

SUMMER INTERNSHIP PROGRAM
At
Unthinkable Solutions LLP, Gurugram
From 6th MAY'2024 to 5th JULY'2024

A REPORT BY
Maneesha Mohan
Master of Business Administration
Hospital and Health Management
2023-25

Under the Mentorship of
Dr. Tripti Bisawa



Date: July 04, 2024

Annexure A
Completion Certification from the Organization
CERTIFICATE

This is to certify that **Dr. Maneesha Mohan** of batch **2023 – 25 (HM – 28)** of **MBA Hospital and Health Management** has worked with our organization for her summer internship from **May 06, 2024 to July 05, 2024**. The overall performance shown by her during the period was excellent. This certificate is being issued to meet the requirements of the IIHMR University.

Signature of Mentor



Unthinkable Solutions LLP

Name – Dr. Anirban Kundu

Designation: Sr. Manager – PreSales



IIHMR University Faculty Mentor Approval

This is to certify that **Dr. Maneesha Mohan** 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: 22.07.2024

A handwritten signature in blue ink, appearing to be 'TS' with a long horizontal stroke extending to the right.

Dr. Tripti Bisawa

Professor

Reporting Format

(Week 1)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 1

From: 06/05/2024 to 10/05/2024

Activity Done	- Our Induction session was taken by the HR, Finance, Legal and IT departments. Our Mentor and Senior Manager of Healthcare COE, Dr. Anirban Kundu also briefed us about the projects as well as the job functions under the Healthcare Pre-Sales department. - We were then assigned multiple tasks for the week which included training sessions on Value Based Care, Healthcare Compliances, Healthcare as a concept. - After this we were given a task to prepare a report for a client on the feasibility of implementation of FDA and ISO 13485 for a Pill Reminder Therapy function. - We also did a comparative analysis on various healthcare compliances in the US, EU and Indian market.
Linking theory (Classroom learning) with practice at your organisation	During the DIGITAL HEALTH module, I got the basic idea about some of the major compliances and hence it was easy for me to understand during the briefing taken by the mentor.
Gaps identified on the working area.	In a week's period, I understood that the company has many healthcare projects but not the sufficient workforce that understands the medical terminologies.
Suggestions for improvement	To establish a team that has people from the healthcare background so as to provide a better understanding and prompt solutions.
Plan for the next week	I have been assigned to create a blog on FDA and GDPR.

Signature of the Student - Maneesha Mohan

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.

Reporting Format

(Week 2)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 2

From: 13/05/2024 to 17/05/2024

Activity Done	The following works were completed this week: • BANT qualification checklist prepared. • Prepared a deck on use cases for the client understanding. • Prepared a solution deck for a digital insurance company. • Prepared a deck on ISO13485 compliance, as well as a detailed report on FDA. • Performed a competitive analysis for a US based eye clinic group. • Prepared a deck on Practice management systems in healthcare. After submission of the works, it was reviewed by the mentor and suggestions were discussed.
Linking theory (Classroom learning) with practice at your organisation	During the Marketing module, we were given an understanding of the requirements to prepare a professional pitch deck for clients.
Gaps identified on the working area.	While working on a particular topic, I could gather information about it but didn't get a complete understanding of the matter. As soon as I was informed about which client and what purpose it was for the information became easier to understand and apply.
Suggestions for improvement	While doing market research, it is very much essential to understand all about the client and then work accordingly.
Plan for the next week.	My mentor will be assigning me a client work next week.

Signature of the Student - Maneesha Mohan

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.

Reporting Format

(Week 3)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 3

From: 20/05/2024 to 24/05/2024

Activity Done	The following works were completed this week: • Understanding Healthcare command centre – deck prepared, and market research done. • Go to market strategy – basics, map prepared. • AI in healthcare – applications and strategy • Overview of insurance plans and salary SIP After submission of the works, it was reviewed by the mentor and suggestions were discussed.
Linking theory (Classroom learning) with practice at your organisation	During the module – Essentials of hospital services, we were told about the different elements of hospital operations which ensures streamlined workflow, while working on the healthcare command centre I was able to analyse and understand how well the functions can be streamlined with technology.
Gaps identified on the working area.	Stepping into the consulting domain, I understood that Healthcare as a domain doesn't deal with only the mainstream options like hospital, pharmaceutical and public health but also takes into account other domains that ensures its smooth functioning.
Suggestions for improvement	I do market research without having much knowledge about the client and so the information I provide is generic, thus if an overview of the client requirements is given it would be easier to work.
Plan for the next week.	Understanding feature list and proposal development for clients.

Signature of the Student - Maneesha Mohan

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.

Reporting Format

(Week 4)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 4

From: 27/05/2024 to 31/05/2024

Activity Done	The following works were completed this week: • Did market research on ophthalmology EHR and prepared a solution deck. • Practice management system – Dental, market research done, and deck prepared. • Deck prepared on eQMS and HEDIS. After submission of the works, it was reviewed by the mentor and suggestions were discussed.
Linking theory (Classroom learning) with practice at your organisation	During the module – Marketing Management, we understood that a product can have multiple users and it is important to understand the need of individual users and their user journey.
Gaps identified on the working area.	As I do not get a first-hand meeting experience with client to understand the prospect before creating a solution deck for them. Understanding the prospects needs will make the onboarding process easier.
Suggestions for improvement	To create a personalized deck for client, the best way is to include the individual who will be preparing the deck for all prospect meets to ensure high quality and unique solution deck.
Plan for the next week	Understanding proposal development and lead qualification.

Signature of the Student - Maneesha Mohan

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.

Reporting Format

(Week 5)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 5

From: 03/06/2024 to 07/06/2024

Activity Done	The following works were completed this week: • Deck prepared Dental PMS and feature list created. • AI in insurance • Market research done on prevalence of mental health and geriatric disorders + demand for their digital solutions. • Feature list created for ophthalmology EHR. After submission of the works, it was reviewed by the mentor and suggestions were discussed.
Linking theory (Classroom learning) with practice at your organisation	During the module –Marketing Management, I understood how to do market research and what all must be covered while doing market research hence it was easy for me to do it here.
Gaps identified on the working area.	While working on the topic AI in insurance, I understood that use of AI can not only simplify tasks but may also create dependence on it which may lead to replacement of humans in certain situations.
Suggestions for improvement	Regular sessions with the mentor will be beneficial for me, as we do not get interactions on a regular basis.
Plan for the next week	I will be engaged in core presales work next week.

Signature of the Student - Maneesha Mohan

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.

Reporting Format

(Week 6)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 6

From: 10/06/2024 to 14/06/2024

Activity Done	The following works were completed this week: • Deck prepared Mental Health and feature list created. • AI in insurance – Automated Claims Management Solutions. • Market research done on prevalence of mental health and geriatric disorders + demand for their digital solutions. • Feature list created for Geriatric care platform. After submission of the works, it was reviewed by the mentor and suggestions were discussed.
Linking theory (Classroom learning) with practice at your organisation	During the module –Digital Health, I understood how to integrate AI applications in healthcare and its back end technical aspects for implementation.
Gaps identified on the working area.	While working on the topic Mental Health Solutions, I understood the need of creative design aspects to be added more to the client decks prepared to improve the quality of presentation and detailing.
Suggestions for improvement	Interaction between interdepartmental team i.e. Marketing, Sales and Developers to be more streamlined and interactive.
Plan for the next week	I will be engaged in new prospect-based solution research mainly Gen AI applications in healthcare.

Signature of the Student - Maneesha Mohan

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.

Reporting Format

(Week 7)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 7

From: 17/06/2024 to 21/06/2024

Activity Done	The following works were completed this week: • Deck prepared on Data Lake Architecture in Healthcare. • AI in insurance for client– Automated Claims Management Solutions continuation from last week & Integration of smart chatbots for FNOL application. • Market research done for client who wants to integrate Surgical Preference Cards into their EMR systems. • Feature list created for Smart Chatbot in Healthcare. After submission of the works, it was reviewed by the mentor and suggestions were discussed.
Linking theory (Classroom learning) with practice at your organisation	During the module –Finance Management, we understood the claims management system which was useful to understand insurance modules while research.
Gaps identified on the working area.	While working for a RPM client, we lacked the knowledge of technical aspects and terms which made our progress slow down.
Suggestions for improvement	The technical understanding could have been improved with the right training and guidance.
Plan for the next week	I will be engaged in new prospect-based solution research mainly Gen AI applications in Pharmaceutical Management.

Signature of the Student - Maneesha Mohan

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.

Reporting Format

(Week 8)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 8

From: 24/06/2024 to 28/06/2024

Activity Done	The following works were completed this week: • Deck prepared on Surgical preference cards integration with EHR for client. • Market Research & Competitor Analysis prepared for UK government-based client. • Deck prepared on chatbot integration for UAE based insurance client. • Created a customised Data Lake Architecture Diagram for Healthcare After submission of the works, it was reviewed by the mentor and suggestions were discussed.
Linking theory (Classroom learning) with practice at your organisation	During the module –Marketing Management, I understood how to perform the competitor analysis keeping in mind the major market forces that influence business decisions.
Gaps identified on the working area.	No standard tools are used for market research and hence the findings may vary or be subjective.
Suggestions for improvement	More emphasis should be given on performing market research as presales works focuses on catering client needs.
Plan for the next week.	Review meeting and work assessment to be done by the mentor.

Signature of the Student - Maneesha Mohan

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.

Reporting Format

(Week 9)

Name of the Organisation: Unthinkable Solutions, Gurgaon

Area/ Department/ Project of Summer Internship Program: Healthcare COE

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: MBA (Hospital and Health Management)

Week no: 9

From: 01/07/2024 to 05/07/2024

Activity Done	The last week at Unthinkable was a wrap up to the internship and hence, I could complete the following: • Poster made on Impact of AI in personalized medicine. • Attended a review meeting with the mentor, presented my portfolio and all activities done in 2 months were reviewed by the mentor. • Attended exit interview and completed all the necessary documentation.
Linking theory (Classroom learning) with practice at your organisation	During the module –Business communication, I understood the importance of effective communication at workspace and kept this in mind throughout the internship.
Gaps identified on the working area.	Throughout the internship, I understood that presales department functions always on the go and does not have a streamlined workflow, the work constantly shifts and adapts based on the client. I feel the workflow needs to be optimized to as to ensure a smooth process in all cases.
Suggestions for improvement	Based on the gap identified, necessary steps must be taken to make the process systematic.
Plan for the next week.	-

Signature of the Student -Maneesha Mohan

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.

COMPILED REPORT

Name of the Organisation: Unthinkable Solutions LLP, Gurugram

Department of Summer Internship Program: Healthcare COE, Presales

Name of the Student: Maneesha Mohan

Roll no: 1741

Stream: Hospital and Health Management

Activity Done	
	• Attended training sessions on Value Based Care, Healthcare Compliances, Healthcare as a concept. • Prepared a report for a client on the feasibility of implementation of FDA and ISO 13485 for a Pill Reminder Therapy function. • Comparative analysis on various healthcare compliances in the US, EU and Indian market. • BANT qualification checklist prepared • Prepared a deck on use cases for the client understanding • Prepared a solution deck for a digital insurance company • Prepared a deck on ISO13485 compliance, as well as a detailed report on FDA • Performed a competitive analysis for a US based eye clinic group • Prepared a deck on Practice management systems in healthcare • Healthcare command centre – deck prepared, and market research done. • Go to market strategy – basics, map prepared. • AI in healthcare – applications and strategy • Overview of insurance plans and salary SIP

	• Did market research on ophthalmology EHR and prepared a solution deck. • Practice management system – Dental, market research done, and deck prepared. • Deck prepared on eCQMS and HEDIS. • Deck prepared Dental PMS and feature list created • AI in insurance • Market research done on prevalence of mental health and geriatric disorders + demand for their digital solutions • Feature list created for ophthalmology EHR • Deck prepared Mental Health and feature list created. • AI in insurance – Automated Claims Management Solutions. • Market research done on prevalence of mental health and geriatric disorders & demand for their digital solutions. • Feature list created for Geriatric care • Deck prepared on Data Lake Architecture in Healthcare. • AI in insurance for client– Automated Claims Management Solutions with integration of smart chatbots for FNOL application. • Market research done for client who wants to integrate Surgical Preference Cards into their EMR systems. • Feature list created for Smart Chatbot in Healthcare. • Deck prepared on Surgical preference cards integration with EHR for client. • Market Research & Competitor Analysis prepared for UK government-based client
--	--

	• Deck prepared on chatbot integration for UAE based insurance client. • Created a customised Data Lake Architecture Diagram for Healthcare • Poster made on Impact of AI in personalized medicine • Attended a review meeting with the mentor, presented my portfolio and all activities done in 2 months.
Linking theory (Classroom learning) with practice at your organisation	• • During the Digital Health module, I got the basic idea about some of the major compliances and hence it was easy for me to understand during the briefing taken by the mentor. • During the Marketing module, we were given an understanding of the requirements to prepare a professional pitch deck for clients. • During the module – Essentials of hospital services, we were told about the different elements of hospital operations which ensures streamlined workflow, while working on the healthcare command centre I was able to analyse and understand how well the functions can be streamlined with technology • During the module – Marketing Management, we understood that a product can have multiple users and it is important to understand the need of individual users and their user journey. • During the module –Marketing Management, I understood how to do market research and what all must be covered while doing market research hence it was easy for me to do it here.

	• During the module –Digital Health, I understood how to integrate AI applications in healthcare and its back end technical aspects for implementation. • During the module –Finance Management, we understood the claims management system which was useful to understand insurance modules while research. • During the module –Marketing Management, I understood how to perform the competitor analysis keeping in mind the major market forces that influence business decisions. • During the module –Business communication, I understood the importance of effective communication at workspace and kept this in mind throughout the internship.
Gaps identified on the working area.	• In a week's period, I understood that the company has many healthcare projects but not the sufficient manpower that understands the medical terminologies. • While working on a particular topic, I could gather information about it but didn't get a complete understanding of the matter. As soon as I was informed about which client and what purpose it was for the information became easier to understand and apply. • Stepping into the consulting domain, I understood that Healthcare as a domain doesn't deal with only the mainstream options like hospital, pharmaceutical and public health but also takes into account other domains that ensures its smooth functioning. • As I do not get a first-hand meeting experience with client to understand the prospect before creating a

	solution deck for them. Understanding the prospects needs will make the onboarding process easier. • While working on the topic AI in insurance, I understood that use of AI can not only simplify tasks but may also create dependence on it which may lead to replacement of humans in certain situations. • While working on the topic Mental Health Solutions, I understood the need of creative design aspects to be added more to the client decks prepared to improve the quality of presentation and detailing. • While working for a RPM client, we lacked the knowledge of technical aspects and terms which made our progress slow down. • No standard tools are used for market research and hence the findings may vary or be subjective. • Throughout the internship, I understood that presales department functions always on the go and does not have a streamlined workflow, the work constantly shifts and adapts based on the client. I feel the workflow needs to be optimized to as to ensure a smooth process in all cases.
Suggestions for improvement	• To establish a team that has people from the healthcare background to provide a better understanding and prompt solutions. • While doing market research, it is very much essential to understand all about the client and then work accordingly. • I do market research without having much knowledge about the client and so the information I provide is generic, thus if an overview of the client requirements is given it would be easier to work.

	• To create a personalized deck for client, the best way is to include the individual who will be preparing the deck for all prospect meets to ensure high quality and unique solution deck. • Regular sessions with the mentor will be beneficial for me, as we do not get interactions on a regular basis. • Interaction between interdepartmental team i.e. Marketing, Sales and Developers to be more streamlined and interactive. • The technical understanding could have been improved with the right training and guidance. • More emphasis should be given on performing market research as presales works mainly focuses on catering client needs.
--	--

Signature of the Student- Maneesha Mohan:

Approved by the IIHMR University's Mentor -