

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 organisation.

ORGANIZATION VISION & MISSION

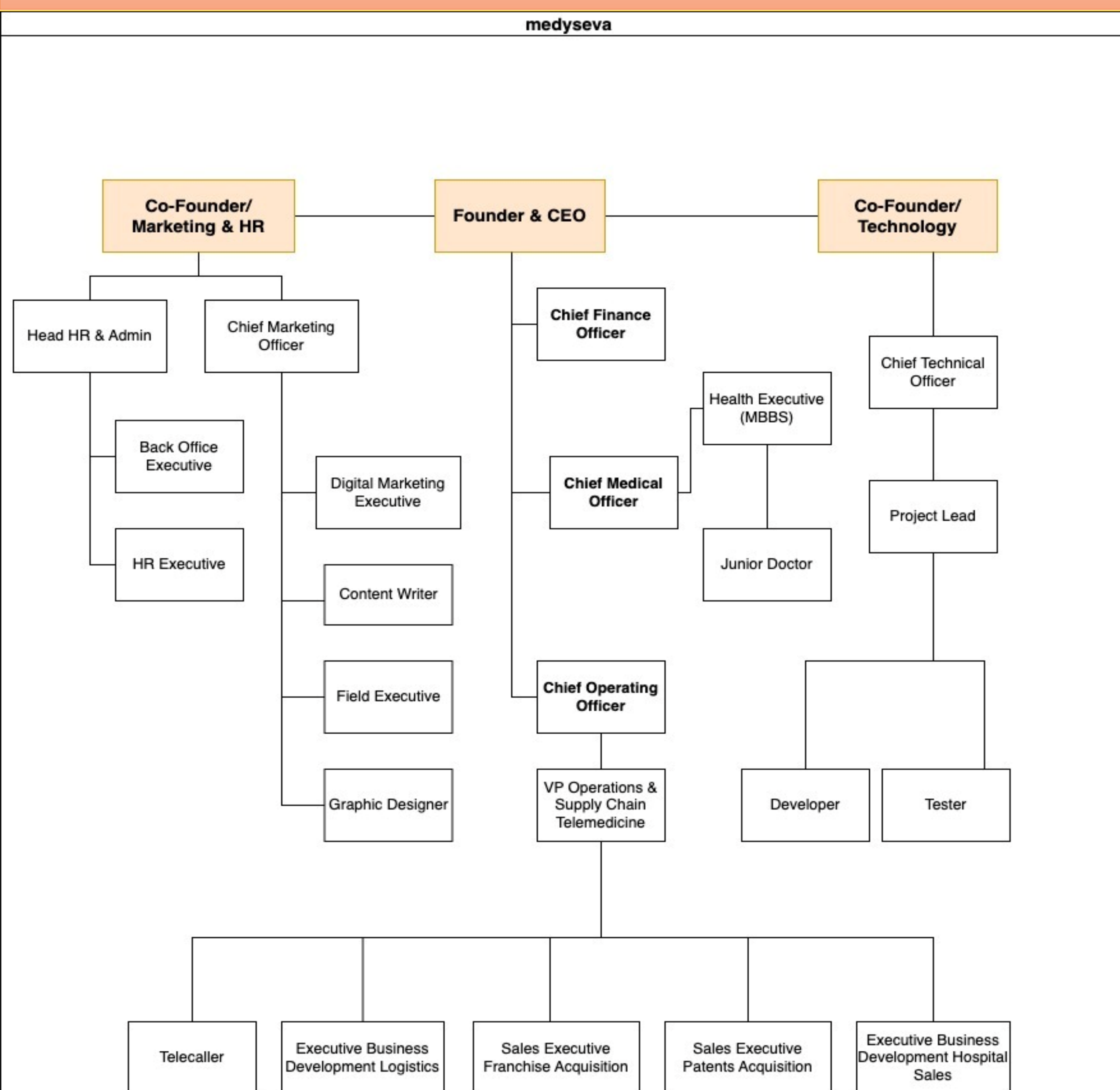
Vision

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

Mission

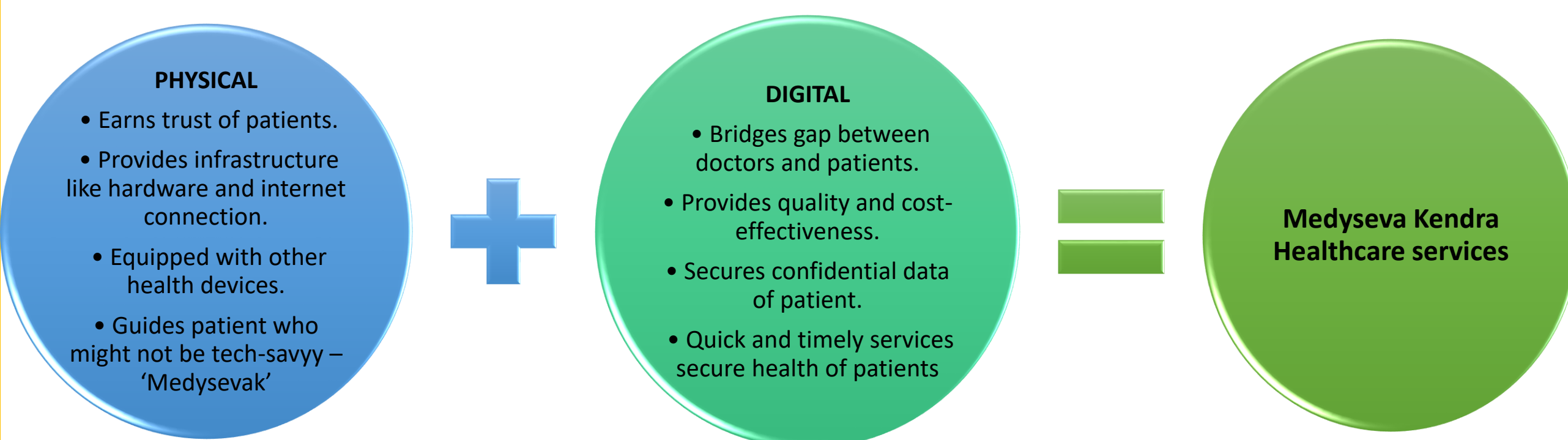
- To ensure that every rural citizen of India has access to high quality doctors & medical services at their convenience & at affordable prices.

ORGANIZATION STRUCTURE



Issued in interest by HR-department at Medyseva

BRIEF DESCRIPTION ABOUT THE PHY-GITAL MODEL OF MEDYSEVA



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

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

SWOT ANALYSIS

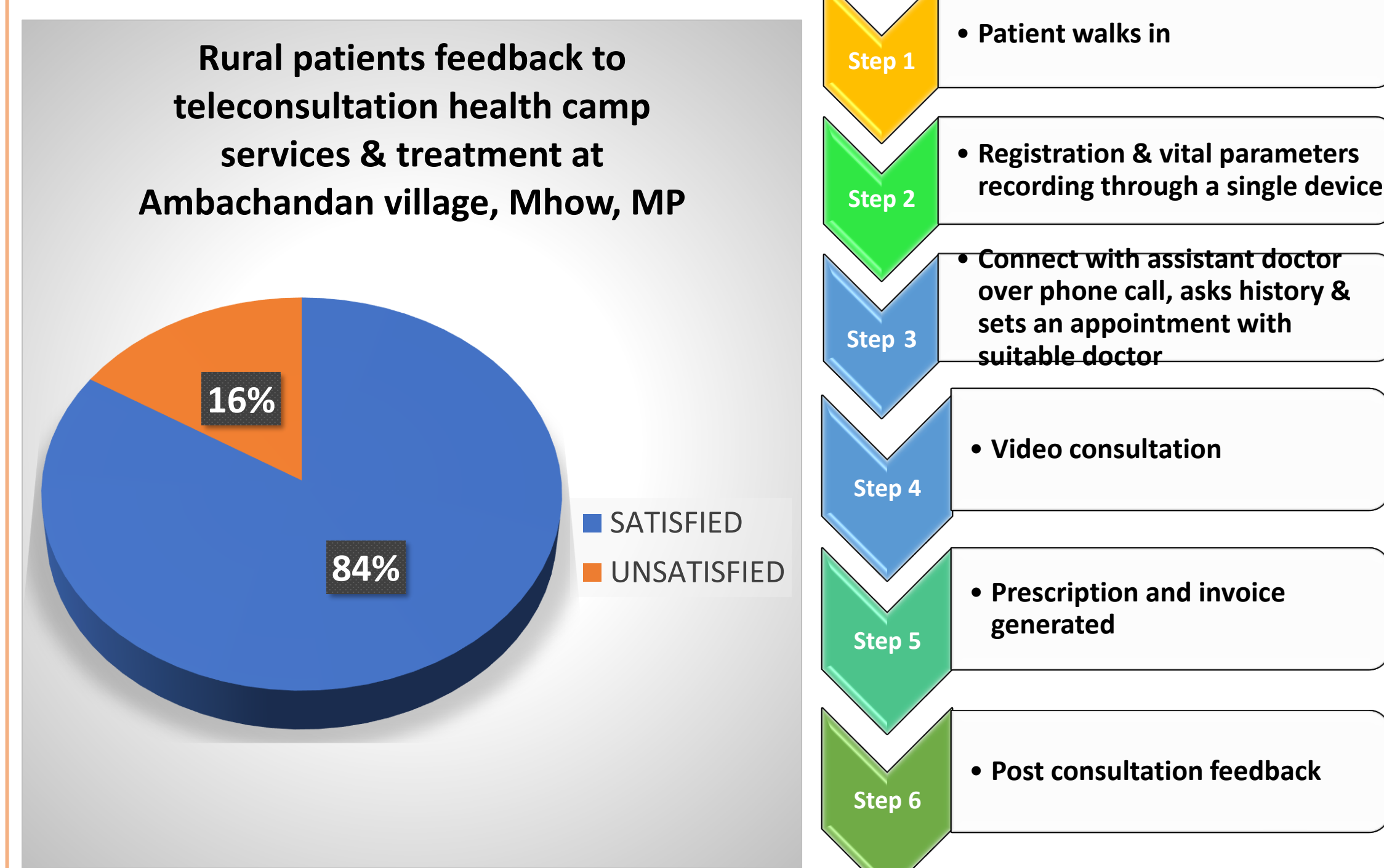


LEARNINGS DURING INTERNSHIP

- Developed understanding about the organization corporate culture.
- Learnt the art of business talks & dealing with business plan & proposal.
- Acumen for the working of each department individually & in harmony.
- Learnt about the various organization policies & on what code of ethics it works.
- Developed the understanding for the organization's Go-to-Market strategy & franchise scheme & the thought process behind the major decisions taken by organization.
- Enhance my skills of convincing & consulting people by the shaping art of storytelling & problem-solving acumen according to customer's needs & expectation in order to promote teleconsultation services in rural areas.
- Learnt art of making & implementing strategies in making market research plan.
- Developed the understanding of working of different Healthtech organization & learned the ways in which we need to upgrade, to get better from our competitor.
- Got to have the real time experience of problems & challenges faced by people, residing in backward rural areas so that we can come up with best possible solutions in same concern.
- Also developed basic idea for the parameter in which supply chain deals.
- Explored the technical background of our health management system.
- Developed understanding for the standard operating procedure in organising the teleconsultation health camp in rural areas.

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:



USEFULNESS OF INTERNSHIP

- Acquired team management skills.
- Enhanced communication & observation skills.
- Improved data analysing skills & effectiveness of documentation.
- Learnt the efficient time management.
- Developed the understanding of real time problems & concerns of people in rural areas.
- Understood the importance of storytelling & effective consultation.

C) SUGGESTIONS

- Added value in suggested for promoting & spreading awareness for the Telemedicine in rural areas.
- Suggested ways in which our organisation can effectively follow standard operating procedures in teleconsultation health campaigns.
- Gave views, on which organization collaboration can be beneficial to the organization.
- Gave opinion upon the 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.