

**SUMMER INTERNSHIP
PROGRAM**

At

MEDYSEVA

From 12-05-25 to 21-07-25

a Report by

Mansi Gupta

Master of Business Administration

Pharmaceutical Management

(2024-26)

Under the mentorship

of

Mr. Rahul Sharma

(Associate professor)



21st July, 2025

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Mansi Gupta, of IIHMR, Jaipur, batch 24-26 has worked with our organization for their summer internship from 12th May, 2025 to 21st July, 2025. During the period of her internship, she has been found to be very punctual, quick learner, detailed oriented and disciplined, always open to learn new things and came forward with new ideas. She will be an asset to the organization she joins.

We wish Ms. Mansi Gupta all the best and success in her career endeavors.

Yours faithfully
for **Medyseva Technology Private Limited**

(Dr. Vishesh Kasliwal)
MD



IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Mansi Gupta** of the academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 29/07/2025

A handwritten signature in blue ink, appearing to read 'Rahul Sharma'.

Dr. Rahul Sharma

Assistant Professor

IIHMR University, Jaipur

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.



Founded: 2021 in Indore, Madhya Pradesh

Founders: Dr. Vishesh Kasliwal (CEO) and Rachita Kasliwal (Co-Founder).

Medyseva is a healthcare technology startup headquartered in Indore, Maharashtra, focused on transforming rural healthcare delivery across India. It operates a "phygital" model a hybrid of digital telemedicine and in-person services designed to make quality medical care affordable and accessible in underserved regions.

Medyseva emerged during the COVID-19 pandemic as a solution to a pressing problem: the stark disparity in healthcare access between urban and rural India. Using a mix of digital and physical operations, the organization aims to bring quality medical care to underserved communities

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.

Presented by- Mansi Gupta(PM-16)

College Mentor- Mr.Rahul Sharma

Organization mentor- Dr.Shristi Singh

Roll no.- 0667

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-



SUMMER INTERNSHIP WEEKLY REPORT

WEEK-1

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and outreach intern

Name of the Student: Mansi Gupta

Roll no:0667

Stream: MBA-PM16

Week no:1 **From:**12-05-25 to 17-05-25

Activity Done	•Attended orientation sessions and received project briefing from Medyseva. •Understood the company's operations and telemedicine services. •Received assignments related to platform research and communicated to various pathologies of MP for project related work.. •Conducted competitor analysis (Practo & M-Swasth) for website improvement. •completed a research on doctors and compiled a refined list of qualified doctors according to medyseva's criteria. •Visited Medyseva centers in Sonkatch and Ashta for on-site observation and field reporting.
Linking theory (Classroom learning) with practice at your organisation	•The internship at Medyseva allowed the practical application of concepts learned during academic sessions such as healthcare service delivery, communication skills, community health awareness, and telemedicine practices. •The research and outreach activities helped apply theoretical knowledge of public health systems, data management, and healthcare marketing. •Communication with pathology centers and center owners reflected real-world implementation of topics like professional ethics, patient-centered care, and network building in rural healthcare.
Gaps identified on the working area.	•Limited Local Awareness •Insufficient Visibility at Centers •Incomplete Digital Profiles •Less Interactive User Interface on Website
Suggestions for improvement	•Increase Local Promotion • Improve Visibility of Centers • Enhance Website Functionality •provide the necessary devices at the centers
Plan for the next week	The company will provide us various interesting activities like this week which will help us to gain learnings, enhance communication skills and improve knowledge.

Signature of the Student; Mansi Gupta

Approved by the IIHMR University's Mentor-

SUMMER INTERNSHIP WEEKLY REPORT

WEEK-2

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and outreach intern

Name of the Student: Mansi Gupta

Roll no:0667

Stream: PM-16

Week no:2 **From:**19-05-25 to 24-05-25

Activity Done	• Coordinated with ASHA workers in Ashta for patient mobilization for the upcoming camp this collaboration serves an effective way to promote medyseva's telemedicine services. • Attended ABDM integration meeting and reviewed Medyseva's digital platform. • Engaged with NGOs in Umred to explore collaboration for new clinic setup. • Collected and refined regional data on Umred (healthcare, education, demographics). • Learned the appointment booking process on Medyseva's platform. • Participated in discussions on improving fixed income strategies.
Linking theory (Classroom learning) with practice at your organization	• Applied communication and public health promotion skills while interacting with ASHA workers. • Used theoretical knowledge of healthcare systems, outreach, and community mobilisation in real-world research and networking with NGOs.
Gaps identified on the working area.	• Lack of awareness about the purpose of health camps among field-level workers. • Limited availability of structured regional data in potential expansion areas like Umred. • Need for better income generation strategies for rural clinics.
Suggestions for improvement	• Conduct brief training sessions for ASHA workers and field staff about upcoming health initiatives. • Establish a clear, standardized format for regional data collection and reporting. • Increase community awareness through consistent outreach and partnership with local NGOs.
Plan for the next week	The company will guide us regarding the new clinic setup, and we will work towards ensuring the smooth planning and execution of both the new setup and upcoming health camps.

Signature of the Student- Mansi Gupta

Approved by the IIHMR University's Mentor

SUMMER INTERNSHIP WEEKLY REPORT

WEEK-3

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and outreach intern

Name of the Student: Mansi Gupta

Roll no:0667

Stream:MBA-PM16

Week no: **From:** 26-05-25 to 31-05-25

Activity Done-	• Contacted a few pharmacies in the Hinganghat region to inquire about available rental space for setting up a Medyseva clinic. • Responded to queries and messages from patients received through the Medyseva advertisement on Facebook. • Created a structured spreadsheet of ASHA workers with their contact and work details to streamline communication. • Worked on identifying and drafting content for posters, pamphlets, etc., to be used for promotion of new Medyseva clinics. • Reached out to local pharmacies in Umred to inquire about discounted medicine rates for Medyseva patients. • Reviewed the Medyseva website and noted suggestions to make it more visually appealing and user-friendly.
Linking theory (Classroom learning) with practice at your organisation-.	• Applied communication and negotiation skills when interacting with pharmacy owners. • Used CRM (Customer Relationship Management) strategies to handle patient queries effectively. • Applied data management and Excel skills in organizing ASHA worker information. • Implemented concepts from health communication and advertising while drafting promotional content
Gaps identified on the working area.-	• Limited and unclear rental options in the Hinganghat area. • Some ASHA contact details were outdated or missing. • Website design lacked strong visual appeal and user-friendly navigation.
Suggestions for improvement-	• Explore alternative locations or collaborate with existing clinics. • Set up an automated reply system or assign a dedicated person for online queries. • Use standardized data collection formats for field workers.

	• Work with the design team to ensure consistency in branding and message. • Create formal partnership proposals (MoUs) for pharmacies. • Consult a web designer to improve website layout, visuals, and navigation.
Plan for the next week-	We will work towards ensuring the smooth planning and execution of both the new setup and upcoming health camps.

Signature of the Student; Mansi Gupta
Approved by the IIHMR University's Mentor-

SUMMER INTERNSHIP WEEKLY REPORT

WEEK-4

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and Outreach intern

Name of the Student: Mansi Gupta

Roll no:0667

Stream: MBA-PM16

Week no:04 **From:** 02-06-25 **to:** 07-06-25

Activity Done	• Conducted field-level research in Saoner and documented details of its villages and Gram Panchayats. • Compiled a list of potential villages in Umred, Saoner, and Hinganghat for organizing health camps. Created Excel databases of villages in Saoner and Hinganghat highlighting nearby target areas.. • Gave promotional ideas for PRO to increase patient footfall in camps. • Researched licenses/documents required for setting up a teleconsultation clinic. • Started making awareness videos on common diseases for patient education. • Collected data on key parameters (community, banks, dealers, etc.) in Umred, Hinganghat, and Saoner. and made a documentary. • Reviewed and corrected the Medyseva brochure and suggested content changes. • Created a 25-slide PPT on Nutrition & Diet for AKSA Indore.
Linking theory (Classroom learning) with practice at your organisation	• Applied public health and policy knowledge to analyse Maharashtra's telemedicine framework. • Utilised skills from communication and healthcare marketing subjects. • Used research and data analysis concepts to create field-based demographic reports.
Gaps identified on the working area.	• Limited awareness material in local languages for patients. • Need for stronger strategies to improve camp participation. • Need for stronger marketing strategies to make people aware about medyseva setup.
Suggestions for improvement	• Create more culturally relevant awareness videos and posters. • company have to make effective marketing strategies.
Plan for the next week	We will work towards ensuring the smooth planning and execution of both the new setup and upcoming health camps.

Signature of the Student- Mansi Gupta

Approved by the IIHMR University's Mentor-

SUMMER INTERNSHIP WEEKLY REPORT

WEEK-5

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and outreach intern

Name of the Student: Mansi Gupta

Roll no:0667

Stream: PM-16

Week no:5 **From:** 09/06/2025 to 14/06/25

Activity Done	• Compiled a comprehensive Excel database featuring contact details of 10 doctors each from Uttar Pradesh, covering 19 different medical specialties, to explore collaboration opportunities with MedySeva. • Curated a list of ASHA workers from Saoner and Umred regions to support the upcoming launch of new MedySeva centers, aiming to enhance community engagement and patient outreach at the grassroots level. • Designed a presentation for a proposed partnership with Vedantaa Medical College, Palghar, highlighting mutual benefits and collaboration opportunities to strengthen rural healthcare delivery. • Carried out in-depth research to identify potential villages for establishing new MedySeva clinics, with a focus on underserved locations that show strong potential for impactful healthcare expansion.
Linking theory (Classroom learning) with practice at your organisation	• Data Compilation • Field-Level Planning for Rural Healthcare Delivery • Outreach Strategy Development
Gaps identified on the working area.	• Faced challenges in accessing up-to-date contact information for doctors and ASHA workers, particularly in remote and rural areas, which impacted outreach planning. • Noted the absence of a standardized framework or clear criteria to assess the suitability of villages for setting up new clinics, making the selection process more subjective. • Identified a need for deeper, localized insights—such as prevalent health issues and community health behaviors—to create stronger, more relevant collaboration proposals.
Suggestions for improvement	• Recommended creating a standardized database format for all outreach activities to maintain consistency and enable seamless data sharing across teams. • Suggested partnering with local health departments or NGOs to gain access to more accurate, real-time data for planning and decision-making. • Proposed conducting field surveys or telephonic interviews with village leaders and ASHA workers to validate the feasibility and relevance of potential clinic locations. • Advised developing ready-to-use templates or toolkits to streamline the process of drafting future collaboration proposals and enhance efficiency.

Plan for the next week	• Coordinate with ASHA workers from Saoner and Umred to schedule awareness sessions or outreach drives to promote upcoming Medyseva clinics. • Assist in drafting communication material (posters, WhatsApp messages, or pamphlets) to support outreach efforts in the newly identified regions. • Finalize and present the collaboration PPT to relevant authorities at Vedantaa Medical College, incorporating any feedback or additions.
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Signature of the Student- Mansi Gupta

Approved by the IIHMR University's Mentor-

SUMMER INTERNSHIP WEEKLY REPORT

WEEK-6

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and outreach intern

Name of the Student: Mansi Gupta

Roll no: 0667

Stream: MBA-PM-16

Week no:06 **From:** 16-06-25 **to:** 21-06-25

Activity Done	• We shared suggestions with the team regarding the setup of the clinic, focusing on space utilization, patient flow, and arrangement of essential equipment and materials to ensure efficient operations. • I attended the inauguration ceremony of the Medyseva clinic in Umred virtually, The event provided a clear understanding of the clinic's objectives, services, and its potential impact on improving healthcare access in the region. • I conducted research on schools in the Saoner and Umred regions, collecting their names, addresses, and contact details. • Supported the preparations for upcoming health camps in Saoner and Umred by assisting with planning, promotional material, and coordination efforts to ensure smooth execution.
Linking theory (Classroom learning) with practice at your organisation	• Applied healthcare operations and service design concepts from classroom learning to suggest efficient clinic setup ideas. • Implemented marketing and communication skills while creating awareness material for camps.
Gaps identified on the working area.	• Many people in target villages are still unaware of telemedicine services or hesitant to try virtual consultations. • The patient turnout in some regions has been relatively lower than expected, possibly due to limited local awareness about Medyseva's services or lack of trust in teleconsultation among first-time user
Suggestions for improvement	• Strengthen School & NGO Collaborations • Enhance Local Awareness Through Community Engagement
Plan for the next week	We will focus on ensuring the smooth functioning of the newly established Medyseva clinics, by coordinating with local teams, assisting with setup finalization, preparing promotional materials, and supporting initial operations to streamline patient experience and service delivery.

Signature of the Student- Mansi Gupta

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SUMMER INTERNSHIP WEEKLY REPORT

WEEK-7

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and outreach intern

Name of the Student: Mansi Gupta

Roll no: 0667

Stream: MBA-PM-16

Week no:07 **From:** 23-06-25 **to:** 28-06-25

Activity Done	• Conducted in-depth research on Parseoni, gathering data on schools, banks, colleges, population, and other essential infrastructure to evaluate the potential for setting up a new Medyseva clinic. • Created a documentary report based on the collected Parseoni data to visually and systematically present the findings for internal planning. • Designed a visual diet chart for students as part of the Diet and Nutrition session organized by Medyseva, to improve understanding and encourage healthy habits. • Edited the existing company documentary, enhancing its content, structure, and presentation for better impact and clarity.
Linking theory (Classroom learning) with practice at your organization	• Used community health assessment skills to analyze Parseoni for new clinic feasibility. • Applied health promotion techniques to create a diet chart tailored for students. • Utilized media and documentation knowledge to edit and prepare visual reports and documentaries.
Gaps identified on the working area.	• Patient hesitancy towards teleconsultation persists due to unfamiliarity or lack of visible success stories in rural communities. • Insufficient collaboration with local institutions like colleges, NGOs, and self-help groups which could boost outreach and trust.
Suggestions for improvement	• Strengthen School & NGO Collaborations • Enhance Local Awareness about teleconsultancy . • Strengthen partnerships with local groups
Plan for the next week	We will focus on ensuring the smooth functioning of the newly established Medyseva clinics, by coordinating with local teams, assisting with setup finalization, preparing promotional materials, and supporting initial operations to streamline patient experience and service delivery.

Signature of the Student- Mansi Gupta

Approved by the IIHMR University's Mentor-

SUMMER INTERNSHIP WEEKLY REPORT

WEEK-8

Name of the Organisation: MedySeva

Area/ Department/ Project of Summer Internship Program: Operation and Outreach Intern

Name of the Student: Mansi Gupta

Roll no: 0667

Stream: MBA PM - 16

Week no: 08

From: 30/06/2025 to 05/07/2025

Activity Done	• Conducted research on Parseoni block to establish community-level connections for telemedicine promotion. • Interacted with ASHA workers to introduce the MedySeva platform, explain its benefits for rural populations, and explore collaboration for last-mile awareness and service delivery. • Approached local pharmacies to inquire about availability of space to set up small kiosks or referral desks to guide patients towards MedySeva consultations. • Searched local government offices and NGOs working in the area to identify potential partners for community engagement and awareness-building activities. • Gathered information on local health-seeking behaviour and common barriers faced by the rural population in accessing primary healthcare.
Linking theory (Classroom learning) with practice at your organisation	• Applied principles of community outreach, health systems management, and stakeholder engagement as learned in Health Program Management and Rural Health lectures. • Utilized communication techniques taught in the Healthcare Communication module to effectively approach field workers, government officials, and community members. • Understood the role of public-private partnerships and healthcare delivery models in real-life rural health settings.
Gaps identified on the working area.	• Lack of awareness among ASHA workers and rural communities about digital/telemedicine platforms. • Pharmacies showed interest but expressed concerns about infrastructure and footfall-based incentives. • NGOs are willing but need structured MoUs or clarity on their role in the collaboration. • Absence of a defined outreach plan or promotional toolkit for field teams to standardize communication.
Suggestions for improvement	• Develop training modules and simplified IEC materials (Information, Education, Communication) in the local language to support ASHA workers in awareness efforts. • Design an incentive model for pharmacies referring patients to MedySeva to ensure sustainability of engagement. • Prepare an MoU template for NGO collaboration, outlining

	roles and benefits for both parties. • Create a standard operating procedure (SOP) or checklist for field officers to maintain consistency during outreach.
Plan for the next week	• Conduct awareness meetings in village clusters in collaboration with identified ASHA workers. • Pilot a referral model at one pharmacy and monitor footfall, referrals, and challenges. • Finalize at least one NGO or local SHG for partnership and plan a joint promotional activity. • Draft SOPs for outreach activities and get feedback from the local field team.

Signature of the Student – Mansi Gupta

Approved by the IIHMR University's Mentor

SUMMER INTERNSHIP WEEKLY REPORT

WEEK-9

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and Outreach intern.

Name of the Student: Mansi Gupta

Roll no:0667

Stream: MBA-PM16

Week no:09 **From:**-07-07-25 **to:** 12-07-25

Activity Done	• Successfully conducted health camps in Umred and Parseoni regions. • Collected patient feedback during the health camps conducted in Umred and Parseoni to assess service quality, patient satisfaction, and areas for improvement. • Assisted in daily coordination between doctors and patients for smooth teleconsultation. • Coordinated with the center head and clinic nurse to ensure smooth daily operations and effective patient management.
Linking theory (Classroom learning) with practice at your organisation	• Healthcare Operations & Service Management. • Marketing and Communication Strategies. • Data Collection & Analysis. • Teamwork & Leadership.
Gaps identified on the working area.	• Limited awareness material in local languages for patients. • Awareness: Many individuals in target areas are still unaware of the availability and benefits of teleconsultation services provided by Medyseva.
Suggestions for improvement	• Introduce Digital Literacy Support: Deploy volunteers or brief training sessions during camps to help patients understand and use teleconsultation platforms confidently. • Increase regular postings, patient testimonials, and awareness content on Facebook, Instagram, and WhatsApp groups to enhance visibility.
Plan for the next week	We will work towards ensuring the smooth planning and execution of both the new setup and upcoming health camps.

Signature of the Student: Mansi Gupta

Approved by the IIHMR University's Mentor

SUMMER INTERNSHIP WEEKLY REPORT

WEEK-10

Name of the Organisation: Medyseva

Area/ Department/ Project of Summer Internship Program: Operation and Outreach Intern

Name of the Student: Mansi Gupta

Roll no: 0667

Stream: MBA.PM-16

Week no: 10

From: 14/07/2025 to 21/07/2025

Activity Done	• Spoke with ASHA workers in Parseoni to understand their role and feedback regarding the ongoing telemedicine services provided through MedySeva camps. • Collected patient feedback on service satisfaction, consultation quality, and overall experience with the camp setup. • Assessed community acceptance of digital health services and identified awareness gaps. • Virtually checked on with centre head and the nurse about the telemedicine centre to observe patient registration, consultation flow, and support. • I completed the final documentation, compiled and submitted all necessary reports, and ensured that all pending tasks were handed over properly. Additionally, I interacted with the team members to express my gratitude and discussed how the internship had enriched my understanding of telemedicine, rural health delivery, and healthcare operations.
Linking theory (Classroom learning) with practice at your organisation	• Applied tools from the Health Communication and Community Health modules to interact effectively with ASHA workers and patients. • Used qualitative feedback techniques discussed in Health Research Methods to collect and document firsthand insights. • Understood real-world applications of Monitoring and Evaluation (M&E) and Service Delivery Models in rural telemedicine outreach.
Gaps identified on the working area.	• Some ASHA workers lacked detailed understanding of the telemedicine process and their referral role. • Limited follow-up mechanisms in place after the teleconsultation. • Feedback mechanisms were informal and not consistently documented. • The telemedicine center staff are occasionally overburdened during peak hours due to limited manpower.
Suggestions for improvement	• Conduct short orientation and capacity-building sessions for ASHA workers before each camp. • Introduce a structured patient feedback form in vernacular language to ensure standard documentation.
Plan for the next week	• Summarize and analyse feedback data for reporting to the MedySeva core team. • Prepare the final internship presentation/report.

Signature of the Student: Mansi Gupta

Approved by the IIHMR University's Mentor-

SUMMER INTERNSHIP COMPILE REPORT

Name of the Organization: Medyseva, Indore (M.P)

Area/ Department/ Project of Summer Internship Program: Operation and outreach intern.

Name of the Student: Mansi Gupta

Roll no: 0667

Stream: MBA-Pharmaceutical Management

Activities done-	Initial Orientation and Assessment- • At the beginning of the internship, we were introduced to Medyseva's vision, mission, and project models .We thoroughly understood the functioning of the telemedicine ecosystem. In the first few days, we completed the initial assessments and training modules provided by the company, which helped us align with their objectives and working style. This phase took around 2–3 days and set the foundation for our field activities. Field Visit to Asta and Sonkatch Centers- • We conducted a field visit to the Asta and Sonkatch telemedicine centers to observe their on-ground operations. During the visit, we identified several gaps and challenges in the center's functioning and shared constructive suggestions for improvement. Clinic Setup & Operations- • Contributed to the setting up of new clinics in Umred and Saoner I supported the preparatory tasks for launching new clinics, which included creating posters, editing pamphlets, and contacting the center head to coordinate logistics. Though I wasn't directly involved in ground-level execution, I actively assisted in remote planning. • Suggested clinic layout improvements- Shared ideas with the team regarding internal setup — such as patient movement flow, space utilization, and placement of essential medical equipment — to enhance operational efficiency. During our visit to the Asta and Somkatch telemedicine centers, I actively contributed by sharing valuable suggestions for operational and community engagement improvements. • Supported smooth daily operations Maintained regular coordination with the center head and clinic nurse to ensure daily workflows ran efficiently and patients were managed effectively. Community & Camp Outreach- • Participated in organizing health camps in Umred and Parseoni Took part in the planning, promotion, and coordination for health
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	campus. These camps were aimed at creating local awareness and offering free consultations. • Collected patient feedback during camps- I gathered feedback from patients to evaluate satisfaction, understand local needs, and identify areas for service improvement. • Helped with school research for future outreach- Conducted detailed research on schools in Saoner, Umred, and Parseoni — gathering names, addresses, and contacts. This data supported future planning for health awareness programs in educational institutions. Data Collection & Visual Content Creation- • Researched Parseoni, Saoner, Umred and Hinganghat region for potential expansion Compiled comprehensive data on banks, schools, colleges, and other local facilities to support the feasibility study for a new Medyseva clinic. • <i>Designed a visual diet chart for students</i> Created a nutrition chart as part of a student-focused health and diet session, simplifying complex nutritional data into an engaging format. • <i>Edited and co-created documentary videos</i> Edited company-provided health documentaries and also worked on creating a short documentary featuring data from these regions to help communicate Medyseva’s local outreach. Strategic Research & Doctor Consortium Work- • I created a detailed database of doctors from 13 cities in Uttar Pradesh, covering 19 different medical specializations. For each specialty, I listed around 10 doctors—ensuring a rich pool of expert options. In addition to this, I compiled comprehensive data for each doctor, including important parameters like name, qualification, registration details, specialty, contact, and city. expansion. This exercise helped create a reliable resource for telemedicine planning, doctor-patient matching, and improving rural healthcare access. Awareness and Communication- • Assisted in awareness material creation Helped design posters and pamphlets for teleconsultation awareness and health camp promotion • <i>Observed and analyzed patient behavior</i> Noted challenges such as low patient turnout and hesitation towards telemedicine. This helped the team understand the need for stronger
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	trust-building measures. Digital & Technical Assistance- • Worked on editing and refining visual materials Improved presentation quality of videos and posters to maintain brand consistency and better audience engagement. • Contributed to social and internal communication Shared insights with the team for better patient communication strategies, especially focused on rural populations. Suggested marketing strategies- • I actively contributed by sharing strategic ideas for promoting Medyseva's services, including Leveraging local influencers and village leaders to spread awareness. Using wall paintings, posters, and banners in high-visibility rural areas. Organizing community-based health talks and awareness drives. Promoting through school and panchayat-level events for wider outreach. etc. Calling to ASHA Workers, NGOs, and Pharmacies- • As part of outreach efforts, I conducted telephonic communication with ASHA workers, local NGOs, and pharmacies regarding work related to medyseva. • Encourage collaboration and patient referrals • Understand local healthcare challenges and bridge communication gaps. I also collected and organized ground-level healthcare data for Nagpur district's villages in Maharashtra, mapping local healthcare needs, existing clinics, and potential areas for Medyseva
Gap identified-	• Awareness still needs a push: During my field experience, I noticed that many people in rural areas had either never heard of Medyseva or didn't fully understand what telemedicine actually meant. This lack of awareness often kept them from using the service. • Clinics need better visibility: Some clinics didn't have proper signboards or promotional material outside. As a result, even nearby residents weren't aware that a telemedicine center existed there. • Technical difficulties at some centers: A few centers faced internet issues or didn't have staff confident in using the telemedicine setup. This sometimes causes delays in connecting patients to doctors. • Less outreach through schools and institutions: Schools and colleges are great platforms for spreading health awareness, but their potential wasn't fully tapped during my time. Involving them more could boost visibility and trust. • Manual recordkeeping was still common: In several locations,

	patient records and feedback were written by hand instead of being stored digitally, which made tracking and analysis harder. • Some materials didn't feel local: Posters and pamphlets were sometimes in standard Hindi or English and didn't always match the tone or language of the local audience. This reduced their impact. • lack of aggressive marketing.
Suggestions for Improvement-	• Strengthen Awareness Campaigns: Conduct regular awareness drives using local methods like wall paintings, street plays, village meetings, and announcements through panchayats to help people understand the benefits of telemedicine. • Improve Clinic Visibility: Place clear, bold signboards and informative posters outside every clinic. Clinics should have a recognizable identity so that people can easily find and trust the center. • Train and Involve ASHA Workers Consistently: Organize short training sessions for ASHA workers to explain Medyseva's services and encourage them to refer patients regularly. Their involvement can significantly boost community participation. • Strengthen Digital Infrastructure: Ensure stable internet connectivity and provide basic training to clinic staff on using telemedicine tools smoothly to avoid delays and technical interruptions. • Collaborate with Schools and Local Institutions: Involve local schools, colleges, and NGOs in awareness programs. Health talks, student competitions, and informative sessions can spread the message widely and build trust. • Localize Health Communication: Translate all posters, pamphlets, and video materials into the local dialect and use visuals that people can relate to culturally for better understanding
Key learnings	• Understanding Rural Healthcare Needs-Working closely in regions like Umred, Parseoni, Saoner, and Mhow helped me understand the real challenges people face in accessing quality healthcare. I learned how telemedicine bridges these gaps by offering remote consultations and connecting patients with doctors from urban areas. • Application of Academic Concepts in Real Scenarios-From service operations and patient flow to marketing strategies and outreach campaigns, I applied my classroom knowledge to solve practical issues. Theoretical concepts like healthcare delivery models, communication strategy, and community outreach came to life during this experience. • Value of Collaboration and Coordination- Coordinating with

	doctors, center heads, nurses, and the backend team taught me the importance of teamwork. Whether it was managing health camps or daily clinic operations, I saw how smooth communication impacts service efficiency. • Importance of Field Research- Collecting data on schools, colleges, and local infrastructure improved my research and analysis skills. It taught me how relevant and reliable data supports decision-making, especially while exploring new areas for clinic expansion or outreach. • Communication with Communities- Interacting with patients, ASHA workers, and local leaders enhanced my communication and interpersonal skills. I learned how important it is to convey health information in a simple, respectful, and culturally sensitive manner. • Designing and Promoting Health Awareness- Creating pamphlets, posters, diet charts, and participating in health camps improved my creativity and practical marketing knowledge. It was fulfilling to contribute to awareness drives that directly impacted people's understanding of health services. • Insight into Healthcare Operations- I learned how daily activities like doctor-patient coordination, feedback collection, documentation, and clinic setup contribute to the smooth functioning of a health organization like Medyseva. • Building Trust Through Feedback- Collecting patient feedback helped me understand service expectations from the community. It taught me how patient trust is built slowly through consistent quality, communication, and care. • Exposure to Doctor Consortium Model- By researching medical colleges and preparing doctor databases, I gained insight into how strategic partnerships with healthcare professionals can enhance outreach and improve care delivery. • Adaptability and Problem Solving- Every week came with new responsibilities, and learning to adapt and handle them efficiently taught me to stay calm, focused, and solution-oriented.
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Signature of the Student; Mansi Gupta

Approved by the IIHMR University's Mentor-

