



262k+
Lives Touched

94%
Satisfaction Rate

300+
Partnered Hospitals

550+
Cities

5000+
Fleet of Ambulances

RED. HEALTH
THE EMERGENCY CARE EXPERTS



IIHMR UNIVERSITY



Simran Sharma
1623, MBA HM-27

STUDY ON IMPORTANCE OF PRE HOSPITAL CARE

- RED Health was founded in 2016 as StanPlus to provide accessible, reliable and high-quality emergency assistance to those in need. Over the years, our commitment to this goal has propelled us to become India's leading emergency response service provider. Today, we boast a robust fleet of over 5,000 ambulances and a strong presence in more than 550 cities, ensuring that we are always within reach to offer our services. We are active in 14 cities with hospital partnerships and 70+ enterprise sites covered pan India.
- In 2023, the company underwent a rebranding and expanded its services to offer a comprehensive medical assistance platform. From emergency response to ongoing treatment and recovery, RED Health is here to support you and your loved ones. At RED Health, we believe that quality healthcare should be accessible to all. We are here to support you and your loved ones through every step of your health care journey, ensuring that you receive the best possible care in your time of need.

MISSION RED Health's mission is to provide life-saving emergency care to all people in India, with a focus on accessibility, and excellence in service.

1800 121 911 911

VISION Our vision is to be the go-to resource for emergency care in India, offering a wide range of services and solutions that make emergency care accessible for all. We strive to be a leader in the industry, using cutting-edge technology and innovative approaches to provide the best possible care to our patients.

ORGANIZATION STRUCTURE

HEAD OFFICE DEPARTMENT

- Marketing and Sales
- HR (People and Organization)
- Product development
- Accounts management
- IT
- Finance

ON FIELD

Enterprises and Hospitals

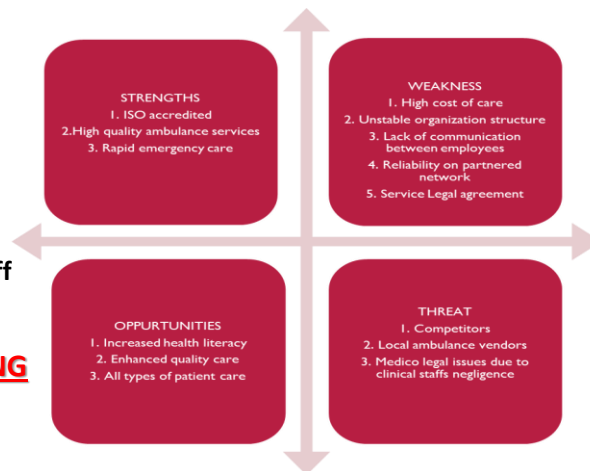
- On field staff
- Operations
- Zonal and regional managers
- Paramedics, pilot and ground staff
- Drivers and helpers

PRACTICAL EXPOSURE

THEORETICAL UNDERSTANDING

On ground work in hospital setting
Implementation of processes and protocol
Communication with the marketing field and sales team
Real time interaction while extracting business
Being empathetic towards people

Guidelines, SOP, Protocols
Documentation of work
Escalation matrix
Glance of visual aid



USEFULNESS

- Exposure to better understanding of business world
- Improving my technical skills
- Building network
- Helps in building confidence and soft skills
- Learning about the importance of Pre hospital care
- Learn how startups work

SUGGESTIONS

- Communication could be enhanced between the employees
- Work life balance should be maintained
- A recognized place for on field workers to sit in a hospital
- Focusing more on Organization structure
- Increase collaborations with more enterprises and hospitals
- Should focus on employees concerns
- Quality care given to on field workers who are exposed and might be at a higher risk to diseases

LEARNING AND VALUE ADDITION

- Understanding working culture on field and at office
- How to network with people
- Explore new research topics and analyse the data
- Learnt how startups work
- Enhanced soft skills

CHALLENGES:

- Maintaining work life balance
- Limited period of time
- Communication barrier between the on field workers
- Reaching out to higher authorities

Guided by: Dr. Tripti Bisawa [Professor, IIHMR University]
Under the mentorship of – Dr. Shashank Sharma [Regional head –North] and Himanshu Gupta [Regional sales head]