

About Telemedicine Market

The Indian telemedicine market is estimated at USD 3.10 billion in 2024, with a projected CAGR of ~20.5% to reach about USD 19.9 billion by 2033.

Theoretical Exposure-

- Gained comprehensive knowledge about telemedicine and its role in modern healthcare.
- Understand data privacy and security measures.
- Principles of management.
- Learned about patient relationship management

Vision-

To make quality healthcare accessible and affordable for rural and remote populations through a strong, technology-driven telemedicine network.



Mission-

To ensure that every rural citizen of India has access to high-quality doctors and medical services conveniently and affordably.



Practical exposure-

- Data and market research
- Communication
- Identification of patient through telecalling.
- Learned to manage patient queries.
- Collaborations with doctors.

Use fullness-

- Practical application of theoretical knowledge
- Communication, data research and analysis.
- Personal growth

Tele consultancy Process-

Patient visits the Medyseva clinic.

Registration of patient details by clinic staff

Vitals and symptoms are checked and noted

Video call setup with the doctor

Doctor consults the patient online

E-prescription is provided digitally if needed



Swot analysis-

Strengths

- Affordable Rural Healthcare Access.
- Strong Telemedicine Infrastructure.
- Wide Network of Clinics.
- Dedicated Social Mission

Weaknesses

- Limited Digital Literacy in Rural Areas.
- Inconsistent ASHA/NGO Involvement.
- Dependence on Internet Connectivity.
- Awareness Gap.

Opportunities

- Expansion into New Rural Regions.
- Partnerships with Government and NGOs.
- Health Education Programs

Threats

- Resistance to Telemedicine in Traditional Communities.
- Operational Challenges in Remote Areas.
- Competition from Similar Startups.

Activities-

- Gathered data on several towns
- Contacted to ASHA workers.
- Patient relationship management
- Took feedbacks
- Suggested marketing strategies
- Edited ppts and documentaries

Suggestions-

- Should use local language communication.
- Need to do Aggressive Marketing.
- listen everyone opinion and discuss with everyone.
- company should improve budget ..management.

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Challenges-

- Managed the increased screen time
- Organizational culture and working dynamics
- During initial phase it became harder to interact.
- Understanding complexity of different processes.

Learnings-

- Concept of telemedicine
- Team dynamics
- Data research and management
- Professionalism
- Patient centric approach

Organogram-

