



Internship

At

Portea Medical Home Healthcare, Bangalore, Karnataka

By

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INTRODUCTION -

Over the past 50 years, India's average life expectancy has grown significantly. Hopefully, better nutrition and medical treatment are to blame for this. Despite higher lifespans, India has a severe lack of resources for treating chronic diseases and providing geriatric care, illnesses. According to a study by the United Nations Populations Fund, there are India will have 300 million persons over the age of 60 by 2021, up from 100 million in 2011 by the year 2050. This indicates a significant increase in the population who would require prolonged medical attention and care. In such circumstances, the cost of hospital lodging and treatment would be high.

In India, non-communicable diseases such cancer, chronic lung disease, diabetes, and cardiovascular disease account for about half of all fatalities. Because it is more comfortable and familiar than the strange hospital atmosphere, a person's home is said to be the greatest place for recovery.

The process of recovery calls for a lot of tenderness and care. Whether recovering after a surgery, recovering after giving birth, or going through physical therapy following a treatment, this time requires more attention than just medical help. One's recovery process will begin underway just at the prospect of leaving the hospital and returning home. The morale of the patients will be much increased if they may recover comfortably in their own homes under the care of their loved ones as opposed to being in a hospital.

Instead of a doctor who will see them occasionally, patients recovering from their disease would require someone who is there to help them when they need it.

Better home-based health care services are necessary because the idea of assisted living or old-age homes is usually socially unacceptable in India. According to estimates, a typical person's home environment may provide for 70% of their healthcare needs. Better health outcomes and decreased medical expenses for the patients may arise from this.

Patients and their families now have several options thanks to the development of home healthcare as a single solution. Home healthcare providers actively enter the battlefield to fill the void in the healthcare sector as a result of the aforementioned demand.

AIM OF THE INTERNSHIP -

In-home medical care

For an illness or injury, home health care refers to a broad range of medical services that can be provided there. In most cases, home health care is more affordable, more practical, and just as efficient as care received in a hospital or skilled nursing facility.

In first-world countries like the USA, UK, and others, home health care is an established notion. Given that India is in the third stage of its demographic transition and the nature of the home healthcare industry there, home-based healthcare in India is gaining significant traction and is expected to undergo significant change in the upcoming years.

In recent years, home healthcare has begun to take centre stage. When it comes to the elderly, a group with a strong need for healthcare, home healthcare providers have a lot more individualised services to offer. One area in which home healthcare providers excel is geriatric care. A lot of elderly people seek simple support, such as being accompanied on a walk, spending time with them in light-hearted chats, helping them with simple household chores, etc., in addition to medical care. Many participants in the home healthcare industry go above and above to provide the patient a sense of well-being.

Market for Home Healthcare -

The growing prevalence of chronic diseases, an ageing population, and the demand for better post-operative and primary care are the main drivers of the \$3 billion a year Indian market for home healthcare. The bulk of deaths in India today (53 percent) are caused by chronic diseases, and there is a substantial elderly population that requires regular home healthcare visits. By 2030, one in five Indians will be senior citizens, underscoring the importance of high-quality home healthcare.

Previously a disorganised and fragmented industry, it is quickly gaining the interest of business owners and investors and developing into an organised, technology-driven sector with standards and norms that are adhered to by many start-ups.

Home healthcare market -

The \$3 billion Indian home healthcare market is primarily driven by the rising prevalence of chronic diseases, an ageing population, and the demand for better post-operative and primary care. Today, chronic diseases account for 53% of deaths in India, and the country has a sizable elderly population that necessitates frequent home healthcare visits. One in five Indians will be elderly by 2030, underlining the significance of top-notch home healthcare.

Previously an unorganised and fragmented sector, it is now attracting investors' and business owners' attention and evolving into a standardised, technologically driven industry with standards and conventions that many start-ups follow.

HISTORY -

Zachary Jones, a former Copal Partners research director, and Karan Aneja started Portea in the nation's capital of New Delhi in 2012.

The startup Portea Medical was purchased from its New Delhi-based founders in September 2013 by serial entrepreneurs K. Ganesh and his wife Meena Ganesh, who now reside in Bangalore.

A successful serial entrepreneur with four exits and successful green field companies, Krishnan Ganesh is the chairman of Portea Medical. His most recent business, TutorVista, was purchased by global education company Pearson for \$213 million. For the 2012 Economic Times Entrepreneur of the Year Award, he was one of the top 5 contenders. His most recent business, Portea Medical, offers the Indian customer technology-driven home health care.

One of India's top business executives and most successful entrepreneurs, Meena Ganesh is the co-founder, MD, and CEO of Portea Medical. She has nearly three decades of expertise in a variety of fields, including healthcare, consulting, technology, outsourcing, education, and e-commerce. She was chosen by Fortune India as one of the 50 "Most Powerful Women in Business" in November 2015.

Following the acquisition, they raised \$8 million from Ventureast and Accel Partners. The investment division of the American technology company Qualcomm Inc., Qualcomm Ventures, made a strategic investment in Portea in July. The couple stated that they intend to raise \$40 million for Portea by May 2015 in an interview with Knowledge at Wharton prior to this fundraising, albeit they have not divulged the specifics.

By offering a continuity of treatment from doctors, nurses, physiotherapists, nutritionists, counsellors, and home health aides in the home environment, Portea works with hospitals, insurance companies, and individuals to enhance health outcomes. The business partners with five tier-1 corporate hospitals, has a nationwide network of hundreds of recommending doctors, and does about 2000 home visits each month.

Direct sales to consumers and direct sales to businesses are Portea's two revenue streams (B2B). In the first, patients are either charged per visit or a set annual price. In the latter, it charges an annual fee for personalised care, mostly for geriatric and chronic patients. According to a company representative, "customers typically start with the per-visit model but quickly transition to subscription."

Insurers and hospitals are examples of B2B partners. Through them, Portea obtains patients, offers services on their behalf, and receives payment from the institutions.

Portea does not subcontract any of its work. All employees, including medical professionals like nurses, physiotherapists, and support staff, are paid by the business. "We cannot outsource key and fundamental tasks because we want complete control over the brand and quality,"

How the company operates -

The geo-fencing network supports the Portea platform. This makes it easier to coordinate clinician visits by dividing each city into geographic areas. Its sophisticated back-end algorithm can recognise clinicians. It assigns the clinician while taking into account the customer's location, preferred time slot, type of service request, and clinician calendar. It can examine all patient requests, clinician locations, and real-time updates if a clinician is running late from a central location.

To assist its clinicians in following standard operating protocols, accessing diagnostic tools, exchanging information, and maintaining records for each patient, Portea has developed its own technological platform, which includes mobile apps. Ganesh claims that Portea utilises an algorithm to connect patients and clinicians and that its geo-fencing network divides each of its cities into distinct regions to better manage and coordinate clinician visits. The business is now working on building predictive analytics to help patients anticipate health risks. Through its consumer app, Portea's clients can schedule appointments and view records.

The Portea app gives Portea's clinicians access to the patient's medical history, allows them to check for instructions from the patient's consultation specialist, and provides a real-time update of the patient's vitals. To enable data like blood pressure readings to be transmitted wirelessly, Portea is already integrating bluetooth technology into its medical equipment.

The temperature and blood sugar levels are automatically taken.

The Portea backend algorithms scan for adverse drug reactions for anything indicated contrary to the patient's older prescription and provide notifications if a patient's vitals exceed internally defined thresholds.

Portea will group service providers and offer services across all of India. Technology and training are needed for this.

It would be difficult to convince patients to receive medical care at home rather than in a hospital. Portea has been attempting to do this by emphasising the value offer while maintaining the highest level of service quality.

Business Model-

Because patients don't have to wait around clinics for a long time or spend a full day or even half a day at the hospital to receive very basic medical care, this model helps them save a lot of time.

To help its employees on the ground, Portea has given them handheld gadgets. They constantly carry hand-held GPS-enabled gadgets, and the appropriate person's device is activated to reach a patient. Consequently, their greatest strength is technology.

VISION-

The goal is to make sure that the services are delivered with a lot of empathy and compassion, allowing patients and their families to know that the greatest healthcare providers are helping those who are in need of care when they need it most.

The key areas of concentration for Portea's services include general primary health care, post-hospitalization care, chronic illness management, and associated services. In each of these areas, there are different features covered by our care programmes.

- Visits from a doctor, a nurse, and nursing staff (12/24 hours a day)
- Managed care annual care plans (for seniors and illness management) (diabetes, hypertension, COPD).
- Physical therapists
- The other care strategies include those for chronic conditions including diabetes and high blood pressure.
- Additionally, we sell and rent medical supplies.

DEPARTMENTS AT PORTEA –

PHYSICIAN CONSULTATION	PHYSIOTHERAPY SERVICES	TRAINED NURSING ATTENDANT SERVICES	NURSING SERVICES	LAB TESTS
Some individuals visit a doctor in their home for a routine health examination, seasonal fever, acute illnesses, chronic illnesses, and more. The doctor assists people in their recuperation from the initial consultation to the final treatment. The work that an in-home doctor service performs is identical to that of a hospital or clinic doctor. In the convenience of their patients' homes, doctors visit and provide care. The medical professionals at Portea have years of training and deliver high-quality care.	Physiotherapy is a type of treatment that emphasises movement. As much as they can, physiotherapists assist patients in regaining mobility. They evaluate, identify, and handle disabilities. Our physiotherapists can treat both acute and chronic conditions at home, including Parkinson's, paralysis, cerebral palsy, back, neck, knee, and ligament pain.	An at-home trained attendant service offers comprehensive support. A person in need has their daily needs taken care of by trained attendants, also referred to as caretakers. They assist with personal hygiene, movement, food, light housework, and grooming. They are also trained to check overall health by routinely taking vital signs including blood pressure and heart rate.	A nurse is a licenced healthcare practitioner that oversees medical procedures, patient safety, and their rehabilitation from both acute and chronic illnesses. An in-home nurse provides care for you in your house while blending in with your family, so they are all of those things and more.	With Portea, ordering a lab test is simple and fast. Blood Urea Nitrogen (BUN), Complete Blood Count, Fast Blood Sugar (FBS), Postprandial Blood Sugar (PPBS), Lipid Profile, Serum Creatinine, Uric Acid, and other tests are just a few of the extensive range of lab tests we offer. We also provide family health plans for you and your loved ones. A test can be scheduled online, by phone, or via email. Your samples will be picked up at your door, and you'll receive the reports via email.
General check-up Diabetic care Ortho care Post-hospitalization cardiac care Post-hospitalization neuro care Home based oncological care	Back pain, Sports injuries, Post-operative recovery, Paralysis, Parkinson's disease, Cerebral palsy, and more	Elder care, Mother and infant care, Post-operative support, And health and lifestyle management are among the services offered.	Vaccinations, Post-operative care, Wound care, Urinary catheterization, Oxygen administration, PICC Central Line Injections and Infusions	Diabetes health check package Executive health check-up for men Executive health check-up for women Health check package for hypertension

MEDICAL EQUIPMENTS	VACCINATION SERVICES
It has never been easier to rent or buy medical equipment. You or a loved one may need to rely on different medical equipment to get back to regular living during challenging times. You may now access healthcare more easily thanks to Portea's extensive selection of medical equipment available for rent or purchase.	Immunity against one or more illnesses is provided via vaccination, an antigenic material. It develops immunity within the human body, guards against infection, and so stops the sickness. H1N1, Chicken Pox, Typhoid, Hepatitis B, Pneumonia, Cervical Cancer, and other vaccines are accessible through Portea's at-home immunisation programme.
• Respiratory range of equipment's • Cardiac range of equipment's • Mobility range of equipment's • Hearing aids and much more	• Hepatitis B vaccination • H1N1 vaccination • Typhoid vaccination • Chicken pox vaccination • Pneumonia vaccination • Cervical cancer vaccination

MARKETING DEPARTMENT –

- B2B and B2C marketing are the two marketing channels via which Portea receives its revenue.
- There was also a chance to learn about the various marketing avenues for fresh goods and services.
- Increasing the sales force through active marketing initiatives

DEPARTMENT OF SALES AND ACCOUNTS –

- This department along with the marketing department is the starting point for all forms of business as it is through this department the inquiries come to and where communication transforms into project that later on finds its way to further service provision stage.
- The leads generated through the marketing efforts convert into sales through this department.
- That is the interested customer converts and accepts to avail our service.
- The sales team follow-up the leads for a specified number of time.
- The department strictly follows a TAT (turnaround time) for the process.
- The sales conversion ratio is the ratio of sales to leads. The more the ratio, more is the productivity and more is the business.

DOCUMENTATION AND CUSTOMER SUPPORT

The customer service team and its staff serve as ambassadors for the business and shape how the general public views it. Customer service goals are predetermined objectives and standards that a business establishes to guarantee that every single client is completely satisfied with the services the business offers. Meeting each customer's requirements and desires promptly is the definition of excellent customer service. Never let a consumer end a phone call or depart a place of business dissatisfied.

- Being available to take your customers' phone calls or answer emails
- Educating your customers about your products and services
- Understanding the problems your customers are facing and knowing how to resolve them Communicating with your employees so they know about any changes in procedures

DEPARTMENT OF CUSTOMER ENGAGEMENT TRAINING AND DEVELOPMENT DEPARTMENT & WORKFORCE MANAGEMENT TEAM