

Internship Report Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Hospital and Health Management

by

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Under the Supervision and Guidance of

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2022



Internship Completion Letter

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Date : Mar 22, 2022 to 19th July, 2022

Subject : Completion of Internship Letter

To Whomsoever It May Concern,

M16labs certifies that Dr. Avani Garde successfully completed the internship program at our organization as a Business Development Intern.

During this time, Dr. Avani worked on the development of key health Information Technology related business development projects.

By working on these projects, Dr. Avani acquired critical Professional skills.

Dr. Avani displayed professional traits during her internship period and managed to complete all assigned tasks as requested. She was hardworking, dedicated, and committed. It was a pleasure having her with us in this period.


Yours sincerely,
Anil JJ

Founder & CEO

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INTRODUCTION

Digital health is the umbrella term for the use of information and communication technologies in the field of medicine and healthcare. Digital health includes mobile health (mHealth), Health IT, smart wearable devices, telehealth and telemedicine and personalized medicine. Digital health products have the potential to revolutionize patient care and delivery of healthcare. Health Management Information Systems (HMIS) is a comprehensive data collection system designed to facilitate smooth operations of a hospital or medical facilities. Hospital operating systems help to increase healthcare access to a larger community, reduce operational costs, increase efficiency and improve patient satisfaction in all stages of patient's journey.

Artificial Intelligence and machine learning are upcoming in healthcare technology that is being employed in various fields of medicine like public health, robotic surgeries, precision medicine in oncology, clinical decision-making and administrative functions.

OBJECTIVES OF THE INTERNSHIP

- To understand how the product of the company (MetahOS) works
- To understand how the start-up functions and business model of the company
- To learn about the organizational culture
- To identify potential clients and generate leads
- To conduct research regarding relevant topics and capture insights into whitepapers
- To find ways in which business can be diversified and expanded into new locations and geographies.
- To learn about how other companies operating in similar market are doing business and offering services.
- To create whitepapers, podcast for social media engagement
- To learn more about ways to engage with various hospital stakeholders
- To understand the process flow and clinical workflows of OPD, IPD
- To gather information and content for podcast development
- To learn about social media marketing and digital marketing campaigns

ORGANIZATIONAL PROFILE



Meta 16 labs Healthcare and Analytics Private Limited was founded on 16th September 2018 by a team of individuals from diverse backgrounds like doctors, dentists, engineers and public health professionals and led by Anil JJ, CEO, m16 Labs, and Dr. Ashvath Vinayak Kulkarni, Chief Customer Success Officer, provides affordable health infrastructure and communication technology solutions to hospitals, small clinics and individual practitioners.

Goals

1. Create Affordable Healthcare IT Solutions
2. Make Healthcare Solutions Easy for & Accessible to Every Strata of Society
3. Keep Healthcare Data Private & Safe

Vision

To be the Patient Health-Centric Platform to Manage Everyone's Health & Wellness.

Mission

#HealthyIndia through #HealthyYou by Making Care & Wellness Accessible.

PRODUCT PORTFOLIO

1. MetahOS - Healthcare Operating System

MetahOS makes running healthcare facilities a breeze by bringing your entire hospital together on one Operating System. Patients, Staff, Facilities and Medical Records are all connected through an easy-to-use interface that you can access from everywhere.

2. MyTeleOPD - Digital Clinic

Secure Two-Way Communication Channel between Doctor and Patient; Security to Safeguard All Sensitive Private Patient Information; Works well with Low-Speed Internet; Simple and Easy-to-Use; Pre-screens Patients.

3. Wurkwell - Workplace Wellness Platform

Human Resources can now run employee health & wellness initiatives all through the year using the m16.health WeCare AtWork™ Program. From Annual Health Checks, Stress Management to Cancer Screening, we have built all the initiatives on the platform so that you can run it using OneClick service.

SERVICES PROVIDED

Digital OPD & IPD

MetahOS is a cloud-based digital platform for hospitals and medical facilities. Functions include patient registration, case & consultation notes, laboratory results management, pharmacy records, e-referrals, bed management, and many more. This industry specific solution is integrated with all leading hospital software solutions enabling efficient communication between the departments involved.

Patient Relationship Management

MetahOS is a Digital Patient Relationship management (PRM) added with Hospital Informatics System, eHealth, Telemedicine in the cloud. The comprehensive features within MetahOS includes Patient – Doctor Communication, tracking patient journey, pre & post follow-ups, enhances the clinician's decision and hence improves care and treatment effectiveness and reduces operational costs.

Marketing, Sales & Referral Management

MetahOS, the next-generation Electronic Medical Record (EMR), offers a cost-effective platform to manage all of your marketing, sales, and referral management needs. Its sleek interface provides organizations with real-time analytics on metrics such as blood donation camps, health camps and sales calls.

Billing, Finance & Accounts Receivables

MetahOS, a comprehensive platform for healthcare organizations that empowers your organization with an ERP solution. MetahOS is a modular product architecture that enables the generation of non-clinical reports required by any healthcare organization.

HR, Operations & RTC

MetahOS is a cloud-based app that reduces administrative overhead in HR, Operations and HIPPA Compliant Realtime Chat. Offering secure file sharing, hassle-free employee self-service, real time intercom for on the move situations, and scheduled meetings amongst employees as needed.

KEY ACTIVITIES UNDERTAKEN

As a part of the business development team at Meta 16 Labs, some of the major activities undertaken were :

- **Building user personas of our potential clients**

A user persona is a semi-fictional character based on your current (or ideal) customer. Personas can be created by talking to users and segmenting by various demographic and psychographic data to improve your product marketing.

Based on the product of the company MetahOS, user personas were made for

1. Tertiary hospitals
2. Clinics and Small-sized hospitals (up to 50 bedded)
3. Non-Governmental Organizations

The user personas for each of these organizations identified challenges, proposed solutions and trusted brands in the market.

- **Conducting research about sources of information on new projects and ways to engage with hospital decision makers.**

Stakeholder Outreach - Engaging with prospects can happen by following:

1. Email Campaigns

If you use email campaigns, be sure to obtain verifiably accurate contact information. You can scrape information from online sources or publicly available lists.

2. Conferences or seminars/webinars

You can ask conferences to provide attendee lists

3. Health-Tech fairs & summits

Demonstration of product in delivering the desired outcome can attract attention of hospital decision makers

- **Competitor Analysis**

Making sales battle cards for similar start-ups in business of providing hospital operating systems to hospitals and medical facilities.

Battle cards are internal documents used in the sales field that compile key information and scripts about specific products or services, the market in which they're sold, brand competitors and target customers

Companies for which competitor analysis was performed were:

1. TrioTree Healthcare

TrioTree provides healthcare IT solutions to Hospitals, Laboratories and clinic management system with its flagship product HIStree. TrioTree was founded in the year 2012 by a group of doctors and engineers to build products and deploy in large scale systems in healthcare industry.

Management Team - TrioTree is led by Surjeet Thakur (CEO), Dr. Divye Chhabra (CCR) and Akanksha Rajeev (CIO).

Values - Honesty, Transparency, Integrity.

Vision - Deliver high quality, cost effective and patient centric healthcare solutions to streamline all business operations and run clinical workflows efficiently

2. Avisa Smart Hospitals

Avisa Smart Hospitals are equipping the healthcare space with smart infrastructure, interconnected management systems, software installation, patient health card and state of the art equipment.

Vision

We endeavour to create a positive change within the healthcare space to empower hospitals with improved efficiency and patients with better care and be viewed as global leaders facilitating this movement on a magnified scale

Mission

We are striving to be the one-stop solution to all the management, operations and growth-related woes of hospitals and clinics by pioneering the smart hospital revolution across India and worldwide.

- **Whitepapers**

Wrote two whitepapers for the company during my tenure of internship on the topics:

1. Revenue Cycle Management

Healthcare revenue cycle management is the financial process facilities use to manage the administrative and clinical functions associated with claims processing, payment, and revenue generation. The process consists of identifying, managing, and collecting patient service revenue.

2. Queue Management System

A queue management system is used to streamline patient flow through hospitals and clinics. Don't make patients wait longer than they have to. Let them join the queue virtually, from anywhere, using SMS, social media, a smartphone app, or a website booking system.

- **Online Course – Google Project Management**

Course -1 - Foundations of Project Management

This course included basics about project management, definition of a project, what do project managers do on a daily basis, Project management life cycle, different methodologies (example – waterfall and agile), lean six sigma and change management.

Course – 2 – Project Initiation : Starting a successful Project

This course included Cost-Benefit analysis, Key components of a project, Project Charter, SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound) goals, Triple constraint model, stakeholder analysis, making RACI Chart (Responsible, Accountable, Consulted and Informed) and resource planning.

KEY LEARNINGS

This internship with Meta 16 Labs has given me insights into the digital health space and health IT industry in India. Having worked closely with the business development team, this internship has also helped me gain exposure in sales and marketing side of the business as well. Apart from the technical skills, I've learned to work as part of small teams and collaborated with colleagues to achieve common goals. During the internship, my position also required me to work as an individual contributor in some of the deliverables.

I've developed good research skills as the work included extensive researching and scavenging through secondary data available in research articles from Pubmed, Elsevier etc. and articulated the findings in the whitepapers.

I've learnt the skill of being observant and analytical as I performed competitive analysis and made battle cards, comparing MetahOS to products of other rival companies viz. TrioTree and Avisa Smart Hospitals.

I have acquired the knowledge of Health Management Information Systems (HMIS) and Hospital Operating System and its capabilities to streamline hospital operations.

Lastly, I've grown to learn the importance of social media marketing and engaging content like whitepapers and podcasts for catering to larger audience.