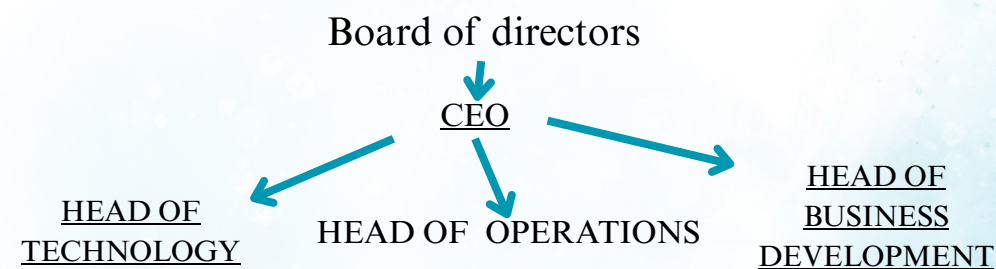


ORGANISATION PROFILE

- 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

ORGANISATON 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.

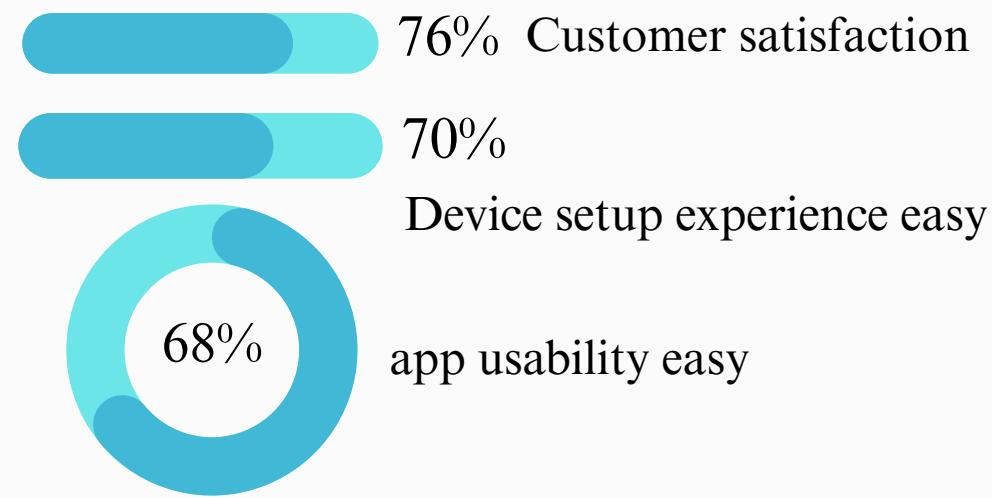
SWOT

- 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 market dynamicsTechnology implementation challengesHealthcare industry operational complexitiesData-driven decision making in practice | <ul style="list-style-type: none">target market identification and product postioning.Strategic planning methodologiesHealthcare management principlesBusiness developmentoperational 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

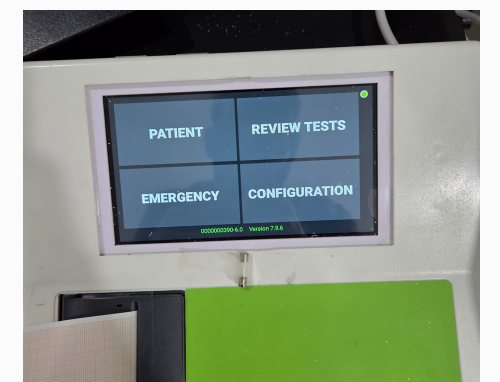
KEY RECOMMENDATIONS

- Simplify onboarding with short video tutorials
- Train support for proactive first-time setup help
- Improve subscription plan clarity at onboarding/renewal

CHALLENGES FACED

- 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.

KEY TECHNOLOGY



- Asaan IoT Console with 24/7 expert cardiologist reporting