

ABOUT TELEMEDICINE MARKET

India's telemedicine market was valued at 1.10 bn dollar in 2022 and is estimated to expand at a CAGR of 21.2% from 2022-30 and will reach 5.15 bn dollar in 2030. One of the main reason propelling the growth of this market is advanced technologies.

MISSION :- To be the nearest, affordable and the most reliable healthcare destination for the rural citizen of india.

VISION :- To ensure that every rural citizen of India has access to high quality doctors and medical services at their convenience and at affordable prices.

ABOUT MEDYSEVA

Medyseva Founded year-2021

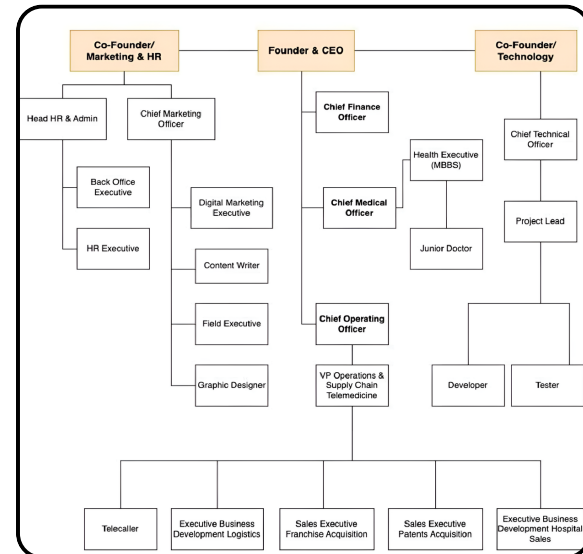
Founder and CEO of Medyseva-Dr. Vishesh Kasliwal

Co-Founder of Medyseva -Rachita Kasliwal

Medyseva is a healthcare startup focusing on Telemedicine in Rural India.

It Seek to become the ultimate healthcare partner of all citizen such that they can get access to high quality healthcare services with ease and at affordable prices. Medyseva Bridges the gap between the urban doctors and rural patients through e-clinic. like many startup stories, Medyseva journey began during covid pandemic with the realization for the need of good doctors to our friends and family living in rural areas. This led to emerging of Medyseva who provide the video consultation through our phygital Centre the ideal mix of online and offline. Currently medyseva has 75+ operational Centre all over India and over 15,000+patient consultation has been done by the organization.

ORGANISATIONAL STRUCTURE



OVERVIEW OF MEDYMATE

VERTICALS

MEDYMIND



Holistic mental health support through counselling, workshops, meditation resources and more.

MEDYSHE



Adapt health solutions for women's well being from clinics to fitness health programs.

MEDYVISION



Advanced eye care solutions including screening, educational workshops, and eye safety programs.

MEDYDIET



Personalized nutrition guidance for healthier living including education programs and counselling.

SWOT ANALYSIS

STRENGTH

- Strong partnership with investors
- Cost effective solution
- Aims to enhance patient care
- Strong financial position
- Customer centric approach

WEAKNESS

- Technological barriers
- Limited resources
- Regulatory compliance
- Data security risk
- Limited personnel connection

OPPORTUNITY

- Broad range of services.
- Cost Effective.
- Global Reach.
- Technological advancements
- Strong collaboration with hospitals and pharmacy

THREAT

- Patient trust and acceptance
- Technical failures
- Resistance from traditional healthcare provider
- Regulatory Issues.



CHALLENGES FACED

- Interaction with the staff during the initial phase
- Managed the increase screen timing.
- Organizational culture and working dynamics.
- Understanding the complexity of different processes.

THEORITICAL EXPOSURE

- Gained comprehensive knowledge about telemedicine and its role in modern healthcare.
- Understood data privacy and security measures
- Principles of management
- Gain knowledge of software
- Learned about patient relations management

PRACTICAL EXPOSURE

- Organisational behaviour
- communication Market research.
- Learning app functionalities and user interface
- Collaborated with doctor
- Learned to manage patient queries and provide information remotely.

USEFULLNESS

- Practical application of theoretical knowledge
- Skill development- Communication, data analysis, problem solving
- Industry exposure
- Professional network
- Personal growth- Adaptability, confidence

PROCESS OF CONSULTATION

Patient walk in

Registration and vital parameter

Check up

Connect with assistant doctor, get history, set specialist appointment.

video consultation

Prescription and invoice generation

ACTIVITIES

- Gathered data on population, schools, colleges, hospitals, and pharmacies in Pithampura, Umred, and Khargone for market research.
- Telecalled to invite sarpanchs for the inauguration of satellite clinics in Mhow and Sanawad, attended the event, and updated contact lists.
- Created a video on excessive social media use and mental health.
- Extracted social media content for Nilesh sir and researched marketing strategies of proctologists and cosmetologists.
- Researched period cycles in females and medical device vendors.
- Learned Figma for designing Medymate app pages.

LEARNINGS

- Understanding the concept of telemedicine.
- Team Dynamics: Understood the importance of teamwork and collaboration
- Data interpretation, information management
- Patient-Centric Approach
- Bridged the gap between academic concepts and real-world application.
- Professionalism

SUGGESTIONS

- Need to work together for the betterment of the organization
- Need to do Aggressive Marketing.
- listen everyone opinion and discuss with everyone.
- Avoid politics in the organization.
- Give views, on which organization collaboration can be

The phygital model in telemedicine merges the physical and digital aspects of healthcare to provide a more comprehensive and accessible medical experience. This hybrid approach leverages both in- person services and digital technologies to create a seamless, integrated healthcare system.