



SUMMER INTERNSHIP PROGRAM

at

PHOENIX COMPLIANCE

From 01-05-2024 to 30-06-2024

A REPORT BY

SANCHI YADAV

Master of Business Administration

HOSPITAL AND HEALTHCARE MANAGEMENT

2023-25

under the Mentorship of

Ms. DEEPTI SHARMA, ASSOCIATE PROFESSOR

INTERSHIP CERTIFICATE

Dear Sanchi Yadav,

*We would like to congratulate you on your successful completion of your Internship with VeePhoenix Compliance from **1-05-2024 to 30-06-2024** as a "Intern". Your contribution to the organization and its success will always be appreciated.*

We wish you success in all your future endeavors.

For VeePhoenix Compliance Pvt. Ltd.



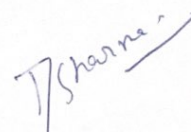
By: Sanju K Nagendra
People Operations
Manager

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Sanchi Yadav** of academic year 2023-25
of INSTITUTE OF HEALTH MANAGEMENT AND 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: 19/07/2024

A handwritten signature in blue ink, appearing to read 'D Sharma'.

Ms. Deepti Sharma
Associate Professor

ABOUT PHOENIX COMPLIANCE:

VeePhoenix Compliance Pvt. Ltd. caters to supporting and developing healthcare services provided by Doctor Alliance, serving the US Health Care market by providing fast, HIPAA-compliant, web-based, electronic document signing between physicians and their health care partners. Doctor Alliance is headquartered in Dallas, Texas and is a medical services company working exclusively in the United States. Doctor Alliance are market leaders providing end to end Turnkey solutions to physician groups and home health agencies including large enterprises across the United States using a cloud-based SaaS platform.

VISION:

Platform helps medical professionals focus on what they do best - providing top-quality patient care - by streamlining administrative tasks, reducing paperwork, and improving efficiency. With their platform, medical professionals can easily manage their patient records, communicate securely with colleagues, and sign and transmit electronic documents in compliance with HIPAA regulations.

MISSION:

Eliminate manual work for your staff, saving the significant labor costs, valuable time and resources also eliminate administrative paper work We can automatically upload, sign and download document and place them in appropriate patient charts.

ORGANISATIONAL STRUCTURE



USEFULNESS OF INTERNSHIP

- 1. Practical Experience:**
 - Hands-on healthcare administration tasks.
- 2. EHR Proficiency:**
 - Improved use of Electronic Health Record systems.
- 3. Time Management:**
 - Enhanced skills in balancing responsibilities.
- 4. Team Collaboration:**
 - Strengthened communication and teamwork.
- 5. Market Research:**
 - Conducted thorough market analyses.

LEARNING DURING INTERNSHIP

- 1. Technical Skills:**
 - Mastered EHR systems and billing software.
- 2. Industry Regulations:**
 - Gained knowledge of healthcare compliance and insurance policies.
- 3. Data Analysis:**
 - Analyzed patient data for care plan and billing accuracy.
- 4. Workflow Optimization:**
 - Identified and implemented process improvements.
- 5. Project Management:**
 - Managed a live project, enhancing planning and execution skills.

PRACTICAL VS THEORETICAL EXPOSURE

- Hands-on Tasks: Real-world healthcare admin work (e.g., document prep, billing).
- Problem-Solving: Addressed live issues, using EHR systems.
- Team Collaboration: Worked directly with teams, enhancing communication.

Key Differences

- Application vs. Understanding: Practical focuses on doing; theoretical on learning.
- Real-time vs. Hypothetical: Solved actual problems versus hypothetical ones.
- Immediate Feedback vs. Structured: Real-time adjustments versus reflective feedback.

ABOUT MY WORK AT PHOENIX COMPLIANCE

Clinical Operations Support:

Managed patient document preparation, care plan maintenance, and billing report generation for physician groups such as Primacare and Carney Hospital.

Leadership in Live Projects:

Led a significant live project to enhance operational efficiency and strategic growth.

Market Research:

Conducted in-depth market research focused on physician groups across the Northeast region of the USA.

Assessed suitability of physician groups for onboarding onto the Doctor Alliance platform. Analyzed market trends, evaluated competitors, and identified strategic opportunities.

EHR System Experience:

Optimized healthcare management processes through hands-on experience with Electronic Health Record (EHR) systems.

SWOT ANALYSIS

STRENGTHS

- Streamlined administrative process:** It reduces time and effort for documentation and billing.
- Comprehensive Service Offering:**
 - Provides services like document preparation, care plan oversight, and billing report generation.
 - Handles complex billing codes and eligibility criteria effectively.
- Strong Client Base:**
 - Serves prominent physician groups and healthcare facilities.

WEAKNESSES

- Manual Processes:**
 - Reliance on manual entry for certain tasks increases the risk of errors.
- Resource Allocation:**
 - Limited resources (time, personnel) can hinder efficiency.
 - High workload can lead to burnout among staff.

OPPORTUNITIES

- Market Expansion:**
 - Potential to onboard more physician groups and healthcare facilities.
- Technological Advancements:**
 - Implementing more automation tools and AI to streamline processes.
- Partnerships:**
 - Collaborating with local medical societies and healthcare networks.

THREATS

- Regulatory Changes:**
 - Changes in healthcare regulations could impact processes and compliance.
- Competition:**
 - Growing competition from other healthcare platforms.
- Data Security:**
 - Risk of data breaches and cyber-attacks on sensitive patient information.

Challenges Faced During My Internship

1. Learning Curve with EHR Systems:

- Adapting to various EHR systems used by different physician groups.

2. Managing High Workload:

- Balancing multiple responsibilities with tight deadlines.

3. Manual Data Entry Errors:

- Risk of errors in manually entering ICD codes and other data.

4. Coordination with Multiple Teams:

- Miscommunication and delays in coordinating with various teams.

5. Market Research for Live Project:

- Time-consuming and challenging to access up-to-date data.

SUGGESTIONS & RECOMMENDATIONS

1. Automate Billing Reports:

Implement software solutions to automate the generation of billing reports, reducing manual errors and saving time.

2. Regular Audits:

Conduct regular audits of billing reports to identify and address discrepancies promptly.

3. Claims Tracking:

Implement a system to track the status of insurance claims and follow up on any delays or denials.

Report

(Weekly)

Name of the Organisation: PHEONIX COMPLIANCE

Area/ Department/ Project of Summer Internship Program: CLINICAL, DATA ANALYST INTERN

Name of the Student: SANCHI YADAV

Roll no: 1816

Stream: MBA HM 28

Week no: 1

From: 01-05-2024 to 03-05-2024

Activity Done	DAY 1- orientation and onboarding session to familiarise with company policies and procedures. DAY 2- initial training about the work. Learning about the management software under the shadowed senior team. Told us about US healthcare system thoroughly, explained everything in details on what aspect clinical team work and to keep patient data confidential. DAY 3- I got a team of 7-8 people where we work on preparing order documents of patients, allotting 30 mins of care plan oversight.
Linking theory (Classroom learning) with practice at your organisation	Firstly, classroom learning helped me. We were observing the organisation culture, work culture, how people talk, how they react to any issue. Digital health module helped me a lot here as I was already aware of the confidentiality measures and about HIPAA compliance in UNITED STATES as taught in class and was ensuring how important it was to maintain patient confidentiality.
Gaps identified on the working area.	Identified the need of additional training on the document management software to improve efficiency. Noticed discrepancies with preparing orders of patient which further require one more hand to quality check it.
Suggestions for improvement	Recommend to conduct regular audits for checking orders and billing report to identify and rectify discrepancy promptly.
Plan for the next week	Attend additional training session on preparing billing reports and insurance claims. Collaborate with team to work on proposed improvements.

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Signature of the Student- SANCHI YADAV HM 28

Approved by the IIHMR University's Mentor

Report (Weekly)

Name of the Organisation: PHEONIX COMPLIANCE

Area/ Department/ Project of Summer Internship Program: CLINICAL TEAM

Name of the Student: SANCHI YADAV

Roll no:1816

Stream: MBA HM 28

Week no: 2

From: 06-05-2024 to 10-05-2024

Activity Done	1. Preparing Billing Sheets for Different Physician Groups Understanding Physician Groups Physician groups can include various specializations such as cardiology, dermatology, family medicine, etc. Each group may have specific billing requirements based on the types of services they provide. Steps to Prepare Billing Sheets 1. Collect Patient Information: ○ Gather details such as patient name, date of birth, insurance information, and medical history. 2. Document Services Provided: ○ Accurately record the services provided during each visit. This can include consultations, procedures, tests, etc. 3. Use Appropriate Billing Codes: ○ Use Current Procedural Terminology (CPT) codes to describe medical, surgical, and diagnostic services. ○ Use International Classification of Diseases (ICD) codes for diagnoses. 4. Verify Insurance Coverage: ○ Ensure that the services provided are covered under the patient's insurance plan. This may involve checking copayments, deductibles, and any coverage limitations. 5. Calculate Charges: ○ Calculate the charges based on the services provided and the corresponding CPT codes. 6. Prepare the Billing Sheet: ○ Compile all the information into a billing sheet, which includes patient details, services provided, CPT codes, ICD codes, and total charges.
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7. Review and Submit:

- Review the billing sheet for accuracy and completeness.
- Submit the billing sheet to the appropriate department or electronic health record (EHR) system.

2. Handling Insurance Claims with Different Billing Codes

Understanding Insurance Claims

An insurance claim is a request for payment submitted to an insurance company for services provided by a healthcare provider.

Steps to Process Insurance Claims

1. Verify Patient Eligibility:

- Check the patient's insurance plan to ensure they are eligible for coverage at the time of service.

2. Document Services Provided:

- Record the services accurately, ensuring that each service has a corresponding CPT code.

3. Assign Diagnosis Codes:

Use ICD codes to assign diagnoses that justify the medical necessity of the services provided.

• Fill Out the Claim Form:

- Complete the insurance claim form (e.g., CMS-1500 for outpatient services) with all required information, including patient details, provider details, CPT codes, ICD codes, and total charges.

• Submit the Claim:

- Submit the claim to the insurance company electronically or via mail, depending on the insurer's requirements.

• Follow Up on Claims:

- Monitor the status of submitted claims to ensure they are processed in a timely manner.
- Address any issues or denials promptly by providing additional information or resubmitting the claim if necessary.

Linking theory (Classroom learning) with practice at your organisation	. Excel Classes Organized by the College Excel is a powerful tool for managing data, performing calculations, and creating reports. . Knowledge of ICD Codes from Digital Health Classes Understanding ICD (International Classification of Diseases) codes is crucial for accurate medical billing and coding. Management of Finances as per Classroom Teaching Effective financial management is essential for running a successful healthcare practice. Key Financial Management Skills 1. Budgeting: ○ Expense Tracking: Keeping track of all expenses to ensure they stay within the budget. ○ Revenue Forecasting: Projecting future revenue based on historical data and current trends.
Gaps identified on the working area.	Noticed discrepancies with preparing billing sheet for physician group which further require one more hand to quality check it.
Suggestions for improvement	Recommend to conduct regular audits for checking orders and billing report to identify and rectify discrepancy promptly.
Plan for the next week	This week I learned about claims. From Monday I will be put on claims procedures for patients. They will also provide me training on how to access EHR of patients which is electronic health record.

Signature of the Student- SANCHI YADAV HM 28

Approved by the IIHMR University's Mentor

Report (Weekly)

Name of the Organisation: PHEONIX COMPLIANCE

Area/ Department/ Project of Summer Internship Program: CLINICAL TEAM

Name of the Student: SANCHI YADAV

Roll no: 1816

Stream: MBA HM 28

Week no: 3

From: 13-05-2024 to 17-05-2024

Activity Done	Learn more about the clinical work. prepared billing sheet of different physician groups done insurance claims for the patients according to the different billing codes. Learn new managerial skills.
Linking theory (Classroom learning) with practice at your organisation	This week we did work mainly on excel. So excel classes organised by our college were very helpful. Management of finances were also easy as per the classroom teaching. Managerial skills were used which was taught in class.
Gaps identified on the working area.	Noticed discrepancies with preparing billing sheet for physician group which further require one more hand to quality check it. Also noticed discrepancies in maintain human resources.
Suggestions for improvement	Recommend to conduct regular audits for checking orders and billing report to identify and rectify discrepancy promptly.
Plan for the next week	I will work under project manager next week. From Monday I will be put on claims procedures for patients. They will also provide me training on how to access EHR of patients which is electronic health record.

Signature of the Student

Report (Weekly)

Name of the Organisation: PHEONIX COMPLIANCE

Area/ Department/ Project of Summer Internship Program: CLINICAL TEAM

Name of the Student: SANCHI YADAV

Roll no: 1816

Stream: MBA HM 28

Week no: 4

From: 20-05-2024 to 24-05-2024

Activity Done	Learn to do market research done insurance claims for the patients according to the different billing codes. Learn new managerial skills. Market research on different physician groups in USA
Linking theory (Classroom learning) with practice at your organisation	Marketing classes were useful to get the desired data for company enhancement. Managerial skills were used which was taught in class.
Gaps identified on the working area.	noticed discrepancies in maintain human resources. Noticed that there was no proper guidelines or process on what aspect market research is important and how to do.
Suggestions for improvement	Recommend to conduct regular audits for checking orders and billing report to identify and rectify discrepancy promptly. To make a proper area of market research so that one can understand what is required and what is not.
Plan for the next week	I will work under project manager next week. Will further enhance my data on market research. They will also provide me training on how to access EHR of patients which is electronic health record.

Signature of the Student- SANCHI YADAV HM 28

Approved by the IIHMR University's Mentor

Report (Weekly)

Name of the Organisation: PHEONIX COMPLIANCE

Area/ Department/ Project of Summer Internship Program: CLINICAL TEAM

Name of the Student: SANCHI YADAV

Roll no: 1816

Stream: MBA HM 28

Week no: 5

From: 27-05-2024 to 31-05-2024

Activity Done	We had a leave on 25th Monday on account of US Memorial Day. • Market research • Done insurance claims for the patients according to the different billing codes. • Decided what activities to be performed in the week with a team of 5 people. • Market research on different physician groups in USA • Contacted different physician case managers to get onboarded.
Linking theory (Classroom learning) with practice at your organisation	• Communication skills • Marketing strategies. • Managerial skills.
Gaps identified on the working area.	• Noticed discrepancies in maintain human resources. • Noticed that there was no proper guidelines or process on what aspect market research is important and how to do.
Suggestions for improvement	• Recommend to conduct regular audits for checking orders and billing report to identify and rectify discrepancy promptly. • To make a proper area of market research so that one can understand what is required and what is not.
Plan for the next week	• Almost the same course will go next week. • Will further enhance my data on market research. • They will also provide me training on how to access EHR of patients which is electronic health record.

Signature of the Student- SANCHI YADAV HM 28

Approved by the IIHMR University's Mentor

Report

(Weekly)

Name of the Organisation: PHEONIX COMPLIANCE

Area/ Department/ Project of Summer Internship Program: CLINICAL TEAM

Name of the Student: SANCHI YADAV

Roll no: 1816

Stream: MBA HM 28

Week no: 6

From: 03-06-2024 to 07-06-2024

Activity Done	• Conducted market research, including analysis of various physician groups across the USA. • Processed insurance claims for patients, ensuring accuracy with different billing codes. • Collaborated with a team of five to plan weekly activities. • Reached out to physician case managers to facilitate onboarding.
Linking theory (Classroom learning) with practice at your organisation	• Communication skills • Marketing strategies. • Managerial skills.
Gaps identified on the working area.	• Observed discrepancies in human resources management. • Found a lack of proper guidelines and processes for conducting effective market research and determining key focus areas.
Suggestions for improvement	• Recommend conducting regular audits to review orders and billing reports, ensuring prompt identification and rectification of discrepancies. • Suggest establishing a clear framework for market research to better understand essential focus areas and eliminate unnecessary efforts.
Plan for the next week	• Almost the same course will go next week. • Will further enhance my data on market research. • They will also provide me training on how to access EHR of patients which is electronic health record.

Signature of the Student- SANCHI YADAV HM 28

Approved by the IIHMR University's Mentor

Report

(Weekly)

Name of the Organisation: PHEONIX COMPLIANCE

Area/ Department/ Project of Summer Internship Program: CLINICAL TEAM

Name of the Student: SANCHI YADAV

Roll no: 1816

Stream: MBA HM 28

Week no: 7

From: 10-06-2024 to 14-06-2024

Activity Done	
Linking theory (Classroom learning) with practice at your organisation	• Communication skills • Marketing strategies. • Managerial skills.
Gaps identified on the working area.	• Observed discrepancies in human resources management. • Found a lack of proper guidelines and processes for conducting effective market research and determining key focus areas.
Suggestions for improvement	• Recommend conducting regular audits to review orders and billing reports, ensuring prompt identification and rectification of discrepancies. • Suggest establishing a clear framework for market research to better understand essential focus areas and eliminate unnecessary efforts.
Plan for the next week	• Almost the same course will go next week.

Signature of the Student- SANCHI YADAV HM 28

Approved by the IIHMR University's Mentor

Report (Weekly)

Name of the Organisation: PHEONIX COMPLIANCE

Area/ Department/ Project of Summer Internship Program: CLINICAL TEAM

Name of the Student: SANCHI YADAV

Roll no: 1816

Stream: MBA HM 28

Week no: 8

From: 17-06-2024 to 21-06-2024

Activity Done	• Processed insurance claims for patients with a high degree of accuracy, ensuring that all claims were coded correctly according to the latest billing codes and regulatory requirements. This involved verifying patient information, treatment details, and insurance policy coverage, as well as resolving any discrepancies or issues that arose during the claims process. • Collaborated with a team of five colleagues to strategically plan and execute weekly activities. This involved setting clear objectives, assigning tasks based on individual strengths, and coordinating efforts to achieve common goals. • Conducted comprehensive market research, focusing on the analysis of various physician groups across the United States. This involved gathering data on their specialties, patient demographics, service areas, and competitive positioning to identify trends, opportunities, and challenges within the healthcare industry.
Linking theory (Classroom learning) with practice at your organisation	• Communication skills • Marketing strategies. • Managerial skills.
Gaps identified on the working area.	• Observed discrepancies in human resources management. • Identified a significant gap in the existing guidelines and processes for conducting effective market research and determining key focus areas. This discovery highlighted the need for developing standardized procedures and best practices to ensure consistency, accuracy, and strategic alignment in market analysis activities. By addressing this gap, we aimed to enhance the quality of insights generated, streamline research efforts, and better support decision-making processes within the organization.

Suggestions for improvement	• Recommend conducting regular audits to review orders and billing reports, ensuring prompt identification and rectification of discrepancies. • Suggest establishing a clear framework for market research to better understand essential focus areas and eliminate unnecessary efforts.
Plan for the next week	Identify Key Focus Areas for Market Research: • Objective: Determine the primary areas of focus for future market research efforts. • Steps: ○ Analyze past market research reports to identify common themes and areas lacking in-depth analysis. ○ Conduct a brainstorming session with the team to discuss potential focus areas. ○ Prioritize key focus areas based on relevance, impact, and feasibility. • Deliverable: A prioritized list of key focus areas for market research.

Signature of the Student- SANCHI YADAV HM 28

Approved by the IIHMR University's Mentor

COMPILED REPORT

Name of the Organisation: PHEONIX COMPLIANCE/ DOCTOR ALLIANCE (US)

Area/ Department/ Project of Summer Internship Program: CLINICAL TEAM

Name of the Student: SANCHI YADAV

Roll no: 1816

Stream: MBA HM 28

Activity Done	Overview of Doctor Alliance Doctor Alliance is a leading healthcare platform in the United States, specializing in document and billing processing for physicians and their agencies. The platform aims to streamline administrative tasks, allowing healthcare providers to focus more on patient care. By integrating with various electronic health records (EHR) systems and automating document handling and billing processes, Doctor Alliance significantly reduces the time and effort required for these tasks. Internship Role and Responsibilities During my internship at Doctor Alliance, I worked as part of the clinical team. My role involved preparing patient documents, maintaining care plan oversight, generating billing reports for multiple physician groups, learning EHR systems, and processing insurance claims. This report details my responsibilities and the processes involved in fulfilling these tasks. Clinical Team Responsibilities 1. Document Preparation One of my primary responsibilities was preparing documents for each patient under the care of multiple physician groups. This involved ensuring that all necessary documentation was accurate and up-to-date, which is crucial for effective patient care and smooth administrative processes. The physician groups I managed included:
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	- Prima care -Carney Hospital - Trucare - Hyde Park - Orthopaedic Specialists of Massachusetts - Health Quality - Hawthorn Medical Associates - Various SMG groups These groups represent a significant portion of Doctor Alliance's client base, making the accuracy and timeliness of document preparation essential. 2. Care Plan Oversight A critical aspect of my role was maintaining care plan oversight, which involved ensuring that each patient received 30 minutes of care plan review each month. This oversight is necessary for processing insurance claims, as it demonstrates ongoing patient care and coordination. The process required meticulous attention to detail and an understanding of each patient's needs and treatment plans. 3. Billing Report Generation Generating billing reports for the physician groups under my management was another key responsibility. These reports provided a summary of the necessary data for each patient to be billed monthly. The billing reports included information such as: - Patient details - Services provided - Billing codes (e.g., G0181, G0180, G0179, G0182) - Amounts to be billed Each billing code corresponds to different eligibility criteria and billing amounts, making accuracy in these reports crucial for proper reimbursement. 4. Learning and Using EHR Systems Part of my internship involved learning the EHR (Electronic Health Records) systems used by each physician
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	group. This knowledge was vital for efficiently managing patient data and ensuring that all documentation and billing information was correctly recorded and processed. EHR systems help streamline patient record management, making it easier to track patient history, treatments, and billing information. 5. Insurance Claims Processing At the end of each month, I was responsible for processing insurance claims for the patients under my care. This process involved: ✓ Uploading the number of minutes for care plan oversight. ✓ Entering the appropriate ICD codes. ✓ Uploading the 485 certification documents. These steps ensured that all necessary information was available for insurance providers to process claims accurately and efficiently. Circle of Life Process The "circle of life" process refers to the comprehensive approach taken to manage patient documentation, care coordination, and billing at Doctor Alliance. This process ensures that all necessary tasks are completed systematically and efficiently, ultimately leading to timely insurance claims and reimbursements. Step-by-Step Process 1. Document Preparation: Collect and prepare all necessary patient documents. 2. Care Plan Oversight: Ensure 30 minutes of care plan review for each patient monthly. 3. Billing Report Generation: Create detailed billing reports for each physician group, including relevant codes and billing amounts. 4. EHR System Utilization: Use EHR systems to record and manage patient data. 5. Insurance Claims Processing: At the end of each month, process insurance claims by uploading care minutes, ICD codes, and certification documents. This process was repeated for each patient, ensuring that all administrative and billing tasks were handled efficiently. Conclusion
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	My internship at Doctor Alliance provided me with invaluable experience and insights into the healthcare administration field. By working as part of the clinical team, I developed a deep understanding of the significance of accurate documentation, efficient care coordination, and effective billing processes. These are critical components in ensuring that patient care is managed seamlessly and that administrative tasks do not hinder the provision of quality healthcare. The hands-on experience I gained in preparing patient documents, maintaining care plan oversight, and generating detailed billing reports has equipped me with practical skills that are essential in any healthcare setting. Learning to navigate and utilize various EHR systems enhanced my ability to manage patient data efficiently, ensuring that all information is accurately recorded and accessible for care providers. Processing insurance claims was another crucial aspect of my role. By understanding the intricacies of ICD codes and the specific requirements for different billing codes (G0181, G0180, G0179, G0182), I was able to ensure that claims were processed correctly and timely. This not only facilitated proper reimbursement but also underscored the importance of meticulous attention to detail in healthcare administration. The theoretical knowledge I acquired in my coursework was instrumental in performing my duties effectively. Courses in Digital Health, Health Information Management, Health Policy and Insurance, and Medical Terminology and Coding provided a solid foundation that I was able to apply directly in my internship. This synergy between classroom learning and practical application reinforced my understanding of healthcare administration and its critical role in the overall healthcare system. Overall, my internship at Doctor Alliance has been a transformative experience, providing me with a comprehensive understanding of the administrative processes that support patient care. The skills and knowledge I gained during this period will undoubtedly be invaluable as I continue to pursue a career in healthcare. This report highlights the responsibilities and processes involved in my role, emphasizing the critical aspects of managing patient care and administrative tasks in a healthcare setting. The experience has solidified my commitment to contributing to the efficient and effective delivery of healthcare services. Live Project: Healthcare Market Research in the Northeast Region of USA.
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	Project Overview As part of my internship at Doctor Alliance, I participated in a live project that aimed to expand the platform's reach and onboard more physicians. The project involved dividing the USA map into four regions: Northeast, Midwest, South, and West. My team was assigned the Northeast region, which includes states such as New York, New Jersey, Pennsylvania, Massachusetts, and others. Objectives- The main objectives of the project were to: 1. Identify major cities and counties in the Northeast region. 2. Locate large physician groups, hospitals, and hospice care facilities within these areas. 3. Conduct thorough market research to understand the healthcare landscape in the region. 4. Develop strategies to enhance and onboard major physician groups onto the Doctor Alliance platform. Methodology- ✓ Identifying Major Cities and Counties Our first step was to identify the major cities and counties in the Northeast region. This involved researching demographic data, population density, and the presence of significant healthcare facilities. Major cities identified included: - New York City, NY - Boston, MA - Philadelphia, PA - Newark, NJ - Providence, RI We also identified key counties with high healthcare demand and a significant number of healthcare providers. ✓ Locating Major Physician Groups and Healthcare Facilities
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	Next, we focused on locating large physician groups, hospitals, and hospice care facilities in these major cities and counties. This involved: - Researching online databases and directories: Using resources like the American Medical Association (AMA) and state health department websites. - Contacting local medical societies: Engaging with local medical societies to get information on major healthcare providers in the region. - Analysing healthcare networks: Reviewing existing healthcare networks and their affiliations to understand the concentration of providers. Conducting Market Research- We conducted a thorough market research to gain insights into the healthcare landscape in the Northeast. This included: - Analyzing market trends: Identifying trends in healthcare delivery, telehealth adoption, and patient demographics. - Competitive analysis: Reviewing the services offered by other healthcare platforms to understand Doctor Alliance's competitive positioning. - Surveying healthcare providers: Engaging with physicians, hospital administrators, and other stakeholders to gather feedback on their needs and challenges. ✓ Developing Onboarding Strategies Based on our research findings, we developed strategies to enhance the onboarding of major physician groups onto the Doctor Alliance platform. Key strategies included: - Tailored outreach campaigns: Creating customized outreach campaigns for different cities and counties, highlighting the benefits of Doctor Alliance. - Partnerships and collaborations*: Establishing partnerships with local medical societies and healthcare networks to facilitate introductions and endorsements. - Demonstrating value: Showcasing case studies and success stories from existing clients to demonstrate the platform's value. ✓ Outcomes and Impact
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	The live project provided valuable insights into the healthcare market in the Northeast region. Our research identified several key physician groups and healthcare facilities that were potential candidates for onboarding. The strategies developed by our team were implemented by Doctor Alliance's business development team to enhance their market presence in the region. Overall, the project not only contributed to Doctor Alliance's growth but also provided me with practical experience in market research, strategic planning, and healthcare administration. This experience was instrumental in understanding the complexities of the healthcare market and the importance of targeted strategies for business development.
Linking theory (Classroom learning) with practice at your organisation	1. Digital Health and ICD Codes In my Digital Health classes, I learned about the importance of electronic health records (EHR) and the various codes used in medical billing, such as ICD codes. This theoretical knowledge was directly applicable during my internship as I used EHR systems to manage patient data and applied ICD codes for billing purposes. 2. Health Information Management Courses on Health Information Management taught me about the systematic organization of health information. This was crucial when generating billing reports and preparing patient documents, as accurate and efficient handling of information is key to successful healthcare administration. 3. In our marketing classes, we learned about market segmentation, targeting, and the importance of market research and competitive analysis. These concepts were directly applied during my internship at Doctor Alliance, particularly in the live project. We segmented the Northeast region into major cities and counties, targeting key physician groups and healthcare facilities for onboarding. Utilizing market research techniques such as surveys and data analysis, we gathered insights into the healthcare landscape. Additionally, by conducting a competitive analysis, we identified gaps in the services offered by other healthcare platforms, enabling us to strategically position Doctor Alliance to meet the needs of potential clients more effectively. This theoretical knowledge was crucial in developing targeted outreach strategies and enhancing our market presence in the Northeast region.
Gaps identified on the working area.	1. Limited integration with existing EHR systems across different physician groups can lead to inconsistencies and increased manual work. 2. Variability in billing codes and eligibility criteria can lead to errors and inefficiencies in billing report generation. 3. Noticed that there was no proper guidelines or process on what aspect market research is important and how to do. 4. Manual entry of ICD codes and other data for insurance claims processing is prone to errors.

	5. Insufficient depth in market research due to time constraints and limited resources. 6. Coordination between different teams (clinical, billing, marketing) can be challenging, leading to potential miscommunication and delays.
Suggestions for improvement	1. Develop a standardized approach across all groups to minimize discrepancies. 2. Implement a unified document management system integrated with EHR systems. 3. Enhance training on billing codes. Create a comprehensive reference guide. Implement billing software that validates codes. 4. Recommend to conduct regular audits for checking orders and billing report to identify and rectify discrepancy promptly.

Signature of the Student- SANCHI YADAV HM 28

Approved by the IIHMR University's Mentor