

History

Ratan Jalan & Dr. Sarma founded Medium Healthcare Consulting 14 years ago and continues to lead the firm's overall operations.

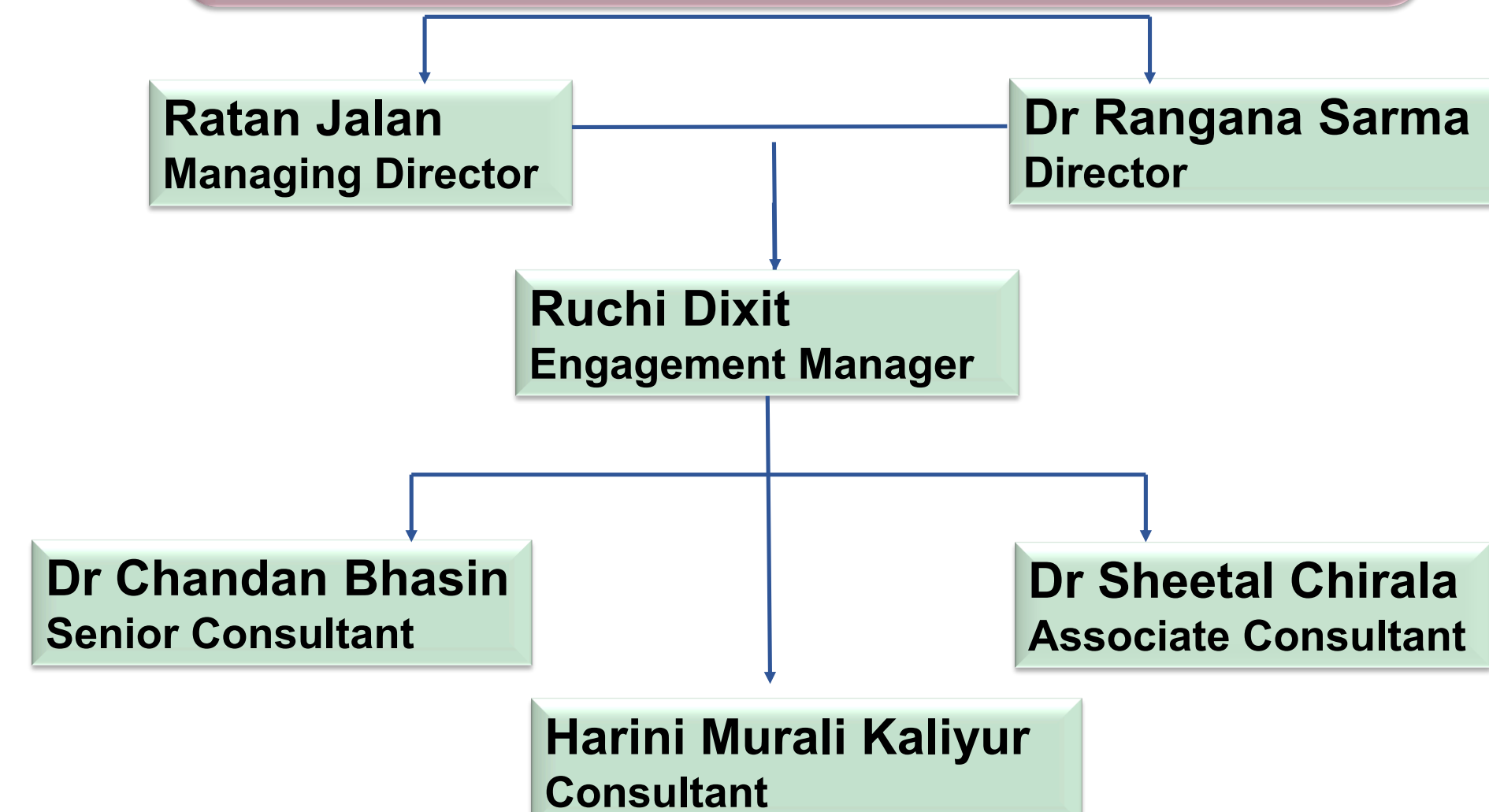
Vision

Our goal, very simply, is to make a difference, which may explain why we tend to go beyond research and analysis to adopt a more pivotal role in the manner in which we help our clients execute various interventions.

Mission

Our role is largely defined by our involvement in the execution of various interventions, which may range from architecture and marketing communication to equipment procurement and IT solutions

Organizational Structure



Usefulness

- Acclimatization to work environment
- Understanding healthcare business model, end to end
- Enhancement of Interpersonal skills & Hard skills
- Augmentation of Problem-solving & Analytical thinking
- Networking with industry veterans and reputed Clients

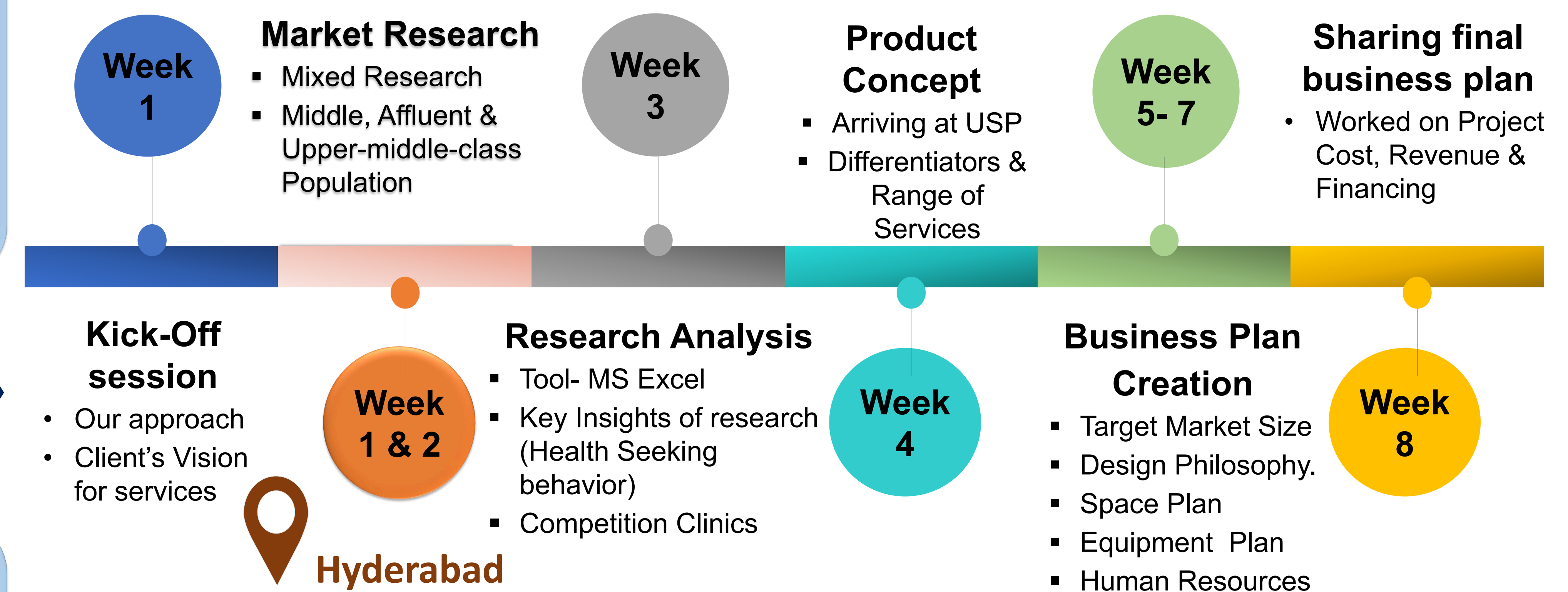
Challenges

- At times, approaching people during primary research for interviews.
- Difficulty in data collection from other states over calls, as a part of secondary research.
- Finding precise data was difficult because the Census was not conducted until 2021.

Suggestions

- Abundance in sample size for market research
- Limitations in the extrapolation of the data
- Shorter working hours
- Scope to enhance Internal processes

Key Learnings & Value Additions



- S**
 - Absence of pharmacy on the premises
 - Limited in-clinic diagnostic facilities
 - Lack of it in rural areas.
 - Limited availability of specialist doctors
- W**
 - Process-driven superior experience
 - Clinical competence
 - Proper infrastructure
 - Personalized Care
 - Technology Enablement
 - Transparency
 - Accessibility
- O**
 - Long-term association with reputed doctors
 - Underdeveloped healthcare availability and services
 - Lab Services outsourced to a reputed brand
 - Hire an expert who has an experience in digital health and digital transformation
- T**
 - Patient diversion
 - Direct competition comes primarily from branded clinic chains
 - Other reputed diagnostic chains
 - Government policies and Basti Dawakhana
 - Cost-effectiveness

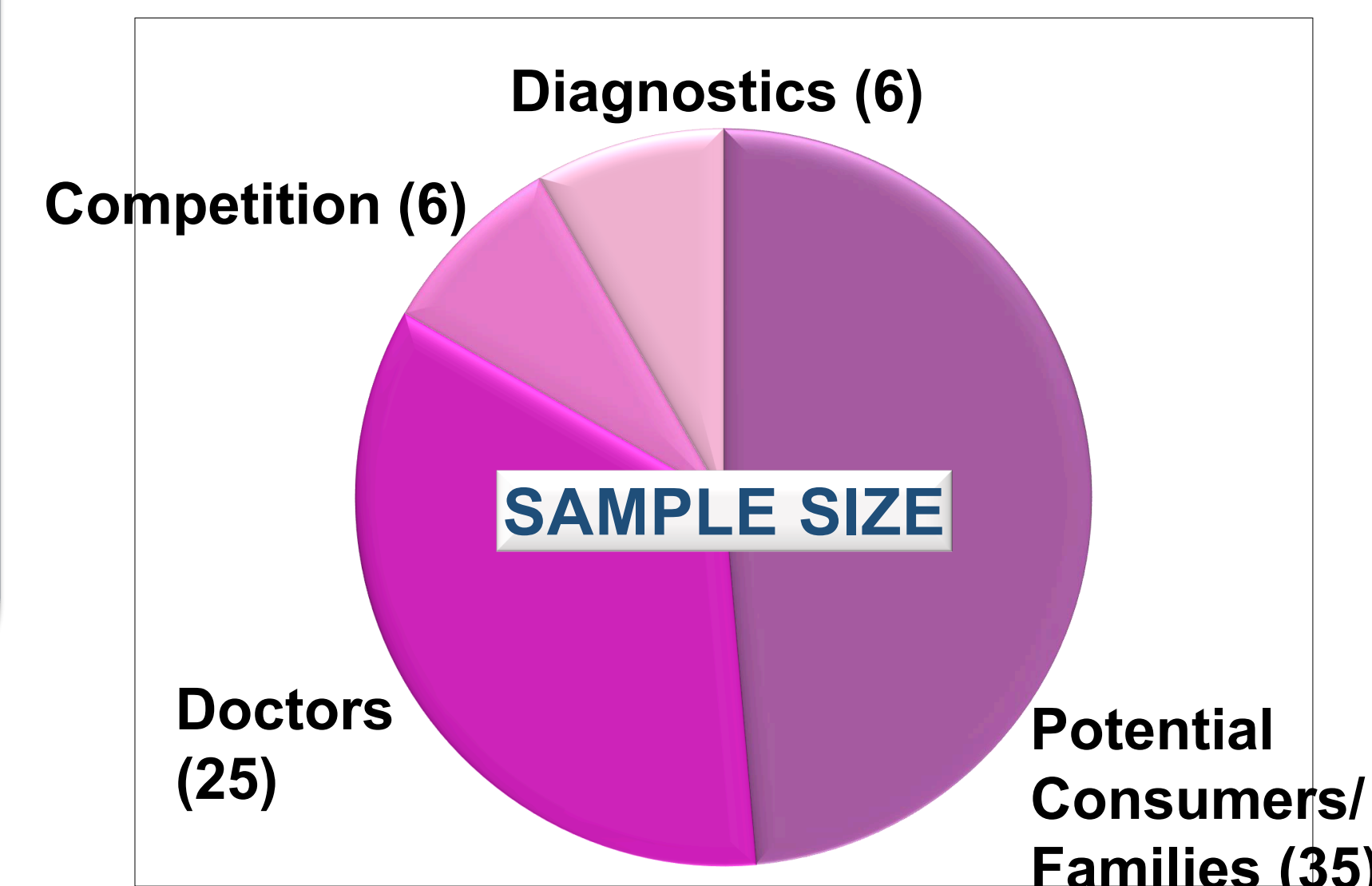
Healthcare Industry

- The Healthcare Industry is comprised of companies that offer clinical services, manufacture drugs, and medical equipment, and provide healthcare-related support services like medical insurance.
- These companies play a key role in the diagnosis, treatment, nursing, and management of illness, disease, and injury

78 %

Self Medication
Rs 6,487
Average Outpatient Spend Per Person

Long waiting times & Overcrowding
Pain Points



Business Indicators of the Project

No of Clinics: 15
Volumes per clinic: 28 per day
Man Power per clinic: 7
Project Cost: 70.16 Lakhs
Clinic hours: 12
Space Plan: 1000 Sq. feet
Doctors: General Physician & a Specialist
Annual Revenue: 46 Lakhs- 1st year
Equipment Cost: 21.6 Lakhs

Other Learnings

- Worked with a Client regarding the market entry of a prototype in orthopaedics.
- Worked with a venture capitalist client and made pitch deck presentations for different states.

Theoretical work Vs Practical exposure

