

SUMMER INTERNSHIP PROGRAM

at

Healthcare Medidocs PVT LTD

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

A REPORT BY

Shikha Sharma

Master of Business Administration

Hospital and Health Management

2023-25

under the Mentorship of

DR. VIDYA BHUSHAN TRIPATHI

(Assistant Professor)



Completion Certification from the Organization CERTIFICATE

This is to certify that Dr./Mr./ Ms. SHIKHA SHARMA of 2023-2025 (batch) of IIHMR UNIVERSITY, Jaipur (Name of the department/institute) has worked with our organization for his/her summer internship from 2nd May 2024 to 1st July 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: 1st July, 2024


(Signature of organization Mentor)

Name: SHIVANAND PL

Designation: Founder & CEO

Seal/Stamp of the Organization



IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Shikha Sharma** of academic year 2023-25 of **INSTITUTE OF HEALTH MANAGEMENT RESEARCH** has prepared a poster with respect to her summer internship held during May-June 2024.

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

Date: 23/07/2024

A handwritten signature in blue ink, appearing to read 'Dr. Vidya Bhushan Tripathi', written over a horizontal line.

Dr. Vidya Bhushan Tripathi

Assistant Professor

IIHMR University Jaipur

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.

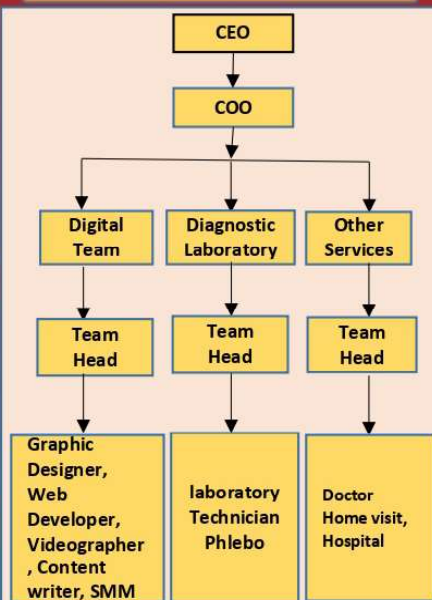
Presented by:

Shikha Sharma (MBA-HM)
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

OPPORTUNITY

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

WEAKNESS

- Resource constraints.
- Quality Assurance.
- Team Management

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**



Weekly Report

Week - 1

Name of the Organisation: **MEDIDOCs**

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

Name of the Student: **SHIKHA SHARMA**

Roll no: **1827**

Stream: **MBA- HHM**

Week no: **1**

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

Activity Done	• Frontend and backend testing of the Medidocs website for both desktop and mobile views. • Identified and communicated all necessary changes to the development team. • Created flowcharts for the Ambulance and Diagnostic departments. • Took part in the health checkup and promotional event organized by the team at Cubbon Park.
Linking theory (Classroom learning) with practice at your organisation	• The healthcare knowledge gained in class is beneficial for the planning process. • The secondary research methods taught in class are valuable.
Gaps identified on the working area.	• The workplace should be spacious. • The team members do not have a healthcare background.
Suggestions for improvement	• Working area should be more spacious.
Plan for the next week	• Learn about the various revenue models of Medidocs. • Learn how the company operates in the service sector.

SHIKHA SHARMA

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: SHIKHA SHARMA

Roll no: 1827

Stream: MBA- HHM

Week no: 2

From: 06/05/2024 to 12/05/2024

Activity Done	- Identified potential clients for M2 Online, a digital media support vertical of Medidocs. - Discussed various verticals of Medidocs. - Had meeting with the head of the diagnostic team to understand departmental operations.
Linking theory (Classroom learning) with practice at your organisation	- The financial management skills learned in class proved useful. - The healthcare knowledge learned in class is useful in the planning process.
Gaps identified on the working area.	- Team members are not from Healthcare background. - Workplace should be specious.
Suggestions for improvement	Increased interaction among team members.
Plan for the next week	- Explore the various revenue models of Medidocs. - Understand how the company operates in the service sector.

Shikha Sharma

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: SHIKHA SHARMA

Roll no: 1827

Stream: MBA- HHM

Week no: 3

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

Annexure-E

Activity Done	- Created a flowchart for executing the Medidocs advertisement plan for Doctor home visits and in-house check-ups. - Visited Bharathi Nursing Home, a hospital with 37 years of operation, to assess their processes, revenue, expenses, and identify areas for improvement. - Identified prospective clients for Medidocs' digital services by using Google My Business filters. - Scheduled and conducted meetings with doctors regarding these services.
Linking theory (Classroom learning) with practice at your organization	- Human resource management theories facilitated the hiring process. - The secondary research methods taught in class are valuable. - The Hospital Management module provides insights into hospital operations.
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 organization.
Plan for the next week	We will be studying competitor analysis for a Medidocs vertical that deploys digital screens across clinics, hospitals, and polyclinics in Bangalore.

SHIKHA SHARMA

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: SHIKHA SHARMA

Roll no: 1827

Stream: MBA- HHM

Week no: 4

From: 27/05/202 to 01/06/2024

Activity Done	• Meeting with the CEO of Medidocs (Mentor) about a new business vertical called "Medi Ads," focusing on the deployment of digital screens in hospitals, clinics, polyclinics, and diagnostic centers. • Discussed team building, revenue planning, expense calculation, and projected growth for Medi Ads. • Conducted a brief client analysis and created an expense sheet for Medi Ads with other interns and team members. • Collaborated with a team member to prepare a pitch deck for Medi Ads. • Conducted secondary research on hospitals in Bangalore to gather data on duty doctors in the targeted area. • Searched for prospective clients for Medidocs digital services by filtering keywords on Google My Business.
Linking theory (Classroom learning) with practice at your organisation	• The concepts of SWOT analysis, market opportunities, TAM, and SAM from the marketing class were helpful in preparing the pitch deck. • The secondary research methods taught in class proved useful.
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.

SHIKHA SHARMA

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: SHIKHA SHARMA

Roll no: 1827

Stream: MBA- HHM

Week no: 5

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

Activity Done	• Searched for prospective clients for Medidocs digital services. • Finalized "Ridgetop Dental" as a client for digital support services. • Visited "Revive Hospital," recently acquired by Medidocs, to observe its management and operations. • Attended a meeting with "LifePlus Hospital" and "Bharti Nursing Home." • Assisted the CA in conducting an internal audit of Medidocs. • Discussed with the COO of Medidocs about expanding services to other states. • Searched for clinics in various locations in Bangalore by filtering keywords on GMB. • Segregated keywords for the Dental department to enhance website SEO.
Linking theory (Classroom learning) with practice at your organisation	• Communication classes have provided valuable insights on how to effectively present in meetings. • The secondary research methods taught in class have been very useful.
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 operations function within a company. • Learn how to give presentation in a meeting.

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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: **SHIKHA SHARMA**

Roll no: **1827**

Stream: **MBA- HHM**

Week no: **6**

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

Activity Done	• Segregated the keywords based on specialty, sub-specialty, symptoms, treatment, and procedures. • Checked keywords for the departments of dentistry, gastroenterologist, general alt. medicine, nephrologist, hematologist, homeopath, geriatrician, sexologist, physiotherapist, orthopedist, vascular surgeon for SEO of clients' Google My Business.
Linking theory (Classroom learning) with practice at your organisation	• Communication classes have provided valuable insights on how to effectively present in meetings. • The secondary research methods taught in class proved useful.
Gaps identified on the working area.	• Time management can be improved. • Accountability of the work needs to be taken 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.

SHIKHA SHARMA

Signature of the Student

Approved by the IIMMR 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: SHIKHA SHARMA

Roll no: 1827

Stream: MBA- HHM

Week no: 7

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

Activity Done	• Searched for icons for departments of Medidocs website. • Proof reading of video for a digital client. • Prepared content for the client Crescent Dental. • Worked for making poster for a digital client. • Made report for front end of desktop view of Medidocs website.
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 protocols of diagnostic laboratory. • Competitor Analysis.

SHIKHA SHARMA

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: **SHIKHA SHARMA**Roll no: **1827**Stream: **MBA- HHM**Week no: **8**From: **24/06/2024 to 30/06/2024**

Activity Done	• Prepared an potential operation workflow for Medidocs diagnostic team. • Work on making protocols for diagnostic laboratory. • Checked for stocks of diagnostic laboratory and made a report on excel sheet. • Made report on front end mobile view of Medidocs website. • Attended meeting with web developer.
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	• Inventory management is required for diagnostic laboratory. • One person need to be hired for the operations of diagnostic laboratory.
Plan for the next week	

SHIKHA SHARMA**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: **SHIKHA SHARMA**

Roll no: **1827**

Stream: **MBA- HHM**

Activity Done	
	• Conducted front-end testing for www.medidocs.online on both desktop and mobile views. • Participated in promotional activities organized by Medidocs' diagnostic team to raise awareness of healthcare packages. • Conducted secondary research on potential clients for Medidocs' digital services. • Scheduled appointments and met with prospective clients, including clinic owners and doctors, to discuss Medidocs' services. • Created flowcharts for various company departments such as ambulatory care, diagnostic care, doctor consultations at home, and online doctor consultations. • Conducted secondary research on hospitals in Bangalore to compile a list of on-duty doctors in targeted areas. • Visited hospitals like Bharathi Nursing Home, Revive Hospital, and Manipal Jayanagar to observe hospital operations. • Had a meeting with Medidocs' CEO (Mentor) regarding "Medi Ads," focusing on deploying digital screens in healthcare facilities. • Conducted client analysis and prepared expense sheets for "Medi Ads" with interns and team members. • Discussed team building, revenue planning, expense calculation, and projected growth for "Medi Ads." • Conducted client analysis and prepared expense sheets for "Medi Ads" with interns and team members. • Collaborated with team members to prepare a pitch deck for "Medi Ads." • Conducted keyword research for different departments based on specialty, sub-specialty, symptoms, treatments, and procedures for website SEO and client's Google My Business enhancement. • Assisted in the internal audit of Medidocs alongside the CA. • Conducted secondary research on clinics across different locations in Bangalore using Google My Business scraper. • Participated in backend testing of www.medidocs.online with interns and the head of the development team. • Searched for icons for departments of Medidocs website. • Work on making protocols for diagnostic laboratory. • Checked for stocks of diagnostic laboratory and made a report on excel sheet.

Linking theory (Classroom learning) with practice at your organisation	• The secondary research methods learned in class proved invaluable in locating clinics and doctors in Bangalore. • Concepts such as SWOT analysis, market opportunities, TAM, and SAM from marketing classes were instrumental in crafting the pitch deck. • Communication classes provided effective strategies for delivering presentations in meetings. • Healthcare knowledge acquired in class has been instrumental in practical applications, particularly in keyword segregation and implementation for GMB. • Lessons in financial management were highly beneficial.
Gaps identified on the working area.	• Despite the team's overall skill, their lack of healthcare background makes it challenging to create relevant client content. • Proper planning is crucial for office workflow and tracking team members' tasks. • Accountability in work needs to be prioritized. • Enhance team communication through regular meetings and updates on work status. • Implement project management software to ensure smooth workflows across all departments.
Suggestions for improvement	• Enhance interdepartmental communication among team members regarding client workflows. • Encourage employees to plan their schedules one week in advance. • Integrate CRM software for efficient workflow management within the organization. • Consider hiring additional staff such as project managers and social media managers to reduce workload and enhance productivity.

SHIKHA SHARMA

Signature of the Student

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SIP Report-Shikha Sharma-1827.pdf

ORIGINALITY REPORT

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SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

Exclude quotes	On	Exclude matches	< 14 words
Exclude bibliography	On		