

SUMMER INTERNSHIP PROGRAM

at

Medyseva, Indore.

From 6th May 2024 to 6th July 2024

A REPORT BY

Anuj Verma

Master of Business Administration
(PM-15)
2023-25

under the Mentorship of

Dr. SUDHINDER SINGH CHOWHAN Sir
ASSOCIATE PROFESSOR



To whom so ever it may concern

This is to certify that Mr. Anuj Verma 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



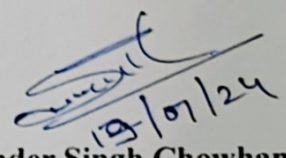
medyseva
अच्छी सेहत का वादा

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. ANUJ VERMA** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared a 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: 19/07/24


19/07/24
Dr. Sudhinder Singh Chowhan

Assistant Professor

IIHMR University Jaipur

About Company

MEDYSEVA

Founded on 2021

Founded by: Dr. Vishesh Kasliwal- Founder & CMD

Head Office: 18-A, Electronic Complex, Pardesipura, Indore, Madhya Pradesh 452010

About Medyseva:-

Medyseva is a healthcare startup focusing on Telemedicine in Rural India. It seeks to become the ultimate healthcare partner of all citizens 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-clinics having state-of the-art technology, which covers the entire spectrum of services that are needed to keep one healthy.

Like many startup stories, Medyseva journey began during Covid pandemic with the realization for the need of good doctors to our friends & family living in rural areas. This led to the emergence of Medyseva, who provides video consultation through our physical centers- the ideal mix of online & offline. Currently Medyseva has 75+ operational centers all over India & over 15,000+ patients' consultation has been done by the organization.

Vision:

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

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.

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

- Conducted market research in Mhow, and Dhar to assess healthcare demand and identify collaboration opportunities.
- Conducted in-depth research on stress management activities for students, including mindfulness exercises, relaxation techniques, and time management skills.
- Developed a comprehensive FAQ section for the Medymind App, enhancing the overall user experience.
- Managed a workshop at Vidhyoday Coaching Institute on academic pressure and student mental health.
- Gained insights into app interface creation using the graphic design tool Figma.
- Conceptualized and created digital marketing videos on academic stress and men's health issues, leveraging Instagram and LinkedIn.

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

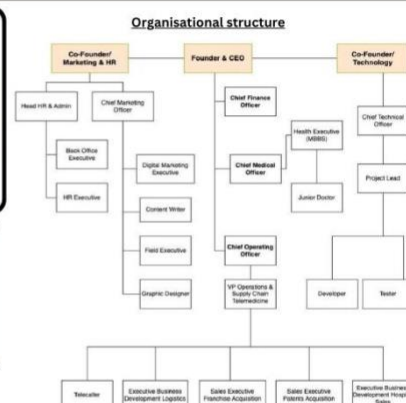
- Interaction with the staff during the initial phase
- Managed the increase screen timing.
- Organizational culture and working dynamics.
- Understanding the complexity of different processes.



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.

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



Working And Understanding

Market research and outreach for Medytown model

Objectives:- identification of high density societies where opening Medyseva kendra can be fruitful for society peoples as well as Medyseva

Task done:-Identification of societies having 500 plus flats

- verification of validation of data
- promotion of Medyseva healthcare service

Outcomes:-

- gave understanding of the current market situation
- found some lacunae in the Dr consortium model.
- Founded the main target societies where opening Medyseva kendra may generate good potential.

Content development for medymate

Objectives:-

Task done :-

Medydiet vertical content development medivision vertical content development Medymind vertical video promotion content development

Outcomes :-

speeding generation of medymate app successfully generation of engaging app contents and video contents for improving awareness among the public.

Vendor relationship management

Objective:- listing out of main vendors in Indore from whom we can purchase several medical supplies or tools.

Task and activity done:- compilation of comprehensive vendor list.

Outcomes:- listed out and called the potential vendors from where Medyseva owner's Hospital (Vishesh Jupiter Hospital) can purchase Essential medical tools and apparatus at very affordable price.

Digital marketing and social media content creation

Objective:- promotion activities enhancing Medyseva's visibility.

Task and activity done:- design and publication of social media post

- video content production on mental health topic.
- promotional flyers for government initiative
- brochure design and development

Outcomes:- Enhancement in Medicaid was online visibility.

- spreading awareness about how medyseva can be your health .

1. Reporting Format

(Weekly)

Name of the Organization: Medyseva, Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical Management (PM-15)

Week no: 1

From: 06th May, 2024 To 11th May 2024

Activity Done	• Introduction and induction to Medyseva models (Rural, Urban, Medymate). • Developed marketing strategies for MedyTown. • Market Research on medytown model. • Utilization of digital marketing tools. • Made calls to schedule meeting in society.
Linking theory (Classroom learning) with practice at your organization	• Application of marketing strategies and consumer behavior theories. • Market segmentation and targeting for the MedyTown model. • Real-world application of communication and coordination principles. • Utilization of digital marketing tools (Canva).
Gaps identified on the working area.	• Communication gap. • Coordination.
Suggestions for improvement	• Enhance coordination. • Improve communication. • Clearer articulation of tasks and objectives.
Plan for the next week	• Conduct market research on a women health-centric project. • Analyze how the project can benefit women.

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor

2. Reporting Format (Weekly)

Name of the Organization: Medyseva, Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical management (PM-15)

Week no: 2

From: 13th May, 2024 To 18th May, 2024

Activity Done	• Learned and utilized the digital marketing tool Canva to create content for social media. • Engaged in email communication and outreach to various educational institutions. • Compiled and organized contact information for medical colleges. • Developed and refined content for the MedyDiet app under professional guidance.
Linking theory (Classroom learning) with practice at your organization	• Applied social media marketing strategies from coursework to create engaging Instagram posts. • Implemented communication and outreach techniques learned in class during email forwarding tasks. • Used organizational behavior skills to compile detailed lists of medical contacts. • Integrated knowledge of health communication and app content development, In the MedyDiet project.
Gaps identified on the working area.	• Need for more structured project management. • Lack of regular feedback on tasks.
Suggestions for improvement	• Implement structured project management techniques to streamline tasks and deadlines. • Establish a regular feedback loop to ensure continuous improvement and clarity on tasks.
Plan for the next week	• I will continue to actively engage in learning new concepts and methodologies relevant to my role.

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor

3. Reporting Format

(Weekly)

Name of the Organization: Medyseva, Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical management (PM-15)

Week no: 3

From: 20th May, 2024 To 25th May, 2024

Activity Done	• Developed app content for MedyDiet and created promotional material using digital marketing tools. • Continued digital marketing efforts by creating additional promotional flyers. • Assisted in geographical data mapping and rural outreach planning. • Created content for the MedyVision feature on the MedyMate application. • Produced multimedia marketing content for awareness campaigns. • Compiled and documented academic performance data for Vidyoday students.
Linking theory (Classroom learning) with practice at your organization	• Applied market analysis techniques in creating marketing materials. • Integrated regulatory knowledge into the content creation process. • Utilized organizational behavior principles in team collaboration. • Applied business development strategies in marketing efforts.
Gaps identified on the working area.	• Limited awareness of telemedicine services among target populations. • Inadequate user feedback mechanisms for continuous improvement. • Challenges in scaling telemedicine operations to remote areas.
Suggestions for improvement	• Implement targeted awareness campaigns to educate the public about telemedicine services. • Develop robust feedback systems to gather user insights and improve services. • Create strategies to effectively scale telemedicine operations to reach remote and underserved areas.
Plan for the next week	• NA

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor

4. Reporting Format

(Weekly)

Name of the Organization: Medyseva, Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical management (PM-15)

Week no: 4

From: 27th May, 2024 To 1st June, 2024

Activity Done	• Reviewed and improved content for Medy Vision. • Prepared a comprehensive list of tools and equipment for the rural model, including vendor information. • Researched solutions for creating animations on mobile applications.
Linking theory (Classroom learning) with practice at your organization	• Content review and improvement strategies. • Resource management and vendor coordination. • Technological solutions for mobile applications.
Gaps identified on the working area.	• Delay in receiving vendor information. • Lack of expertise in animation creation.
Suggestions for improvement	• Ensure timely provision of information by vendors. • Provide training or resources for animation creation.
Plan for the next week	• NA

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor

5. Reporting Format (Weekly)

Name of the Organization: Medyseva, Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical management (PM-15)

Week no: 5

From: 03rd June 2024 To 08th June, 2024

Activity Done	• Compiled and analyzed lists and responses from key stakeholders. • Studied and applied SEO techniques for enhancing online presence. • Assisted in the development and debugging of the Medyseva app interface. • Participated in organizational meetings and discussions.
Linking theory (Classroom learning) with practice at your organization	• Application of SEO techniques learned in Digital Marketing classes. • Understanding user interface design and bug tracking. • Insight into organizational behavior during meetings. • Business development insights from email communications.
Gaps identified on the working area.	• Lack of proper documentation. • Ineffective use of digital tools.
Suggestions for improvement	• Management should be more focused and organized. • Organization should add new sales force to effectively place its product.
Plan for the next week	• Implement detailed documentation procedures. • Enhance learning on digital tools.

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor

6. Reporting Format (Weekly)

Name of the Organization: Medyseva, Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical management (PM-15)

Week no: 6

From: 10th June 2024 to 15th June 2024

Activity Done	• Assisted in tele calling and rural model development. • Gained skills in graphic design and vendor management. • Improved proficiency in Excel and content creation tools. • Created educational video content on health topics. • Contributed to vendor list development and management.
Linking theory (Classroom learning) with practice at your organization	• Practical application of market research techniques. • Use of organizational behavior principles in team coordination. • Development of digital marketing and content creation skills.
Gaps identified on the working area.	• Need for improved graphic design skills. • Requirement for better content creation tools and techniques.
Suggestions for improvement	• Provide training sessions for advanced graphic designing tools. • Implement workshops for enhancing content creation skills
Plan for the next week	• N/A

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor

7. Reporting Format (Weekly)

Name of the Organization: Medyseva, Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical management (PM-15)

Week no: 7

From: 17th June 2024 to 22nd June 2024

Activity Done	• Prepared content for the project report by studying relevant pharmacological concepts. • Compiled and organized a comprehensive list of vendors. • Assisted in designing an app interface using Figma. • Created marketing materials, including brochures, using Canva.
Linking theory (Classroom learning) with practice at your organization	• Applied pharmacological knowledge to enhance project content. • Utilized vendor management strategies for efficient coordination. • Incorporated principles of user interface design in app development. • Applied marketing theories to create effective promotional materials.
Gaps identified on the working area.	• Resource allocation issues. • Time management challenges.
Suggestions for improvement	• Better resource management. • Improved time management strategies.
Plan for the next week	• Continue app testing and bug identification. • Support ongoing content creation for Medyvision.

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor

8. Reporting Format

(Weekly)

Name of the Organization: Medyseva. Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical management (PM-15)

Week no: 8

From: 24th June 2024 to 29th June 2024

Activity Done	• Compiled and updated Taluka and District lists conducted data entry tasks. • Identified and documented 14 bugs in the Medymate app • Completed vendor list and provided guidance for content creation on Figma for Medyvision
Linking theory (Classroom learning) with practice at your organization	• Applied theoretical knowledge in project management to streamline data entry processes. • Utilized classroom learning in software testing to identify and report bugs effectively.
Gaps identified on the working area.	• Identified communication gaps in app testing feedback loops.
Suggestions for improvement	• Implement regular update meetings to improve communication flow. • Enhance documentation practices for clearer bug reporting.
Plan for the next week	• N/A

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: Medyseva, Indore

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Anuj Verma

Roll no: 0484

Stream: Pharmaceutical management (PM-15)

Activity Done	- During my two-month internship at Medyseva, I gained valuable hands-on experience and theoretical knowledge in market research, stakeholder engagement, and digital marketing, all closely related to my MBA studies. - In the beginning, I got to know the company's operations, focusing on gathering and verifying data on large residential societies in Indore. - I received thorough training in communication strategies and data management, applying my classroom knowledge, especially in Excel and data validation techniques. - Each week, I researched residential societies, sent informative emails to educational institutions, and compiled contact lists for medical colleges. - Midway through the internship, I developed content for Medymate initiatives, creating balanced diet charts for Medydiet, writing about common eye diseases for Medyvision, and producing mental health awareness videos for MedyMind. - In the final weeks, I compiled vendor lists for medical tools, designed Instagram posts and promotional flyers, and produced videos on mental health and men's health. - My internship is wrapped up with identifying and reporting bugs in the Medyseva app, improving my graphic design skills using Figma, and preparing detailed reports on my contributions. Overall, this internship provided a great mix of practical experience and academic application, greatly enhancing my understanding of market research, digital marketing, and healthcare services.
Linking theory (Classroom learning) with practice at your organization	- During my internship at Medyseva, I effectively applied my MBA in Pharmaceutical Management knowledge from IIHMR University: - I utilized Marketing Management skills to conduct market research on residential societies in Indore, identifying target markets and understanding consumer needs. This enabled me to promote Medyseva's services effectively by adjusting strategies based on feedback. - Drawing from pharmacology and pharma-epidemiology insights, I developed scientifically accurate content for Medydiet and Medyvision, translating academic knowledge into practical advice on diet, eye health, and mental well-being for app users. - Drawing from pharmacology, HAP and pharma-epidemiology insights, I developed scientifically accurate content for Medydiet and Medyvision, translating academic knowledge into practical advice on

	diet, eye health, and mental well-being for app users. • Integration of digital health and marketing analytics knowledge and contributed to app interface development and basic SEO strategies, enhancing Medyseva's digital presence and user experience. • Utilizing marketing management and digital health skills, I created impactful social media content and promotional materials, significantly enhancing Medyseva's online engagement and outreach.
Gaps identified on the working area	• 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
Suggestions 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 muluple languages

Anuj Verma

Signature of the Student

Approved by the IIHMR University's Mentor