

SUMMER INTERNSHIP PROGRAM

At
MEDYSEVA

From 06/05/2024 to 29/06/2024

A REPORT BY

Abhishek Bari
Master of Business Administration
Pharmaceutical Management
2023-25

under the Mentorship of

Dr. Himadri Sinha
(Dean SDS)



To whom so ever it may concern

This is to certify that Mr. Abhishek Bari 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. Abhishek Bari 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: 22/07/2024


22/07/2024
(Signature of the Faculty Mentor)

Dr. Himadri Sinha
(Dean SDS)
IIHMR UNIVERSITY
JAIPUR

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



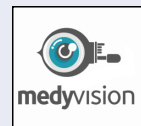
Overview of Medymate



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.

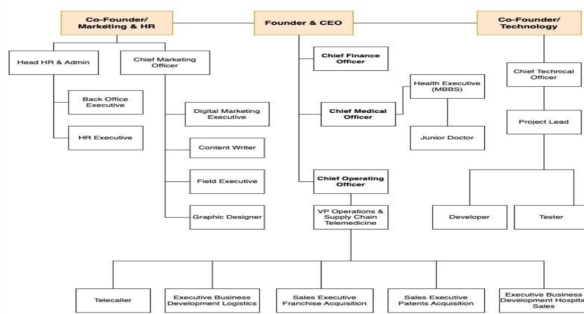


Advanced eye care solutions including screening, educational workshops, and eye safety programs

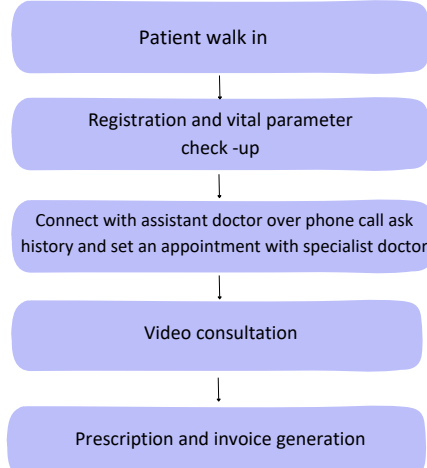


Personalized nutrition guidance for healthier living including education programs and counselling.

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

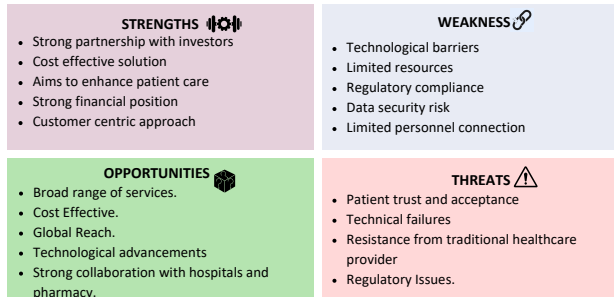
USEFULNESS

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

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

SWOT ANALYSIS



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 Aggressive 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

SUMMER INTERNSHIP WEEKLY REPORT

WEEK -01

Organization- Medyseva, Indore

Department/project-Market Research

Student Name-Abhishek Bari

Roll No: 0469

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-Abhishek Bari

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

SUMMER INTERNSHIP WEEKLY REPORT

WEEK -02

Organization- Medyseva, Indore

Department/project-Market Research

Student Name-Abhishek Bari

Roll No: 0469

Stream: MBA-Pharmaceutical Management

Week No-02

Duration-13th May 2024 to 18th May

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

- Coordination.
- Make a Good Communication.

Plan for the next week.

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

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SUMMER INTERNSHIP WEEKLY REPORT

WEEK -03

Organization- Medyseva, Indore

Department/project-Market Research

Student Name-Abhishek Bari

Roll No: 0469

Stream: MBA-Pharmaceutical Management

Week No-03

Duration-20th May to 25th May 2024

Activity Done-

- Documentation of the Application.
- Worked on the opening of a telemedicine center.
- Did Market research.
- Gathered 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.
- Business Development.

Gaps Identified in the Working Area

- Communication gap.
- Coordination.

Suggestion for Improvement

- Coordination.
- Better communication
- Things should be stated clearly

Plan for the next week.

- Market Research related to different project which is totally women health centric.
- I will understand how this will be of help to women.

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SUMMER INTERNSHIP WEEKLY REPORT -WEEK-04

Organization- Medyseva, Indore

Department/project-Market Research

Student Name-Abhishek Bari

Roll No- 0469

Stream-MBA-Pharmaceutical Management

Week No-04

Duration-27th May to 1st June 2024

Activity Done

- Continued with Market Research on the women health-centric project.
- Conducted surveys and interviews to gather insights on women's health issues.
- Analyzed data collected from various sources.
- Worked on the development of a marketing strategy for the telemedicine center.
- Participated in team meetings to discuss progress and brainstorm ideas.
- Assisted in the preparation of a detailed report on market trends in women's health.
- Called and took feedback from various stakeholders related to health issues.

Linking Theory (Classroom Learning) with Practice

- Applied concepts of Market Segmentation to identify target demographics.
- Utilized SWOT analysis for evaluating market opportunities and threats.
- Incorporated principles of Consumer Behavior to understand patient preferences.
- Applied strategic planning methodologies to develop marketing strategies.
- Gained insights into regulatory compliance related to women's health services.

Gaps Identified in the Working Area:

- Inconsistencies in feedback from survey respondents.
- Foster a more collaborative environment to enhance coordination among team members.
- Limited awareness of telemedicine services
- Challenges in scaling telemedicine operations to remote areas.

Suggestions for Improvement:

- Implement targeted awareness campaigns to educate the public about telemedicine services
- Increase collaboration with external organizations for better data access.
- Create strategies to effectively scale telemedicine operations to reach remote and underserved area.

Plan for the Next Week:

- Continue in-depth market research focusing on competitive analysis.
- Develop detailed profiles of potential customer segments.
- Formulate actionable recommendations based on research findings.

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Summer Internship Weekly Report -05

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Abhishek Bari

Roll No: 0469

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.

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Summer Internship Weekly Report -06

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Abhishek Bari

Roll No: 0469

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.

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Summer Internship Weekly Report -07

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Abhishek Bari

Roll No: 0469

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.
- Contact with specialist Doctor and make them understand about the medyseva and doctor consortium and try to convince them for collaboration with medyseva.
- Made a video on Men's health week
- Extract content on Men's health for Instagram post.

Linking Theory (Classroom Learning) with Practice:

- Incorporated advanced Consumer Behavior theories to gain deeper insights into patient preferences and behavior.
- Applied analytical skill learned in class.
- 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:

- Work on medytown
- Telemedicine market analysis.
- Competitor Analysis.

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Summer Internship Weekly Report -08

Organization: Medyseva, Indore

Department/Project: Market Research

Student Name: Abhishek Bari

Roll No: 0469

Stream: MBA-Pharmaceutical Management

Week No: 08

Duration: 23rd June to 29th June 2024

Activity Done:

- Contact with specialist Doctor and make them understand about the medyseva and doctor consortium and try to convince them for collaboration with medyseva.
- Started writing the compile report.
- Worked on medytown project extract the comprehensive data of no. of residency which having more than 500 flat.

Linking Theory (Classroom Learning) with Practice:

- Applied analytical skill learned in class.
- Digital marketing activity.

Gaps Identified in the Working Area:

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

Suggestions for Improvement:

- Avoid unnecessary and ambiguous things.
- Work like that we are a whole and one team.
- To build Aggressive marketing strategy.

Signature of the Student: Abhishek Bari

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

SUMMER INTERNSHIP REPORT

Name of the Organization: Medyseva, Indore (M.P)

Area/ Department/ Project of Summer Internship Program: Market Research.

Name of the Student: Abhishek Bari

Roll no:0469

Stream: MBA-Pharmaceutical Management

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.

Activities 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.

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

Medyseva is a pioneering healthcare organization that operates on a "phygital" (physical + digital) working model, combining technology with an on-ground presence to deliver innovative healthcare solutions to both rural and urban populations. Here's an explanation of their unique working model.

Collaborations- The company intensively collaborates with educational institutions, such as medical colleges, to not only cater to the health needs of students but also to tap into a diverse talent pool. This collaboration allows for knowledge exchange and the development of tailored healthcare programs.

To know about Doctor Consortium- A doctor consortium, also known as a medical consortium or physician group, is a collaborative association where multiple doctors, often from various specialties, come together to form a unified entity. The purpose of such a consortium is to pool resources, share knowledge, and provide comprehensive care to patients. These consortia can improve efficiency, reduce costs, and enhance the quality of care through integrated services and coordinated efforts.

Medyseva works closely with a consortium of doctors and medical professionals. These medical practitioners are spread across various regions, ensuring a wide reach and availability of healthcare services. This consortium likely includes both permanent and enlisted doctors who share Medyseva vision of providing accessible and quality healthcare.

Digital Presence

Telemedicine Platform- Medyseva leverages telemedicine solutions to bridge the gap between patients and healthcare providers. Their digital platform enables remote consultations, making healthcare more accessible, especially in rural or underserved areas. Patients can connect with doctors virtually, receive diagnoses, and obtain prescriptions without the need for long-distance travel.

Mobile Apps- The organization has developed mobile applications for both service providers (doctors) and patients. These apps facilitate easy access to healthcare services, booking appointments, accessing medical records, and receiving personalized health updates.

Technology Integration- Medyseva integrates technology into its physical centers, equipping them with advanced medical equipment and digital tools. This integration enhances the efficiency of healthcare delivery, enables remote monitoring, and improves overall patient care.

Phygital Integration

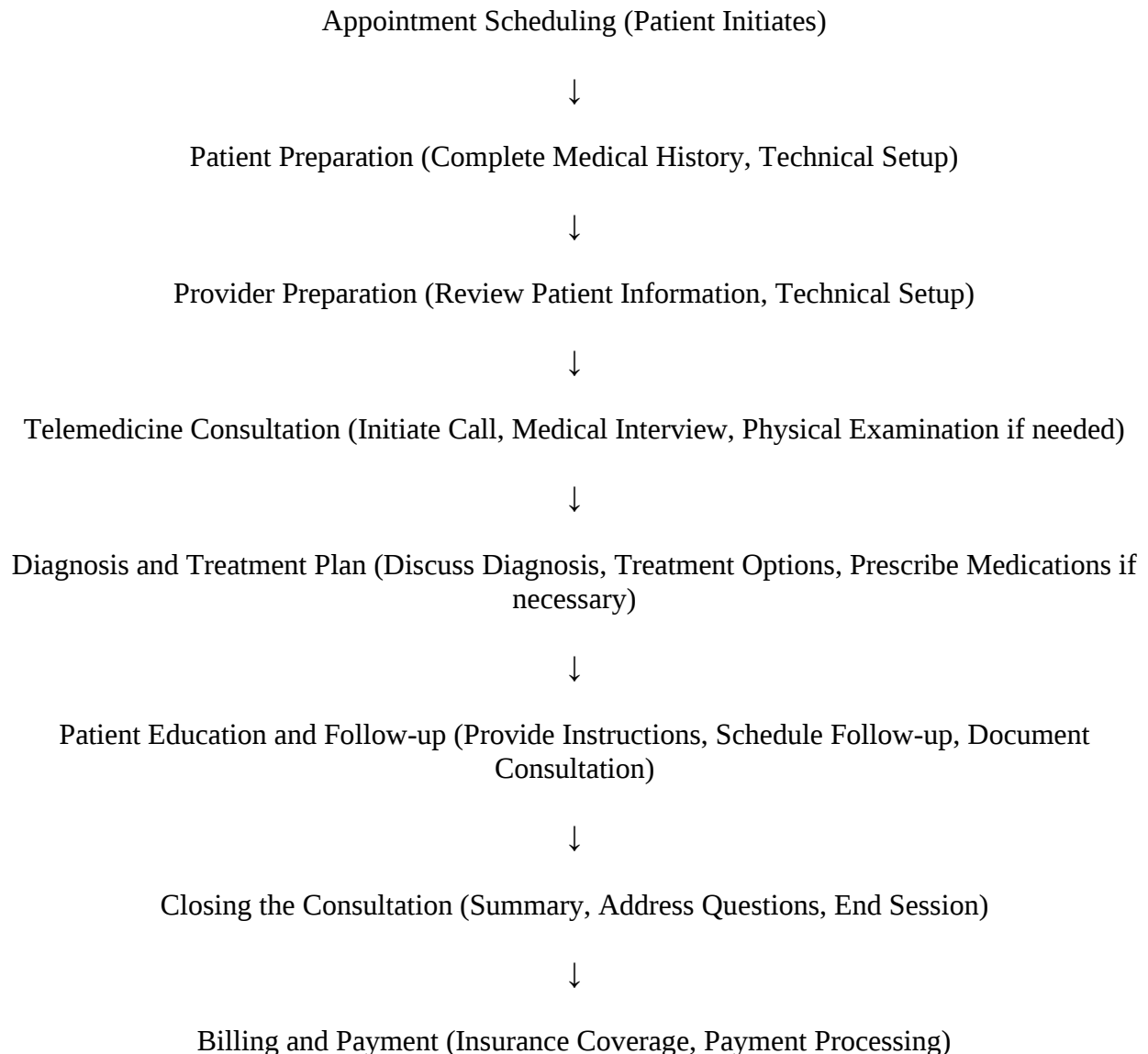
Balancing Healthcare Equation- Medyseva unique approach aims to balance the healthcare equation by catering to the diverse needs of both rural and urban populations. Their physical centers provide much-needed healthcare access in rural areas, while their digital platform connects patients from remote locations to specialized medical professionals.

Tailored Healthcare Solutions- The organization tailors its services to meet the specific needs of each community it serves. In rural areas, Medyseva focuses on expanding its network and reaching underserved communities. In urban centers, they collaborate with educational institutions to address the unique health challenges faced by students and the urban population.

Holistic Initiatives- Medyseva goes beyond conventional healthcare by launching innovative initiatives such as MedyMind (mental health), Medydiet (nutrition), and Medyshe (female health). Medyvision (Eye health) These initiatives address holistic well-being, ensuring that all aspects of an individual's health are considered.

Medyseva working model showcases its commitment to transformative healthcare solutions. By integrating physical and digital approaches, they strive to increase accessibility, inclusivity, and the overall quality of healthcare delivery.

Process of Teleconsultation



Doctor Consortium- A doctor consortium is a collaborative organization of doctors or healthcare professionals who join together for various purposes, such as improving patient care, advancing medical research, or advocating for healthcare policy changes.

- Doctors from different specialties or practices come together to share knowledge, expertise, and resources.
- Focus on improving healthcare quality through standardized practices, guidelines, and continuous education.

Work on Doctor Consortium - I conducted market research in Mhow, gather the data about population, schools, and pathology labs. This helped me assess the demand for medyseva services and identify potential collaboration opportunities with doctors or healthcare providers in the region.

Prepare a list by doing research- I compiled a comprehensive list of private medical colleges in Uttar Pradesh, Maharashtra, and Tamil Nadu. These colleges were potential sources for doctor referrals and partnerships, expanding Medyseva network of healthcare professionals.

This information will enable Medyseva to strategically approach these institutions for collaborations, enhancing our ability to provide quality healthcare services across diverse regions. The compiled list serves as a foundational resource for fostering productive relationships with medical professionals and institutions, aligning with Medyseva commitment to expanding access to healthcare through strategic partnerships.

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 and Medymind focusing on specific health aspects.

Medymind - Research on Stress and stress Management Activities I conducted in-depth research and created content for the Medymind module, dedicated to stress management for college and school-going students. I explored effective activities and strategies to help students reduce stress and enhance their mental well-being.

In developing the content for Medymind module on stress management for students, identify effective strategies for enhancing mental well-being. This included exploring various activities tailored to the unique stressors faced by college and school-going students. I focused on practical methods such as mindfulness exercises, relaxation techniques, time management skills, and etc.

Each activity was designed to empower students with practical tools to reduce stress, improve resilience, and foster a positive mindset. The module emphasizes holistic approaches to mental health, aiming to equip students with lifelong skills to navigate challenges with confidence and maintain overall well-being.

Medymate - My responsibility for the Medymate initiative involved meticulous documentation of the Medymate application.

- In preparing the user guidelines for the Medymate application, I gained valuable insights into its functionality and user interface.
- I focused on creating clear, step-by-step instructions to ensure users can efficiently navigate and utilize Medymate for improved workflow and patient care coordination.
- Through this activity, I enhanced my proficiency in translating technical details into user-friendly guidance, emphasizing clarity, usability, and adherence to healthcare data privacy regulations.
- This experience underscores the importance of precise documentation in facilitating effective adoption and utilization of healthcare technologies like Medymate.

ABDM - Ayushman Bharat Digital Mission Flyer I had the opportunity to design a promotional flyer for the Ayushman Bharat Digital Mission, a transformative government initiative aimed at creating a robust digital health infrastructure. Medyseva supports this mission, and my role was to visually communicate its benefits and impact.

Medyshe – Medyshe focus on health solution for women’s well-being, from clinics to fitness programs.

Research on Common Diseases and Health Hygiene As part of the Medyshe project, I conducted extensive research on common diseases as well as health hygiene practices. This research formed the basis for developing preventive healthcare activities and educational content to improve overall community health.

Through extensive research on common diseases affecting girls, health hygiene practices and activity which reduces the impact of these diseases, I have gained comprehensive insights crucial for the Medyshe project. My findings underscore the common disease and impact of conditions such as menstrual disorders, reproductive health issues, and infections like urinary tract infections (UTIs) and many more.

Understanding effective hygiene practices, including proper handwashing techniques, sanitation habits, and menstrual hygiene management, is pivotal in mitigating these health risks.

Exploring physical activities that promote overall fitness and immune system strength was integral to fostering a holistic approach to disease prevention among adolescent girls.

This knowledge equips me with the understanding needed to advocate for targeted health education initiatives aimed at promoting wellness and empowering girls with essential health practices for a healthier future.

Doctor Consortium - Similar to my work in Mhow, I extended the market research efforts to the regions of Khargone and Dhar. I assessed the healthcare landscape, including the availability of Hospital, pharmacy and pathology, to strengthen the Doctor Consortium network in these areas.

Vendor List for Medical Supply- I was tasked with creating a vendor list for medical supplies, including rates and vendor profiles.

I identified three reputable vendors of each product offering competitive rates and ensured a reliable supply chain for medical equipment and consumables required by Medyseva operations.

These learnings contribute to optimizing procurement practices and ultimately supporting Medyseva mission to deliver high-quality patient care efficiently.

Patient Identification through tele calling - I actively participated in the patient identification process through tele calling Informing patients about the availability of specialists and referring patient details to hospitals for teleconsultations. This involved screening and prioritizing potential patients, ensuring they received timely and appropriate medical attention.

- Developed proficiency in clearly communicating with patients over the phone, ensuring they understand the purpose of teleconsultations and the available specialist services.
- Improved ability to listen attentively to patient concerns, ensuring accurate transmission of patient details to hospitals for appropriate medical attention.
- Learned to assess and prioritize patient needs based on the severity of their condition or medical requirements.
- Enhanced skills in resolving patient inquiries and concerns effectively

Workshop Management -I am the part of workshop which was organized at Vidhyoday coaching institute of management by Medyseva. This workshop focused academic pressure, Mental health of student and activity related to reduce such pressure and stress.

- Observed how workshops are facilitated—interactive sessions, demonstrations, group activities, etc.
- Observed how the speaker Encouraging student participation, questions, and feedback during sessions.
- Emphasis on practical applications, problem-solving exercises, and real-world examples relevant to academic subjects.
- Identification of key factors contributing to successful workshop management at VCI, such as effective planning, engaging delivery, and student-centric focus.

Graphic Design Tool Figma Working- During my internship with the graphic design tool Figma, I gained valuable insights into app interface creation, I had the opportunity to know work with the graphic design tool Figma, enhancing my visual communication skills.to know about how app

interface is created in Figma. This hands-on experience with Figma has equipped me with the skills to design user-friendly and visually appealing app interfaces.

Digital Marketing - The primary goal of this digital marketing campaign is to raise awareness about academic stress among student, and men's health issues. The campaign aims to provide awareness, support, and to help students manage their academic stress effectively.

I conceptualized and created two impactful videos addressing academic stress and Men's health issues like (Prostate cancer and cardiovascular disease). The videos addressing academic stress and men's health issues were successfully integrated into our digital marketing strategy, leveraging Instagram and LinkedIn to maximize reach and engagement.

This campaign not only raised awareness about these critical issues but also provided valuable resources and support to students. By strategically using these platforms, we ensured that our message resonated with a wide audience, contributing to a positive impact on students' mental health and well-being.

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.

I developed the skill of predicting common user questions and concerns. This required an in-depth understanding of the app's features, user interface, and potential pain points. Creating FAQs helped me empathize with users, considering their experience and the challenges they might face while using the app. Organizing information logically and coherently became essential to create a user-friendly FAQ section. This task encouraged me to explore every feature of the app in detail, enhancing my overall understanding of the product.

App Testing- I actively participated in the app testing process, identifying bugs, and providing feedback for improvements. The primary goal of the app testing process is to identify and rectify any bugs or issues, ensuring the Medyseva app meets user expectations and operates seamlessly.

Documenting bugs with detailed descriptions. Quality assurance is critical in delivering a reliable, user-friendly app that enhances the user experience and maintains the app's reputation. This quality assurance step ensured that the Medyseva app met user expectations and functioned seamlessly before its official release.

Specialist Doctor List - I compiled a list of specialist doctors across various fields include (Cardiology, Neurology, Orthopedics, Pediatrics, Oncology, Dermatology, Psychiatry, and more) Establishing relationships with hospitals, clinics, and independent practitioners. ensuring that Medyseva network included diverse medical expertise. This list facilitated patient referrals and provided a comprehensive range of healthcare services to medyseva users.

Linking Theory (Classroom learning) with practice at your organization

- Understanding principles management is crucial for effective healthcare delivery. Medyseva, as an organization, applies these principles to manage its resources efficiently, including its network of doctors, medical colleges, and patients. Effective management ensures smooth operations, strategic planning, and coordinated efforts to provide quality healthcare services.
- Statistical analysis plays a vital role in healthcare decision-making. Medyseva can utilize statistical methods to analyze patient data, identify trends in disease prevalence, and assess the impact of its telemedicine interventions. Statistical tools help optimize resource allocation, evaluate the success of marketing campaigns, and support evidence-based decision-making.
- 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.