

Learning Objective

To gain hands-on experience in healthcare operations, including department functions, inventory management, and marketing.

About Medidocs

Based in Bangalore, MEDIDOCs stands at the forefront of healthcare innovation, dedicated to transforming the way individuals access medical services.

Services Offered: Surgery Support, Find a Doctor, Find a hospital, Home care services, Book Health Check-up, Digital support to doctors, Senior citizen care

Mission

To deliver high-quality healthcare services to individuals in the comfort of their homes. To provide convenient and accessible online doctor consultations, ensuring immediate medical advice and assistance whenever needed.

Vision

To be a leader in home healthcare services, continuously innovating to improve the quality of care. Aim to make healthcare accessible to all individuals, regardless of their location or financial status, ensuring equitable access to medical services.

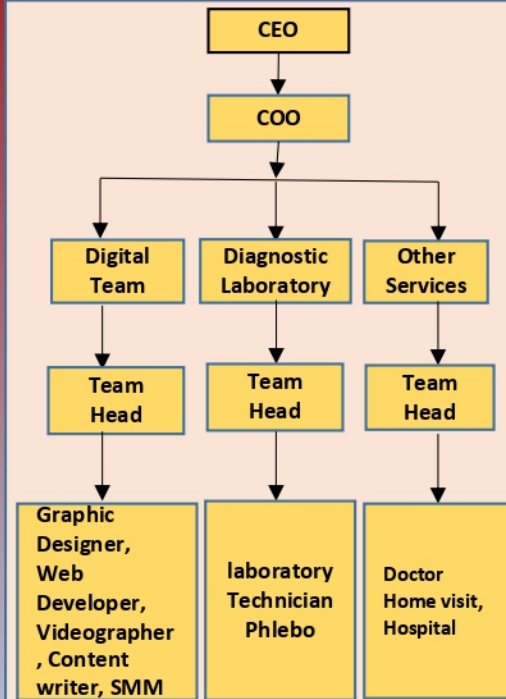
Presented by:

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Roll no : 1827

Mentors

- Dr. Vidya Bhushan Tripathi (Assistant Professor, IIHMR, Jaipur)
- Mr. Shivanand P (Founder & CEO, Medidocs)

Organizational Structure



Challenges

- Language barrier – community prefer to understand in their local language
- Unavailability of working area

Usefulness

- Practical experience
- Communication skill development
- Industry Insight
- Professional Networking
- Mentorship

Learning

- **Technical skills** – Website backend and frontend management, Canva.
- **Sales & Marketing** – Scheduling appointments with doctors, Conducting meetings and presenting the services.
- **Market Research** – Competitor Analysis, Analyzing healthcare trends.
- **Operations**– Efficient daily workflow in the diagnostic and digital teams.
- **Secondary Research** – Websites of hospitals and clinics in Bangalore.

Practical Vs. Theory

- **Market Research** - The SWOT analysis, competitive analysis, and market analysis taught in marketing class proved helpful for preparing the pitch deck..
- **Secondary Research** - Searching the existing data about the hospitals and companies. rephrase it.
- **Sales & Marketing** - Communication planning proven helpful.

SWOT Analysis

STRENGTH

- Strong market presence
- Healthcare Network
- Strategic Partnership

WEAKNESS

- Resource constraints.
- Quality Assurance.
- Team Management

OPPORTUNITY

- Market expansion
- Investment in R&D
- Diversification of services

THREAT

- Intense Competition
- Regulatory Norms changes

Suggestions

- **Regular team interaction** - Schedule daily stand-up meetings.
- **Work progress updates**
- **Leverage Technology** – Better use of different software.
- **Strategic Workforce expansion**
- **Active leadership**

