

SUMMER INTERNSHIP PROGRAM

at

Heartnet Pvt. Ltd.

From 12/05/2025 to 19/07/2025

A REPORT BY

Karan Garg

Master of Business Administration Hospital and Health Management

Roll no.: 1972

2024-26

under the Mentorship of

Dr. Sanjay Gupta, Professor and Dean, IIHMR





INTERNSHIP EXPERIENCE LETTER

Date: 19-07-2025

To Whomsoever It May Concern

This letter is to certify that **Dr. Karan Garg** (Roll No: 1972) of IIHMR University, Jaipur, has successfully completed his internship program of 10 weeks with Heartnet India Pvt Ltd as a Management Intern. His internship tenure was from 12/05/2025 (12th May 2025) to 19/07/2025 (19th July 2025). During the internship, he was actively & diligently involved in the project "Improving Product Adoption through Customer Feedback and UX Optimization."

During this time, Karan demonstrated a keen willingness to learn and collaborate within a team. He approached his work with enthusiasm, hard work and a positive mindset.

We wish him the best in his future endeavours.

Arindam Sen
CEO and Director
Heartnet India Pvt. Ltd.



Heartnet India Private Limited

Neil Tower of Neil Rao Towers, #6CS, 6th Floor, Plot No. 117,
Road No. 3, EPIP Phase I, Whitefield, Bangalore - 560066, India. CIN:
U85100KA2017PTC101536

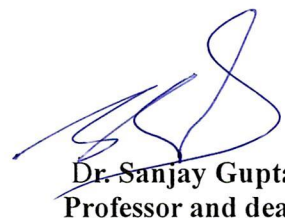
www.heartnetindia.com

IIHMR University Faculty Mentor Approval

This is to certify that **DR. Karan Garg** of academic year **2024-26** of **Institute of Health Management Research** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 28/07/2025

A blue ink signature of Dr. Sanjay Gupta, consisting of a stylized 'S' and 'G'.

Dr. Sanjay Gupta
Professor and dean

IIHMR University Jaipur

Improving Product Adoption through Customer Feedback & UX Optimization

FACULTY MENTOR: DR.SANJAY GUPTA

ORGANISATION MENTOR: VIGNESH KARUMANCHI

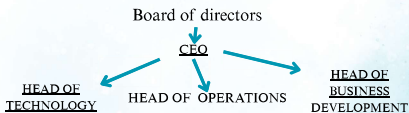
HEARTNET PVT .LTD.



ORGANISATION PROFILE

- Established in 2017, Heartnet is dedicated to making high-quality cardiac care accessible across India. Our mission is to leverage cutting-edge technology and premier clinical expertise to combat cardiovascular diseases. We are committed to early detection through advanced screening methods, ensuring accurate diagnosis with state-of-the-art tools, and implementing evidence-based treatment protocols
- VISION-Empowering India to fight the rising burden of cardiovascular diseases through comprehensive cardiac care with innovative technology and clinical expertise
- MISSION- "Healthy Heart for All" - Empowering India with cutting-edge technology and holistic cardiac care

ORGANISATION STRUCTURE



OBJECTIVE

- Understand onboarding and setup challenges.
- Assess frequency and mode of ECG usage.
- Evaluate app usability and service satisfaction.
- Recommend improvements to enhance adoption

DETAILS ABOUT THE STUDY

- This study analyzes customer feedback from 50 users of Heartnet Ltd.'s portable ECG service to enhance product adoption and UX
- Data was collected via a structured questionnaire from 50 clients using Heartnet's ECG service.
- The survey included quantitative and qualitative questions on setup, usability, and satisfaction.
- Results were analyzed using bar charts and thematic grouping.

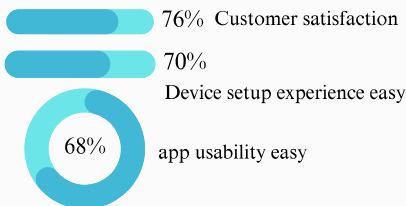
SWOT

- Advanced IoT technology 24/7 expert cardiologist network - Portable, user-friendly console - established workflow for data transmission from the device to the specialist via a mobile application	- Complex pricing structure - Limited rural awareness - Connectivity dependency - Insufficient training materials
- Growing CVD prevalence - Increasing telemedicine demand - Untapped rural markets - Government digital health initiatives	- Established competitors - Affordability concerns - Technology adoption resistance - Infrastructure limitations

KEY FINDINGS

- 70% found setup easy; 30% faced difficulties.
- 60% set up independently; 40% needed assistance.
- 35% rated report accuracy 'Good', 30% 'Excellent'.
- Monthly/annual plans dominate; subscription clarity low.
- 34/50 users found app 'Easy' or 'Very easy'.
- 76% are 'Very satisfied' or 'Satisfied'.
- 80% would recommend Heartnet
- ECG usage is mostly symptom-driven (occasional/weekly).

GRAPHS AND DATA



PRACTICAL VS THEORETICAL

- | | |
|--|---|
| <ul style="list-style-type: none"> Real-time client interaction and product dynamics Technology implementation challenges Healthcare industry operational complexities Data-driven decision making in practice | <ul style="list-style-type: none"> target market identification and product positioning. Strategic planning methodologies Healthcare management principles Business development operational workflow |
|--|---|

LEARNINGS

- End-to-End Operations Management
- Practical Market Analysis & Business Development
- Data-Driven Decision Making
- Problem-Solving & Adaptability
- Marketing Communication

SUGGESTIONS

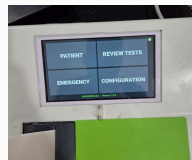
- Simplify pricing structure and enhance training materials
- Implement offline sync capabilities
- Implement peak hour staffing and automated alerts
- Create user-friendly report formats
- Enhance TAT monitoring systems
- Build partnerships with local healthcare providers
- Focus on tier-2 and tier-3 cities
- Implement performance monitoring dashboard
- Establish feedback loops for continuous improvement

KEY RECOMMENDATIONS

- Simplify onboarding with short video tutorials
- Train support for proactive first-time setup help
- Improve subscription plan clarity at onboarding/renewal
- Internet connectivity issues in diagnostic centers
- Pricing barriers for smaller healthcare facilities
- Limited awareness in rural markets
- Training gaps for healthcare staff
- language barrier while pitching the product and during operations.

CHALLENGES FACED

KEY TECHNOLOGY



- Asaan IoT Console with 24/7 expert cardiologist reporting

Weekly Report 1

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: Management intern (operations)

Name of the Student: Dr. Karan Garg

Roll no: 1972

Stream: MBA- HM

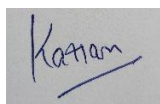
Week no: 1

From: 12-05-25 to 17-05-25

Activity Done	1) Company orientation and solution overviews were provided. 2) A briefing outlining our weekly tasks has been provided. 3) Information regarding the functionality and pricing of Heartnet ASAAN ECG machine was provided. 4) A competitive analysis was conducted by reviewing Tricog website and analysing their products, services, and target customer base. 5) Conducted field visits to clinics, diagnostic centres to understand customer insights and requirements.
Linking theory (Classroom learning) with practice at your organisation	1) Marketing management • Comprehending product portfolio composition and market demands. • Conducting competitive analysis. 2) Financial management • Understanding the pricing of the product. 3) Digital Health • Comprehending the application of IoT devices. • Understanding the fundamental principles and operational capabilities of IoT devices.
Gaps identified on the working area.	Priority should be given to smaller hospitals and diagnostic centres facing affordability challenges, necessitating the implementation of effective pricing strategies.
Suggestions for improvement	1) Enhance product value, we should incorporate value-added services along with focusing more on customer reviews to improve operability of product

Plan for the next week	1) Preparing the market plan for enlisting the customers and stakeholders. 2) Focusing on shortcoming and improving them in operations department.
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Signature of the Student



Approved by the IIHMR University's Mentor

Weekly report

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: Management intern
(operations and marketing and business development)

Name of the Student: Karan Garg

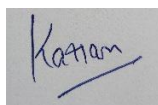
Roll no:1972

Stream: MBA HM29

Week no:2 **From:**19-05-2025 TO 24-05-2025

Activity Done	• Created a basic marketing strategy plan and initial client outreach script. • Visited diagnostic centers and small hospitals to assess readiness and interest in ECG-as-a-service. • Ensured ECG reports were delivered within 30 minutes post-acquisition. • Maintained logs of TAT and device usage patterns.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Management: Developed awareness and positioning strategy. • Operations Management: Applied TAT monitoring and service workflow concepts.
Gaps identified on the working area.	Some clients lacked internet access, delaying ECG transmission.
Suggestions for improvement	Introduce offline sync capability in the app or a dedicated data SIM.
Plan for the next week	Identify top-performing centres and engage more deeply to build relationships

Signature of the Student



Approved by the IIHMR University's Mentor

Weekly report 3

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: Management intern
(operations and marketing and business development)

Name of the Student: KARAN GARG

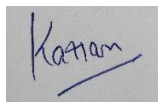
Roll no:1972

Stream: MBA HM29

Week no:3 **From:** 26-05-2025 TO 31-05-2025

Activity Done	• Assisted in onboarding two diagnostic centres. • Coordinated with backend team to resolve ECG sync delays. • Promoted Heartnet through informal B2B word-of-mouth networks.
Linking theory (Classroom learning) with practice at your organisation	Digital Health: Understood practical implementation of IoT-based health solutions.
Gaps identified on the working area.	Diagnostic centre staff lacked training in ECG device usage.
Suggestions for improvement	Include short videos and guides on how to operate machine.
Plan for the next week	Conduct hands-on training for all existing centres.

Signature of the Student



Approved by the IIHMR University's Mentor

Weekly report 4

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: Management intern
(operations and marketing and business development)

Name of the Student: KARAN GARG

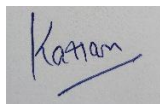
Roll no:1972

Stream: MBA HM29

Week no:4 **From:**02-06-2025 TO 07-06-2025

Activity Done	• Conducted on-site training at four diagnostic centres. • Monitored ECG reporting TAT across shifts (including late hours). • Identified top performing centres and initiated feedback loop.
Linking theory (Classroom learning) with practice at your organisation	Healthcare Operations: Exposure to frontline diagnostics and real-time coordination.
Gaps identified on the working area.	Night shift ECGs often had slight delays.
Suggestions for improvement	Develop a centralized alert system for post-midnight ECGs
Plan for the next week	Work with backend ops team to flag critical cases and ensure <20 min TAT.

Signature of the Student



Approved by the IIHMR University's Mentor

Weekly report 5

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: Management intern
(operations and marketing and business development)

Name of the Student: Karan Garg

Roll no:1972

Stream: MBA(HM)

Week no:5 **From:** 09-06-2025 TO 14-06-2025

Activity Done	• Completed 24/7 TAT audit on 12 active ECG locations. • Identified peak time reporting delays and proposed staggered technician allocation. • Created patient feedback collection plan.
Linking theory (Classroom learning) with practice at your organisation	Process Optimization: Applied lean thinking for TAT management
Gaps identified on the working area.	High ECG load between 10AM – 12 PM caused backend bottlenecks.
Suggestions for improvement	Deploy additional cardiologists for peak window.
Plan for the next week	Begin feedback collection and refine process flow based on data.

Signature of the Student



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Weekly report 6

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: Management intern
(operations and marketing and business development)

Name of the Student: KARAN GARG

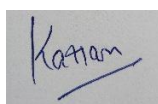
Roll no:1972

Stream: MBA HM29

Week no:6 **From:**16-06-2025 TO 21-06-2025

Activity Done	• Collected patient and technician feedback at 8 sites. • Conducted informal market analysis of pricing vs competitors. • Pitched Heartnet service to 4 new diagnostic chains
Linking theory (Classroom learning) with practice at your organisation	Business Development: Field pitching and client onboarding.
Gaps identified on the working area.	Clients confused about subscription tiers.
Suggestions for improvement	Simplify pricing plan into 2–3 clear options.
Plan for the next week	Redesign pitch deck and make a better marketing strategy

Signature of the Student



Approved by the IIHMR University's Mentor

Weekly report 7

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: Management intern
(operations and marketing and business development)

Name of the Student: Karan Garg

Roll no: 1972

Stream: MBA HM29

Week no:7 **From:** 23-06-2025 TO 28-06-2025

Activity Done	• Helped launch ECG service in a new diagnostic centre. • Designed a simple brochure highlighting service benefits. • Observed real-time device troubleshooting with tech support
Linking theory (Classroom learning) with practice at your organisation	Marketing Communication: Created offline marketing collateral.
Gaps identified on the working area.	ECG results format wasn't easily understood by end-users.
Suggestions for improvement	Add summary section in layman terms to reports.
Plan for the next week	Coordinate with tech team for ECG report redesign.

Signature of the Student



Approved by the IIHMR University's Mentor

Weekly report

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: Management intern
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Name of the Student: Karan Garg

Roll no:1972

Stream: MBA HM29

Week no:8 **From:** 30-06-2025 TO 05-07-2025

Activity Done	• Finalized reports on ECG TAT performance and user feedback. • Provided end-of-internship suggestions to team leads. • Assisted in training new intern(s) on TAT dashboard usage.
Linking theory (Classroom learning) with practice at your organisation	Strategic Management: Contributed to decision-level suggestions.
Gaps identified on the working area.	-
Suggestions for improvement	Develop SOP document for new interns
Plan for the next week	Continue informal support and suggest improvements

Signature of the Student



Approved by the IIHMR University's Mentor

Weekly report

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

Area/ Department/ Project of Summer Internship Program: : Management intern
(operations and marketing and business development)

Name of the Student: KARAN GARG

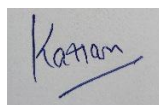
Roll no:1972

Stream: MBA HM29

Week no:9 **From:**07-07-2025 TO 12-07-2025

Activity Done	• Traveled to a nearby town to collect ECG machine from an inactive diagnostic partner. • Conducted surveys with 2 local healthcare providers in the town to understand potential market fit. • Assessed logistical feasibility for device deployment in that region. • Coordinated with operations team for device reallocation
Linking theory (Classroom learning) with practice at your organisation	• Field Operations: Managed logistics and on-ground client engagement. • Healthcare Marketing: Evaluated rural market readiness
Gaps identified on the working area.	Lack of awareness about portable ECG options in small towns.
Suggestions for improvement	Conduct awareness campaigns or CME events to introduce the service.
Plan for the next week	Compile survey data and identify top 2 towns for expansion strategy.

Signature of the Student



Approved by the IIHMR University's Mentor

Weekly report

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Area/ Department/ Project of Summer Internship Program: Management intern
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Name of the Student: KARAN GARG

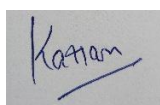
Roll no:1972

Stream: MBA HM 29

Week no:10 **From:** 14-07-2025 TO 19-07-2025

Activity Done	• Compiled and analyzed data from the town survey. • - Prepared a regional outreach plan with target clinics and diagnostics. • - Presented internship learnings and impact to Heartnet's regional operations head. • I completed a presentation as part of my responsibilities assigned by mentor.
Linking theory (Classroom learning) with practice at your organisation	• Strategic Planning: Developed micro-market entry strategy. • - Communication: Delivered insights to stakeholders.
Gaps identified on the working area.	No structured framework for rural outreach
Suggestions for improvement	Establish a standardized rural activation toolkit including brochures, video demos, and onboarding SOPs.
Plan for the next week	-

Signature of the Student



Approved by the IIHMR University's Mentor

Complied Report

Name of the Organisation: Heartnet Pvt. Ltd. (Branch-Hyderabad)

**Area/ Department/ Project of Summer Internship Program: Management intern
(operations and marketing and business development)**

Name of the Student: Karan Garg

Roll no:1972

Stream:MBA(HM)

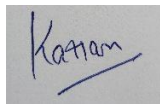
Activity Done	• Orientation to Heartnet’s mission, IoT-based ECG tech, and unique value proposition. • Developed and implemented marketing and outreach strategies for new and existing diagnostic partners. • Field visits to urban and semi-urban clinics: conducted client feedback, assessed operational readiness, and trained staff on using Asaan IoT Console. • Managed and monitored ECG turnaround time (TAT) logs. • Conducted competitive analysis and informal market research against Tricog and other major players. • Created offline/online promotional materials and pitched services to expand the client base. • Coordinated device troubleshooting and device reallocation to optimize device usage. • Led hands-on training and developed onboarding/support documentation for both technicians and subsequent interns.
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	• Prepared feedback collection plans and supported continuous quality improvement. • Compiled data and insights into final recommendations and presented to senior management.
Linking theory (Classroom learning) with practice at your organisation	• Marketing Management: Applied concepts such as product positioning, competitive analysis, and market segmentation to real-life campaigns and outreach. • Operations Management: Utilized lean principles for process optimization and TAT reduction; resource allocation based on demand patterns. • Financial Management: Practiced analysis of pricing models and suggested restructuring subscription plans. • Digital Health & Healthcare Technology: Implemented practical solutions for IoT device adoption, workflow integration, and telemedicine. • Field Operations & Strategic Planning: Hands-on experience in logistics, expansion planning, and regional market assessment. • Communication & Training: Applied principles of instructional design and internal communication when preparing guides, SOPs, and training new personnel
Gaps identified on the working area.	• Affordability Constraints: Smaller clinics and rural locations struggled with current pricing or understood limited value.

	• Technology & Infrastructure: Issues with internet connectivity delayed data transfer; clients experienced confusion with device operation and subscription tiers. • Training and Handover: Insufficient initial training for technicians; new intern onboarding lacked structure. • Operational Delays: Night shifts and daily peak times created reporting backlogs, impacting service speed. • Market Awareness: Many providers, especially in smaller towns, lacked understanding of Heartnet's portable ECG offering and its benefits. • Report Clarity: End-users found ECG reports too clinical or technical
Suggestions for improvement	• Simplify pricing plans (fewer, clearer tiers); communicate value-added features to smaller centers. • Integrate offline data sync in the app or guarantee a dedicated data SIM per device in low-connectivity zones. • Develop multilingual visual guides and short training videos for end-users. • Create a standardized, digital onboarding and handover process for new interns and partners. • Stagger backend staffing to cover morning peaks and night shift gaps; implement automated alerts for delayed/unusual cases.

	• Redesign ECG reports to include a layperson-friendly summary. • Undertake targeted awareness campaigns (CME, local demos) and educational outreach in rural and semi-urban markets. • Compile a rural outreach toolkit (brochures, pitch decks, video demos, SOPs) for easier future expansion.
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Signature of the Student



Approved by the IIHMR University's Mentor