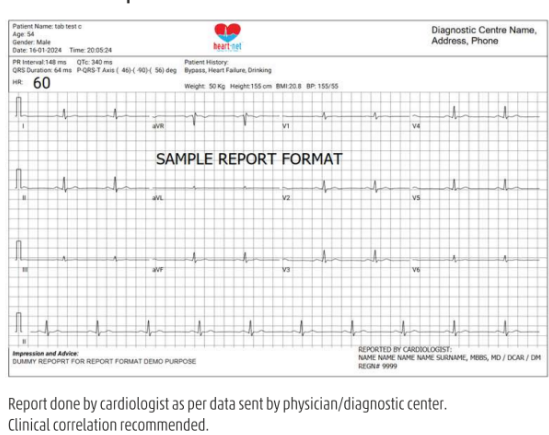


HEART- NET INDIA

- HeartNet India is a health-tech company offering fast and reliable ECG solutions through a subscription-based model. Its portable devices connect users directly with certified cardiologists, delivering interpreted ECG reports within 10 minutes.
- Focused on improving cardiac care accessibility, HeartNet is expanding into clinics, gyms, and wellness centers, making heart checkups quicker and more convenient across India.



Asaan Reports



www.heartnetindia.com

Cardiac Screening Solution

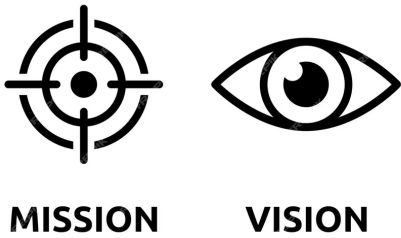


MISSION

- Heartnet India aims to provide equitable access to high-quality cardiac care by prioritizing early diagnosis and offering cost-effective treatment solutions.

VISION

- Empowering India to fight the rising burden of cardiovascular diseases through comprehensive cardiac care with innovative technology and clinical expertise.



PROJECT OVERVIEW

- As an intern at HeartNet India, I worked on a project to integrate portable ECG services into clinics, diagnostic centers, and gyms. The goal was to make preventive cardiac screening more accessible in everyday health and fitness spaces. I conducted field visits, coordinated with stakeholders, and gathered responses to study feasibility and impact.

OBJECTIVE

- To explore the integration of ECG services in clinics, diagnostic centers, and gyms
- To gather practical insights from doctors, gym owners, and healthcare staff
- To analyze user response and operational challenges in different environments

STRENGTHS

- Fast ECG interpretation within 10 minutes
- Subscription-based model makes it scalable and cost-effective
- Connected network of certified cardiologists
- Portable devices suitable for clinics, diagnostics & gyms

WEAKNESSES

- Depends on internet connectivity and device handling by non-technical staff
- Low awareness among general public and gym members
- Limited adoption in rural or low-footfall clinics

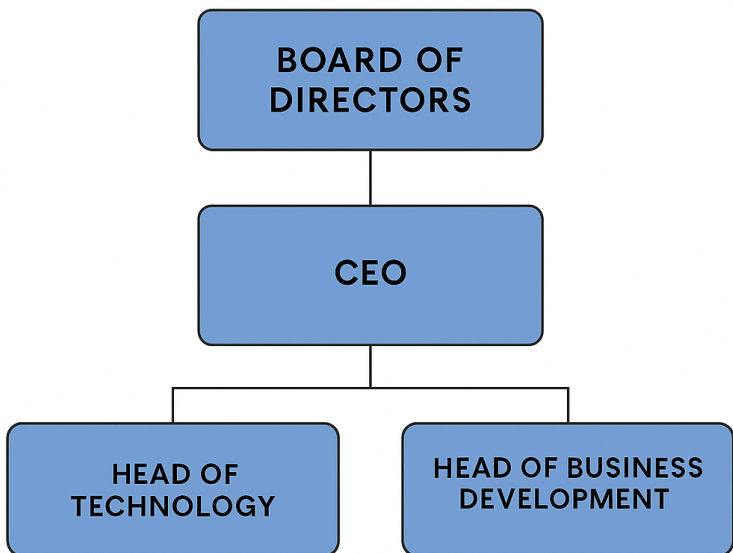
OPPORTUNITIES

- Expansion into Tier 2 & 3 cities, gyms, and corporate wellness programs
- Partnerships with insurance companies for preventive care
- Growing demand for remote and early cardiac diagnostics

THREATS

- Competition from larger diagnostic chains offering similar services
- Regulatory challenges in clinical data handling
- Resistance from 'traditional practitioners toward digital adoption

ORGANIZATIONAL CHART



CHALLENGES FACED

- Faced difficulty in finding suitable space within gyms to install the ECG device without disrupting their setup.
- Some small clinics had very low footfall, with only 4-5 ECGs conducted per month, making integration less impactful.

PRACTICAL EXPOSURE

- Integrated ECG services in clinics, diagnostics, and gyms through field visits and demos.
- Organized an ECG camp offering 600+ free ECGs at White Lotus Hospital.
- Participated in a CME event with 80+ doctors, gave a presentation, and managed a promotional stall.
- Engaged in direct interaction with doctors to understand clinical feedback and adoption challenges.

THEORY VS. PRACTICAL

- Applied concepts like marketing, outreach, and strategy in real healthcare settings.
- Transitioned from classroom learning to solving real-world challenges in clinics and gyms.
- Gained hands-on experience in executing ECG demos, doctor interactions, and organizing camps.

MAJOR LEARNINGS

- Understood the importance of preventive cardiac care and how early ECG screening can save lives.
- Learned to communicate effectively with doctors, gym owners, and healthcare professionals.
- Developed skills in field coordination, planning, and organizing health events like ECG camps and CMEs.
- Improved my ability to collect and analyze feedback for market feasibility and user acceptance.

SUGGESTIONS

- Organize more CME programs and small-group sessions to educate doctors about the ECG platform and its benefits.
- Offer trial periods or demo installations in clinics to build trust and encourage long-term adoption.
- Ensure timely reporting and cardiologist support, which doctors value for maintaining patient trust.
- Develop a dedicated support system for doctors to resolve queries and assist with report interpretations.