

Internship at Diagright



A dissertation on

“Technology Acceptance Model (TAM) on acceptance and use of Home Blood Collection App of DiagRight by Phlebotomists”

Submitted by

Dr. Ashish Panghal

MBA-Hospital and Health management

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Under the guidance of

Dr. Sheenu Jain



Certificate



Experience Letter

Date 18/6/2022

This is to certify that Dr. Ashish Panghal was working with DiagRight as Management Trainee for 4 Months starting from 21st Feb 2022 to 18th June 2022 and has completed his dissertation.

During his tenure with DiagRight, we found Dr. Ashish Panghal to be honest, hardworking & responsible.

He has done an exemplary job while working with us & has always maintained professional relations with the team & colleagues.

The decision of moving on is completely Dr. Ashish Panghal own decision. We wish him all the best for his future opportunities.

*Sincerely,
Team HR*

9504259504
care@diagright.com
www.diagright.com

Corp. Add. : 641/39,
Sector-39, Gurugram,
Near Unitech Cyber Park, 122003

Regd. Add. : K-105, Palm Drive,
Sector 66, Golf Course Extension,
Gurgaon, Haryana, 122018

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Dr. Ashish Panghal

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About the organization

DiagRight is a healthtech startup working in the diagnostic space in India to bring transparency and visibility in process. DiagRight founding team has 15+ years of collective work experience in online diagnostics. DiagRight ensures the most accurate test results by ensuring transparency at each step & strict adherence to NABL (National Accreditation Board of Testing and Calibration Laboratories) India guidelines for quality control right from the sample collection to reporting of results. The unique value proposition of the company is that it provides Temperature monitoring and LIVE tracking, Partner NABL accredited labs, ensures that samples travel time less than 4 hours, Digital (machine) reports of customers, Customer E-health records and Doctor and nutritionist consultation. The company operates from its head office in Gurugram, Haryana with regional offices in Mumbai and excellence center in Lucknow.

Problem DiagRight is solving- An estimated 70% of all decisions of patient's diagnosis and treatment, hospital admission and discharge are directly or indirectly based on laboratory test results. Patient's treatment and outcomes is disastrously affected by the errors in the laboratory testing.

These errors occur at much higher than desirable rates and mainly occurs at the following stages-

1. pre-analytical (57%),
2. analytical (10%), and
3. post-analytical (33%) phases of testing,

such errors occur mostly due to labs non-adherence to quality control and quality assurance procedures.

The company is currently operational in 45 cities, mainly in North India Pune, Mumbai, and Bangalore. The company work as a aggregator for the 1500 empaneled diagnostic labs and provide uber like platform to its 32000 phlebotomist. The annual revenue for 2020-21 was 22 cr and DiagRight has its inhouse TrackRight technology which provide real-time tracking of location and temperature of blood samples collected. DiagRight has 3 digital assets with which it performs all its operations-

- **Consumer application-** This one is used by consumers to book tests from the labs available nearby to them and offers service known as book a test. This application is in continuous testing phase and only live in Lucknow city on trial phase.
- **Phlebotomist Application (DiagRight Home Blood Collection App)-** This is the application for the phlebotomist to carry out the whole process of blood collection right from the allotment of order to a phlebotomist to the final submission of sample in the lab. It also offers additional benefits of payment reconciliation, temperature monitoring and location of phlebotomist, and an integrated learning platform for the phlebotomists

which provide educational content to the phlebotomist to learn the good practices and concepts of phlebotomy. It comes with the track Right technology of DiagRight which helps the route managers and customer to track the exact location and temperature of their sample.

- Admin portal- This portal basically used by the operation team to control and operationalize the whole process.

DiagRight is the diagnostic service that ensures the most accurate test results by ensuring transparency at each step & strict adherence to NABL guidelines for quality control. This transparency & adherence is ensured by following ways:

- Temperature monitoring and LIVE tracking
- Partner NABL accredited labs
- Samples travel time less than 4 hours
- Digital (machine) reports of customers
- Customer E-health records
- Doctor and nutritionist consultation

Mission- We want DiagRight to become India's 'Trusted Platform' for Booking Diagnostic Tests and consuming Authentic Health Content.

Details-

Legal Name: Diafanis Healthcare Pvt. Ltd.

Headquarters: Gurgaon, Haryana, India

Business Model: B2C, B2B, B2B2C

Founding Date: 2020

No. of Employees: 140

Founders: 1. Jenamani Asitranjan Biswabhusan, Co-Founder and CEO

2. Puneet Sharma, Co-Founder and COO

Revenue streams-

1. B2B

DiagRight is not just providing a trained and liberated fleet of phlebotomists by providing all the educational as well as practical training to them, but also ensuring labs/diagnostic centres get customer visibility and enhanced machine utilization through DiagRight's platform and marketing campaign.

Client Segment : HealthTech / MedTech / Healthcare

Target Companies : Startup, Small Enterprise, Medium Enterprise, Large Enterprise

2. B2C

With DiagRight's consumer app, customers can now choose from any lab within a radius of 10 km of their location. They can see various details like lab pricing, packages and even customize their packages on the platform. The company is focusses on Tier 1, as well as Tier 2 and Tier 3 cities in India.

Different teams in company-

- Operations and customer service
- Tech team and innovation center
- In house call center for sales
- Business development/ Lab acquisition team
- Product team
- HR and admin team
- CEO office and core strategy team
- Digital marketing
- Phlebotomist acquisition team

Previously, DiagRight used to do all the operations in manual way with google sheets were used to store a process information. The phlebotomists were given orders through the WhatsApp, where they respond and shares information and details after collecting samples. There was a lot of manual processing and discrepancies in this method with scope of lot of mistake and information gap. To cater this DiagRight launched Admin portal for operation team and Home blood collection app for phlebotomist to automate the whole manual process. This study basically focusses on the Home blood collection (Phlebotomist) application's acceptance among the phlebotomists using the behavioral psychology model, Technology acceptance model.

Key Responsibility-

- **Project Manager in Project Kick-off-** The main deliverable in this project was to ensure the adoption of new tech developments in the company's various department. We managed to activate 600 labs in app and adoption of newly developed admin portal in operations team.
- **Project Manager for APNA DUKAN initiative-** APNA DUKAN was an initiative in the phlebotomist's app where they can process their orders with higher incentives and earnings. The key deliverable in the project was to achieve the first 500 order in the Gurgaon geographical area with the available phlebotomists.
- **Project Coordinator** to facilitate the launch of services in the new cities in project Eagle which was DiagRight's initiative to speed up the expansion in the new cities. The major responsibilities in this role were to identify new cities with the team, ensure availability of phlebotomists and labs in these cities by inter-team coordination. The availability of kits and other consumables should be ensured beforehand.

- **Process Improvement-** The key responsibility is to streamline and automate the process with minimal human interaction in the repetitive tasks in the operations department. Identified and improved the process of customer query data sheet, RCA process sheet, and inventory sheet.

Key Learnings and work done-

The internship experience at DiagRight was a great enriching experience for a fresher like me. I worked in different departments from operations, business development to technology team. These are the important learnings and work done by me-

- **Developed operations guidelines** for the phlebotomists in the early phase of internship.



DiagRight Operations Guidelines-

1. **Allocation-** DiagRight operations team will allot samples to the phlebotomist on previous the evening of sample collection day. Phlebotomist should respond to the WhatsApp allocation message. Soon this will be shifted to admin and phlebotomist app.
2. **Before collection-**
 - On the day of sample collection, Phlebotomist should call the customer before leaving for his place.
 - In case where customer not answers (minimum 3 calls)/ not reachable/ denies, immediately share screenshot with route manager.
 - Leave for sample collection, only if customer confirms and in case of any doubts/Query, immediately call DiagRight customer service number for help.
 - You must be well informed about the DiagRight business model, Lab name, TAT for reports, reports sharing process, and customer service number (9504259504).
3. **At the time of sample collection-**
 - Greet the customer when you reach at their location, show humility, gratitude and empathy toward the customer.
 - Explain the test to customer and procedure for blood collection.
 - Follow all the blood collection guidelines of DiagRight, collect sample, mention correct customer details on tubes and give TRF to customer.
4. **After sample collection-**
 - Immediately share the detail of collected sample with your route manager by sharing the screenshot of TRF on WhatsApp.
 - Ensure you pack the sample properly, maintains it's temperature before submitting it to Rider.
 - Calculate your total collection and collection charges and after confirmation from route manager, submit the amount on the DiagRight.

Some special points-

- For any customer query, regarding reports/tests/missing parameters/invoice, always ask the customer to call DiagRight customer service number (9504259504).
- **Spillage-** Tightens the urine sample, once you receive the sample.
- **TRF-** It is mandatory to fill TRF and always fill details after confirming Name with spelling, Age and Gender and give one copy to patient, one to lab, and keep one copy. Also share the screenshot with Route manager.
- For any upgrade in bookings, call route manager for prices.
- You will get flat 25% and collection charges on every add on you do.
- SPOC of every city is required to calculate the number of samples and submit it to Lab/collection center/rider. With this maintain a sample handover diary and get it signed whenever you submit sample to Lab/collection center/Rider.

- Developed the project management skills, handling multiple teams to achieve goals identified by the organization.
- Learn the operational processes and diagnostic industry core issue, customer preferences, phlebotomist's aspirations, and expectations from them the organization.
- Learned about stock management, vendor management, asking quotations and negotiation with the stakeholders in the inventory, and logistics management. I closed several vendors deals for the company from courier services of consumables and kits, logistics samples from PAN India camps and supply vendor for the kits.
- Developed marketing material and pitching deck for APNA DUKAN project which was used to explain the idea to phlebotomists.
- Developed inter-departmental communication skills to deliver the projects on time.
- Process improvement- In operations department, I improved various excel sheets by changing their formats and improved designs to capture data in more streamlined ways.

The learning and experience of working in a startup is very different from the established organizations. I think DiagRight helped me to understand the business of diagnostics in depth. I got the opportunity to work with the different departments, getting the key learning and improve myself.