

SUMMER INTERNSHIP PROGRAM

at

Healthcare Medidocs PVT LTD

From 02/05/2024 to 01/07/2024

A REPORT BY

Sthita Pragyan Raiguru

Master of Business Administration

Hospital and Health Management

2023-25

under the Mentorship of
DR. DEEPTI SHARMA
(Associate Professor)



Completion Certification from the Organization CERTIFICATE

This is to certify that ☒ Dr./Mr./ Ms. Sthita Pragyan Raigud 2023-25 (batch) of
HHM - IIHMR JAIPUR (Name of the department/institute) has worked with our
organization for his/her summer internship from 02/05/2024 to 01/07/2024 (date).
The overall performance shown by him/her during the period was excellent/good/average. This
certificate is being issued to meet the requirements of the IIHMR University.

Date: 01/07/2024



(Signature of organization Mentor)

Name: Shivnand PL

Designation: FOUNDER & CEO
MEDI DOCS

Seal/Stamp of the Organization

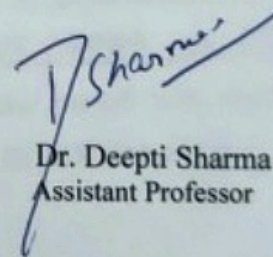


IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Sthita Pragyan Raiguru** of academic year 2023-25 of **INSTITUTE OF HEALTH MANAGEMENT RESEARCH** has prepared a poster with respect to her summer internship held during May – July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 23rd July

A handwritten signature in black ink, appearing to read 'D Sharma', with a long horizontal stroke extending to the right.

Dr. Deepti Sharma
Assistant Professor

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

STRENGTH

- Strong Market Presence
- Technological Innovation
- Extensive Healthcare Network
- Customer Satisfaction
- Strategic Partnerships

WEAKNESS

- Regulatory Compliance
- Competition
- Reliance on Network Partners

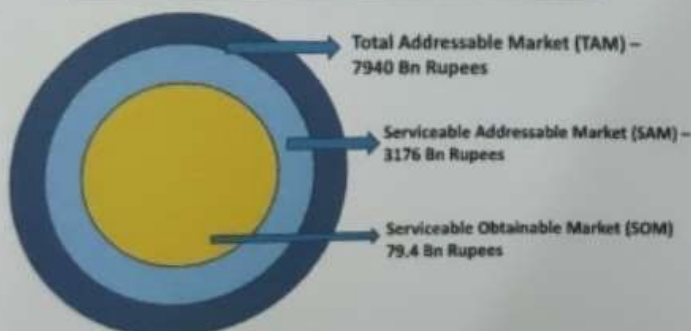
OPPORTUNITIES

- Market Expansion
- Diversification of Services
- Leveraging Data Analytics
- Collaborations with Insurers
- Investment in R&D

THREATS

- Regulatory Changes
- Cybersecurity Risks
- Disruption from New Entrants
- Healthcare Industry Dynamics

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

1. **Technical Skills:** Website backend and frontend testing, Canva, Photoshop, GT matrix, Ahrefs.
2. **Team Management:** Coordination between team members to achieve day to day results.
3. **Operations:** Effective day to day workflow in diagnostic and digital team
4. **Sales and Marketing:** Setting Appointments with doctors, meeting and presenting the services.
5. **Market Research:** Competitors, Analysing trends in healthcare
6. **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.



Annexure-E

Weekly Report

Week - 1

Name of the Organisation: **MEDIDOCs**

Area/ Department/ Project of Summer Internship Program: **OPERATION & MARKETING**

Name of the Student: **Sthita Pragyan Raiguru**

Roll no: **1856**

Stream: **MBA- HHM**

Week no: **1**

From: **02/05/2024 to 05/05/2024**

Activity Done	• Medidocs website frontend and backend testing for both Desktop and Mobile view. • Listed all needed changes and communicated with the development team. • Participated in the health checkup and promotional activity organised by the team in Cubbon park. • Prepared flow chart for Ambulance & Diagnostic department.
Linking theory (Classroom learning) with practice at your organisation	• Secondary research methods taught in class are useful. • Healthcare knowledge taught in class are useful in planning process.
Gaps identified on the working area.	• Team members are not from Healthcare background. • Workplace should be spacious.
Suggestions for improvement	• Working area should be more spacious.
Plan for the next week	• Learn how the company work in service sector. • Learn different revenue model of Medidocs.

Sthita Pragyan Raiguru
Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report**Week - 2****Name of the Organisation: MEDIDOCs****Area/ Department/ Project of Summer Internship Program: OPERATION & MARKETING****Name of the Student: Sthita Pragyan Raiguru****Roll no: 1856****Stream: MBA- HHM****Week no: 2****From: 06/05/2024 to 12/05/2024**

Activity Done	• Discussed about different verticals of Medidocs. • Discussed about Medidocs revenue structure. • Found a few prospect clients for M2 online which is a digital media support vertical of the Medidocs. • Interacted with diagnostic team head on how operation works in the department.
Linking theory (Classroom learning) with practice at your organisation	• Healthcare knowledge taught in class are useful in planning process. • Financial management taught in class came useful.
Gaps identified on the working area.	• Team members are not from Healthcare background. • Workplace should be specious.
Suggestions for improvement	• More interaction among team members.
Plan for the next week	• Learn how the company work in service sector. • Learn different revenue model of Medidocs.

Sthita Pragyan Raiguru**Signature of the Student****Approved by the IIHMR University's Mentor**

Weekly Report
Week - 3

Name of the Organisation: **MEDIDOCs**

Area/ Department/ Project of Summer Internship Program: **OPERATION & MARKETING** Name of the Student: **STHITA PRAGYAN RAIGURU**

Roll no: **1856**

Stream: **MBA- HHM**

Week no: **3**

From: **20/05/2024 to 25/05/2024**

Annexure-E

Activity Done	- Searched prospect clients for Medidocs digital services by filtering keywords on google my business. - Fixed appointment and had meetings with 2 doctors regarding the same. - Made a flow chart on Doctor home visit/ in house check-up to execute it with the medidocs advertisement plan. - Visited Bharathi Nursing Home which is a 37 year old hospital to check their working process and to check the revenue and expenses and assess the area of improvement. - Did interviews of 2 candidates for Social Media Manager position. - Did a meeting with AiMarketing agency (Jaipur) to finalise the IVR Device.
Linking theory (Classroom learning) with practice at your organisation	- Secondary research methods taught in class are useful. - Hospital Management module helps to get an idea on how hospital works. - Human resource management theories helped in hiring process.
Gaps identified on the working area.	Operations can be improved in terms of managing employees work.
Suggestions for improvement	CRM software should be integrated for proper management of work flow in the organisation.
Plan for the next week	Will be learning competitor analysis for a vertical of medidocs which works in deploying digital screen all over the clinics, hospital, polyclinic in Bangalore.

STHITA PRAGYAN RAIGURU Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week report in the above format should be submitted to the faculty mentor. Submission of total 8 reports in 8 weeks is compulsory. Each report should not be more than 2 pages.

Weekly Report
Week - 4

Name of the Organisation: MEDIDOCs

Area/ Department/ Project of Summer Internship Program: OPERATION & MARKETING

Name of the Student: STHITA PRAGYAN RAIGURU

Roll no: 1856

Stream: MBA- HHM

Week no: 4

From: 27/05/2024...to...01/06/2024

Activity Done	• Searched prospect clients for Medidocs digital services by filtering keywords on google my business. • Fixed appointment and had meetings with doctors regarding the same. • Did a secondary research on hospitals in Bangalore to get a data on duty doctors list from the targeted area. • Detailed discussion with CEO of Medidocs (Mentor) regarding a new business verticals called “Medi Ads” on deployment of digital screens in the hospital, clinic, polyclinic and diagnostic centre. • Detailed discussion on team building, revenue planning, expense calculation, projected growth on Medi Ads. • Did a brief client analysis and expense sheet of “Medi Ads” with other interns and team members. • Prepared a pitch deck with other team member for “Medi Ads”.
Linking theory (Classroom learning) with practice at your organisation	• Secondary research methods taught in class are useful. • SWOT analysis, Market opportunities, TAM, SAM taught in marketing class was helpful in preparing the pitch deck.
Gaps identified on the working area.	• Proper planning regarding the work flow in the office and keeping a track of works of all team members.
Suggestions for improvement	• Daily meeting and work allotment to all the team member.
Plan for the next week	• To learn how keywords work in Search engine optimization. • Detailed planning about Medi Ads.

STHITA PRAGYAN RAIGURU

Signature of the Student

Approved by the IIHMR University’s Mentor

Weekly Report

Week - 5

Name of the Organisation: **MEDIDOCs**

Area/ Department/ Project of Summer Internship Program: **OPERATION & MARKETING**

Name of the Student: **Sthita Pragyan Raiguru**

Roll no: **1856**

Stream: **MBA- HHM**

Week no: **5**

From: **03/06/2024** to **09/06/2024**

Activity Done	• Discussed with COO of Medidocs about expanding the services to other states. • Finalize the client “Ridgetop dental” for digital support services. • Visited “Revive Hospital” acquired by Medidocs to observe the management and operations. • Searched prospect clients for Medidocs digital services. • Assisted CA in internal audit of Medidocs. • Segregate keywords for Cardiology department to use in website SEO. • Attended a meeting with “LifePlus hospital”. • Searched for clinics in different locations of Bangalore by filtering keywords on GMB. • Attended a meeting with “Bharathi Nurshing Home”.
Linking theory (Classroom learning) with practice at your organisation	• Secondary research methods taught in class are useful. • Communication classes helps to get an idea on how to give a presentation in a meeting.
Gaps identified on the working area.	• Time management can be improved.
Suggestions for improvement	• Employee should prepare their schedule one week prior.
Plan for the next week	• Learn how operation works in a company. • Learn how to give presentation in a meeting.

Sthita Pragyan Raiguru
Signature of the Student

Approved by the IIHMR University’s Mentor

Annexure-E

Weekly Report Week - 6

Name of the Organisation: **MEDIDOCs**

Area/ Department/ Project of Summer Internship Program: **OPERATION & MARKETING**

Name of the Student: **Sthita Pragyan Raiguru**

Roll no: **1856**

Stream: **MBA- HHM**

Week no: **6**

From: **10/06/2024 to 16/06/2024**

Activity Done	• Checked keywords of department Ent, dentistry, dermatology, gynaecology, paediatrics, Ophthalmology, general physician, general surgery, Psychology, neurology, hair transplant, speech therapy, radiology for SEO of clients google my business. • Segregated the keywords based on Speciality, sub-speciality, symptoms, treatment & procedure. • Gave a brief demo to other interns about social media management involving Business Suite, Meta Ads.
Linking theory (Classroom learning) with practice at your organisation	• Secondary research methods taught in class are useful. • Communication classes helps to get an idea on how to give a presentation in a meeting.
Gaps identified on the working area.	• Time management can be improved. • Accountability of the work needs to be take more seriously.
Suggestions for improvement	• Project management person needs to be hired to look after client
Plan for the next week	• Learn about project management. • Learn how to give presentation in a meeting.

Sthita Pragyan Raiguru

Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report

Week - 7

Name of the Organisation: **MEDIDOCs**

Area/ Department/ Project of Summer Internship Program: **OPERATION & MARKETING**

Name of the Student: **Sthita Pragyan Raiguru**

Roll no: **1856**

Stream: **MBA- HHM**

Week no: **7**

From: **17/06/2024 to 23/06/2024**

Activity Done	• Checked keywords of departments Occupational disease, Audiology, Urology, Oncology for SEO of clients google my business. • Tested Medidocs new website. • Currated content for different sections of Medidocs website. • Meeting with Dr. Prasad Deshpande for his whatsapp marketing. • Complete backend testing of website www.medidocs.online • Prepared contents for client Crescent Dental.
Linking theory (Classroom learning) with practice at your organisation	• Digital Health taught in class are useful. • Communication classes helps to get an idea on how to give a presentation in a meeting.
Gaps identified on the working area.	• Effective communication between the team members.
Suggestions for improvement	• Daily meetings on work details of all the departments and employees.
Plan for the next week	• Learn about project management software. • Competitor Analysis.

Sthita Pragyan Raiguru
Signature of the Student

Approved by the IIHMR University's Mentor

Weekly Report

Week - 8

Name of the Organisation: **MEDIDOCs**Area/ Department/ Project of Summer Internship Program: **OPERATION & MARKETING**Name of the Student: **Sthita Pragyan Raiguru**Roll no: **1856**Stream: **MBA- HHM**Week no: **8**From: **24/06/2024** to **30/06/2024**

Activity Done	• Learnt project management software – Jira, How it works. • Studied about the competitor of Medidocs – Alyve.health • Learnt how to use GTMatrix for website functions analysis. • Prepared an potential operation workflow for Medidocs diagnostic team.
Linking theory (Classroom learning) with practice at your organisation	• Digital Health taught in class are useful. • Market analysis taught in class came useful.
Gaps identified on the working area.	• Use of software to maintain a smooth workflow in all the departments.
Suggestions for improvement	• Better use of different softwares like JIRA, GITHUB, GMATRIX for better work process analysis.
Plan for the next week	

Sthita Pragyan Raiguru

Signature of the Student

Approved by the IIHMR University's Mentor



Compiled Reporting Format

Name of the Organisation: MEDIDOCs

Area/ Department/ Project of Summer Internship Program: OPERATION & MARKETING

Name of the Student: Sthita Pragyan Raiguru

Roll no: 1856

Stream: MBA- HHM

Activity Done	• Front-end website testing of www.medidocs.online , both Desktop and Mobile view. • Participated in park activities done by Medidocs diagnostic team for the promotion of different healthcare packages and to spread awareness. • Design flow-chart for different department of the company like ambulatory care, diagnostic care, Doctor consultation at home, Online doctor consultation. • Secondary research on prospect client for Medidocs digital services. • Fixing appointment and meeting with the prospect clients who are mainly clinic owner and doctor to convey about Medidocs's services. • Visited hospitals i.e. Bharathi Nurshing Home, Revive Hospital, Manipal Jayanagar to have a better idea on how does a hospital's operation works. • Meetings with the development team regarding Medidocs's website changes and upgradation. • Interviewed 2 candidate for social media marketing. • Did a secondary research on hospitals in Bangalore to get a data on duty doctors list from the targeted area. • Detailed discussion with CEO of Medidocs (Mentor) regarding a new business verticals called "Medi Ads" on deployment of digital screens in the hospital, clinic, polyclinic and diagnostic centre. • Detailed discussion on team building, revenue planning, expense calculation, projected growth on Medi Ads. • Did a brief client analysis and expense sheet of "Medi Ads" with other interns and team members. • Prepared a pitch deck with other team member for "Medi Ads". • Assisted CA in internal audit of Medidocs. • Segregate keywords for different departments with respect to speciality, sub-speciality, symptoms, treatment, procedure to use in website SEO and Client's GMB upgradation. • Secondary research for clinics in different locations of Bangalore by filtering keywords on GMB by the use of Google My Business scrapper. • Gave a brief demo to other interns about social media management involving Business Suite, Meta Ads. • Complete backend testing of website www.medidocs.online, with other interns and development team head. • Learnt project management software – Jira, How it works. • Studied about the competitor of Medidocs – Alyve.health • Learnt how to use GTMatrix for website functions analysis.
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Linking theory (Classroom learning) with practice at your organisation	• Secondary research methods taught in class was useful in searching for clinics and doctors in Bangalore. • Healthcare knowledge taught in class have proven beneficial in practical applications and planning processes while segregating the keywords and implementing them for GMB. • Financial management taught in class came useful. • Hospital Management module helps to get an idea on how hospital works in real time operation. • Human resource management theories helped in preparation of Job description and hiring process. • SWOT analysis, Market opportunities, TAM, SAM taught in marketing class was helpful in preparing the pitch deck. • Communication classes helps to get an idea on how to give a presentation in a meeting effectively. • Digital Health and Market analysis taught in class proven beneficial in practical applications and planning processes.
Gaps identified on the working area.	• Although the entire team are skilful, but as the team members are not from healthcare background it seems difficult for them to prepare relevant content for the client. • Workplace should be spacious enough to accommodate entire staffs, whereas they change the office to a bigger one in last few days. • Operations can be improved in terms of managing employees work. • Proper planning regarding the work flow in the office and keeping a track of works of all team members. • Accountability of the work needs to be taken more seriously. • Effective communication between the team members through regular meetings and work status update. • Use of project management software to maintain a smooth workflow in all the departments.
Suggestions for improvement	• Better interaction between the team members of each department about the clients work process. • CRM software should be integrated for proper management of work flow in the organisation. • Better use of different software's like JIRA, GITHUB, GTMATRIX, BUSINESS SUITE for better work process analysis. • Daily meeting and work allotment to all the team member. • Employee should prepare their schedule one week prior. • Hiring of more staffs like Project manager, Social media manager to reduce the burden and better productivity. • More involvement of the higher authority of the company to look after the company's objective and it's fulfilment.

Sthita Pragyan Raiguru
Signature of the Student

Approved by the IIHMR University's Mentor

Report should be maximum of 10-12 page

