 6.Developed dashboards for complex health data using business intelligence tools such as power bi and tableau to automate the process.

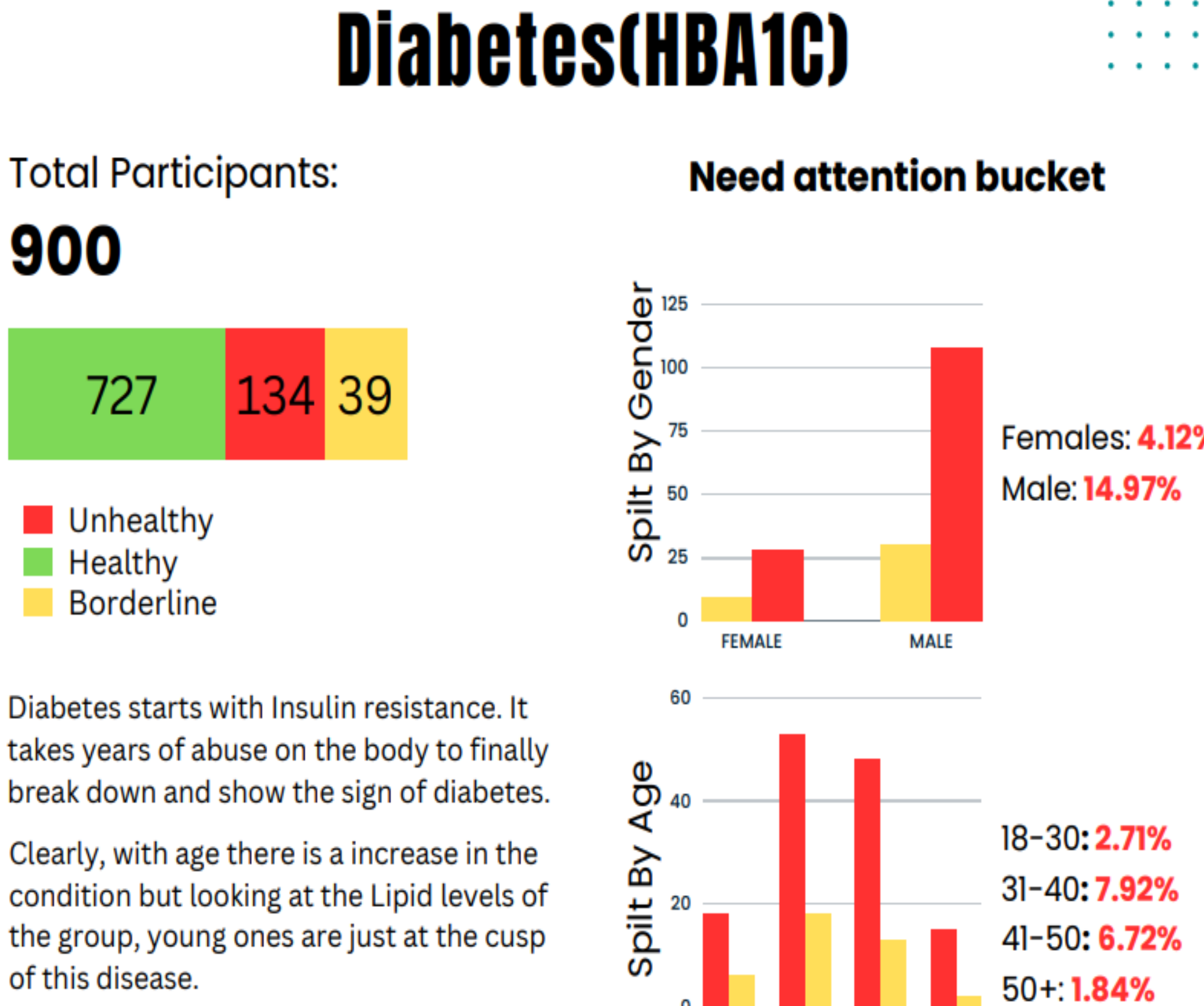
SWOT ANALYSIS

SWOT ANALYSIS



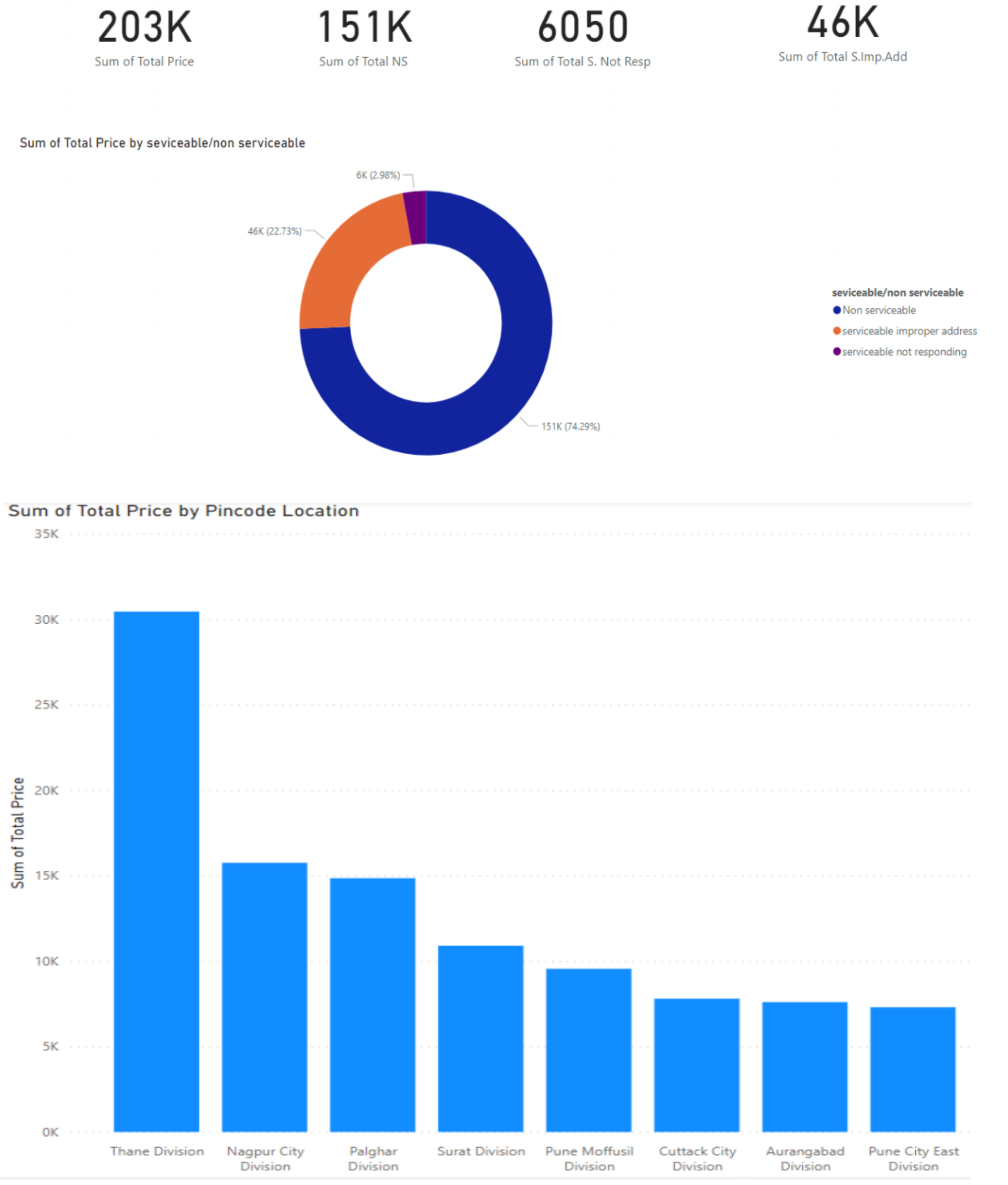
RESULTS FROM THE ANALYSIS

Finastra health- Blood Test Analysis



Monthly Analysis of Raphacure

Raphacure



CHALLENGES

1. Analyzing complicated health data presented a greater barrier in terms of data sanity.
2. Lack of a proper CRM results in improper tracking of the process or the entire trip.
3. The entire pharmaceutical camp conduct process needs to be automated to save time and resources.

SUGGESTION

- 1.The business must completely transition to working with APIs (application programming interfaces will save time and labor).
2. New applications for various business segments (sales, camp operation, logistics) should be created
- 3.A larger phlebo network will be necessary for the successful gathering of samples.