

About telemedicine Market

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

- 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.

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

MISSION

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



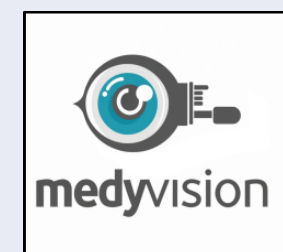
Overview of Medymate



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.

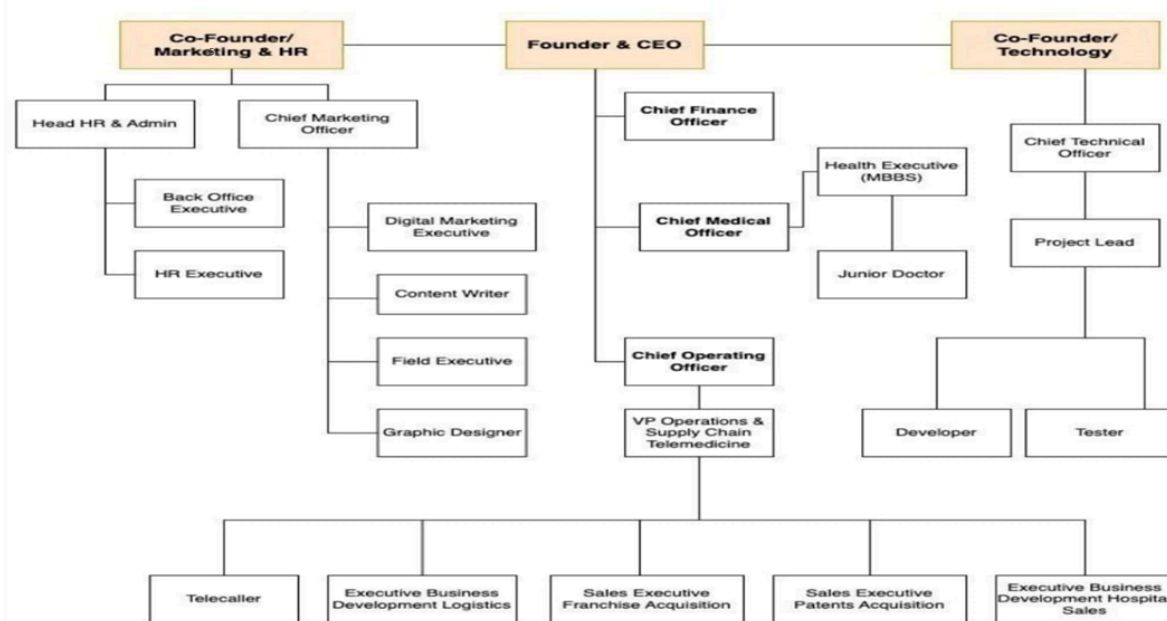


Advanced eye care solutions including screening, educational workshops, and eye safety programs

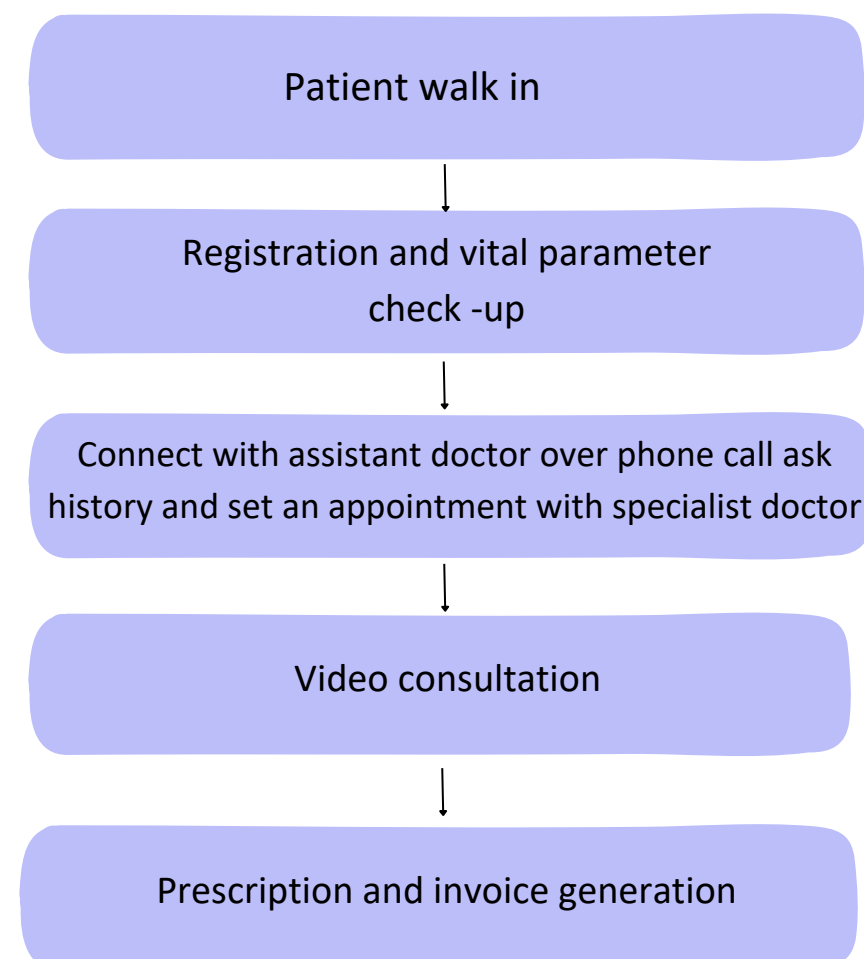


Personalized nutrition guidance for healthier living including education programs and counselling.

Organogram



Process of teleconsultation



Other Activities

- Conducted market research in Mhow, Khargone, 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.
- Statistics and data analysis.
- Learned about patient relations management

PRACTICAL EXPOSURE

- Organisational behaviour-communication
- Market research.
- Application of statistical tools
- Identification of the patient through telecalling.
- learning its functionalities and user interface.
- Collaborated with doctors.
- 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

SWOT ANALYSIS

STRENGTHS

- 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.

Phygital Model



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.

GLOBAL TELEMEDICINE MARKET

The telemedicine market size was valued at USD 87.41 billion in 2022 and is projected to grow USD 94.44 billion in 2023 to USD 286.22 billion by 2030, exhibiting a CAGR of 17.2% during 2023-2030. North America dominated the global market with a share of 47.87% in 2022.



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.

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