

Angels Initiative

The Angels Initiative, spearheaded by Boehringer Ingelheim in collaboration with the World Stroke Organisation (WSO) and the European Stroke Organisation(ESO), is a global healthcare program. Its mission is to significantly reduce the burden of stroke. It works by collaborating with hospitals to establish them as “stroke-ready” facilities, ensuring they have the equipment, protocols, and trained staff to quickly and effectively treat stroke patients. This strives to create a global network of stroke-ready hospitals, ultimately saving lives and enhancing the quality of life for stroke survivors.

Mission

Angels Initiative’s mission is to ensure our region has appropriate geographical coverage so that all stroke patients have access to the same level of care wherever they are. Optimize the quality of care in existing stroke centers.

Vision

Our vision is to Maximize the chances of Stroke Patients surviving strokes with minimal disability.

Impact of Angels Initiative

- Increased Stroke-Ready Hospitals:** Over 1700 hospitals previously lacking stroke treatment infrastructure are now equipped, expanding access to quality care.
- Reduced Treatment Delays:** The program has facilitated a decrease in the time it takes to administer clot-busting medication by up to 37%, maximizing patient recovery potential.
- Improved Patient Outcomes:** Faster and better care translates to a higher chance of survival and reduced disability. Studies estimate the program has benefited an estimated 4.68 million people between 2016 and 2021.

Brand Positioning

The Angels Initiative: A Powerful Brand for a Global Cause

The Angels Initiative stands out with a compelling brand positioning:

- Mission:** Saving lives and improving stroke outcomes through a global network of stroke-ready hospitals.
- **For Hospitals:** Provides resources and training to establish and maintain high-quality stroke care units.
- **For Patients:** Increases access to timely and effective stroke treatment, leading to improved survival rates and reduced disability.
- **For Society:** Reduces the healthcare burden associated with stroke and promotes healthier communities.

Market Trend

Increasing Focus on Digital Health:

Patient education and awareness: Develop mobile apps or online resources to educate the public about stroke symptoms and the importance of seeking immediate medical attention.

Remote training and support: Utilize online platforms to deliver training for healthcare professionals in stroke care, particularly in under-resourced settings.

Prioritizing patient-centered care:

Developing communication strategies that empower patients to participate actively in their care decisions.

Leveraging Partnerships and Collaboration:

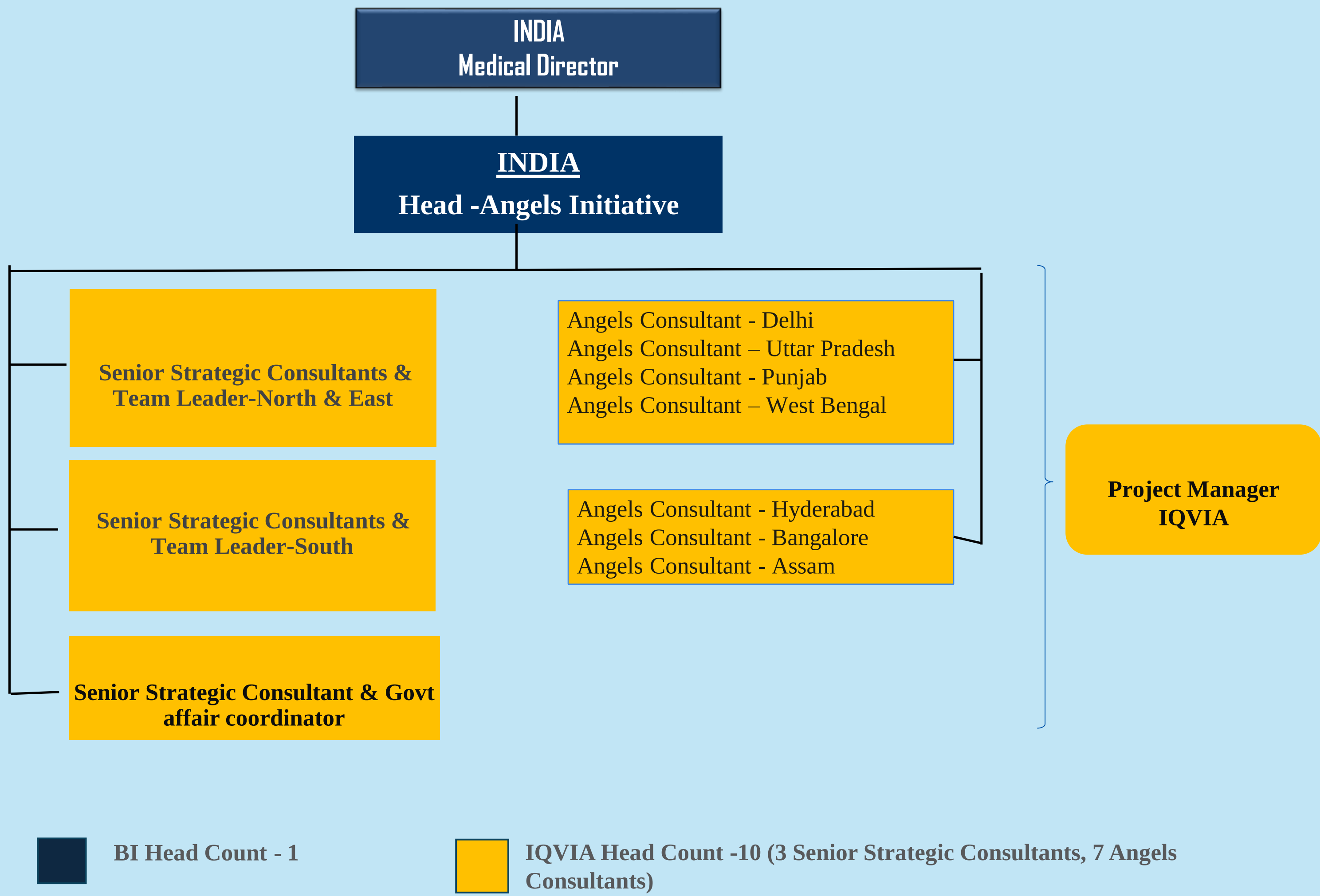
Collaboration with other healthcare organizations and government agencies to develop integrated stroke care systems.

Practical Exposure Vs Theoretical Exposure

<u>PRACTICAL EXPOSURE</u>	<u>THEORETICAL UNDERSTANDING</u>
Hands-On Experience: • Actively participated in managing a project. • This involved tasks like coordinating with partner organizations, developing timelines, and tracking project progress.	Knowledge Base: • Learning foundational concepts, principles, and frameworks in brand communication and marketing strategies through mentorship and research.
Real-Time Problem Solving: There is a problem in proper communication, getting the appointment with authorised persons and lack of awareness about stroke. For that I suggestion to start an educational campaign in school & colleges.	Conceptual Frameworks: Understanding analysis methods like SWOT, PEST, and STP for strategic planning and decision-making.
Skill Application: Strategic Thinking Power-point Presentation	Analytical Skills: Problem-solving Creativity

Organization Structure

Angels Organization Structure 2024 - India



Competitor Analysis

Direct Competitor

World Stroke Organization (WSO) Safe Stroke Initiative:

Similar focus on establishing stroke care networks and promoting best practices for stroke management.

STENO (Stroke Engine for Change) Initiative:

- A global initiative focused on improving stroke care in low and middle-income countries.
- Offers training, advocacy, and capacity-building efforts, potentially overlapping with the angel’s initiative in certain areas.

National Stroke Associations:

Many countries have their stroke associations that develop guidelines and resources for stroke care.

Indirect Competitor

Public Health Agencies:

Government agencies promoting stroke prevention and awareness campaigns can indirectly compete for resources or public attention.

Research Institutions:

Research focused on stroke treatment advancements may indirectly compete for funding or attention focused solely on improving stroke care delivery systems.

Telemedicine companies:

Companies offering telemedicine solutions for stroke diagnosis and initial management could be indirect competitors, impacting the traditional hospital-based approach emphasized by the Angels Initiative.

SWOT Analysis

Strength

- **Global Reach and Network:** Partners with hospitals and organizations worldwide, creating a strong network for knowledge sharing and implementation.
- **Focus on stroke-ready hospitals**
- **Training and education.**

Weakness

- **Cultural adaptations:** Adapting the program to different healthcare systems and cultural contexts can be challenging.
- **Resources limitations**

Opportunity

- **Technological advancements:** Leverage telemedicine and digital tools to improve access to training and resources.
- **Partnerships:** Collaborate with healthcare institutes for wider program adoption.

Threat

- **Economic instability:** Economic downturns can impact healthcare budgets and access to resources.
- **Changes in healthcare policies.**

Challenges faced during the internship

Understanding the Public Healthcare Landscape: I lacked in-depth knowledge about the segment and their work, but I actively researched the stroke treatment landscape and familiarized myself with protocols.

Communication and Collaboration: While communicating & collaborating with different healthcare professionals I faced challenges but maintaining regular updates with all healthcare providers and keeping all of them on the same page I tackled this situation.

Usefulness of Internship

Marketing & Strategy: Translated marketing theory into practice by developing and implementing a campaign to reach specific target audiences and achieve program goals.

Management & Operations: Observed that how Angels Initiative manages a global network of hospitals, potentially contributing to project management, resource planning, and performance monitoring within healthcare systems.

Social Impact Strategy: Understand how to design and implement programs that not only generate business value but also create positive social and health outcomes.

Learnings during Internship

Project Management: Participating in planning, execution, and monitoring of specific Angels Initiative projects. This could involve tasks like setting deadlines and collaborating with different teams.

Healthcare Marketing: Developing marketing materials and communication strategies to promote the Angels Initiative to targeted audiences. This could involve learning about healthcare communication best practices and tailoring messaging for different demographics.

Communication & Presentation Skills, Problem-solving & Critical Thinking, Leadership & Teamwork.

Conclusion

- The Angel's Initiative has significantly improved stroke care globally.
- The future lies in expanding telemedicine, data-driven approaches, and standardized protocols.
- Public awareness and patient support programs are crucial.
- Boehringer Ingelheim’s commitment to innovation paves the way for a brighter future in stroke.

Suggestions / Recommendations

Introduction of a Basic training program: As any new trainee/intern begins their journey with the organization they can be introduced to a basic training program aimed at improving efficacy.

Building an innovative environment: With the improvement of technology, new techniques can make processes faster and better, promoting creative ideas and experimentation.



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Project References:

