

WORKING REPORT OF MEDYSEVA(A telemedicine platform)

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.

Overview of medymate



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



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



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



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

OPPORTUNITIES

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

THREATS

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

Process of teleconsultation

Patient walk in

Registration and vital parameter

check-up

Connect with assistant doctor over phone call ask history and set an appointment with specialist doctor

Video consultation

Prescription and invoice generation

Other Activities

- Gathered and verified data on large residential societies in Indore.
- Trained in communication strategies and data management, applying Excel and data validation techniques.
- Researched residential societies, emailed educational institutions, and compiled contact lists for medical colleges.
- Developed content for Medymate initiatives: diet charts for Medydiet, articles for Medyvision, and mental health videos for MedyMind.
- Compiled vendor lists, designed Instagram posts and flyers, and produced health videos.
- Identified and reported app bugs, improved graphic design skills with Figma.

THEORETICAL 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.

Identification of the patient through telecalling
Learning app functionalities and user interface.

Collaborated with doctor
Learned to manage patient queries and provide information remotely.

USEFULNESS

Practical application of theoretical knowledge

Skill development-
Communication, data analysis, problem solving

Industry exposure

Professional network

Personal growth-
Adaptability, confidence

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

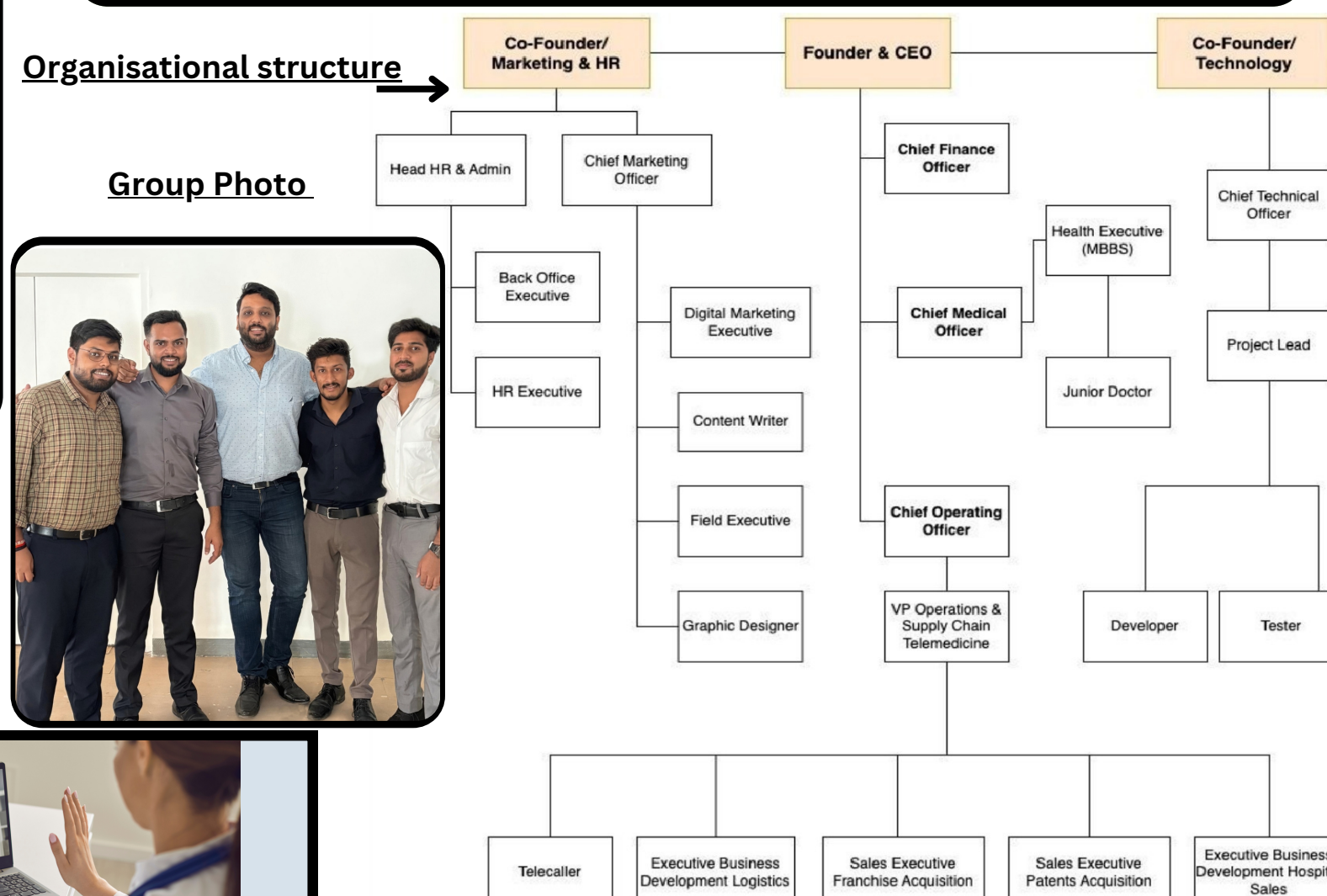
CHALLENGES FACED

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



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.

Group Photo



SUGGESTIONS

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