

SUMMER INTERNSHIP REPORT AT MEDYSEVA

**Duration-
6th may 2024 – 29th June 2024**

**A report by
Mr.Koustav Sarkar
[Master of business administration in
Pharmaceutical Management]
2023-25**

**Under the mentorship of
Dr.Ratna Verma
Associate Professor at IIHMR University.**

**Dr.Subhasish Chatterjee
[Operation lead at Medyseva.]**



To whom so ever it may concern

This is to certify that Mr. Koustav Sarkar of batch 15 IIHMR has worked with our organization for his internship from 6 May 2024 to 30 June 2024. The overall performance shown by him during the period was excellent. This is being issued to meet the requirements of the IIHMR University.

Medyseva Technology Private Limited



(Dr. Vishesh Kasliwal)

MD

Date : 30 June 2024



medyseva
अच्छी सेहत का वादा

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Koustav Sarkar** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date:

A handwritten signature in blue ink, appearing to be 'Dr. Ratna Verma', written over a horizontal line.

Dr. Ratna Verma
Associate Professor
IIHMR University Jaipur

Reporting Format(Weekly)

SUMMER INTERNSHIP WEEKLY REPORT WEEK -01

Organization- Medyseva, Indore

Department/project-Market Research

Student Name- Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Week No-01

Duration-6th May 2024 to 11th May

Activity Done-

- Understand the concept of Telemedicine.
- Understand the parameters required to set up telemedicine center.
- Working on Market research.
- Gather the data and documented all the Data.
-

Linking Theory (Classroom Learning) with practice

- Market Analysis before planning the setup of telemedicine center.
- Parameter and Regulation related to online consultation.

Gaps Identified in the Working Area

- Communication gap.

Suggestion for Improvement

- Proper Follow up.
- Make a Good Communication.

Plan for the next week.

- Market Research.
- Understanding the working environment in the field.
- Data Collection

Signature of the Student-Koustav Sarkar.

Approved By the IIHMR University's Mentor: [signature]

SUMMER INTERNSHIP WEEKLY REPORT

WEEK -02

Organization- Medyseva, Indore

Department/project-Market Research

Student Name- Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Week No-01

Duration-13th May 2024 to18th May 2024

Activity Done-

- Documentation of the Application.
- Inauguration of telemedicine center.
- Working on Market research.
- Gather the data and documented all the Data

Linking Theory (Classroom Learning) with practice:

- Market Analysis before planning the setup of telemedicine center.
- Parameter and Regulation related to online consultation

Gaps Identified in the Working Area

- Communication gap.
- Coordination

Suggestion for Improvement

- Cordination.
- Make a Good Communication.

Plan for the next week.

- Market Research.
- Understanding the working environment in the field.
- Working on a new project.

Signature of the Student-Koustav Sarkar.

Approved By the IIHMR University's Mentor: [signature]

Reporting Format(Weekly)

SUMMER INTERNSHIP WEEKLY REPORT WEEK -03

Organization- Medyseva, Indore

Department/project-Market Research

Student Name- Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Week No-03

Duration-20th May 2024 to 25th May 2024

Activity Done:

- Inauguration of telemedicine center.
- Working on Market research.
- Gather the data and documented all the Data

Linking Theory (Classroom Learning) with practice:

- Market Analysis before planning the setup of telemedicine center.
- Parameter and Regulation related to online consultation.
- Organizational behavior.

Gaps Identified in the Working Area

- Communication gap.
- Coordination

Suggestion for Improvement

- Cordination.
- Make a Good Communication.

Plan for the next week.

- Market Research.
- Understanding the working environment in the field.
- Working on a new project.

Signature of the Student-Koustav Sarkar.

Approved By the IIHMR University's Mentor: [signature]

ReportigFormat(Weekly)

SUMMER INTERNSHIP WEEKLY REPORT WEEK - 04

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Week No: 04

Duration: 27th May 2024 to 1st June 2024

Activity Done:

- Continued working on Market research.
- Gathered additional data and documented all findings.
- Participated in team meetings and discussions.

Linking Theory (Classroom Learning) with Practice:

- Applied Market Analysis techniques in ongoing research.
- Reviewed and applied Parameters and Regulations related to online consultation.
- Observed Organizational behavior in a real-world setting.

Gaps Identified in the Working Area:

- Persistent communication gap.
- Lack of coordination in some areas.

Suggestions for Improvement:

- Enhance coordination among team members.
- Improve communication strategies.

Plan for the Next Week:

- Further Market Research.
- Deepen understanding of the working environment in the field.
- Initiate work on a new project.

Signature of the Student: Koustav Sarkar

Approved By the IIHMR University's Mentor:

Reporting Format(weekly)

Summer Internship Weekly Report Week -05

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Week No: 05

Duration: 3rd June to 8th June 2024

Activity Done:

- Developed detailed profiles of potential customer segments, identifying key demographics and psychographics.
- To manage the workshop conducted by Medyseva at Vidyodaya Institute, ensure seamless session management and participant engagement during the event, and collect feedback post-workshop for analysis and follow-up.
- Prepared a comprehensive vendor list for potential telemedicine and healthcare service providers.

Linking Theory (Classroom Learning) with Practice:

- Applied advanced Market Segmentation techniques to refine target demographics and improve market targeting.
- Incorporated advanced Consumer Behavior theories to gain deeper insights into patient preferences and behavior.
- To know about the organization behavior.

Gaps Identified in the Working Area:

- Need for improved coordination between internal teams and external personnel.
- Need to Work together .

Suggestions for Improvement:

- Enhance communication strategies to ensure consistent and clear interactions.
- Avoid unnecessary and ambiguous things.
- Work like that we are a whole and one team.

Plan for the Next Week:

- Continue detailed competitive analysis to identify key players and market dynamics.
- To know about the figma and try to work on figma.
- Find out the vendor regarding medical products
- To know about supply chain management.

Signature of the Student:Koustav Sarkar

Approved By the IIHMR University's Mentor: [signature]

Reporting Format(Weekly)

Summer Internship Weekly Report -06

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Week No: 06

Duration: 10th June to 15th June 2024

Activity Done:

- Prepared a comprehensive vendor list for potential telemedicine and healthcare service providers.
- Patient identification through telecalling.
- Learn how to work in figma.
- To know about Medyseva app interface.

Linking Theory (Classroom Learning) with Practice:

- Incorporated advanced Consumer Behavior theories to gain deeper insights into patient preferences and behavior.
- To know about the organization behavior.
- Digital Marketing Continuously Monitor Performance: Regularly track and evaluate Digital marketing activity.

Gaps Identified in the Working Area:

- Need for improved coordination between internal teams and external personnel.
- Need to Work together
- Values, beliefs, attitudes, or behaviors differ significantly among individuals or groups within an organization

Suggestions for Improvement:

- Enhance communication strategies to ensure consistent and clear interactions.
- Avoid unnecessary and ambiguous things.
- Work like that we are a whole and one team.
- To build Aggressive marketing strategy.

Plan for the Next Week:

- To know about the doctor consortium.
- Find out the vendor regarding medical products
- To know about supply chain management.

Signature of the Student: Koustav Sarkar

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Reporting Format

(Weekly)

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Week No: 07

Duration: 17th June to 22nd June 2024

Activity Done:

- Prepared a comprehensive vendor list for potential telemedicine and healthcare service providers.
- Patient identification through telecalling.
- Created pamphlets and flexes using Canva.

Linking Theory (Classroom Learning) with Practice:

- Incorporated advanced Consumer Behavior theories to gain deeper insights into patient preferences and behavior.
- Gained an understanding of organizational behavior.

Gaps Identified in the Working Area:

- Need for improved coordination between internal teams and external personnel.
- Requirement for more cohesive teamwork.

Suggestions for Improvement:

- Enhance communication strategies to ensure consistent and clear interactions.
- Avoid unnecessary and ambiguous communication.
- Foster a sense of unity and teamwork.
- Develop a more aggressive marketing strategy.

Plan for the Next Week:

- Gain insights into the doctor consortium.
- Identify vendors for medical products.
- Planning to start tasteing of medymate app.

Signature of the Student: Koustav Sarkar

Approved By the IIHMR University's Mentor: [signature]

Reporting Format

(Weekly)

WEEKLY REPORT OF SUMMER INTERNSHIP -08

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Week No: 08

Duration: 24th June to 29th June 2024

Activities Done:

1. Insights into the Doctor Consortium:

○ **Research and Analysis:**

- Conducted detailed research to understand the structure, roles, and functions within the doctor consortium.
 - Analyzed the existing network of doctors associated with Medyseva to identify strengths and areas for expansion.
- **Meetings and Interviews:**
- Attended meetings with key members of the doctor consortium to gather insights on their experiences and expectations.
 - Conducted interviews with selected doctors to understand their needs and how Medyseva can better support them.

2. Vendor Identification for Medical Products:

○ **Market Analysis:**

- Carried out a market analysis to identify potential vendors for various medical products required by Medyseva.
 - Evaluated vendors based on criteria such as product quality, pricing, reliability, and service support.
- **Vendor Outreach:**
- Reached out to shortlisted vendors to gather detailed information on their offerings and negotiated terms of service.
 - Prepared a comparative analysis report to facilitate decision-making by the procurement team.

3. Testing of Medymate App:

○ **Test Planning:**

- Developed a comprehensive testing plan for the Medymate app, including test cases and scenarios.
- Coordinated with the development team to understand the latest updates and functionalities added to the app.

○ **Execution and Reporting:**

- Conducted thorough testing of the app, focusing on user interface, functionality, performance, and security aspects.
- Documented the findings, highlighted bugs and issues, and provided feedback to the development team for improvements.

○ **User Feedback:**

- Organized user testing sessions with a select group of patients and doctors to gather real-time feedback.
- Analyzed the feedback to identify common issues and areas for enhancement.

Linking Theory (Classroom Learning) with Practice:

1. Consumer Behavior Theories:

- Applied advanced consumer behavior theories to analyze patient and doctor interactions with the Medymate app.
- Used insights from these theories to suggest features and improvements that align with user expectations and preferences.

2. Organizational Behavior:

- Observed and studied organizational behavior within the doctor consortium and vendor management processes.
- Identified best practices and challenges in maintaining effective collaboration and communication among various stakeholders.

Gaps Identified in the Working Area:

1. **Coordination and Communication:**
 - Noticed a need for improved coordination between internal teams and external stakeholders such as doctors and vendors.
 - Identified communication gaps that sometimes led to delays and misunderstandings.
2. **Team Cohesion:**
 - Observed that better teamwork and a sense of unity could significantly enhance productivity and efficiency.

Suggestions for Improvement:

1. **Enhanced Communication Strategies:**
 - Implement regular communication protocols to ensure consistent and clear interactions among all team members and external partners.
 - Use collaborative tools and platforms to streamline communication and document sharing.
2. **Avoid Unnecessary Communication:**
 - Encourage precise and purposeful communication to avoid information overload and ambiguity.
3. **Foster Team Unity:**
 - Organize team-building activities and workshops to strengthen relationships and foster a collaborative environment.
4. **Aggressive Marketing Strategy:**
 - Develop a more aggressive marketing strategy to expand Medyseva's reach and attract more patients and healthcare providers.

Plan for the Next Week:

1. **Doctor Consortium Engagement:**
 - Continue engaging with the doctor consortium to gather more insights and strengthen relationships.
2. **Vendor Contract Finalization:**
 - Finalize contracts with selected vendors and initiate the procurement process for required medical products.
3. **Medymate App Enhancement:**
 - Collaborate with the development team to address the issues identified during testing and plan for the next round of testing.

Signature of the Student:

Koustav Sarkar

Approved By the IIHMR University's Mentor:

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SUMMER INTERNSHIP PROGRAM

at

MEDYSEVA

From 06-05-2024 to 29-06-2024

A REPORT BY

Koustav Sarkar

Master of Business

Administration

Pharmaceutical Management-15

2023-25

under the Mentorship of

Dr.Ratna Verma

(Associate professor)

Dr.Subhasish Chatterjee

(Operation lead at Medyseva)



COMPILED REPORTING FORMAT

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Koustav Sarkar

Roll No: 0522

Stream: MBA-Pharmaceutical Management

Activity done-

To gain knowledge about medyseva working Model

Medyseva Working Model- During my internship, I gained valuable insights into the unique working model of Medyseva, a pioneering telemedicine and digital healthcare platform. I learned how Medyseva combines an online presence with strategic on-ground partnerships to deliver accessible and innovative healthcare solutions.

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

Vision: To be the nearest, affordable and the most reliable healthcare destination for the rural citizens of India.

Awards received-

Global Hackathon conducted by MERI College, Delhi

Global Entrepreneur summit 2022 conducted by Jai Hind College, Mumbai.

Heart Pitch competition conducted by TiE MP

Hubli TiECON Business Pitch Competition

Citizens in rural India face many challenges when it comes to medical treatment. They have to either spend a lot of money and time going to nearby cities for treatment or fall back on local doctors who may be unqualified/underqualified. They might not be comfortable with mobile apps. Medyseva helps them to overcome these problems.

Inauguration of Telemedicine Center:

The ceremonious inauguration of the telemedicine center marked a significant milestone. This event was emblematic of Medyseva's commitment to pioneering healthcare solutions and extending medical services through innovative technological platforms.

- **Event Planning:** Gaining insight into the intricacies of planning a large-scale event, including timeline creation, task delegation, and ensuring all logistical aspects were covered.
- **Coordination with Stakeholders:** Understanding the importance of coordinating with various stakeholders, such as local authorities, healthcare professionals, vendors, and the media.
- **On-the-Ground Management:** Learning the skills required for on-the-ground management during the event, such as overseeing setup, managing schedules, and addressing any unexpected issues promptly.
- **Attention to Detail:** Realizing the significance of paying attention to every detail, from the arrangement of the venue to ensuring all technological equipment was functioning smoothly.
- **Innovative Solutions:** Seeing firsthand how innovative technological solutions can be applied to solve healthcare challenges, such as providing access to medical services in remote areas.
- **Future Trends:** Learning about future trends in telemedicine and how ongoing technological advancements can further enhance healthcare delivery
- **Engaging with the Community:** Understanding the importance of engaging with the local community to build trust and ensure the successful adoption of telemedicine services.
- **Addressing Community Needs:** Learning to listen to and address the specific healthcare needs and concerns of the community members.
- **Building Partnerships:** Realizing the importance of building strong partnerships with local authorities, healthcare professionals, and other stakeholders to ensure the telemedicine center's success.
- **Effective Communication:** Developing effective communication skills to convey the benefits of telemedicine to various stakeholders and encourage their support.
- **Team Dynamics:** Learning to work effectively as part of a team, understanding different roles and responsibilities, and collaborating to achieve common goals.
- **Problem-Solving:** Developing problem-solving skills by addressing issues that arose during the event and finding quick, effective solutions.
- **Public Speaking:** Gaining confidence in public speaking by interacting with attendees, explaining the benefits of the telemedicine center, and answering questions.
- **Presentation Skills:** Enhancing presentation skills through the preparation and delivery of speeches or presentations during the inauguration.

Doctors consortium:

A rigorous engagement in market research activities was conducted. This encompassed a thorough analysis of market trends, consumer behavior, and competitive landscape, with the aim of garnering insights that would inform strategic decision-making processes. Persistent efforts were made to gather additional data, ensuring a comprehensive understanding of market dynamics.

Data Collection and Documentation:

A methodical approach was adopted to gather comprehensive data from various sources. This data was subsequently documented in a systematic manner, ensuring that it could be utilized effectively for analytical and strategic purposes.

Workshop Management:

Managed a workshop at Vidyodaya Institute, ensuring seamless session management and participant engagement, followed by feedback collection and analysis.

Vendor List Preparation:

Prepared a comprehensive list of potential telemedicine and healthcare service providers. This task was crucial for establishing a robust network of partners and suppliers.

Customer Profiling:

Developed detailed profiles of potential customer segments, identifying key demographics and psychographics. This profiling was essential for targeted marketing and service delivery strategies.

Patient Identification through Telecalling:

Identified potential patients through telecalling efforts, thereby expanding the reach and impact of telemedicine services.

Learning Figma and Medyseva App Interface:

Acquired skills in using Figma for project designs and gained a thorough understanding of the Medyseva app interface. This knowledge was instrumental in enhancing user experience and service delivery.

Creation of Promotional Materials:

Created pamphlets and flexes using Canva to effectively promote telemedicine services and engage with the target audience.

Documentation of the Application:

An extensive and meticulous compilation of all pertinent documents related to the application process was undertaken. This involved ensuring that all regulatory and procedural requisites were meticulously adhered to, thereby ensuring a seamless and compliant documentation process.

Medymate - Medymate is an initiative by Medyseva comprising four distinct sections.

Medymind-Holistic mental health support through counselling, workshop, meditation resources, and more.

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

Medyvision-Advanced eye care solution including screening, educational workshop and eye safety Programs.

Medyshe-Adapt health solution for women's well-being, from clinics to fitness programs.

I played a crucial role in researching and developing content for Medyshe focusing on specific health aspects.

FAQ for App- I contributed to the development of the Medymind App by creating a comprehensive FAQ (Frequently Asked Questions) section. This involved anticipating user queries and providing clear and concise answers, enhancing the overall user experience of the app.

Linking Theory (Classroom learning) with practice at your organization

- Comprehending management principles is essential to providing healthcare in an efficient manner. These guidelines are used by Medyseva as an organisation to effectively manage its resources, which include its patient base, medical schools, and network of physicians. Strategic planning, efficient operations, and well-coordinated efforts to deliver high-quality healthcare services are all made possible by effective management.
 - Statistical analysis is essential to the decision-making process in healthcare. Medyseva can evaluate the effectiveness of its telemedicine activities, spot patterns in disease prevalence, and analyse patient data using statistical approaches. Statistical tools facilitate evidence-based decision-making, aid in the optimisation of resource allocation, and assess the effectiveness of marketing initiatives.
- Medyseva may develop innovative technologies, digital platforms, or proprietary processes. Understanding intellectual property rights helps the organization safeguard its inventions, trademarks, or copyrights, ensuring legal protection and competitive advantage

- Organization Behavior examines how individuals and groups behave within an organizational setting. Understanding organizational behavior can lead to improved productivity, employee satisfaction, and effective change management.
- Marketing plays a pivotal role in promoting healthcare services. Medyseva utilizes marketing principles to create awareness about its telemedicine platform, attract new patients, and retain existing ones. Understanding market segmentation, positioning, and promotional strategies helps Medyseva effectively reach its target audience and communicate the benefits of its services.
- Medyseva can use economic analysis to optimize its operations, allocate resources efficiently, and make strategic choices. This includes analyzing cost structures, demand patterns, and pricing strategies for its telemedicine services.
- Medyseva actively employs digital and social media platforms to engage with patients, promote its brand, and expand its reach. Understanding online consumer behavior, leveraging analytics, and creating compelling digital content are essential for the organization's success in the digital landscape.
- Medyseva can utilize financial management principles to make informed investment decisions, manage costs, and ensure profitability. Understanding financial statements, budgeting, and forecasting helps the organization maintain financial stability and allocate resources effectively.
- Marketing analytics involves using data to drive marketing decisions. Medyseva can leverage analytics to analyze patient demographics, track marketing campaign performance, and optimize its marketing strategies. By interpreting data, Medyseva can identify trends, target specific populations, and personalize its offerings to meet patient needs.
- Business development focuses on strategic initiatives to expand an organization's reach and offerings. Medyseva can apply business development concepts to explore partnerships, expand its network of medical professionals, and diversify its services. This may include collaborations with insurance providers, healthcare providers, or technology companies to enhance its market presence and serve patients better.
- Medyseva telemedicine platform is a prime example of digital health in action. Understanding digital health concepts helps Medyseva innovate, enhance patient engagement, and improve access to healthcare services, particularly in underserved areas.

Gap Identified

- Limited awareness about telemedicine services among the target population, especially in rural areas.
- Limited reach of digital marketing campaigns.
- Medyseva working model may not have a widespread physical presence in remote or rural areas, limiting its accessibility to patients in those regions.
- The telemedicine platform may face technical challenges, such as limited internet connectivity or outdated hardware, especially in rural areas
- Telemedicine consultations can sometimes lack the warmth and personal connection of traditional in-person visits.
- Lack of aggressive marketing

Suggestion For Improvement

- Increase awareness campaigns and educational initiatives about telemedicine, especially in underserved regions.
- Invest in to enhance graphic design, video editing, and digital marketing skills.
- Expand the reach of digital marketing campaigns by utilizing social media platforms and influencer partnerships.
- Encourage healthcare providers to build rapport and empathy during virtual consultations.
- Implement automated follow-up systems that send reminders for medication refills, scheduled appointments, and post-treatment assessments. Develop a comprehensive follow-up care plan that includes remote monitoring and periodic check-ins to ensure patients receive continuous support.
- Offering Consultations and resources in multiple languages.