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ABOUT

Heartnet India, established in 2017 and based in Bengaluru, is a healthtech company dedicated to enhancing cardiac care accessibility across India through innovative technology solutions.

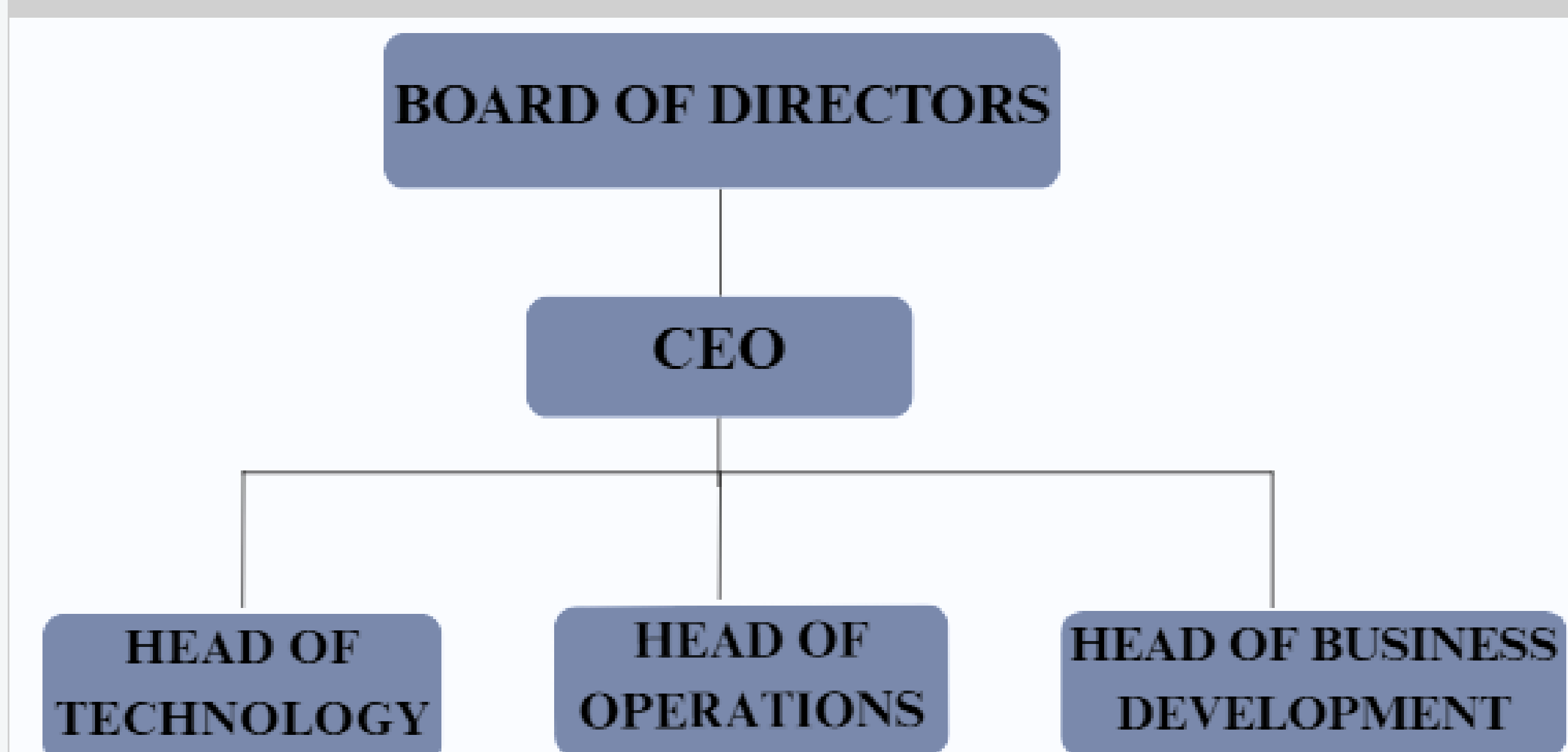
VISION

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

MISSION

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

ORGANISATION STRUCTURE



AIM

To enhance ECG device post-sales operations by analyzing turnaround time (TAT) data and identifying inefficiencies.

OBJECTIVE

- Evaluate workflows from deployment to compliance.
- Identify delays through TAT analysis.
- Recommend data-driven improvements.

METHODOLOGY

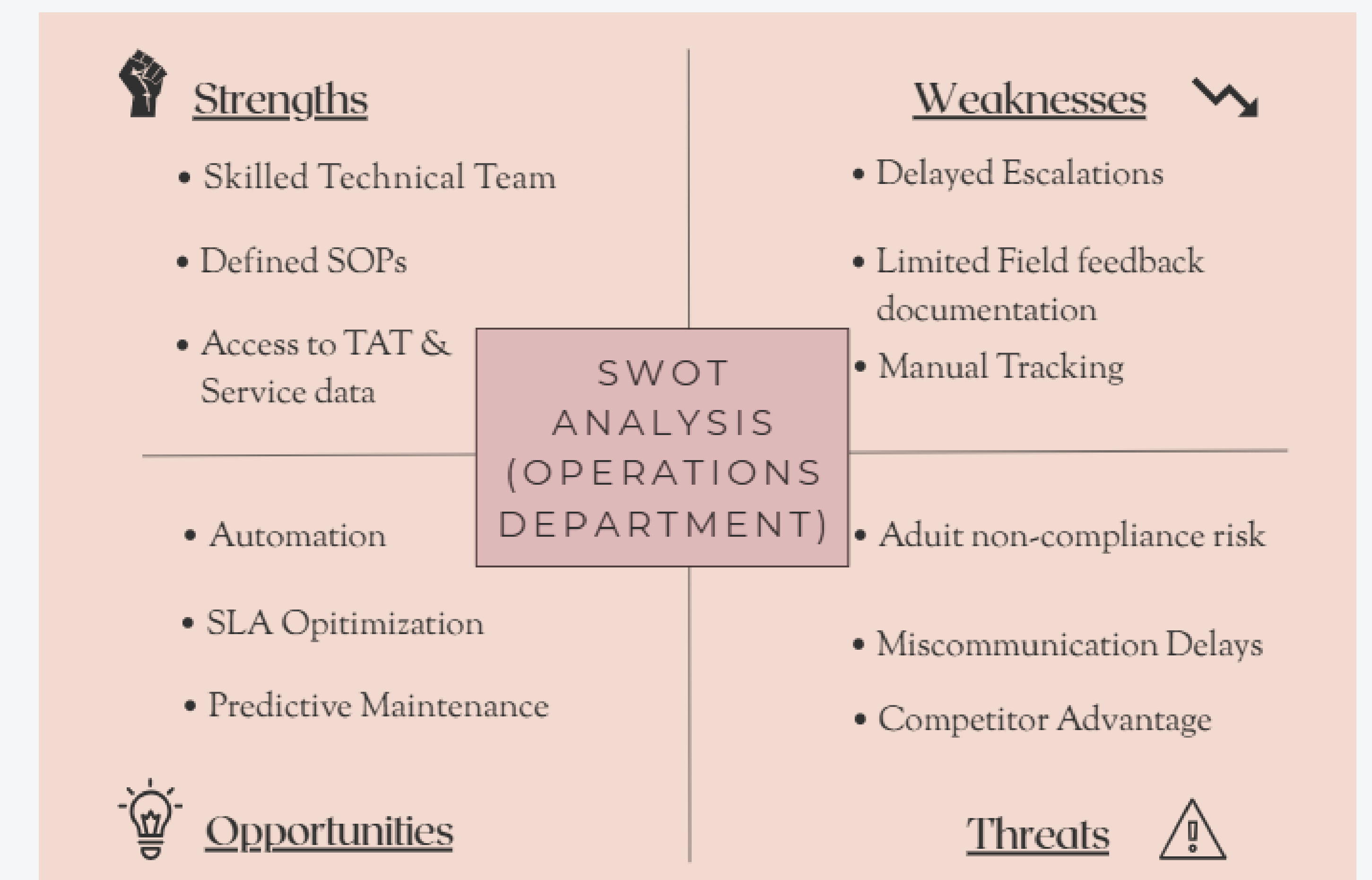
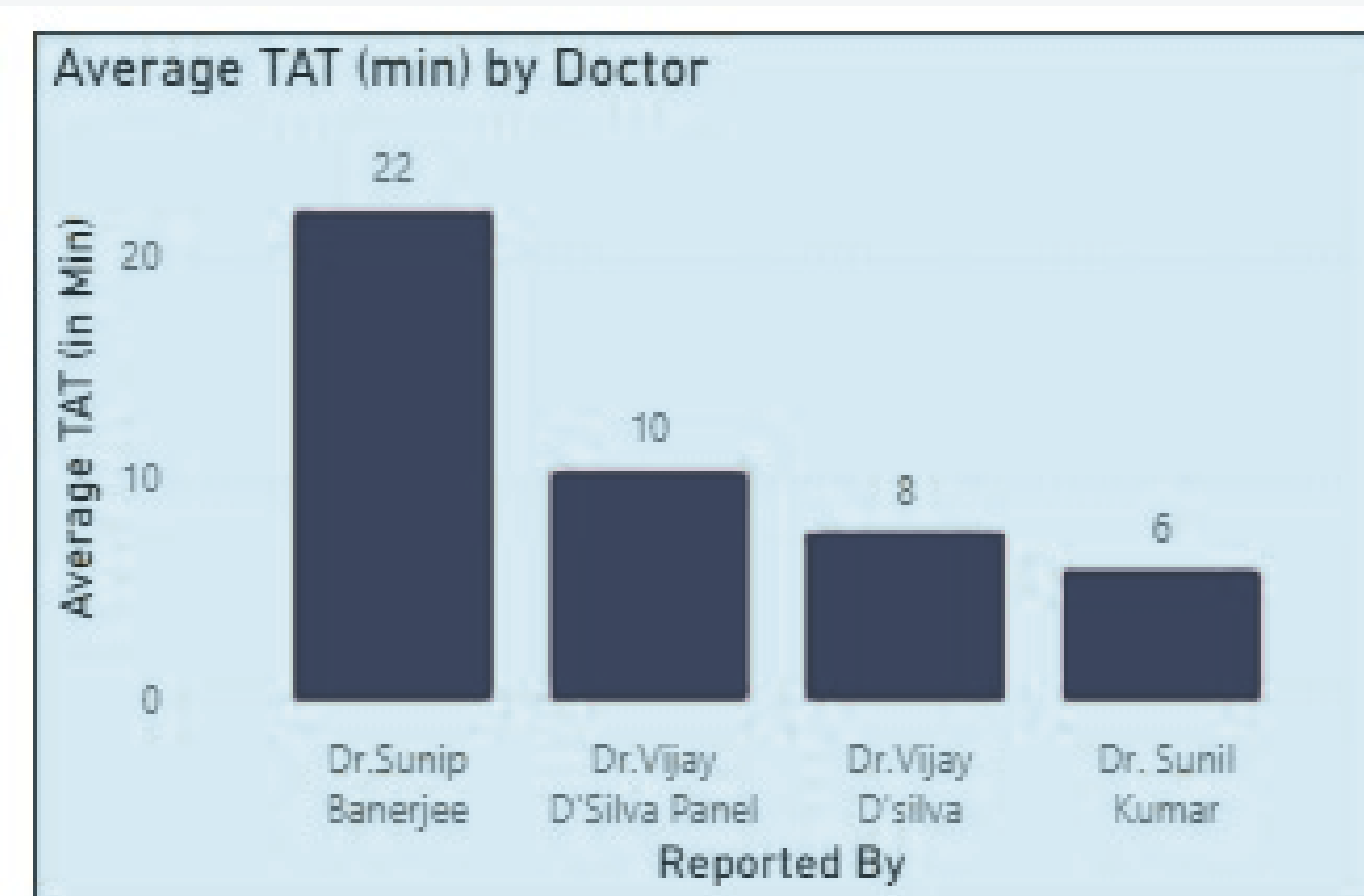
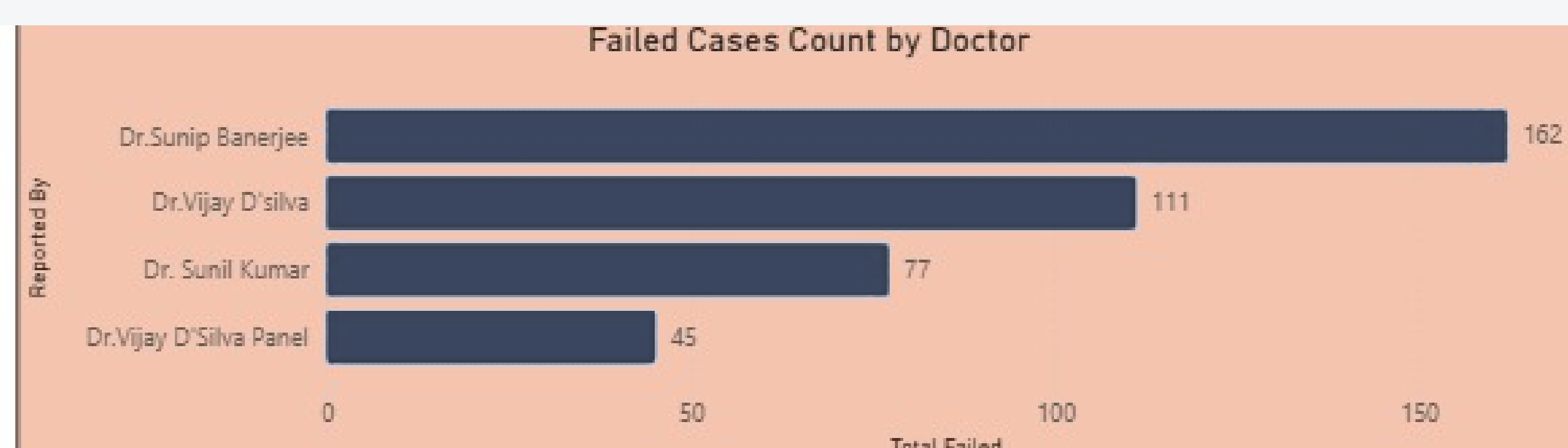
Collected TAT reports, conducted field visits, performed competitor analysis, and collaborated with technical teams.

OUTCOME

Identified high TAT segments, proposed workflow optimizations, and strengthened coordination between field operations and compliance management.

SUGGESTIONS

- Automate TAT tracking & follow-ups to minimize delays.,
- Leverage customer feedback to improve service quality.



THEORETICAL EXPOSURE

- Learned methods for identifying target markets.
- Studied strategies for effective product positioning.
- Understood organizational operational workflows.

PRACTICAL EXPOSURE

- Conducted field visits to pinpoint potential target markets.
- Performed competitor analysis to assess market positioning.
- Collaborated with the technical team to grasp operational processes.

MAJOR LEARNING

- Acquired insights into market research within the healthcare technology sector.
- Analyzed Turnaround Time (TAT) data to pinpoint post-sales operational gaps.
- Recognized the critical role of backend coordination in ensuring service efficiency.
- Developed proficiency in data analysis using Excel.
- Understood the importance of competitor analysis in identifying market positioning and strategic opportunities.

CHALLENGES

- Incomplete TAT data and manual tracking due to tools.
- Delays in service updates and field operations.
- Challenges in standardizing processes across regions.
- Limited access to reliable competitor insights.
- Coordination gaps between cross-functional teams