

TO STUDY THE ROLE OF BIG DATA AND DATA SCIENCE IN CRITICAL CARE

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the
degree of Master of Business Administration (MBA)

in

Hospital and Health Management

by

Dr. Varda Dixit

Under the Supervision and Guidance of

Dr. Sandesh Kumar Sharma

2022

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Internship Completion Letter

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Date : Mar 22, 2022 to 19th July, 2022

Subject : Completion of Internship Letter

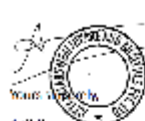
To Whomsoever It May Concern,

M16labs certifies that Dr. Varda Dixit successfully completed the internship program at our organization as a Business Development Intern.

During this time, Dr. Varda worked on the development of key health Information Technology related business development projects.

By working on these projects, Dr. Varda acquired critical Professional skills.

Dr. Varda displayed professional traits during her internship period and managed to complete all assigned tasks as requested. She was hardworking, dedicated, and committed. It was a pleasure having her with us in this period.


Anil H

Founder & CEO

M16LABS Healthcare & Analytics Private Limited

Reg Off: Tech Precision Solutions No 8/2 Ulsoor Road, Bengaluru, Karnataka 560042

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Introduction

Indian healthcare is evolving and so is the regulatory and governance framework. With m16's CEO Anil JJ's international exposure and experience, they have ensured data security and patient data privacy. They are compliant with HIPAA, MCI, TRAI, and IT Act of India. They are all set to comply with the proposed Digital Information Security in Healthcare Act (DISHA), which is around the corner.

M16 Labs was founded 16th September 2018 and its headquarters are based in Hyderabad, India. Rather than breaking up the industry into bits and pieces and solving one specific problem, they have built an umbrella platform which can be adapted both horizontally and vertically depending on the size and scale of Healthcare Enterprise. From Solo Practices, Small Clinics, Group Practices, Nursing Homes, Diagnostic/Imaging Centers, Large Corporate Hospital to NGO's delivering healthcare in remote areas and Government Healthcare infrastructure.

With over 65 years of collective experience in healthcare and having worked in North Americas, Middle East & India, we have built the Healthcare Operating System which is designed by Doctors and Built by Techies.

Vision

To be the Patient Health-Centric Platform to Manage Everyone's Health & Wellness

Mission

#HealthyIndia through #HealthyYou by Making Care & Wellness Accessible

Values

We at m16labs strongly believe in the philosophy of Awareness, Adoption and Accessibility. Our goal is to create affordable Healthcare IT solutions, make healthcare solutions easy for & accessible to every strata of society while keeping healthcare data private and safe.

Goals

1. Create Affordable Healthcare IT Solutions
2. Make Healthcare Solutions Easy for & Accessible to Every Strata of Society
3. Keep Healthcare Data Private & Safe

Objective of Internship

As a part of the Business Development team, the objectives of the internship included the following:

1. To understand the profile of the organization and understand the ways in which the organization functions.
2. To understand the business model of the organization.
3. To learn how the start-up functions.
4. To understand the existing clientele and identify the new ways to engage them.
5. To identify potential clients and generate leads.
6. Learn all the aspects of business development role, to build relationship with your clients, lead generation, challenges faced by the business development consultants on or off the field.
7. Learn to enhance marketing by means of digital media.
8. To identify ways by which the organization can diversify its business in India by incorporating new strategies in the service mix.
9. Identifying ways by which the business can be expanded through social media platforms such as LinkedIn.

Services provided by the organization

1. MetahOS - Healthcare Operating System
2. MyTeleOPD - Digital Clinic

3. Wurkwell - Workplace Wellness Platform
4. Camps & Screening
5. Population Health
6. Home Care+

Organization Organogram

Anil JJ – *Chief Executive Officer*

Dr. Ashvath Kulkarni – *Chief Customer Success Officer*

Anmol Malik – *Chief Technology Officer*

Dr. Suhas Kalghatagi – *Chief Product Officer - Clinical*

Dr. Sri Bhargave Natesh – *Chief Medical Innovation Officer - Ophthalmology*

Dr. Meha Rathod – *Head of PR and Customer Engagement*

Santanu Sarkar – *Chief Business Officer*

Arnav M - Head – *Public Health & Chief Compliance Officer*

Key Activities other than Dissertation

1. Lead callings for business development purposes.
2. Writing white papers after secondary research on healthcare related topics for marketing on social media. It included topics such as – Revenue Cycle Management.
3. Creating scripts for podcasts on discussion with doctors regarding current scenario of Healthcare in India and its future aspects.
4. Creating a social media marketing plan for all accounts of m16Labs for a better social media approach.
5. Contacting hospitals and setting up demo for MetahOS software.

Key Learning from the Internship

1. Playing an active role to support the business development function to ensure the growth of the start-up
2. Digital marketing means such as writing white papers and creating podcasts.
3. Social media marketing of the products on LinkedIn, Facebook, YouTube, etc.

4. Conducting research, company and/or industry experts' interview, survey and/or onsite visit, and market and competitive analysis.
5. Participate in efforts to increase the number of campaign creators.
6. Counseling different patients.
7. Handle external and internal communications.
8. Focus on lead generation, marketing, and evaluating partnership opportunities. This is a great opportunity to learn how to grow a business
9. Identifying new development channels
10. Developing skills to pitch leads.
11. Identifying sources for business growth.
12. Learning new strategies to increase the company profit.