

My Internship at Medidocs

ABOUT MEDIDOCs

MediDocs is a leading healthcare service provider based in Bangalore, dedicated to delivering accessible and reliable medical services to the community. Specializing in telemedicine, doctor home visit, digital marketing services to doctors and hospital, diagnostic support, surgery assistance, MediDocs connect patients with qualified healthcare professionals conveniently and securely. With a vision to make healthcare more affordable and accessible, MediDocs is working towards making a user-friendly platform to connect doctors and patient hassle-free. Committed to quality and patient satisfaction, MediDocs strives to enhance healthcare accessibility and efficiency in Bangalore and beyond.

VISION

Transform healthcare in Bangalore by providing seamless, accessible, and high-quality medical services through innovative digital solutions. We strive to enhance patient care, making expert healthcare available anytime and anywhere, fostering a healthier and more connected community.

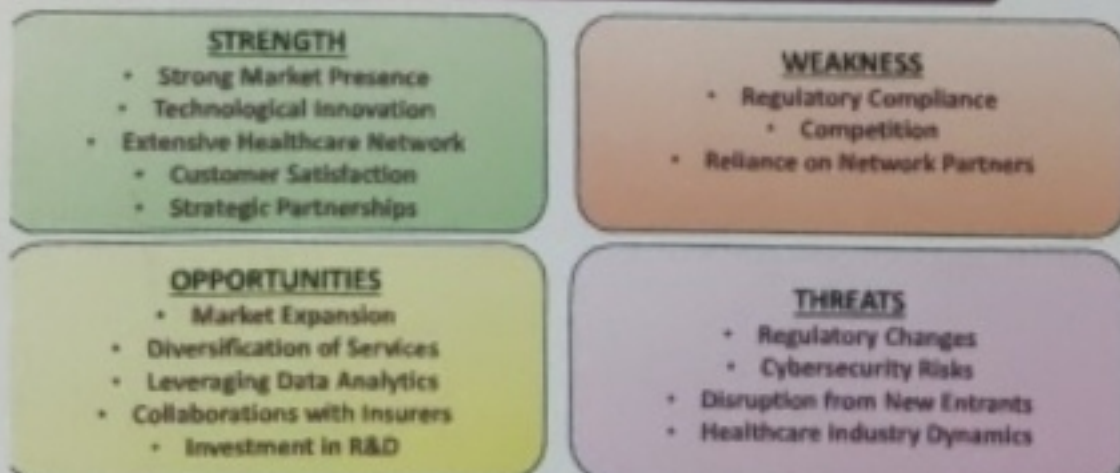
MISSION

MediDocs is committed to delivering accessible and efficient healthcare in Bangalore through cutting-edge telemedicine technology. Our mission is to provide convenient, high-quality medical consultations and support, ensuring every individual receives personalized care and expert advice from the comfort of their home, anytime they need it.

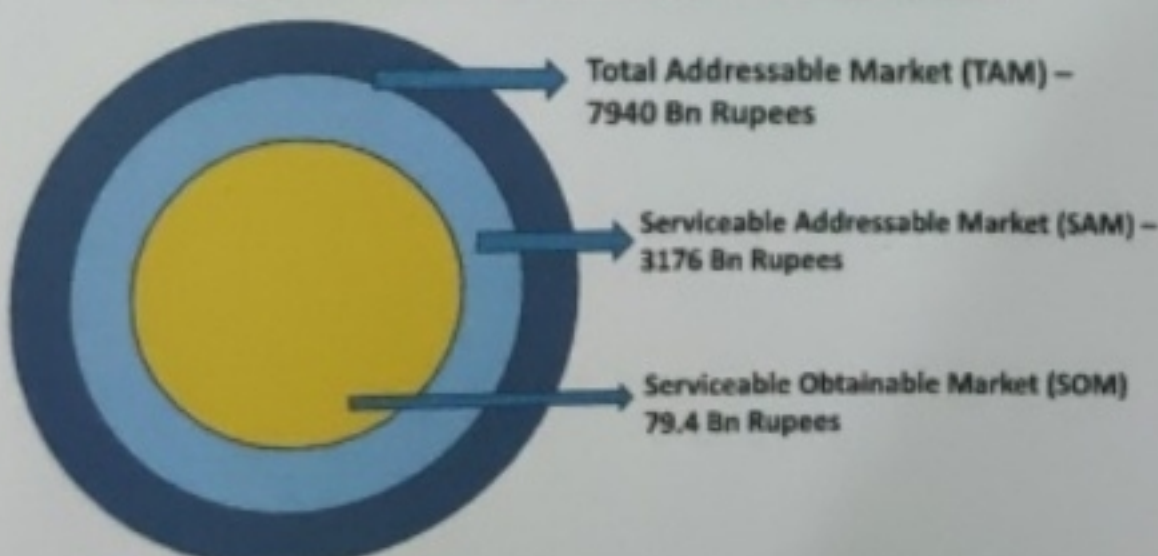
ORGANISATION STRUCTURE



SWOT ANALYSIS



MARKET OPPORTUNITY



USEFULNESS OF THE INTERNSHIP

- Practical Experience:** Gained hands-on experience in a cutting-edge telemedicine platform, understanding the working of digital healthcare services.
- Industry Insight:** Current trends, challenges, and innovations
- Skill Development:** Patient communication, Market research, Time management, Team collaboration and digital health technologies.
- Professional Networking:** Connected with doctors and professionals from healthcare industries.
- Mentorship:** Fostering personal and professional growth.

LEARNING DURING THE INTERNSHIP

- Technical Skills:** Website backend and frontend testing, Canva, Photoshop, GT matrix, Ahrefs.
- Team Management:** Coordination between team members to achieve day to day results.
- Operations:** Effective day to day workflow in diagnostic and digital team
- Sales and Marketing:** Setting Appointments with doctors, meeting and presenting the services.
- Market Research:** Competitors, Analysing trends in healthcare
- Secondary Research:** Websites of clinics, Hospital in Bangalore

PRACTICAL VS THEORITICAL EXPOSURE

- Market Research** – SWOT analysis, Competitive analysis, Market analysis taught in Marketing class proven helpful during making the pitch deck for MediDocs.
- Secondary Research** – Searching the existing data about the hospitals and companies
- Sales and Marketing** – Communication planning proven helpful in giving a presentation
- Human Resource Management** – Knowledge about Job Description and specification help in preparing the hiring process smooth.

ABOUT MY WORK AT MEDIDOCs

- Technical** – Front-end & Back-end testing, Learned and design posters on Canva & Photoshop, Website comparison analysis with GT Matrix, Competitive analysis with Ahrefs.
- Keyword analysis** – Segregation of keywords according to departments, Symptoms, procedure
- Market research** – SWOT analysis, Competitive analysis, Market opportunity
- Secondary research** – Searching the existing data about the hospitals and companies
- Sales and Marketing** – Cold calling doctors and hospitals and fixed appointments, Prepared MOU, attended meetings with doctors.
- Human resource hiring**
- Hospital Visit** – Visited Bharathi Nursing Home, Revive Hospital, Manipal Jayanagar to have a better idea on how does a hospital's operation works.

CHALLENGES FACED DURING MY INTERNSHIP

- Technology** – Working with backend of the website
- Language barrier**
- Organization Culture**
- Time management**

SUGGESTIONS AND RECOMMENDATIONS

- Team coordination** – better interaction between the team members of each department about the clients work process.
- Technology implementation** – better use of different software's like Jira, GTmatrix, business suite for better work process analysis.
- Daily work briefing** – daily meeting and work allotment to all the team member.
- Project management (waterflow method)** – uses of project management software to track client's work completion among the team members.
- Human resource** – hiring of more staffs like project manager, social media manager to reduce the burden and better productivity.

