

Internship Report

1. Introduction

The internship was a crucial part of the MBA curriculum in Hospital and Health Management, designed to provide hands-on exposure to real-world healthcare ecosystems, innovation in health technology, and data-driven decision-making. I interned as a Market Research Intern, where I engaged in research and analysis activities to assess new opportunities, industry trends, and technological applications in healthcare. The internship also provided a foundation for my dissertation, titled “Leveraging Artificial Intelligence for Audit and Integrity in Healthcare Claims: A Case Study of Fraud Claim Investigation under Rajasthan Government Health Scheme.”

2. Objectives of Internship

- To understand the market landscape and competitive positioning of technology solutions in healthcare.
- To contribute to research and documentation for business development and operational strategy.
- To bridge academic learning with industry application, especially in AI, audit, and health insurance.
- To enhance practical skills in primary and secondary research, stakeholder mapping, and report writing.

3. Organizational Profile

BootWay is a technology-driven startup focused on solving navigation challenges in large indoor facilities such as hospitals, educational institutions, and commercial centers. The company is pioneering Indoor Navigation-as-a-Service (iNaaS) in India, offering AI-enhanced, GPS-independent, and platform-agnostic solutions. As a young organization with a focus on innovation, BootWay combines healthcare, infrastructure, and digital technology to create seamless user experiences in complex physical environments.

4. Services Provided by Organization

- Indoor Navigation Solutions: AI-based route mapping for complex infrastructures (e.g., hospitals, campuses).
- Digital Twin Mapping: Creating multi-floor digital replicas of buildings.
- Patient/Visitor Wayfinding Systems: For reducing confusion and delays in large hospital settings.
- Admin Dashboards: For real-time analytics and traffic flow management.
- Customization for Healthcare: Integration with OPD/IPD, lab units, emergency services.

5. Key Activities / Projects Undertaken (Other than Dissertation)

- Market Landscape Study: Mapped potential clients in the healthcare sector and analyzed decision-making factors in tech adoption.

- Competitor Benchmarking: Evaluated Indian and global players offering indoor positioning and navigation.
- Product-Use Case Documentation: Created sector-specific use cases for iNaaS—e.g., patient journey mapping in hospitals.
- Field Interviews: Conducted informal discussions with hospital administrators to understand current gaps in patient navigation.
- SWOT Analysis for AI in Claims Auditing: Drafted a SWOT analysis on AI-based fraud detection integration into government schemes like RGHS.
- Assisted in Pitch Deck Development: Supported the preparation of marketing collaterals for investor presentations and partnership meetings.

6. Key Learnings from Internship

- Understanding Real-World Healthcare Challenges: Gained insight into non-clinical pain points in hospitals.
- Application of AI Beyond Clinical Decision-Making: Understood the scope of AI in auditing, logistics, and patient movement.
- Interdisciplinary Coordination: Worked with tech, design, and strategy teams, improving translation of needs into tech features.
- Market Research Skills: Enhanced structured research, stakeholder analysis, and data synthesis.
- Policy and Regulatory Perspective: Developed understanding of health schemes like RGHS and their audit vulnerabilities.
- Communication and Reporting: Learned to prepare summaries, pitch decks, and internal reports effectively.

Conclusion

The internship provided me with a practical platform to apply my academic knowledge in real-world settings. It reinforced my interest in healthtech and healthcare analytics and strengthened my research, communication, and analytical skills. By combining insights from my fieldwork with my dissertation on AI in healthcare claims auditing, I now have a strong foundation to pursue opportunities in healthcare consulting, health insurance analytics, or digital health transformation.