

SUMMER TRAINING PROJECT PRESENTATION

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ROLL NO. – 1104**

**MBA Hospital and Health Management Batch
(2020- 22)**

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Summer Training at -



Impact Guru is India's leading medical crowdfunding platform, it helps patients across India irrespective of their social –economic background, their creed, their age or even their medical condition. It has impacted the lives of many for the better by raising more than 1500 cr rupee, impacting lives of more than five lakh people.

Founder – Mr. Piyush Jain and Co-founder Khushboo Jain.

Location – Mumbai , Maharashtra.

Mission – Make healthcare affordable to save lives today, while securing families for better tomorrow.

Learning's during the 8 weeks of summer training –

- Got an brief idea about crowdfunding and fundraiser and how it works.
- Enhanced my virtual communication skills and an understanding about the ethics of virtual meets with doctors and hospital managers.
- Professional introductory mail writing and daily report mails.
- Importance of follow ups.
- How to do an ice breaking conversation and promote the company's agenda.

PROJECT TOPIC - Study on the awareness and attitude towards medical crowdfunding and fundraiser in doctors and hospital managers.

INTRODUCTION -

Medical crowdfunding is the process of funding medical treatment – from diagnostic to surgeries to even medicines – with the help of monetary contributions from a large number of people.

Fundraising is the process of seeking and gathering voluntary financial contributions by engaging individuals, business, charitable foundations, or governmental agencies.

Steps involved in the working of crowdfunding ---

- Start a free fundraiser.
- Share your fundraiser online(promoting it to various social media platforms and engaging people by understanding the cause of initiating the fundraiser)
- Receive donations from around the world.

Transfer the funds to the hospital directly for paying medical bills

Crowdfunding is of three types –

1. Social lending/donation crowdfunding
2. Reward Crowdfunding
3. Equity Crowdfunding

The **objective** of the study is aimed at the underlying factors determining the understanding of attitude of doctors and hospital managers towards crowdfunding and fundraiser.

Crowdfunding is an innovative method of raising funds through population that is crowd through technological advances which is generally for a noble cause that interests the crowd to support others.



The **rationale** on doing a research on the study of awareness and attitude towards medical crowdfunding in doctors and hospital managers is that during the course of my summer internship at impact guru as a business development intern, we were assigned with the work of contacting doctors and hospitals and reaching out them with the concept of crowdfunding.

During the course of interaction I observed that most of the doctors and hospital managers were clueless about the term medical crowdfunding and fundraiser which can actually benefit someone and can make healthcare accessible and affordable to all.

There is little awareness about crowdfunding and the attitude towards it wasn't positive in most of the interactions with doctors and the conversion ratio is very less, this inspired me to take this topic as my research project.

Doctors and hospitals play a major role in medical crowdfunding as they are the people who know about the case, the first line of people who get in contact with the patient, know the severity of case and the amount required to initiate fundraiser.

Variables related to perception towards crowdfunding in doctors and hospital managers —

- Lack of knowledge about the concept and its awareness.
- Times constrains, existing pressure of work load. Time is the biggest variable for doctors specially amid covid -19.
- Confusion and lack of clarity towards the term and mixing crowdfunding with medical loan concepts.
- Not seeing potential monetary benefits.
- Lack of interest to devote time in social good and attitude to participate in social consciousness.
- In some cases lack of acceptance towards the new concepts and mindset towards it and its facilitation being virtual.

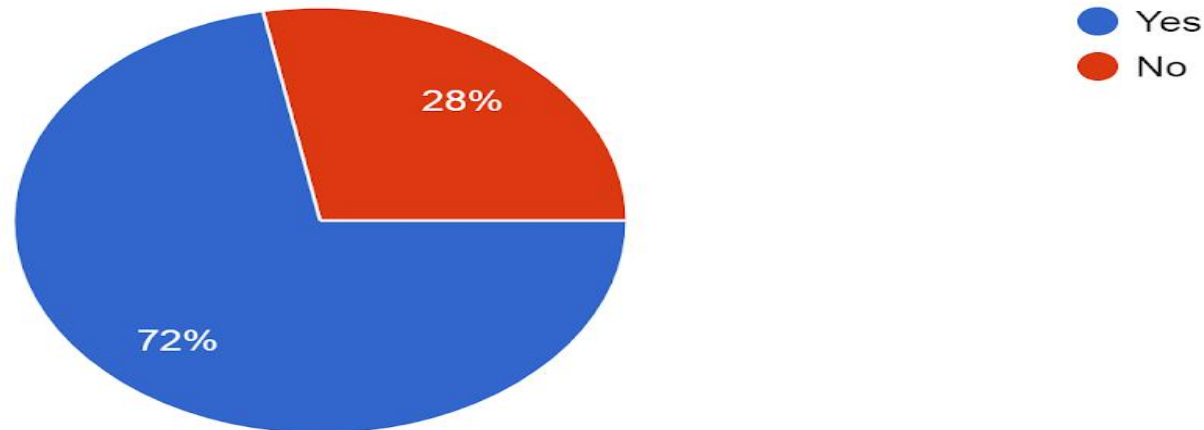


A small survey is conducted through structured questionnaire with 50 respondents which will help us to know more about the awareness and attitude in doctors about crowdfunding and the concept is embraced by them.

The set of questionnaire also consist of a question which creates a poll between the three popular healthcare financing firm in India that which one is widely known by the doctors and hospital managers.

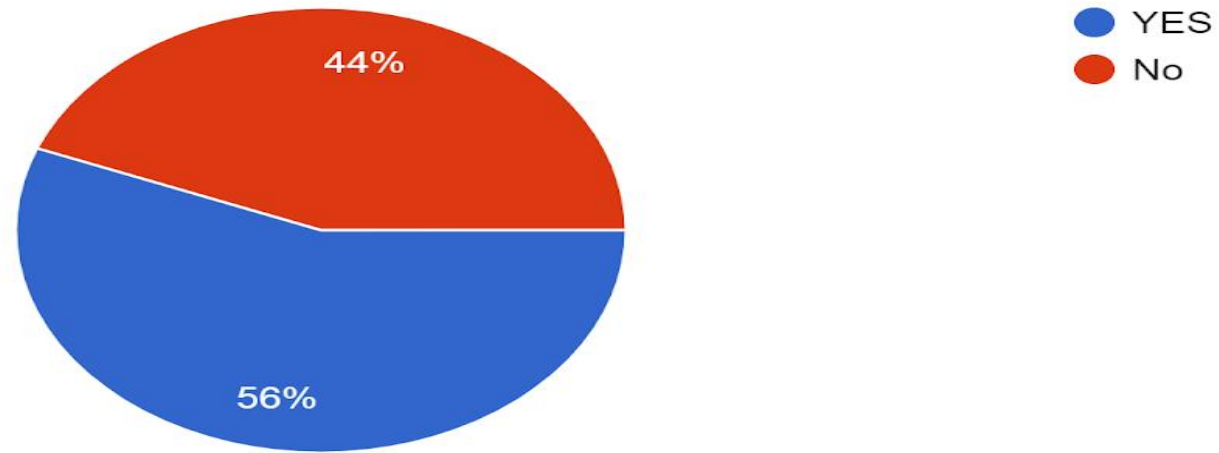
Have you heard about the terms crowd funding and fundraiser?

50 responses



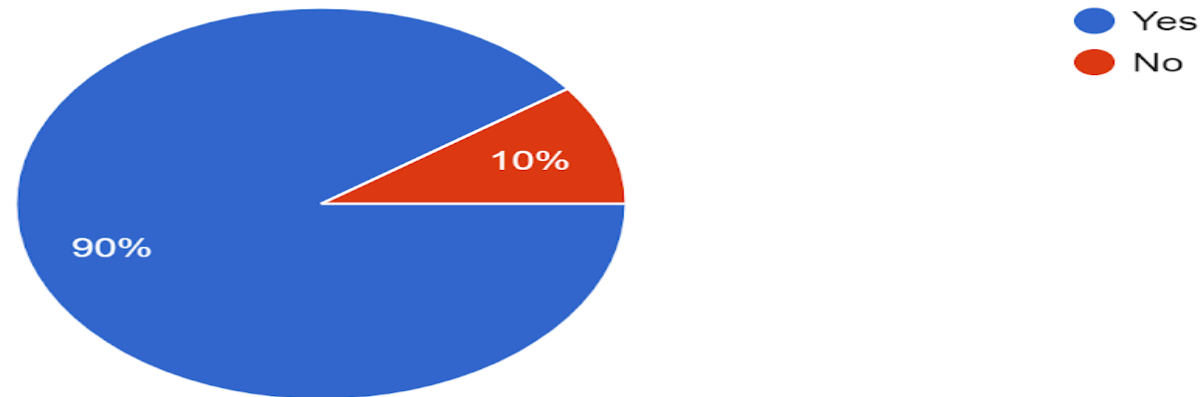
Are you familiar with medical crowd funding in specific and know how it works?

50 responses

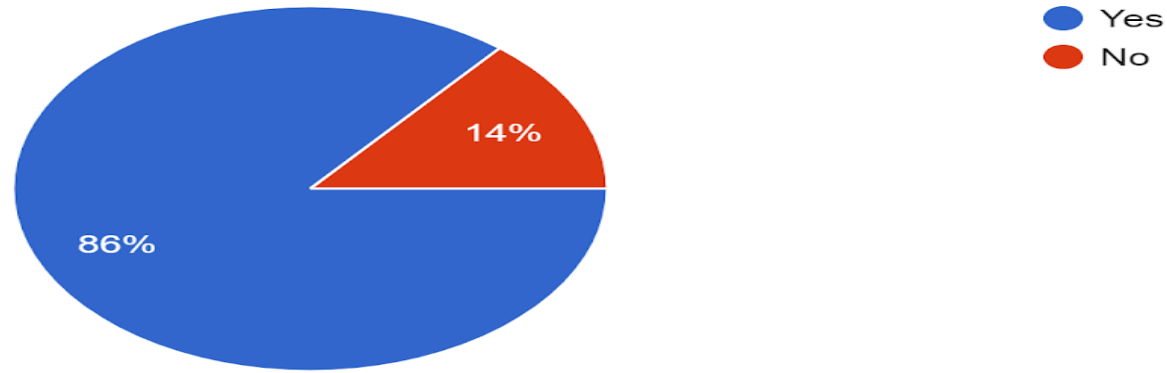


Will you be interested in knowing how it works and understanding its dimensions?

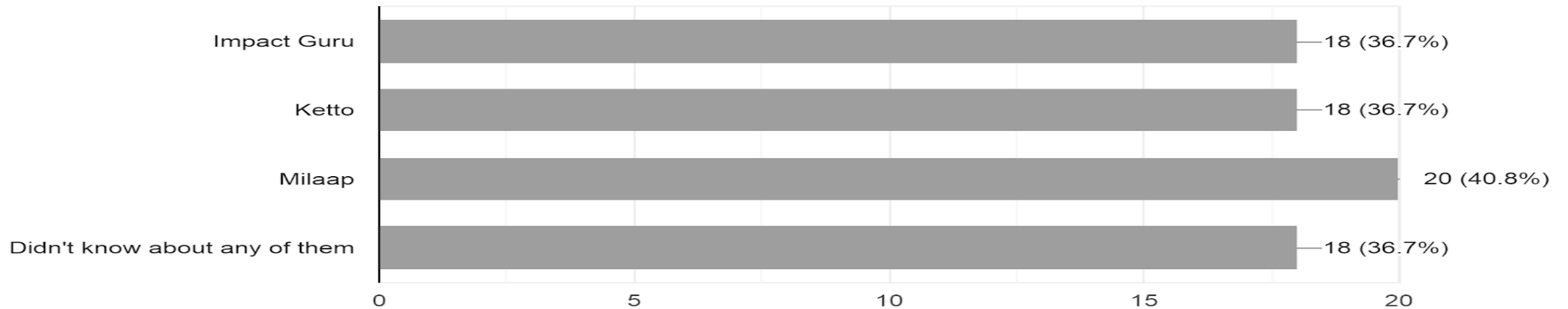
50 responses



Will you be interested in coordinating any of your patient who is in financial crisis and needs medical crowd funding for their treatment to any cr...g platforms or healthcare financing firm in India?
50 responses

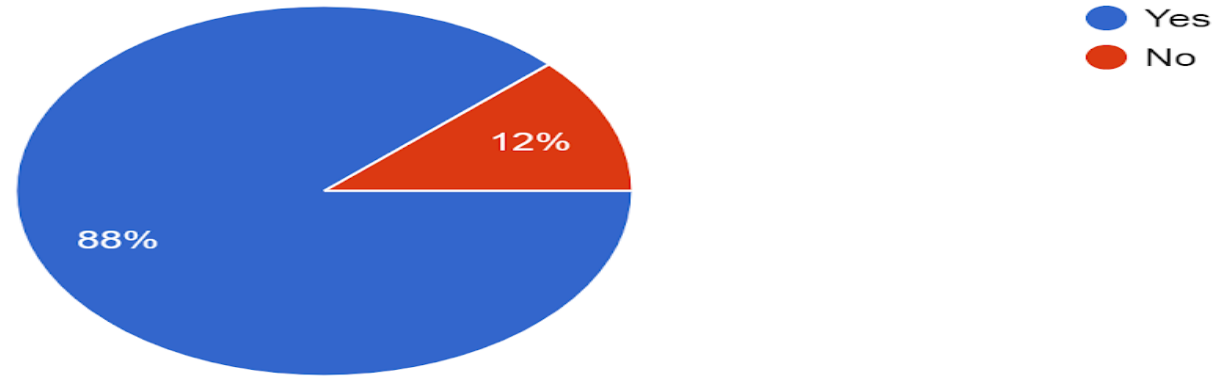


Have you noticed about Impact Guru, Ketto and Milaap while surfing online or on social media platforms ? If yes, which one of them?
49 responses



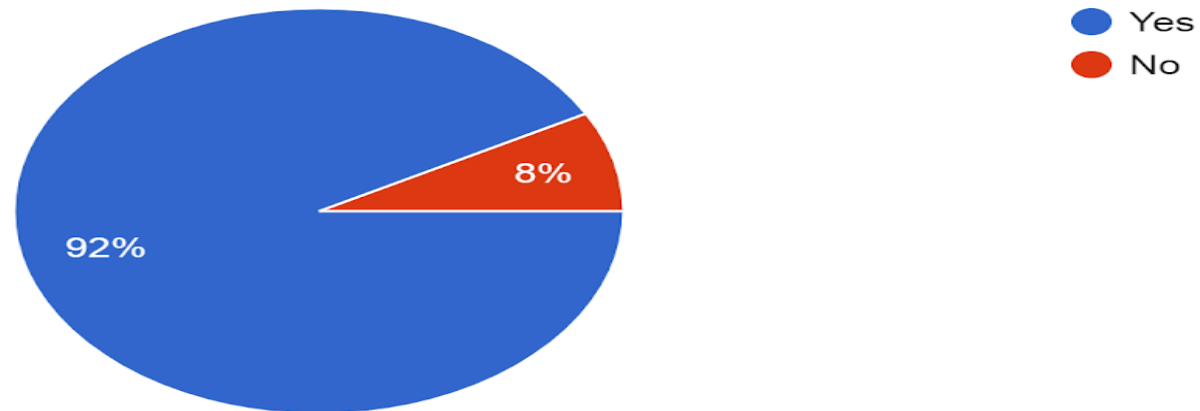
Do you support virtual facilitation of fundraising and meeting the required agenda's of concerned patients amid covid -19 ?

50 responses



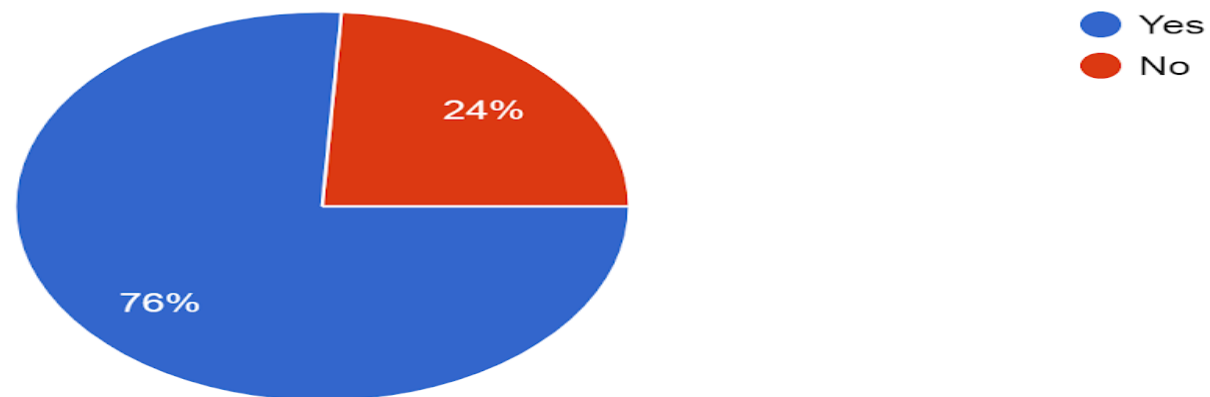
Will you embrace the new working techniques of healthcare financing firms on crowd funding amid covid -19?

50 responses



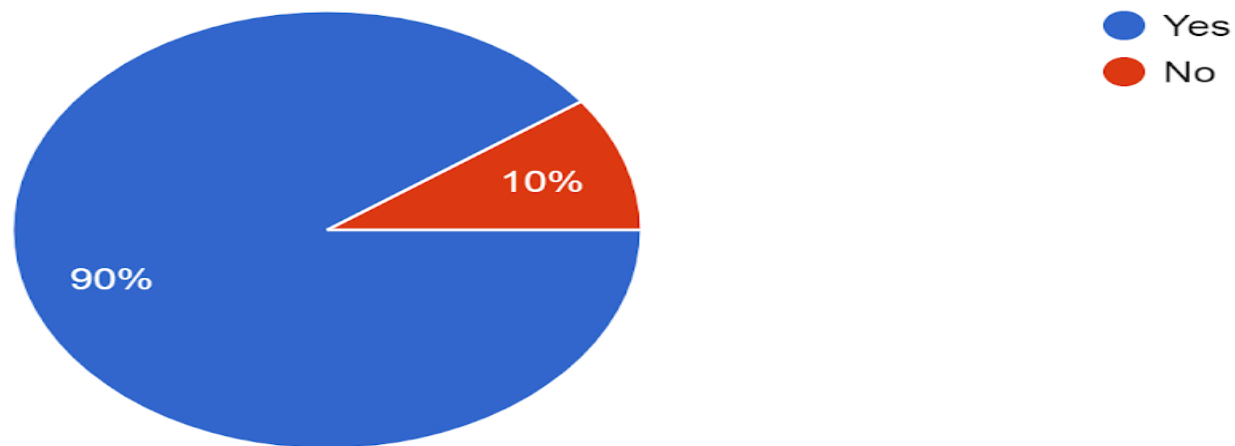
Will you be actively interested for the follow ups with the concerned personnel of crowd funding platforms?

50 responses



Will you be interested in referring crowd funding to your patients/fellow doctors /hospitals?

50 responses



INTERPRETATION –

The survey was conducted on a sample size of fifty doctors out of which forty four percent of the sample size which is near to half of the sample size are clueless about the medical crowdfunding, though when asked in the questionnaire they supported the virtual facilitation of crowdfunding and fundraising are ready to embrace the concept.

The survey also interprets that thirty-six point seven percent of the sample size do not know about any of the crowdfunding platforms or health care financing firm. The most widely known platform for crowdfunding according to the survey is Milaap.

Methodology-

The research conducted in this report is of Quantitative type study design.

- Type of study – Non Interventional, Descriptive study is made by using survey
- Sample population-It is a simple random sampling based report with the sample size of 50 healthcare professionals.
- Mode of data collection- Primary data is collected from healthcare professionals by conducting the survey using questioner. Survey was conducted online using Google forms and analysis of the collected data is done.
- Data analysis- Descriptive statistical analysis is done with aid of pie charts.

RECOMMENDATIONS AND CONCLUSION

Social awareness should be the prime concern and the concept of crowdfunding should be more promoted more to reach out the masses and no one gets compromised due to lack of funds for the healthcare expenses.

Conclusion for this study is crowdfunding will not grow if there is no social networking or lack of social involvement and awareness in the community. For successful campaigns this has to be reached to doctors and hospital either by healthcare financing firms personnel or but putting banners in regional language in hospitals so that people can directly also know about it.

If doctors and hospitals are not aware of the concept how the common individual can will get to know the concept that to it is mostly a digital platform.

Hyperlinks -

https://www.researchgate.net/publication/343595087_Crowdfunding_Education_Objectives_Content_Pedagogy_and_Assessment

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7367538/>

<https://www.oberlo.in/blog/complete-guide-crowdfunding#:~:text=2.-,Equity-Based%20Crowdfunding,the%20company%20in%20the%20future>

<https://www.jmir.org/2020/7/e18813>

<https://www.fundable.com/learn/resources/guides/crowdfunding/what-is-crowdfunding>

https://www.google.com/aclk?sa=l&ai=DChcSEwiVlvG5ndbxAhWOISsKHal_DEkYABABGgJzZg&ae=2&sig=AOD64_1SLdQkIEJh8PtWCWgmtM2BvnNcAg&q&adurl&ved=2ahUKEwix-u5ndbxAhUmyzgGHQBRCUIQ0Qx6BAgEEAE

<https://www.quora.com/What-is-medical-crowdfunding>

www.impactguru.com

THANK YOU