

The Operation and Execution Process in Corporate Sales of “Digital Healthcare Solutions.”



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As a first step, I would want to express my appreciation to Almighty Allah for providing me with the capacity, endurance, and strength to carry out my responsibilities as an intern at Digital Healthcare Solutions, which will serve as the primary focus of this document. After that, I'd like to express my gratitude to my honorable internship Advisor, **Assistant Professor Naznin Akther ma'am**, for his consistent and unwavering supervision and advice during the overall process. For her unwavering support and advice throughout the internship, I am especially grateful to **Parvez Ahmed, Corporate Lead** for his assistance. It would have been extremely impossible to put together this document without their assistance.

For this, I am thankful to the whole BTM department, which worked tirelessly to ensure that the internship experience was productive for me and my peers. They were the ones who made sure that the merging of theoretical aspects and first-hand company experience was as seamless as possible.

My thanks goes out to my family, who have been instrumental in helping me stay strong during this entire process. Last but not least, I am thankful to my coworkers for their useful comments and guidance, as well as for being an inspiration to me throughout the year. I should add emphasize the welcoming and supportive environment, which assisted me in dealing with a variety of issues.

EXECUTIVE SUMMARY

The paper is an effort to summarize a three-month internship program meant to provide me with actual industry experience in a professional context. The report contains the specifics of my work as a corporate sales Intern at Digital Healthcare Solutions. The internship provided me with valuable insight into the day-to-day operations of a Corporate Sales department. This presented me with both the chance to watch first-hand the development, potential, and evolution of the startup business in Bangladesh as it operates and develops. Aside from that, the experience enhanced my knowledge of working in a professional environment, which not only benefited my professional development but also assisted me in achieving self-discipline. This has unquestionably had a significant impact on my future professional goals. It assisted me in recognizing areas in which I have the opportunity to develop, educate, and engage.

Digital Healthcare Solutions is the leading startup in Bangladesh. They began operations in 2019, and have been in business ever since. Despite the fact that the company is divided across various operational divisions, the site presently has approximately 95,000 small and micro enterprises registered on it.

Among my many other job responsibilities at the organization, I've spent time in Corporate Sales and Operation department, where I've reviewed the overall operations that are now in use at the department. There are a number of benchmarks that the organization employees, and these play an important part in inspiring the workforce. Employee welfare fund management, selective recruiting, conscience and successful teams, and security of employees are just a few of the greatest practices I've noticed at the organization, to name a few. It has been a significant amount of time since the organization has been successful in implementing best business practices and keeping a pleasant working environment.

Furthermore, the study examines the general processes used to run the organization and guarantee smooth and seamless human resource management operations. While many areas demand attention from the administrations, there are a few that require immediate attention. The final conclusion of the internship is discussed in further depth in the next section of the document.

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Chapter-1: Introduction

Digital Healthcare Solutions is a global integrated health company with a goal of serving hundreds of millions of people. It is a Public Limited company that first started its journey in 2019 by the endeavors of some close associates as a joint-venture company. Since then, they have dedicated themselves to building their heritage of quality bags by maintaining the highest standard and compliance with regulations.

At present the company has about 500+ employees working day and night to make the dream of its founder directors come true. The company incorporates a powerful design-centric approach with the most recent technological innovations. It offers a broad array of services that can be accessed via mobile, app, or web.

1.1. The objective of the report:

There were a number of objectives to be met throughout the three-month internship, including learning more about corporate business operations and how they operate to reach their goals. This report can be said as my understanding of the corporate world. My internship experiences are documented in this report.

▪ Broad Objective:

The ultimate goal of all sorts of study is to achieve the overall purpose. It explains why the study is taking place. According to this report, the main goal is:

A detailed understanding of Digital Healthcare Solutions corporate business strategic operations results in a strong brand reputation inside the healthcare market.

▪ Specific Objectives:

There are some specific objectives of this report which are given below:

- Explain the understanding and tasks I have served as an intern.
- To provide a representation of how the firm is doing in the financial markets.
- To know the strategic plans the company is following and maintaining.
- Following up the corporate business department's operational process.

1.2. Scope of the work

This study gives a short and informative overview of Digital Healthcare Solutions, its corporate business department, and the area in which the firm works. It is largely concerned about the 24/7 doctor call and includes detailed information on the company's success in healthcare marketplaces. This research will educate readers on the healthcare sector and its functioning in Bangladesh, and the industry's potential for Bangladesh.

1.3.Methodology

To prepare this report I took the information from both the primary and secondary sources and tried to use them in an organized way while I was preparing this report.

- **Primary Research**

A substantial amount of the research is focused on discussing the original research data. The vast of the primary components and insights provided in this study was gained via face-to-face interactions with company personnel and workers.

- **Secondary Research**

While original research provides for such a quantity of this study, a substantial portion of the data given was acquired through secondary sources. My paper used secondary data collection of information was from a variety of sources. The main sources are:

- Annual General Reports.
- Other competitors Website.
- Google Search Engine.
- Research Papers about Healthcare sector in Bangladesh.
- Published reports and articles about Digital heath.

Chapter-2: Company Overview

In underdeveloped countries, digital health has immense potential to ensure healthcare quality, accessibility, and cost. The importance of information and communication technology in healthcare, particularly e-Health, is rapidly evolving in Bangladesh. The governmental and private organizations both have contributed to the creation of the nation's digital healthcare system. We analyzed the current state of digital health in the industry and government, and the technical and management problems that e-Health programs face in Bangladesh, in this study. Our findings revealed that, while e-Health in Bangladesh is still a challenge, the challenges may be solved. The coverage of several areas requires additional enhancement, depending on the present circumstances and problems of Digital Health. This study's findings will aid legislators in making informed judgments about digital health care services

2.1. Objective of the company:

- Provide solutions to real problems. To tackle issues, focus on meeting the most pressing requirements in healthcare and developing excellent patient and user experiences.
- Make social business a reality. Grameen, the company that owns DH, was a pioneer in providing high-quality loans and banking to the public to benefit society—all while never paying dividends to stockholders. DH intends to do the same in the healthcare field.
- Achieve clinical excellence. DH creates services based on solid international standards and clinical norms, but they adapt to meet the needs of emerging healthcare markets. Because a human touch is the key to amazing experiences, DH trains their doctors in empathy and warmth.

2.2. Mission Vision Of the company:

The statement of mission and vision express their ambition for the future, establishing a common direction for the new level which provides a framework for all of their strategic planning.

Mission:

- To provide customers across the world with 24/7 healthcare and services of exceptional quality and value.

Vision:

- To become the world's leading healthcare company

2.3. Company Serves:

Quality Medical Advice

DH's doctors have done over 1.3 million phone, video, and chat consultations. Our doctors are at the center of everything we do, having been trained to the highest clinical standards and to serve with kindness and compassion.

Micro Health Insurance

Over 6 million people are covered by their micro insurance policies, which cover medical costs. As a result, its members can safeguard their friends and families.

Health Programs

DH work with NGOs, commercial sector partners, and governments to deliver diabetes, communicable disease, maternity, and child health programs. Only collaboration and innovation can help to enhance population health.

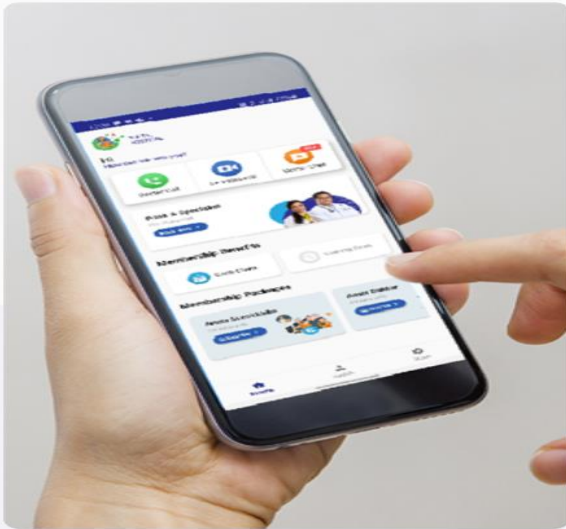
Health Technology

DH creates healthcare technology for our patients and collaborators, such as digital medical records, community par medicine applications, and consumer apps that give patients access to doctors, medicine, diagnostics, and more.

2.4. Digital Healthcare Services

Through a wide range of services such as Doctor Call, Video Call, Chat and Free Health Cashback, DH provides comprehensive health solutions.

- Free Health Cash Back.
- Doctor call.
- Doctor chat.
- Doctor video call.
- Cash Claim.



HEALTH ENGAGEMENT AND BEHAVIOR CHANGE



PRIMARY CARE AND PROVIDER NETWORKS

Over 5 Million Digital Health Tips and SMS Delivered

- Localized to the community context
- Based on the latest scientific evidence
- Range of channels, app to IVR
- "Real-world" offers to close the loop

1,300,000+ Doctor Consultations Delivered to Date

- Phone, in-app chat, and video call
- Own EMR built to drive quality
- SMS- and app-based prescriptions
- "Navigator" for onward referrals

Fig: Digital Healthcare services

2.5. DHS Valuable Brand:

They aspire to meet everyone's healthcare needs by bringing their simple and economical remedies to their customer's doorstep through their brands.



Fig: Digital Hospital



Fig: Tonic

- **Digital Hospital**

The Digital Hospital App, created by Digital Hospital, a Bangladesh-based revolutionary digital healthcare service, is assisting in the modernization of the nation's healthcare sector. Digital Hospital aspires to make a difference in the community by improving health outcomes and decreasing financial stress for patients and their families, empowering them to live healthy lives, by providing 24/7 comprehensive healthcare solutions.

- **Tonic**

DHS, one of Bangladesh's first digitalization, offers a comprehensive platform that caters to all of a person's health and wellbeing requirements. DHS serves as a portal to Universal Health Coverage (UHC) by combining preventative health digital content, phone-based primary healthcare accessibility, and hospital-funding options. It assists 'members' and their families in making better health decisions throughout their lives.

Chapter-3: Industry Analysis

The purpose of this chapter is to provide an overview of the trends, growth drivers, any market restriction and other metrics and offer brief viewpoint of important segments. The chapter will also provide an overview of market growth areas and the growth forecast of the industry.

3.1. Industry Growth and Market Size:

The global industry of healthcare is valued at \$15.48 billion US dollars in 2022, which is expected to proceed at CAGR of about 11.4% and reach \$27.18 billion USD during the years 2021-2027.

Healthcare advisory firms assess an organization's effectiveness, advantages, revenue loss, and framework before providing industry insights and start changing guidance. Both healthcare consultants collaborate with consumers to create and implement remedies which assist people in overcoming unpredictability, resolving issues, and meeting market objectives, resulting in better clinical outcomes in this segment.

Pharmaceutical companies, pharmaceutical start-ups, health insurance companies, and municipalities all hire healthcare specialists to help them determine the most lucrative and dependable methods that provide health care coverage. The worldwide health sector will be good enough to justify more than USD 10 trillion by 2022. The healthcare technology industry is expected to grow at a compound annual growth rate of approximately 16 percent over the next five years, reaching USD 280 billion by 2021. As per a recent survey by Source Global Reinsurance, the healthcare outsourcing industry is blowing up, with global revenue.

Healthcare Market -By Type of service

- IT consulting.
- Strategy consulting.
- Financial consulting.
- Digital Consulting.
- Operations consulting.
- HR and Talent Consulting.

Healthcare Market-By End -user

- Life science companies.
- Payers.

- Providers.
- Government bodies.

Healthcare market-By region

- North America.
- Europe.
- Asia Pacific.
- Latin America.
- The Middle East and Africa.

3.2. Yearly growth trend of the industry:

Healthcare consumes more than 10% of GDP in most developed countries. In fact, this figure in the United States will be close to 18 percent by the end of 2019. Given that the health-care industry employs the vast majority of Americans, this is unsurprising. In fact, the United States spends far more on healthcare than the rest of the world combined. According to current healthcare statistics, it is one of the world's largest and fastest-growing industries.

- The international health industry was worth \$8.45 trillion in 2018.
- Global healthcare premiums might surpassed \$10 trillion by 2022.
- The United States has the largest per capita health spending, at \$10,224.
- The United States spends multiple times more than the rest of the world on healthcare.
- The healthcare sector utilizes 784,626 individuals in the United States.
- McKesson is the largest healthcare company in the U.s, with yearly revenue of \$208.3 billion.



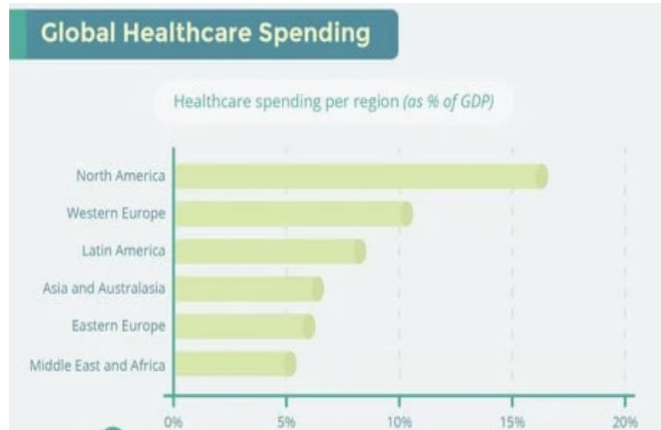


Figure 1: Yearly Growth and Revenue

3.3. Performance of Bangladesh in the Industry:

Bangladesh has been designated as a CDC Global Disease Detection Center in order to improve global health security by allowing for the rapid detection and response to contagious diseases. For the past 40 years, the CDC has worked with Bangladesh to improve the country's ability to detect arising viral infections and to provide instruction and other intervention strategies.

What CDC Is Doing In 2013, CDC conducted 28 severe pandemic flu inquests in collaboration with the government of Bangladesh.

- Until 2009, Bangladesh has had 24 nationwide disease surveillance sites founded at district and tertiary care hospitals.
- In 2012, Dhaka City Live Bird Markets established 16 sites for avian influenza surveillance among poultry workers.
- Since 2011, 1,305 public health professionals have received short course training.

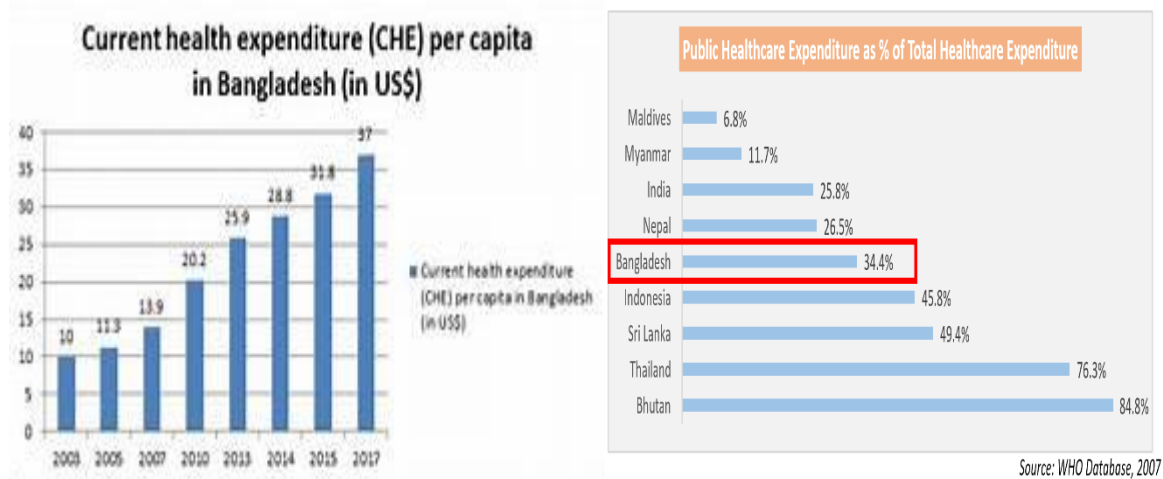


Figure 2: Performance of Bangladesh in Healthcare sector

3.4. Competitive landscape:

In the market, DH has some formidable rivals. DH's potential entrants include well-known brands such as Praava Health, Doctorla, and E-Pharma. Let us now bring up the comparative edge of other brands, which are listed below;

1. Praava Health:

Marketing Tactics:

- Praava Health was named a World Economic Forum Technology Pioneer on June 15, 2021.
- Stable social media exposure.
- Regularly interact.
- High-quality website.
- Excellent telecoms provider and.
- Feedback and post-service communication via telephone and e-mail.

2. Doctorola:

Marketing Tactics:

- A visually appealing website.
- A good social media existence.
- Strategically collaborates and customers.

- Reliable interaction and prompt client service.
- Social media and webinars for online consultation.
- Online pharma and blood donation.

3.E- Pharma:

Marketing Tactics:

- Medicines can be obtained through social media and websites.
- Increasing Covid-19 knowledge and understanding through the media.
- Providing special advice on Fb and twitter.
- Facebook is used to sell PPE at low prices.

Table: Competitive Analysis

Product and/or Service	Praava Health	Doctorola	E-Pharma
Quality	5	5	3
Packages	5	4	3
Uniqueness	5	3	3
Selection	5	3	3
Price	4	4	3
Distribution Channel			
Number of distributors	5	4	3
Relationships with distributors	5	4	2
Direct marketing of distributors	5	4	2
Use of service incentives	5	4	2
Added Value Factors			
Pre and Post Sales Service	5	3	2
Experience	4	4	2
Expertise	5	3	2
Reputation	5	4	2
Image	5	3	2
Strategic Alliances	4	4	2
Other	4	3	2
Communication Analysis			
Advertising	5	5	3
Database programs for apps	5	4	3
Web site	5	4	2
Service promotions	5	4	3
Social Media promotions	5	4	2
Direct Marketing	5	3	2
Public Relations	5	4	2
Total	111	87	55

3.5. Communication analysis:

The emphasis of the market communication investigation was on how Digital Health and Medicine facilities promote their services and brand identification to local media. DH's services were formally introduced during the first week of June 2016, and they were successful in providing healthcare solutions via the internet. Furthermore, over the decades, certain major marketing communication advantages, shortcomings, possibilities, and dangers have been identified.

1. Advertising & Sales Promotion:

DH has placed a strong emphasis on mass marketing communication tactics such as advertisements in newspapers such as The Daily Prothom Alo, The Daily Star, The Financial Express, and The Bangla Tribune, which attract their target consumers. DH has also been advertising the brand throughout the year with billboards, flyers, and pamphlets in practically all of our country's metropolitan centers. Tonic, on the other hand, has been offering up to 50% off at over 1200 hospitals, pharmacies, diagnostic centers, and lifestyle companies across the country. DH also uses radio and television broadcasting marketing to reach out to potential customers.

2. Social media:

DH has its own Facebook page, which has the most likes of any of the competitors, including Prava Health, Doctorola, and EPharma. Focused customers can contact DHS through Facebook and receive services such as health screenings, COVID-19 tests, online consultations, and doctor visits. Aside from that, Facebook hosts live discussions with various medical and mental health providers. DH, on the other hand, has its own Google Play store application. Anyone can receive it and use it to get the services they want.

3. E-mail marketing and Newsletters

DHS is always emphasizing the importance of email marketing and newsletters. Not only do companies strive to reach out to their present clients via email, but they really strive to seek out to prospective customers.

4. Seminars & Webinars

DHs used to hold programs for employees with the support of their management staff, inviting recognized medical professionals and targeted customers, and raising awareness among young people, particularly school and college students. Following the rapid outbreak, seminars for parents of young children, corporate clients, and elderly persons pursuing healthcare answers over the internet have been hosted on social media platforms.

Direct Marketing (Face to Face)

DHS markets directly to hospitals, clinics, diagnostic centers, pharmacies, and highly regarded corporate clients like LankaBangla Investments, Brac Bank LTD, Hamid Fabrics LTD, Team Scl, FU-Wang, Gurad Force services and human resources, Eastern Housing Limited, Assure Group,

Jams, SATV, Paramount Textile, Pickaboo.com, Rahmania Group, Mentors, Next G, Kids Diapers, Evaly.

3.6. Opportunity Analysis:

According to Fortune Business Insights, the worldwide telehealth market is expected to expand at a 23.5 percent compound annual growth rate over the following six years, reaching \$185.5 billion in 2026. The tri-city metro area currently has a population of 280,000 people. Over the next five years, the area is expected to increase at a rate of 5%. Bangladesh spends US\$ 2.3 billion on health, or US\$ 16.20 each individual annually, according to the most recent Bangladesh National Health Accounts, with out-of-pocket payments accounting for 64% of the total. Bangladesh presently spends US\$ 26.60 per person per year on healthcare, according to WHO projections. The primary reimbursement method for healthcare is public money, which accounts for 26% of total health expenditure and allows for risk pooling. Global development partnerships are the other significant source of support. According to the general populace evaluation of the healthcare system, chronic underspending of the Ministry of Health and Family Welfare's budget suggests inefficiencies in resource usage. Furthermore, in light of recent accidents in garment factories, attention is turning to the occupational health and safety of workers in the ready-to-wear industry.

1. Are there customers that the competition is ignoring or not serving?

There is a great opportunity to work in the rural sector. Because Bangladesh is a developing country, most of its population are poor, and rural residents lack access towards the healthcare and medical facilities they need. If we can discover a way to penetrate the rural market and bridge the gap between rural clients and healthcare experts, it will be a tremendous opportunity and a stunning accomplishment.

2. Which markets are heavily saturated and have intense competition?

Market Saturation refers to a circumstance wherein corporate entities have generated their peak height of production of goods and services presuming demand stays unchanged, and thus once the corporate entities accomplish such concentration, there would be no more requirement for their goods / service. However, in terms of digital healthcare solutions on an online platform, the market has yet to be fully saturated as demand for online healthcare solutions is increasing rapidly,

particularly during peak seasons. In the event of a competition, the platform is online, particularly in cities.

3. Are the benefits of our services being clearly articulated to our customers/clients/patients?

Through social media, the website, the app, SMS marketing, and telecommunications, DHS's services are effectively marketed to current and future customers/clients/patients.

4. Are there opportunities to build relationships with the customers using slightly different marketing approach?

Tonic is the only brand where they are not only targeting GP users but the users of other telecommunication brands such as Banglalink, Teletalk, Robi as well.

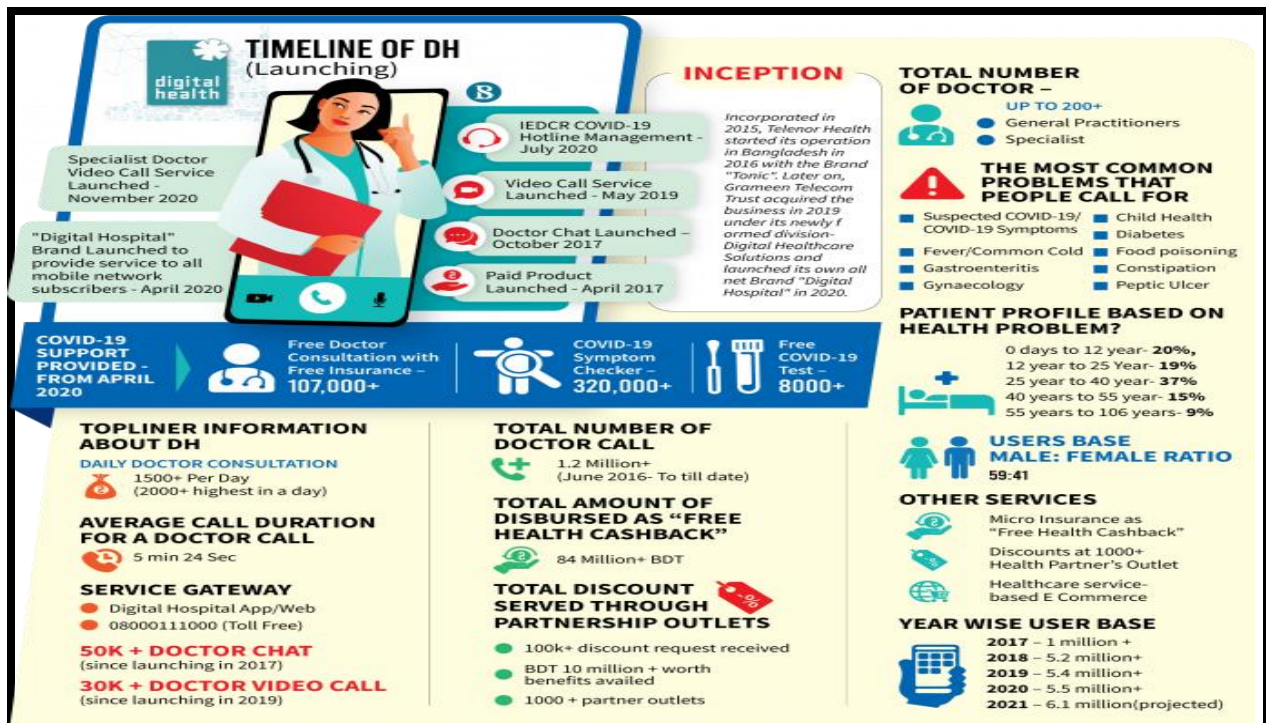


Figure 3: Overall base of DHS

3.7. External Economic Factors:

There are numerous factors influencing the health sector. They include socioeconomic factors that have a powerful impact on its business. Economic factors affecting the healthcare industry primarily refer to industry budgetary constraints that have an explicit or implicit impact on hospital revenues. Revenue growth in healthcare amenities has slowed in recent years, owing in part to the implementation of new laws. New healthcare regulations, in particular, result in a shift in favorably reimbursing healthcare facilities. The five most significant financial factors that influence the healthcare industry are as follows:

- Decreased hospital financing.
- Increased uninsured families.
- Scarcity of employee.
- Obesity
- Pharmaceutical firms.

3.8. Technological factors:

Digital technology has become an integral component of healthcare and is primed and ready to transform practice of medicine. Digital technology has greatly improved operations and maintenance effectiveness in terms of medical treatment standards. As a consequence of the transition, both patients and healthcare providers have had a markedly improved entire experience.

Digital technology has had a significant impact in several areas of healthcare, including:

1. Improved Access to Medical Information and Data: The capacity to retain and access information has become one of the most substantial advantages of the technological age. Healthcare professionals can now access patient data from any location. Furthermore, the communication network and World Wide Web have enabled health care providers to quickly share medical information with one another, leading to more efficient patient care.

2. Big Data: Another great benefit of digital technology is that it allows clinicians to gather big data in minimal time. For those conducting epidemiological studies, research, or clinical trials, digital technology allows for the instant collection of data from a much more diverse and larger population than ever before. Such data collection allows for meta-analysis and permits healthcare professionals to stay on top of cutting edge techniques and trends. Also, access to [big data](#) allow

Clinicians to identify risk factors and recommend appropriate preventive/intervention steps more effectively.

3. Telemedicine/ Telehealth: Many rural areas continue to be underserved by healthcare professionals around the world. Teleconferencing is an important benefit of digital technology. Telemedicine is not only cost-effective, but it may also help determine who needs immediate assistance. Counseling services are now frequently provided by mental health professionals via telemedicine to service users who are unable to physically visit their clinic. Communications infrastructure is also used to educate and train remote healthcare workers.

4. Online education: Another significant benefit of digital technology is the availability of online learning, particularly for degrees in universal health care. Students interested in a career in healthcare can now complete their degrees completely online. This enables them to conduct research whenever and wherever they want, from whichever school they choose, and on their own time. Because of the availability of online education for health care providers, they no longer need to travel across the country and take time away from their jobs.

5. Health Apps: As a result of the digital revolution, hundreds of health apps have been created. Patients can use this software to manage their health and illness, receive health information, access lab tests, and be reminded when it is time for their check-up. Furthermore, healthcare apps enable health professionals to quickly access test results, drug dosing recommendations, and other information critical to their work

3.9. Target Market Analysis:

As Covid-19 spreads, hospitals are becoming overburdened with covid units, and people are unwilling to go outside for routine health checks. As a result, our DHS branding is largely focused on the following potential customers:

Elderly Citizens: Over 13 million persons in Bangladesh are over 60 years old as of 2019, accounting for 8% of the nation's overall population. With 36 million people over the age of 60, the percentage of senior persons is predicted to treble to 21.9 percent in 2050. This indicates that one out of every five Bangladeshis will be beyond the age of 65. The need for health care grows as the population ages. Due to the aging of the immune system, elderly adults struggle from both progressive and infectious diseases. Diseases are the primary source of morbidity and mortality,

with vision impairment, difficulties walking, chewing, hearing, osteoporosis, osteoarthritis, and urination rounding out the list. When it comes to elderly folks, Covid-19 is more harmful because their immune systems weaken as they age. As a result, our top aim is to provide them with the greatest service possible while they remain safe at home.

	2019	2050
Population aged 60 and above (total)	13,109,000	36,871,000
Population aged 60 and above (% of total population)	8.0	21.9
Older women aged 60+ (% of total population)	3.88	11.55
Life expectancy (males)	70.48	78.11
Life expectancy (females)	74.11	81.45
Old-Age Dependency Ratio (Age 65+ / Age 15-64)	7.7	23.5
Rural older people (% of total population)	3.46	
Urban older people (% of total population)	1.4	
Older persons living alone aged 60 and above (% of total population aged 60+)	1.77	

Figure 4: Citizens usage in near future and present of healthcare service

Mobile Phone Subscribers: Because DHS is a Telenor brand, GP customers were the major target market, but we are now focused on all mobile phone subscribers. To identify prospective customers, we are attempting to use telemarketing and SMS marketing. At the end of January 2021, the total number of mobile phone subscribers had reached 171.854 million.

OPERATOR	SUBSCRIBER (IN MILLIONS)
Grameen Phone Ltd. (GP)	79.758
Robi Axiata Limited (Robi)	51.122
Banglalink Digital Communications Limited	35.555
Teletalk Bangladesh Ltd. (Teletalk)	5.419
Total	171.854

Figure 5: Mobile phone subscriber

6.3. Social Media Users: Those who are using Social Media and want to seek healthcare solutions from online, our targeted customers. The total number of Social Media Users (Approximately) are given below:

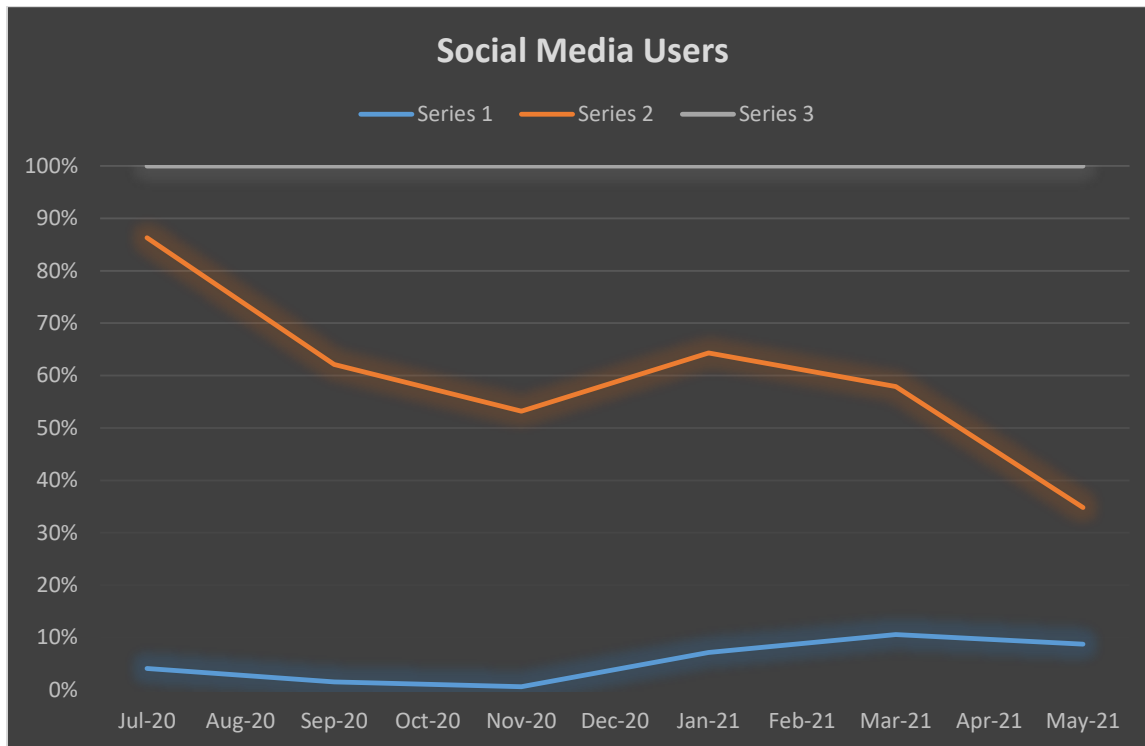


Figure 6: Social Media Users

Children with their parents: Children must receive treatment, particularly during pandemics, because children are indeed the prospect of our country and cannot connect with other users. Family can use the internet to find healthcare solutions for themselves and their kids. In 2020, estimated 26.75 % of Bangladesh's inhabitants would be under the era of 14. This was a decrease from 2011, when 32 percent of Bangladesh's population was under the age of 14. Bangladesh has an inhabitants of 53 million people living in cities. Approximately nearly half of them seem to be youth. Adults, on the other hand, are defined as people who are over the age of 18. Bangladesh's adult population was estimated to be 104.87 million in 2019.

Essentially, the parents are our adult potential consumers, while their children are also our primary consumers. The following are the most recent statistics on the population of young children and their parents:

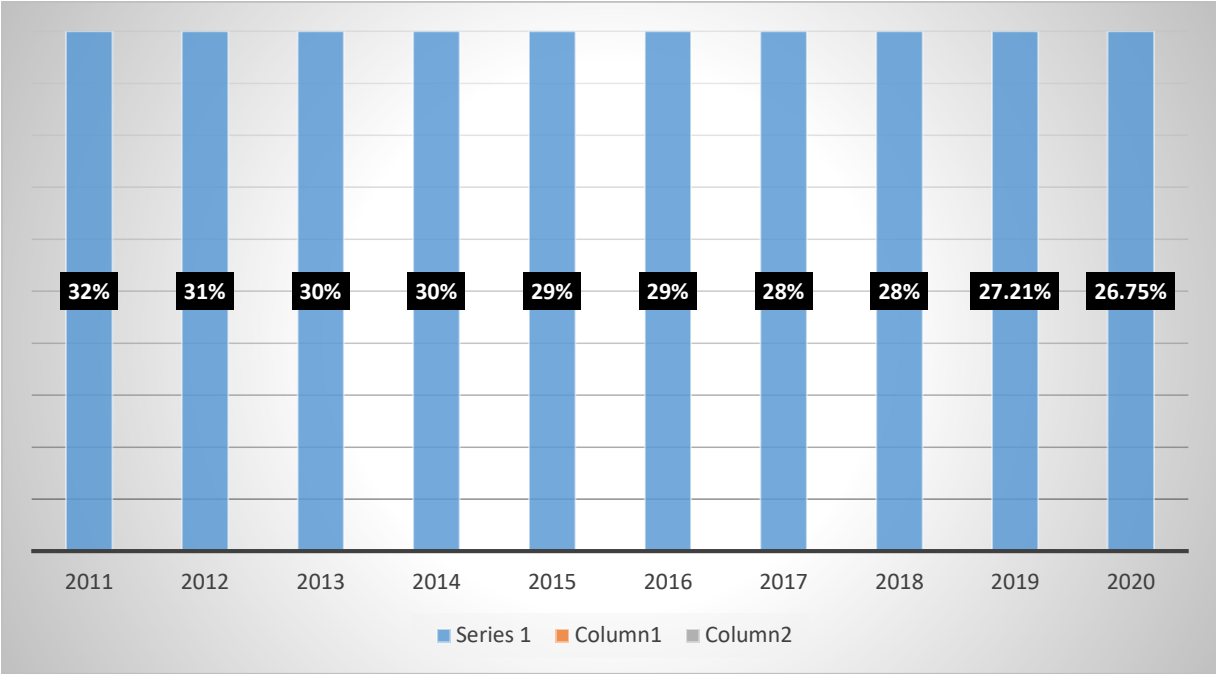


Figure 7: Percentage of total customer.

Age structure	Percentage (male/female)
0-14 years	26.48% (male 21,918,651/female 21,158,574)
15-24 years	18.56% (male 15,186,470/female 15,001,950)
25-54 years	40.72% (male 31,694,267/female 34,535,643)
55-64 years	7.41% (male 5,941,825/female 6,115,856)

Figure 8: Age structure of customer

3.10. Customer analysis:

Because our brand's framework is largely available on the internet, we will also interact and through telephone and SMS. Elderly people, mobile phone subscribers, Social Media users, and young kids with their family members are all present and prospective clients.

3.11. IMC Budget:

IMC Objective 1: 100K, IMC Objective 2: 300k, IMC Objective 3: 200k

Activities	2018	2019	2020	2021	2022
Direct Marketing:					
a. Telemarketing	100k	120k	200k	250k	300k
b. Sms marketing	40k	60k	100k	130k	150k
Tonic development and maintenance and App and website	500k	530k	580k	600k	620k
Media Ad vehicles					
a. Print Media(Newspaper, Magazines, Leaflets	100k	120k	150k	165k	200k
b. Broadcast Media(Tv, Radio)	300k	310k	350k	380k	400k
c. Support Media (Billboard)	50k	60k	80k	100k	120k
d. Internet Marketing(Social Media marketing)	100k	130k	200k	250k	300k
Sponsorship	500k	550k	600k	650k	700k
Agency Cost	100k	130k	150k	180k	200k
Public Relation	20k	20k	20k	20k	20k
Total Cost	1810k	2030k	2430k	2770k	3010k

Agency Selection:

Madmen Digital has been chosen as DH's digital marketing agency.

Internet Website:

The website's main objective is to display both general and innovative and onward relevant data about the facility and provides for clients or patients. The URL for the website is listed below.

<https://mytonic.com/>

3.12. IMC Objective:

IMC's goal for healthcare solutions is to use a methodical approach and improve understanding. The strategy is to encourage healthcare consumers, assist them through their healthcare journey, and engage them in the scheme.

As a result, our primary goal is to raise awareness of the Tonic Brand among our prospective customers. Creating support attention among clients and emerging trend for our provider and trying to promote measures in the face of selling via online Brand awareness must be increased among current and potential customers via television, radio, magazines, Instagram, Facebook, YouTube, e mail, website, and others, in this way we can reduce the gap between doctors and potential patients, and they will recognize us.

IMC's goal is to develop long-term relationships with customers.

Budget:

The IMC cost estimate for overall operations during the first year is 600k taka; we must make a decision whether we'll splurge based on our expansion and benefits; the existing year as well IMC cost estimate will be 600tk.

Expense category/marketing activity/marketing expense budget	2018	2019	2020	2021
Media campaign including social media marketing	550k	620k	780k	895k
App development including website	500k	530k	580k	600k
Advertising agency cost	100k	130k	150k	180k
Direct marketing	140k	180k	300k	380k
Public relation	20k	20k	20k	20k

Figure 9: Total budget for DHS

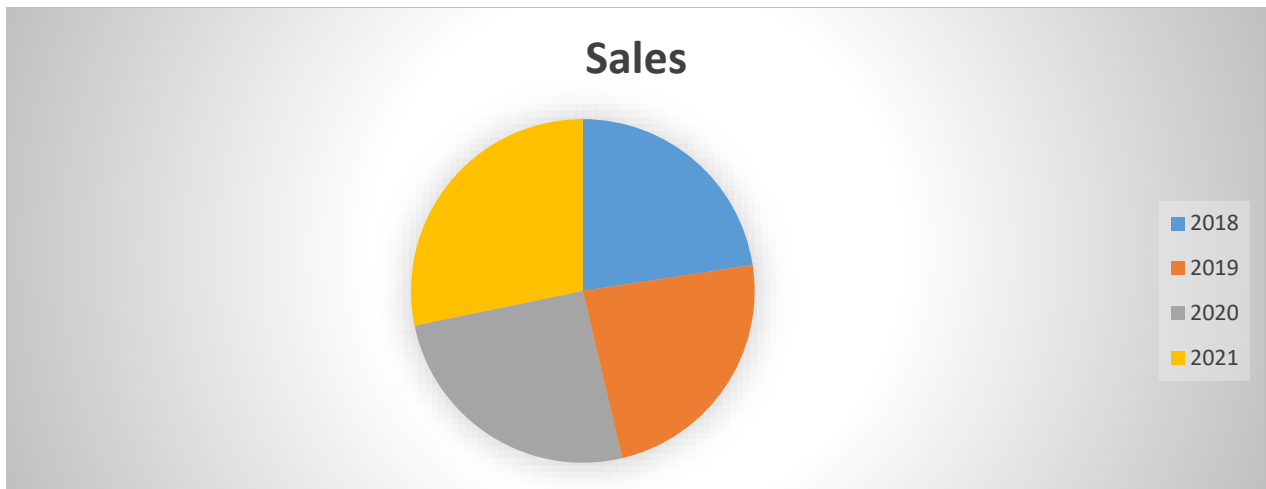


Figure 10: Overall sales in four year

IMC Methodologies:

For IMC, they must develop various methods for different age groups, such as branding, digital marketing, public relations, lead generation, info graphics, mental health banners, and sales promotion.

It is important for organizations to increase their brand awareness not just to target consumers, but also to respond to challenges in order to remain in the market in the long run.

Promotion entails not only raising public awareness of a product, but also disseminating information about its own integrated marketing communication, which central aspect all mechanisms of brand communication and utilizes those concurrently to promote services among clients, ultimately yielding higher profits for the organization.

- **Advertising:**

Advertising is one of the most effective ways to promote a brand. Advertising enables businesses to reach a wider audience in less time. Advertisements in newspapers, on television, on the radio, and on billboards help end-users believe in a brand and encourage people to purchase and stick with that as well. Advertisements not only accelerate the growth of a particular product or service, but they also elevate awareness of the brand. Advertising agencies should ensure the right notification is delivered to the correct consumers at the right time. Keep a close eye on the material

of the commercial; after all, they have to pay for every second. There is use of print, radio, billboards, television, and other forms of media.

Advertising Budget:

Expense Category/Marketing activity	202k
Media Campaign including social media marketing.	895k
App Development including website	600k
Advertising Agency cost	180k
Direct marketing	180k
Public Relation	380k

▪ **Creative brief:**

Brand statement:DH provides the best healthcare solutions to people.

The problem: DH have a large number of competitors against brands like Praava Health and Doctoral, and we don't have any YouTube or Instagram ads.

- Background: DH's main brand is digital hospital. So, our major communication instrument is online communication, which we use to attain our audience, compete with other competitors, and bridge the gap between doctors and patients by providing excellent services possible.

Target Audience:

	Demographics	Geographic	Psychographic	Techno graphic	Behavioral
1.Elderly Citizens	<ul style="list-style-type: none"> • Age (60 to above) • Gender (Male & Female) • Income 15000 taka to 50000 taka) 	Urban	Religious and peace oriented.	Less Familiar	Reading news, books, Drinking coffee.

2.Mobile Phone Users	<ul style="list-style-type: none"> • Age (15 to above) • Gender (Male & Female) • Income (150000 taka to 50000 taka approximately) 	Urban	Religious and peace oriented.	Learning to survive.	Browsing, Watching movies, listening to music etc.
3. Social media Users.	<ul style="list-style-type: none"> • Age (15 to above) • Gender (Male & Female) • Income (150000 taka to 50000 taka approximately) 	Urban	Life goals, Follows tradition.	Tech savvy.	Chatting, Communication, Networking.
4. Young Children with parents.	<ul style="list-style-type: none"> • Age (0 to 14) • Gender Male and female. • Income (None, Eid Salamis, Birthday Gifts as money) 	Urban	Observation, playing outdoor and indoor games.	Not Tech friendly.	Cartoons, Playing games.

Advertising Goal: Our foremost objective is to be able increase the brand awareness among the intended customers through social media, telecommunications, SMS marketing, and other media channels.

- **Consumer Message:**

Our top priority is people's well-being.

- **Key Consumer Benefits:**

Providing best healthcare services 24/7 within affordable range.

- **Additional Benefits:**

Free health tips via SMS and email, after service consultancy, Additional discounts for subscribers.

3.13. Competitors:

Praava Health, Doctorola, E-pharma, Rx-71, Oshudhwala.

- Advertising Tone:

Loyal, communicative, supportive, motivational.

- Advertising medium:

Print media, newspaper, magazines, billboards, radio and TV broadcast social media, website, directmarketing and public relations.

Advertising Design

1. Social media campaign: Social media campaign: Promoting the brand by campaigning on social media quarterly, half yearly and yearly.

2. Website: Introducing new offers and packages on website.

3. YouTube marketing: YouTube marketing: creating emotional and health related ads by using social media influencer.

4. Ad agency: Madmen Ad agency will help us to promote our brand with their creative contents.

5. Promotional video: Promotional video: promotional videos will be created with the help of as Agency on social media platforms.

6. Public relations: Public Relations: we will empathize on public relations in order to enhance our brand via networking and communication by press releases and Introducing new services.

7. Direct Marketing: We basically will focus on penetrating different brands

Personal Selling

As we are online based services oriented brand we will basically focus all of our actives though social media, however we will use telemarketing and SMS marketing and communicate with different corporate brands for our brand awareness.

Sponsorship Programs

DHS will directly sponsor our Brand whenever we need it.

- **Database program:**

Tonic is a "synthetic data" framework that transforms original data into more controllable and personalized data sets for use by software engineers and business analysts. Tonic's methods are presented throughout the process to de-identify the initial data and generate statistically significant exactly equal but artificial data sets, implying that personal data is shared insecurely. Tonic's method has the added benefit of assisting in the resolution of both privacy and scalability issues as data sets grow in size. It guarantees the privacy of user data in order to successfully diagnose problems while respecting user privacy.

- **Media plans:**

The method through which marketing companies decide where, when, and how frequently they would then run an advertisement in order to increase awareness and engagement is known as media planning. In order to see interaction, marketing companies must reach customers with the aim of persuading, at the right time, and through the appropriate channels. A well-executed media strategy will yield a set of advertising opportunities that target a specific viewers while remaining within the organization's advertising budget. DHS is one of Bangladesh's first digital offerings to address the full range of health and wellness needs through a unified, integrated service. By combining prevention-focused digital content with phone-based primary care access.

- **Tonic Mobile App:**

The Tonic app was created to meet the needs of a growing digital Bangladesh by providing information in Bangla and making it easier to access the app's core services – Health Tips, Tonic Doctor, Tonic Discounts, and Tonic Cash.

- **Tonic website:**

Free suggestions and guidance about how to live a good life and raise a healthy family. the internet, as well as social networking platforms such as Facebook As develop friendship with Tonic more, their content will become more personalized. Special offers for GP users and all other mobile

network subscribers are our potential target clients, and we will provide them with attractive packages over the years.

3.14. Performance of Bangladesh in the industry:

Bangladesh's healthcare sector has expanded significantly in recent years. With a market size of around \$3 billion, Bangladesh is the only least developed country (LDC) that meets nearly 98 percent of its domestic demand for pharmaceutical products.

Chapter-4: Description of Main Duties

This chapter focuses on the main duties and responsibilities that I had during the internship tenure at Digital Healthcare Solutions. The aim is to mark out the role I had as an intern in the company. This will stress on my contribution towards the organization.

Position and Name of Department: Intern, Corporate sales Department.

4.1. Typical Working Days: At DH, a typical week starts on Sunday and ends on Thursday. The typical working day may vary based on the location of the office. During my tenure at DH, I was assigned duty at both the corporate sales and Operation Department.

Head office: Address: Proshanti 3rd & 4th floor, House:257, Road:1, Block: B, Bashundhara R/A
Bangladesh Time: 10:00 am to 6:00 pm

At the headquarter, the lunch and snacks time is incorporated within. Whereas in the factory, there is a lunch break of 1 hour starting from 1:00 pm and the snacks time is incorporated with the working schedule.

4.2. Major Responsibilities:

As an intern in the Corporate Sales Department, I was assigned to visit the company who were aligned with DH. During my tenure as an intern, I was also assigned to take a health session for the workers who used DH product. Then I also assigned with the operation team to check and look after internal documents like making the PR form, Budget approval form and all the client data.

Corporate Sales:

Build innovative connections with customers by consistently presenting solutions that fit customer needs.

- Ensure that the customers receive the correct products and services in a timely way.
- To retain faith, handle all concerns and problems that clients may have, as well as respond to complaints.
- Assist in the generation of new sales that will lead to long-term connections.

Curating reports for account teams and stockholders on client performance, objectives, and projections.

4.3. Working Tools used:

Throughout the internship tenure the main working tools I had to use are Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Microsoft team, Outlook and Microsoft Project. As I was not familiar with the Microsoft project, I had to take some time to learn about the tool.

4.4. Work Interaction:

As an intern of Digital Healthcare Solutions., I had to interact with several group of people which included the Managing Director, the General Manager, the Head of Human Resources and Admin department, Head of Sales and Marketing department etc. along with the workers and supervisors of the production floor. While interacting with the Superiors I had to use email along with face to face communication method. Whereas, while communicating with the workers or supervisors, the sole mode of communication used was face to face interaction.

Chapter-5: Product Insights and Analysis

The objective of this chapter is to analyze the outcomes for me as I participated in the three months long internship program. The analysis will cover three main aspects: Company Level, Market Level and Professional Level. Throughout this chapter, I will be discussing about the three above mentioned aspects focusing on the comparison between what I learned throughout my Undergraduate Program and what I observed during my internship tenure.

Company Level Analysis: Throughout my internship period, I actively participated in the operations of several departments. I observed the processes and found several of the fields of efficiency and shortcomings in different processes.

5.1.DH Products:

- **DHS Bronze:** Offers up to BDT 40,000 in IPD with Unlimited Doctor Call, OPD, Covid Isolation Coverage, Life Coverage and many more.
- **DHS Silver:** Offers up to BDT 100,000 in IPD with Unlimited Doctor Call, OPD, Covid Isolation Coverage, Life Coverage and many more.
- **DHS Gold:** Offers up to BDT 200,000 in IPD with Unlimited Doctor Call, OPD, Covid Isolation Coverage, Life Coverage and many more.
- **DHS Platinum:** Offers up to BDT 250,000 in IPD with Unlimited Doctor Call, OPD, Covid Isolation Coverage, Life Coverage and many more.

Product Breakdown		
Features	DHS Shasroy	Remarks
Free Services	Free Audio Call - 30 Minutes / Month	
Hospitalization Cash Coverage (IPD)	Up-to 40,000/year (BDT 4,000/claim x 10 times)	30 days waiting period. Standard general exclusion applicable. Maternity related cash coverage included with 90 days waiting period.
Hospitalization Cash Coverage Details	BDT 4,000 - 3 Nights stay BDT 2,400 - 2 Nights stay BDT 1,200 - 1 Night Stay No day care	
OPD	BDT 1,600	30 days waiting period
OPD Coverage Breakdown	BDT 800 x 2 Claims/year (Dr. Eligibility: Min. MBBS) Max 1 claim/month	
Isolation Coverage Applicable for	Primary Member	
Isolation Coverage	BDT 2,000	1 x claim per subscription year. 30 days waiting period
Maternity	Yes	1 claim per subscription year. 90 days waiting period. Deductible from total Maximum Hospitalization Cash Coverage
Maternity Coverage Applicable For	Primary member	
Life insurance Coverage	Natural	
Life Insurance Coverage Applicable for	Primary Member	
Appointment Booking	1,200+ Specialist Doctors	
Discount at Partner Outlets	Up-to 35%	
Health Camp	N/A	

Figure 11: DHS product Breakdown

5.2.Least Efficient Process:

From my experience in the company, I have observed that every process is somehow efficient and merges well with other processes. But, in my view, the processes which can be considered the least effective are: Recruitment process and Data Management System.

5.3.Recruitment Process:

The recruitment Process at DHS is length and somewhat manual. During this Covid situation, I believe the process can be more automated which will also ensure faster recruitment an onboarding procedure.

Chapter-6: Company Level Analysis

Digital Healthcare Solutions, commencing its journey on 2019, has grown at a very fast pace. Within this short time, they have secured a huge percentage of the market share in the Global market. The market level analysis will be focused on the performance of DHS with respect to both the global and the local competitors.

6.1. Performance Within the country:

Within a very short time, DHS has emerged with about 59% of the market share within the country in 2020. The percentage seems to drop by 2% in the following year which again recovered and reached 64% in the year 2021. During the current year (from January to June), the sale percentage seems to drop to about 70% which may change at the completion of the year. Though there is much fluctuation in the market share of DHS. Within the country, the company has managed to perform consistently well in the market and uphold their position as a Market Leader of the industry.

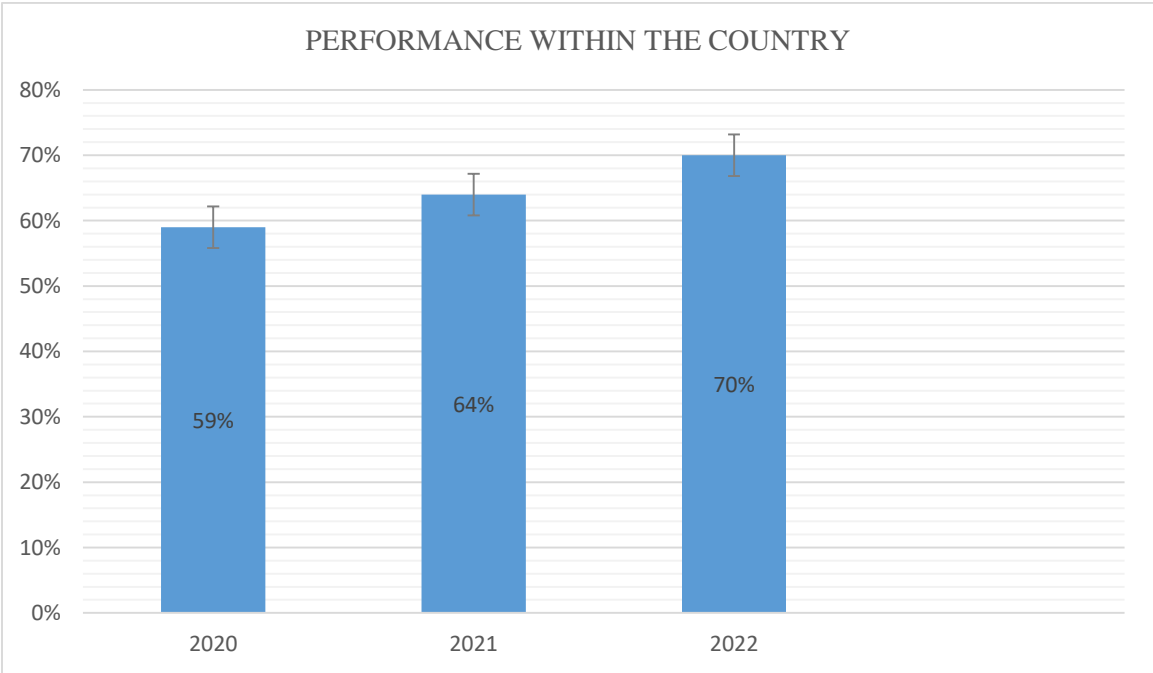


Figure 12: Performance of DHS in Bangladesh

6.2. Professional Level Analysis:

At this phase, I will take time to thank the professors and my institute for giving me the chance to expose myself to the real corporate environment through this internship. The 3 months long internship period has helped me immensely and influenced my career perspective to a great extent. Interaction with my coworkers and my superior bosses solidified my intention and interest to work

as a project manager. This was the time when I gained new experienced and got the chance to observe and actively participate in the operations of a business organization. There are some noteworthy points that I can mention to explain what I gained through this internship.

6.3. Professional Communication: During my time at DHS, I had to communicate with my superiors and other colleagues at a regular basis. One of the most noteworthy skill I have achieved through the internship at DHS, is my ability to communicate at a professional level. This was the perfect place from where I could closely observe the interaction between professionals and learn for myself.

- **Networking:**

From my experience at DHS, I have observed and experienced the importance of networking for my professional career. This helped me learn how networking through internships will help me connect to the people I desire to work with in my line of career and learn from them.

- **Criticism:**

This, I believe is the most valuable lesson I gained from the internship. While I was appreciated for my hard work and performance, I was also criticized for various reasons. Because of this, I could learn the art of accepting constructive criticism and learn and grow through this.

- **Reporting and Observation:**

I was assigned to observe the production and other operations of the organization and prepare a report elaborating the overall condition of the company. This helped me learn how to observe any process and prepare reports depicting the real condition and highlight any shortcoming based on my observation.

The internship period marked the difference between the theoretical and the professional business world. This helped me learn how I can apply my theoretical knowledge in the professional setting in varied ways. I believe this experience will guide me towards new experiences and lessons with and open mind.

6.4. Main Difficulties: While the environment was very friendly, there were some difficulties I faced while adjusting with the new environment. The main difficulty I faced during the internship

was gender gap. As a place with nearly no female employees, it was difficult connecting with the superiors.

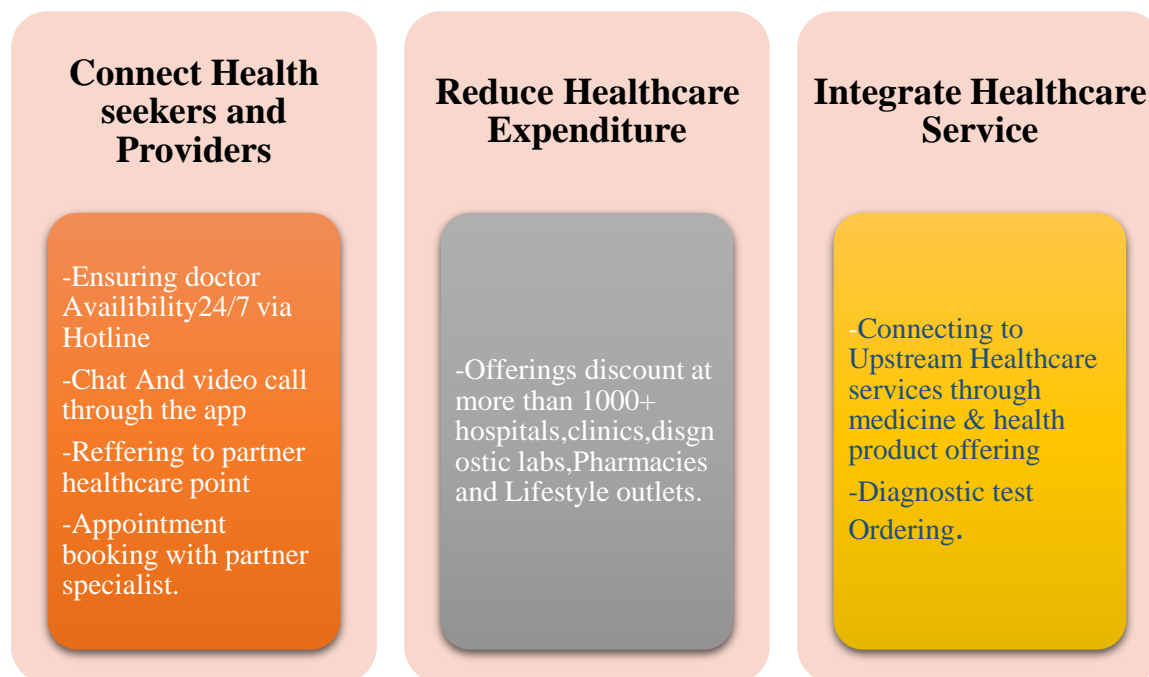
Chapter-7: FINDINGS FROM THE STUDY

At Digital Healthcare Solutions, they strive to:

Meet real-world needs. They concentrate on meeting the most pressing needs in healthcare by providing excellent patient and user experiences.

Provide social business. Grameen, their owner, was a pioneer in providing quality loans and banking to all in order to serve society – without ever extracting dividends from shareholders. They are excited to do the same for healthcare.

Attain clinical quality. DHS create their services with strong international standards and clinical protocols in mind, but they also adapt to serve emerging healthcare markets. DHS teach their doctors empathy and warmth because a human touch is essential for great experiences.



7.1. SWOT Analysis:

Swot is the most effective methods of evaluating a company's ability to compete in the market, as well as its strengths and weaknesses, as well as its opportunities and threats. By conducting this study, I've attempted to provide a comprehensive reflection on the existing state of the

organization. By conducting this study, I've attempted to provide a comprehensive reflection on the current state of the organization. Listed below are DHS's most significant competitive advantages, weaknesses, opportunities, and threats.

SWOT Analysis is one of the best ways to evaluate the strength of the company to operate in the market along with the opportunities for company growth as well as weaknesses and threats. Through this analysis I have tried my best to reflect on the current situation of the company. The major Strengths, Weakness, Opportunities and Threats of Digital Healthcare Solutions are as under:

Strengths of Digital Healthcare Solutions:

- **Company Reputation:**

DHS is one of the most successful startups and the largest healthcare platform. They have already established a reputation in the healthcare sector in a relatively short period of time.

- **Experienced Management:**

DHS hires the top management resource from MNCs who have immense experience in their respective sectors. These talents have huge contribution in the growth of the company. All of the senior management officials have a well-deserved reputation for expertise and experience.

- **Best startup culture:**

DHS introduce a new era of startup history in Bangladesh.

Weaknesses of DHS:

- **Insufficient Employee:**

Though the company is expanding, there is not sufficient employee in order to maintain a smooth operation. Because of a shortage of adequate employees, the burden for each employee increases, which in most cases results in decreased productivity and lower quality outcomes.

- **High Worker Turnover rate:**

In a condition of equilibrium, a person emphasizes the demands of his or her job as well as the needs of his or her personal life in equal measure. As a result of being the fastest startup company,

DHS cannot ensure the proper work life balance of the employees. As a result, the turnover rate is high.

- **No/ Insignificant Promotional Activities:**

Because of less marketing and branding of the service, the company is still unknown to many people.

Opportunities for DHS:

- **Global Brand:**

DHS has the potential to become a worldwide brand in the near future.

- **Company Expansion:**

There are no notable competitors for DHS, for this the company has immense opportunity to expand the company and grab the total market share.

Threats for DHS:

- **High competition challenge:**

Though there is no such company that has organizational structure like DHS, but there is high chances that there will be many more competitor in this industry in healthcare.

- **Lack of employee satisfaction:**

Because of various reasons the employee satisfaction rate is tremendously low in DHS. This hampers in overall operation of the organization.

Chapter-8: RECOMMENDATIONS AND CONCLUSION

8.1. Recommendations:

From my training period at DHS Head office, I was assigned to observe several operational task. While in the intern, I found several areas that I believe requires attention from the authority. The areas are mainly related to employee satisfaction and the working environment of the workers. Some well-defined steps that the authority may take to bring improvement in the production and operational procedures are:

Skill Development:

The company should focus on inducing a culture where skill development is prioritized. This will motivate the employees to enhance their skills and increase their ability to create value within the organization. This can be done by:

- Arranging large and small scale training programs for the management employees within the organization.
- Emphasizing on training and skill enhancement on yearly performance evaluation.
- Subsidizing skill enhancement training.

Reduction of manual documentation:

As the organization is overly dependent on manual documentation, there is much redundancy observed in the company. Reducing dependency on the manual documentation will reduce both time consumed to complete any activity and the cost of printing and paper, Again to complete the increased documentation extra work force is required which can be optimize once the dependency on hard documents is minimized.

Master Data management System:

The entire company may implement one master data management system which will be accessed by the authorized personnel only. All the data's that the company handles and relies on may be stored in one place which can be accessed by different levels of employees as authorized by the management. This will reduce time to access any data or information by any person and induce transparency within the organization.

Compassion Leave:

The company may consider introducing a compassionate leave of at least 5 days for any employee upon losing any of their first-tier relations. There is no provision of compassionate leave and the employees have to return to work within 3 working days which may be difficult for the employees as 3 days is not enough for grievance.

Working Condition:

Induce an organizational culture of mutual respect: I believe mutual respect for each other's responsibilities within the organization is necessary to manage workplace decorum. Every employee in the organization must show respectful behavior to each other's role within the workplace and refrain from making any bad comments. The 40 showmanship of workplace decorum should be infused within the organizational culture and to do so, the management may:

- Arrange counseling session for every employee.
- Introduce training period for Every employee where they will be visiting each workstation for a day and observe their responsibilities.
- Introduce a strong administration which will be authorized to take action against any employee who shows disrespect towards any fellow colleague.
- Implement restrictions on remuneration information's.

Better Working hours:

The workers work for 12 hours under high pressure. They try to complete their target fast to leave the factory before hours and to do so they sometimes compromise with the quality of production. This increases the cost of scrap and rework along with time cost. They should be facilitated with better working hour so that the productivity is increased and the cost of production is optimized.

8.2. Conclusion:

In the last few years, there was negligible growth visible in the healthcare industry of Bangladesh. The manufacturers were unable to grab the market lost by China. Thus there is huge opportunity of growth in the area. Though DHS Industries have no strong competitor within the country, the

international industries balance the competitive landscape. Other than many corporate office, the environment of the company was very friendly and employee friendly. The company operates with an interactive corporate culture. The lively and 42 cooperative environment within the company helps boost employee morale and productivity. Though there are rooms for improvement, the company is doing noticeably well in terms of customer satisfaction and market survey.

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