

Introduction to Organization

Heart-Net India, established in 2017 is a health-tech company committed to bridging the gap in cardiac care through affordable, accessible, and technology-driven solutions.

Using its innovative IoT-enabled ECG device ASAAN and AI-assisted diagnostics, Heart-net enables early detection and remote diagnosis of heart conditions—particularly in underserved rural areas. Guided by the vision of “A Healthy Heart for All,” it empowers communities and frontline health workers to save lives, one heartbeat at a time. This organization is currently expanding its footprint in Hyderabad, Delhi and Mumbai.

ASAAN Device an Heart-Net Product

Healthy Heart for All’ through cutting-edge technology and holistic cardiac care. Cardiovascular Screening for early warning and detection with IoT Device, Cloud Infra and Specialist. Technology backbone to get expert Cardiologist’s support to remote location.

How Does It Work



Challenges faced during internship

- Strong preference for known vendors among clinics
- Price sensitivity in smaller healthcare setups
- Internet Connectivity issues in diagnostic centres and small Clinics
- Difficulty in scheduling demos without prior relationships
- Absence of local office support in Hyderabad

Learning During Internship

- Dealer networks accelerate market penetration more effectively than cold calls
- Understanding clinic-level user behavior is essential in MedTech
- Real-world barriers to digital health adoption exist at the grassroots level
- Segment-specific pricing and pitch strategies are essential
- Real-time feedback informs iterative improvements
- Ground sales outperform digital efforts in B2B health tech
- Multilingual support and visual training aids improve usability

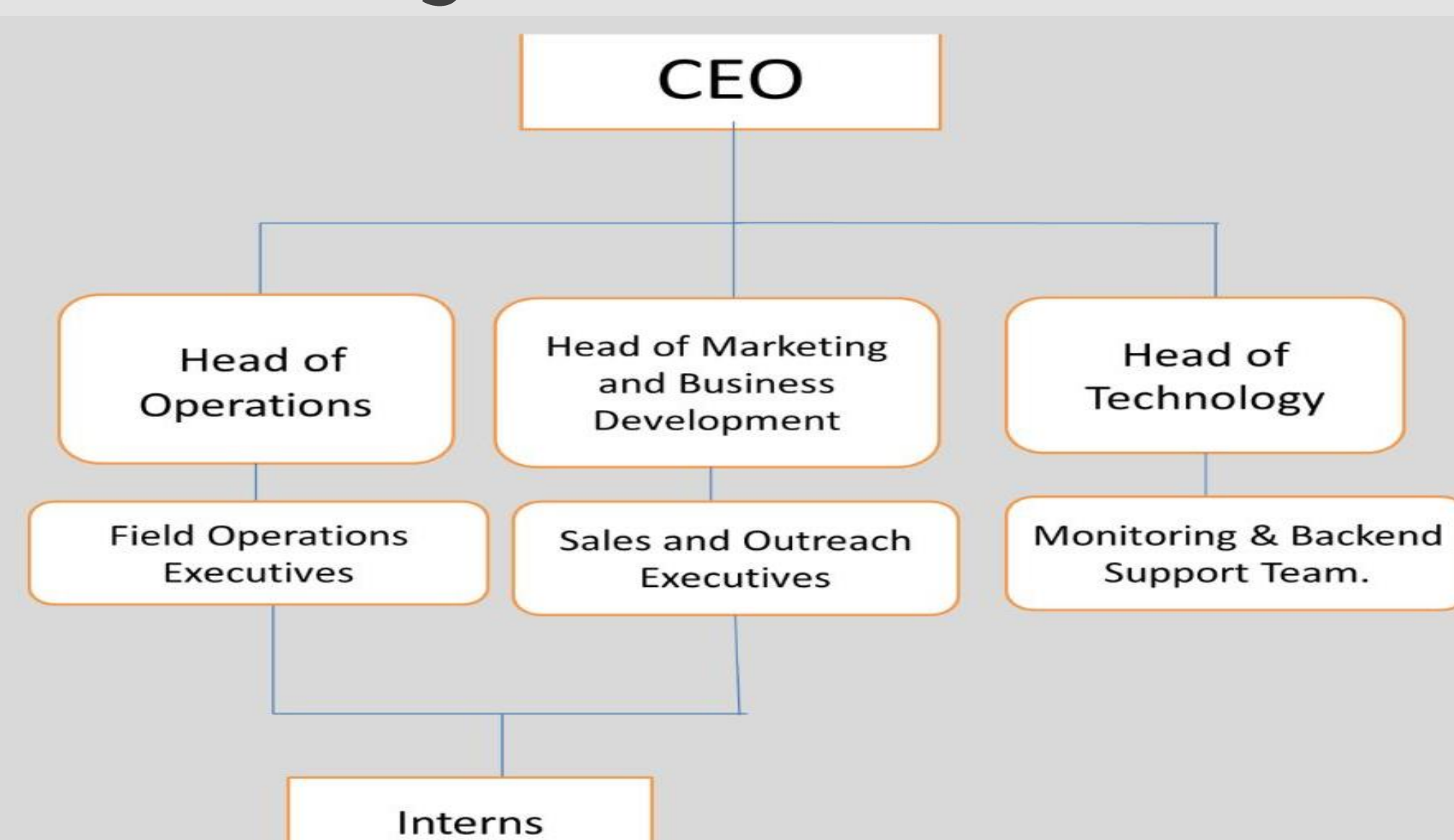
Vision, Mission and Value

- Empowering India to fight the rising burden of cardiovascular diseases through comprehensive cardiac care with innovative technology and clinical expertise.
- Heartnet India aims to provide equitable access to high-quality cardiac care by prioritizing early diagnosis and offering cost-effective treatment solutions. – “Healthy heart for all”
- We uphold the highest ethical standards in all our practices, prioritizing patient safety while trying to make a positive societal impact in reducing the effect of CVD in India.

Theoretical Vs Practical Learning

Theoretical Concepts	Practical Exposure
Digital Health (IoT)	Hands-on experience with the ASAAN ECG device in real-world settings
Marketing Strategy	Executed B2B sales and product pitching
Health Policy Systems	Observed how portable devices fit into diagnostic pathways
Communication Planning	Conducted awareness activities, cold calls, and field outreach

Organization Structure



SWOT Analysis

	Positive	Negative
Internal Factors	Strengths • Portable and cost-effective ECG device • Real-time cloud-based data access • Prompt backend support • No artificial intelligence, Humanized reports • Targeting niche areas like Tier 2/3 cities and small clinics	Weaknesses • Lack of physical presence in new markets • Low brand recognition among clinics • High reliance on strong demo performance • Limited brand awareness. • Connectivity dependency.
	Opportunities • Scalable dealer-based expansion. • Integration into PHC and clinic networks. • Government digital health initiatives. • IEC materials, regional language training & subscription plans to boost adoption	Threats • Existing vendor loyalty • Competition from established players like Tricog • Digital illiteracy like technology adoption. • Affordability concerns

TOWS Strategy

SO: Leverage EHR integration and low-cost care models

WO: Build trust through targeted IEC materials and dealer engagement

ST: Strengthen credibility via referral-based partnerships

WT: Avoid low-priority markets (e.g., nursing homes) during early scale-up

Suggestions

- Develop a field agent/CRM network to localize presence
- Offer in-person demos and training for onboarding
- Offline capability – create a version accessible without an internet connection
- Explore partnerships with government programs (e.g., ABHA, NPCDCS)
- Conduct CME events and awareness campaigns to introduce services
- Simplify pricing structure into 2–3 transparent tiers
- Invest in digital branding and targeted dealer marketing
- Launch multilingual training tools and social media campaigns
- Enhance backend alert systems for 24/7 responsiveness