

Internship Report

Submitted



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By

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INTERNSHIP REPORT

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Topic: Assessment of Fetal Monitoring Devices in India: Challenges, Innovations, and Implications for Maternal and Neonatal Health

Introduction

Prenatal care in India faces significant challenges despite technological advancements in fetal monitoring devices. These devices are critical for detecting pregnancy complications, but their adoption is hindered by issues like healthcare access disparities, affordability concerns, and cultural attitudes towards technology and healthcare. Enhancing adoption and addressing these challenges is crucial to improving maternal and neonatal health outcomes nationwide.

Objective of Internship

To critically assess the current state of fetal monitoring devices in India, identify key challenges and innovations, and evaluate their implications for maternal and neonatal health outcomes.

Organizational Profile

Janitri Innovations was established in 2016 to address the global concern of maternal and neonatal deaths during birth.

Company's Vision is to see a world where no mother or baby dies during pregnancy, delivery, or post-delivery.

Company's Mission is to develop sustainable, affordable, and easy-to-use vitals monitoring devices and software to monitor **the 1000-day** journey of pregnancy, labor, and newborn.

Key Activities/Projects Undertaken Other than Dissertation

Research and Analysis:

- **Market Analysis:** Analyzed the current market landscape for fetal monitoring products, identifying key competitors, existing treatment protocols, and unmet needs in the market.
- **Cost-Effectiveness Analysis:** Investigated the potential cost-effectiveness of devices compared to existing players, providing valuable insights for future product development and market positioning.

Data Collection and Analysis:

- **Healthcare Professional Discussions:** Discussions with healthcare professionals to gather insights into their experiences and preferences regarding advanced fetal monitoring devices.
- **Patient Interviews:** Engaged with patients who have used advanced fetal monitoring devices to understand their experiences and identify areas for improvement.

Development and Communication:

- **Patient Education Materials:** Developed educational materials to raise awareness about advanced fetal monitoring devices options and their benefits.
- **Presentations:** Prepared presentations on market findings and product potential for internal stakeholders and relevant conferences, aiming to generate interest and support.
- **Marketing Materials:** Contributed to the development of draft marketing materials highlighting the benefits of wireless CTG machine and other advanced fetal monitoring devices.

Key Learnings from the Internship

During my internship at Janitri Innovations Pvt Ltd, focused on the market assessment of advanced fetal monitoring devices products in India, I gained valuable experience in several areas:

- **Deepened Understanding of fetal monitoring devices:** Gained comprehensive knowledge about the various advanced wound care products, their mechanisms, and their impact on patient outcomes, highlighting the significant unmet medical need in this area.
- **Market Research and Analysis:** Learned about conventional methods, competitor landscape, and potential market opportunities for fetal monitoring devices, emphasizing the importance of considering commercial viability alongside clinical efficacy.
- **Data Analysis Skills:** Developed skills in data collection techniques, statistical analysis methods, and drawing meaningful conclusions from data through activities like healthcare professional and patient interviews.
- **Communication and Presentation Skills:** Enhanced my ability to effectively tailor information to different audiences by developing patient education materials and presenting research findings.
- **Continuous Medical Education:** Organizes CME with many healthcare professionals and promote the fetal monitoring devices.