

SUMMER INTERNSHIP AT NAVIA LIFE CARE



NAME: SILKY JAISWAL
ROLL NO.: 0346
STREAM: MBA- PHARMACEUTICAL
MANAGEMENT

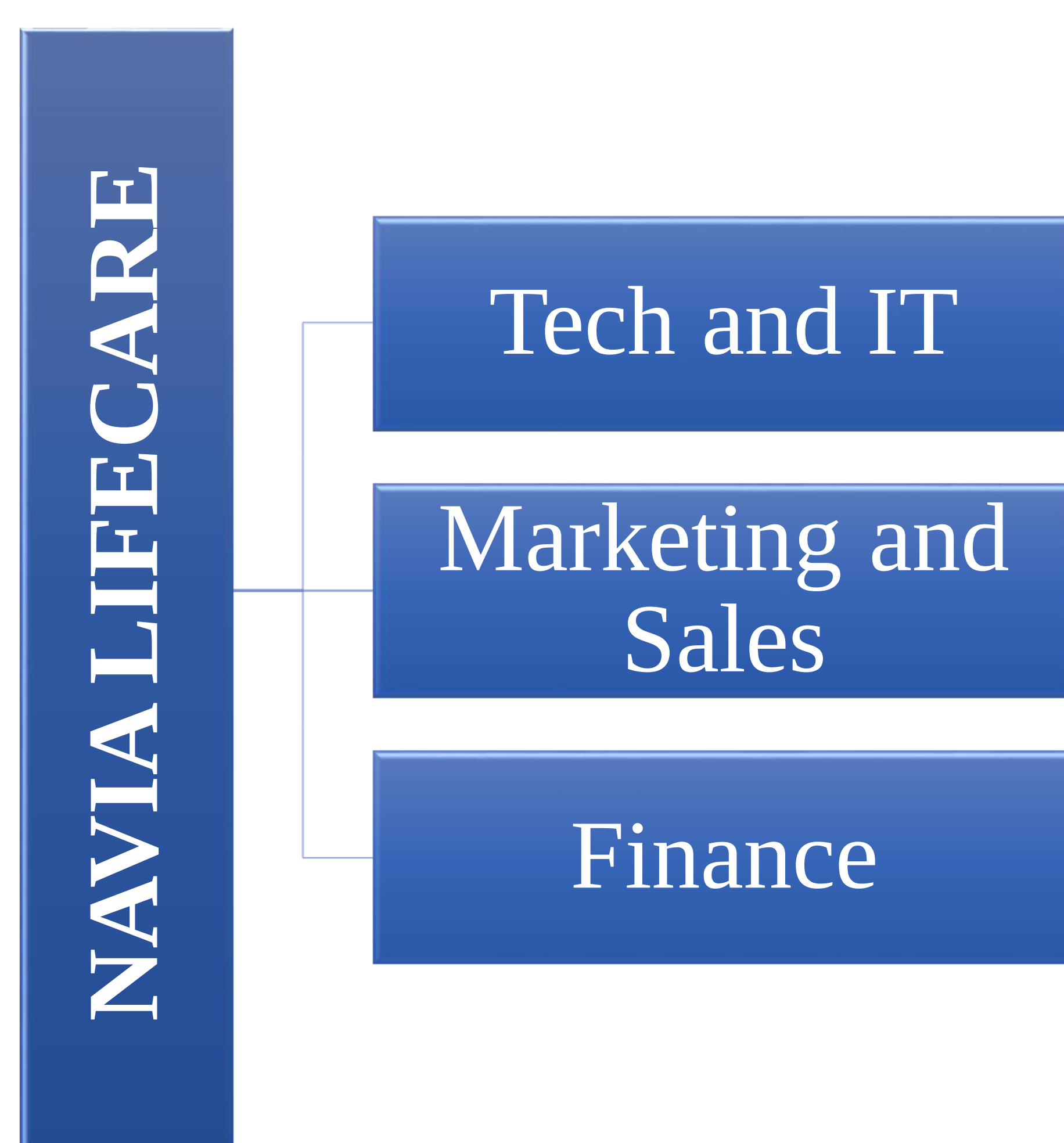
NAME OF COLLEGE MENTOR: Mr. RAHUL
SHARMA
NAME OF INDUSTRY MENTOR: Ms.
PRIYANKA GULATI
ORGANISATION NAME: NAVIA LIFE CARE



BRIEF DESCRIPTION OF THE ORGANIZATION

Navia life care founded in 2015 is a digital health start-up that designs a digital health management platform to transform healthcare practices. The company offers patient monitoring, engagement, and compliance via Navia's connected care platform providing digital health records, teleconsultations along with data insights and content engagement. Their customized mobile applications aim to enable doctors to work in a smarter way to manage patients' medical records.

ORGANIZATION STRUCTURE



LEARNING AND VALUE ADDITION:

CONTENT MARKETING:

- Introduced to the concept of marketing via creating relevant content.
- Content marketing is a strategy to engage and retain audience via writing creative articles.
- Wrote various articles on Revolution in digital healthcare, digital/electronic medical records (NaviaForDoctors), Digital prescriptions (EasyRx), and fintech solutions-digital lending (Aarogya pay).
- Worked on the content calendar and planned relevant and creative posts along with catchy liners on important medical days and festive days.
- Worked on creating and posting articles, and blogs on our social media handle as per our content calendar.

BRAND PLAN OF EasyRx:

EasyRx is a mobile app designed to create a handy platform for doctors to access patients' EMR, appointments, and reports anytime anywhere.

- Designed a Landing Page for EasyRx
- Content and idea for app promo video
- Content and idea for app preview video
- Marketing strategies



e) APP STORE OPTIMIZATION OF EasyRx:

- APP TITLE- Designing a simple title along with a short subtitle with a character limit of 15- 30 for optimization.
- APP DESCRIPTION: The app on the google play store should include a short and long description including relevant keywords.
- APP DOMAIN: Choose a relevant domain to increase reach and appearance.
- APP ICON: Opt for A/B testing to check which better option.
- APP VIDEOS AND SCREENSHOTS: Add a carousel of app screenshots or app videos for a better understanding of the app on the play store.
- APP PREVIEW: designing a visual story of our apps highlights and how it works.

SWOT ANALYSIS

STRENGTHS:	OPPORTUNITIES:
• Feature to add scanned reports to EMR in a single click. • Integrated SMS/Whatsapp services that notify of appointments, prescriptions, and reminders. • No need to appoint people at the front desk can be operated by the doctor itself. • 55% increase in new patients and 198% in recurring patients.	• To add a relevant database of contraindications that otherwise needs to be taken into consideration. • Addition of feature to notify doctors of their next scheduled appointment via SMS.
WEAKNESS:	THREATS:
• EasyRx doesn't have an inbuilt drug interaction database, unlike HealthPlix. • Neither it has a proper market awareness	• HealthPlix • Docon

BRANDING AND SELLING OF AAROGYA PAY:

Aarogya pay is BNPL(Buy Now, Pay Later) service designed to provide instant loans to patients for their treatment.

- Worked for direct marketing of Aarogya pay.
- In charge of signup from new leads.
- Getting address verified and doubt clearing regarding Aarogya pay for doctors.



SOCIAL MEDIA MARKETING:

- Conducting and preparing newsletters for E-mail campaigning.
- Generating leads via Interakt (WhatsApp campaigning).
- Creating posts for Facebook/Instagram.
- Marketing for customer engagement on Twitter and LinkedIn pages.

CHALLENGES FACED

- Was not very well aware of marketing strategies used in digital products.
- Communication gaps, had a single point of contact with only mentor due to work from home setting, couldn't interact with the other team members leading to a difference in opinions.
- Lack of training before letting me take calls for selling of Aarogya pay.

SUGGESTIONS:

- Designing efficient connectivity with the team and having an organized workflow.
- Providing appropriate training by qualified members before letting us pitch for products directly into market.