

**A revolutionary change in health care:  
Doctorola Limited a view into Quiet  
Health Tech Revolution**

**September 3<sup>rd</sup>, 2018**

**BRAC University Bangladesh**



Inspiring Excellence

## **Internship Report**

**On**

# **A revolutionary change in health care: Doctorola Limited a view into Quiet Health Tech Revolution**

### **Faculty Supervisor:**

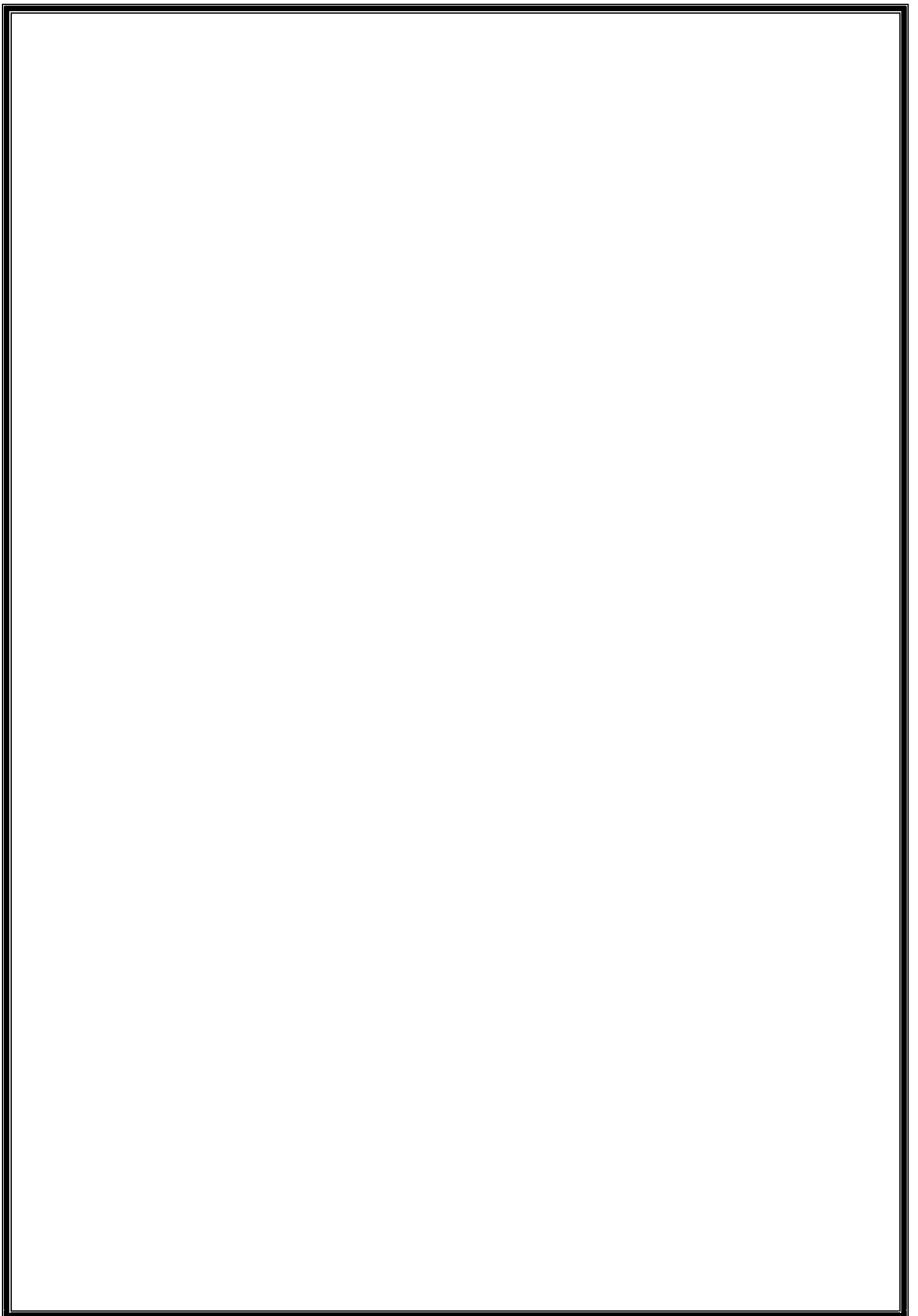
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**September 3<sup>rd</sup>, 2018**

Ms. Rahma Akhter  
Lecturer, BRAC Business School  
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**Subject:** Submission of Internship Report

Dear mam,

I hereby submit my internship report on “**A revolutionary change in health care: Doctorola Limited a view into Quiet Health Tech Revolution**” I have compiled the report after three months of data collection. After three months of work period, I can say that it was worthwhile experience for me in such a reputed organization.

I believe that this internship has enriched both my knowledge and experience. If you have any further queries regarding this report, please let me know.

Sincerely yours

---

MD. Sayed Anwar  
ID: BBA 14104142  
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## Letter of Endorsements

That is to certify that Md. Sayed Anwar is a pupil of BRAC Business School, ID: 14104142, Major in Marketing Minor in Finance, effectively finished his “Internship program” entitled **“A revolutionary change in health care: Doctorola Limited a view into Quiet Health Tech Revolution”** at Doctorola Limited under my supervision as the partial fulfillment for the award of BBA degree.

He has executed his process according to my supervision and active steerage. He has tried his nice to do that efficaciously. I suppose his program will assist him within the destiny to accumulate his career. I want his achievement and prosperity.

Signature

.....  
Ms. Rahma Akhter  
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## **Acknowledgement**

It is a matter of great contentment to be able to complete this study project in due time. My endeavor will be considered successful if the report is of any help to you. At the very outset, I would like to express my heartiest gratitude to almighty Allah for giving me the capacity to complete this task.

I would like to place my humble gratitude to my respected supervisor Ms. Rahma Akhtar, lecturer at Business School of who gave me her valuable time, commitment, guidance, patience, and stimulation along with the course of action.

I would like to avail the opportunity of expressing my deep gratitude and regards to Mr. Enamul Kabir. Manager, Marketing operations, Doctorola Ltd. In addition, all the other employees for providing me with his experience and practical knowledge in this regard.

## **Executive Summary**

Doctorola is a health tech startup that focuses on finding appropriate doctors via digital media and internal call center. It is almost two years running its business successfully in the market. Over the past years, it has evolved a lot according to the CEO of Doctorola ‘we have learned a lot validated many of their assumptions not to forget finding new realities.’ The company raised a new round of funding later in 2016 and added high profile names to its team. They focus on three main issues: awareness, building an enrich doctor database, delivering the best possible experience, and maintaining a strong relationship with their patients.

Overall, they handled almost 250- 300 appointment a day. They have already served 75,000 appointments so far and growing rapidly. On the doctor’s side, they have been able to build a community of 8,500 doctors in their own database with whom they work regularly. They also have affiliations with 450 hospitals. Numbers are growing on daily basis. In addition, to make the business more viable they need more appointment per day. In addition, the market has great potential as they are still scratching the surface.

They are also developing some products like discounts from hospitals and on different health tests. They also want to help hospitals and doctors managing appointments more efficiently. Yet they have a long way to go however, they have learned a lot from the past two years and they are learning a great deal, about how they would go about their business. This lesson will help them in the end. For example, they have learned that appointments to doctors are managed in several different ways. Doctors in the same hospitals often manage appointments in different ways. There are also time related problems. Appointments often delayed. The difference between Doctorola when it was first started and where they are now being both their business volume and of their assumptions out of place.

When they first started, Doctorola it was based the system on different assumptions. They have built the process from a scratch. Then, as they have been in operation for the last two years, they have gathered their lesson to sustain in the business. As this moment, they should standardize the organization where they would ultimately head, and what their customer feel. Through their learning as an organization, they are prepared for the journey that lies ahead of them.

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# Chapter 1: Introduction

## 1.1 Background of the industry

According to Light Scale Partners Bangladesh Business Confidence Index, Healthcare is the most promising sectors as the moves towards Digital Bangladesh 2020. A country of 160 million populations (according to the latest census) achieved incredible strength in several areas of health care. For example, drastic fall of child mortality rate (0.24%), but the country suffers from when it comes to delivering health care, tackling nutritional problem, lack of knowledge professionals and general health care problems. The country remains among the 57 countries recognized by WHO in 2006 for having a severe scarcity of trained medical professionals. According to WHO, for every 1000 people in Bangladesh there are only 0.3 doctors and 0.3 nurses. Thus, it has a direct impact on how we deal with health care. Our hospitals are overcrowded; physicians are overworked quality of service continues to decline while the cost of healthcare continues to rise. This offers a huge opportunity and a handful of startups are developing technology solutions to combat these problems. Over the last decade a few companies have come forward to help close this gap and help healthcare service providers overcome their inadequacies with technology. These companies help building a quality expectation among patients and their targeted customers. Besides government extending their support to the ICT industry has a major role to play to help this technology-oriented services becoming more available. Also, by taking more inspirations from more developed countries, entrepreneurs within the ICT sector recognized this need as an opportunity. “Health tech is just getting started in Bangladesh. At this point, I would not even call it an industry,” says Ahmed Abu Bakar, COO and Co-founder of the telemedicine service facilitator, Jeeon. “It’s really a number of small firms trying to use technology to create innovations in the healthcare industry. Some like Doctorola, have already started making considerable improvement. He feels sure that over the next five years’ people will see some great success stories. He also believes that some of these innovations will succeed in creating wide spread changes in behavior, to the point where five years from now, online doctor bookings, drug ordering and delivering will be the norm rather than exception.

## **1.2 Brief profile of the organization**

Doctorola Ltd. is Bangladesh's first online doctor appointment service provider. The purpose is to provide doctor's appointment and scheduled to those people who cannot find doctors or feel the finding process difficult to do. For those people they have brought this as perfect solution. Doctorola founded with a strong will to solve a real problem that affects many in the country. The thought was backed up by the observation that people living in this country face tremendous trouble in finding a right doctor at the right time and suffer in securing treatment whenever they need it. Bangladesh is making significant progress in many areas. Information technology without any doubt has instrumental in the transformation of people's way of doing things. Noticeable boost in the e-commerce. Use of mobile money-making lives better. Ironically, despite of being one of the most essential services, healthcare has not been focused with similar initiatives yet. There are still roadblocks today disrupting smooth health care delivery. Doctorola target is to provide convenient doctor's appointment service to every individual using latest technology. They want to provide appointment service and reach all remote corner of Bangladesh. They made it easy to so anyone can find any doctor online for appointment. People can make calls to their doctor in emergency with a minimum cost and get instant appointment. Their team is ready to help patients with their hotline 24 hours service every day. If needed they can also schedule patients with the nearest local doctors close to the place they live. When a patient books an appointment with a smartphone, tab or PC online they count that as a success.

## **1.3 Vision**

We want to become the largest Doctor Appointment service in Bangladesh through quality and Convenience. From the start, the vision of Doctorola is to meet customer satisfaction throughout the country ultimately expand it to international market. To make sure that common people get Chance to meet a qualified physician within them prefer place and in minimum time. Doctorola is committed to Supply medical information to people, even the places where it is very hard to reach. Doctorola feels responsible that it is their responsible to develop the life expectancy of the people. In addition, they are looking forward to establishing the images of Bengali entrepreneurship and innovative ideas to the world.

## **1.4 Mission Statement**

Our mission is to make Doctors appointment service easy for every Bangladeshi Individual. In addition, to provide maximum value to companies, shareholders, colleagues and communities where they live and work. Finding out the market gaps and potential target markets through research and seminars. To make people's life easier they are continuously working on introducing new innovative sources and technologies. Through their services, they are trying their best to meet international standard. Meeting customer expectation and gaining trust through quality services. Ultimately, expand their market grab both in home and abroad.

## **1.5 Company values**

- Proper accountability and provide quality service
- Proper concentration and respect towards work
- Their dealing with both colleagues and customer should be transparent.
- Always try to exceed expectation
- Continuous improvement is the only motto
- Provide flawless services to customer
- Mostly work as a family

## **1.6 Problem statement**

People in their busy life do not take their disease and symptoms seriously. This occurs mainly for two reasons. Firstly, they are busy with other daily activities seeking for perfect time to care for it. Most importantly, they do not know whom to knock, therefore they start knocking their siblings and relative for reference, which is a long process, thus they try to ignore the issue. Which I feel this needs to be change, instead I have a solution to share that people will be helpful in many ways.

## 1.7 Objective of the study:

- Identifying new opportunities for health tech industries
- Understanding the customer demand that are not present in the market that health tech industry can fulfill
- Recommendations on existing problems and areas they can improve and perform better
- The main objective of the study is to find promising uprising of health tech industry in Bangladesh
- Peoples demand of the products that are not present in the market that Doctorola is about to introduce
- Peoples reaction to Innovative services that they can rely on
- Improve people's experience in finding and appointments to a doctor
- Expression towards affordable health insurance

## Chapter 2: Breakdown

### 2.1 Literature review:

Health tech is a flourishing sector in healthcare driven by a board spectrum of information technologies and solutions that have the capability to transform healthcare's value chain from lab to patients. These technologies are shifting the industry paradigm from a curative and a service-based model to a holistic one. Health tech advantages the computational power of portable devices such as smartphones and cloud-based infrastructure to collect and analyze large chunk of health-related data are revealing patterns linked to myriad of healthcare outcomes. (Goetz, 2017)

Thanks to health, tech patients and users can now access doctors through live, video consultations on their smartphones. The main demand driver from telemedicine in Asia is the lack of access to basic health care services in undeserved and remote regions, in which hospitals and clinics are out of reach. In India, doctor to patient's ratio the scenario same as in Bangladesh one doctor exists per 1681 individuals, especially in rural and remote areas. Fortunately, greater connectivity is now enabling individuals to overcome geographical barriers to access quality healthcare. (Lal, 2017)

Through this online and call center-based platform, users can easily find a doctor practicing around their neighborhood anywhere in the country. To set up appointment users can access online or can call a hotline number every day between 8 to 10 pm. Most of the people looking for consultation in Bangladesh commonly struggle to find an appropriate doctor and keep on asking their relatives and friends for references. Here Doctorola breaks this cycle and manages to offer professional advice from certified doctors all over the country. Currently their platform manages appointment for around two hundred hospitals and few thousand doctors who have registered with Doctorola.com from all around Bangladesh. Unlike many other existing online directories, Doctorola.com manages every appointment with the doctors in real time.

(Zaman, October 9, 2015)

Since its independence in 1971, Bangladesh has been struggling with providing its populace with a proper health care system. Recent statistics suggest that it has been making progress throughout the years. Here, we are going to look into the nature and mechanism of the industry, what problems can be faced with existing resources. However, over the year, Bangladesh has made a notable importance in the area of immunizing children under the age of five. A renowned British medical journal the Lancet noted that Bangladesh's under 5-month mortality rate has been fallen to per 100 live births in 2006 from 202 in 1979. Therefore, healthcare in Bangladesh proving with three major categories. The type of service patients need is determined by the medical necessity. (Ashekan, August 6, 2016)

The simplest application for healthcare technology is the advent of electronic records. Electronic records are often heralded as a large benefit to busy hospitals and clinics because they help office workers and physicians alike keep track of patients in an efficient manner. For example, instead of having to order copies of a patient's medical records, specialists can pull up their entire medical history on their computer. This saves time and money because the physician knows which test the patient has undergone and can proceed accordingly rather than waiting for the records or redo them. In addition, electronic health records allow hospitals and

clinics to identify patients who will benefit from clinical trials, also people who need to undergo certain tests of examinations. (Leventha, December 31, 2012)

Companies are spending millions of dollars on the new technology that uses advanced algorithms to predict a person's future healthcare needs based on their habits and previous visits with doctors and clinics. The program is powerful with lots of positivity in it. It can create a more complete picture of a patient. Using traditional charts filled by employees with medical transcriptions training online. Previously doctors only had little access to a limited number patient's information. With the vast amount data now available healthcare providers can see information and according to that, they can provide better quality care. For example, if a patient love to go skiing as shown on her social media accounts, a doctor can connect with her over that information to realize what could be causing a recurring leg problem. (Delgado, November 18, 2016)

In today's world, we certainly cannot deny the benefits of technology in healthcare. Much of the recent progress we have seen in the medical fields is due precisely to technological innovation. The impact of technology on healthcare includes three main areas such as; quality of human life, healthcare jobs, lastly the world economy. Nowadays fresh investments continue to fuel the private sectors. It is certain that interest in medical innovation is not slowing down. Among the advantages of technology in healthcare, we can also count the decline in preventable death cures along with a general improvement of patient well-being. Treatment and recovery time have been reduced significantly. Alongside this, let us not forget the rise of new career paths and job openings for medical workers. (CONOUR, June 11, 2015)

## **2.2 Variables and Hypothesis**

- 1. Quality assurance:** at present 25% of physicians use smartphones, tablets and other mobile devices to deliver care to patients. (McCarthy, 2016) Therefore, it is very easy to serve customer quality services within minimum cost. As they do not need to invest extra for this type of services. Thus, they will be willing to connect with the patients through health. Besides mobile devices can pair with software revenue cycle

management platforms and other tools, physicians can complete day-to-day tasks with great ease and flexibility.

H1: Certified doctors and their consultancy will surely improve public health

2. **Convenience:** the impact of technology on healthcare include three main areas 1, quality of life, 2. Healthcare jobs lastly 3. The world economy. Among the advantages of the technology in healthcare, we can also count the declines in preventable death cases, along with a general improvement of patient well-being. Treatment and recovery time have been reduced significantly. Alongside this, let us not forget the rise of career paths and job opening for medical workers. (The Benefits of Technology in Healthcare: Patient Care & Economic Boom, JUNE 11, 2015)

H2: If health tech industry an innovative change in successfully, avoiding preventable deaths it is more likely to have a positive impact on people.

3. **Price:** When people asked to do medical checkups, they more likely do not do it. Two reasons it causes cost people are more like deny it due to lack of money. Secondly they took it lightly which proves that they are not really health conscious. Julia Adler, an assistant professor in the UM school of information and school of public health led the study. We found 3 percent savings and it could be sustained or increased due to health tech industry.

H3: If discounts and cashback are guaranteed during medical test people will more likely to adapt health tech industry.

4. **Quality:** people always prefer physicians with reference otherwise they do not feel like or scare to go to a checkup due to safety issues. Even though some them might go to random doctors that might cause them a bulk amount of money. Here Doctorola can

help them immensely as they have almost 8,500-registered doctor some might be sit near in your house but just because you do not know you might not care to visit them. On the contrary, you are visiting those who are far from your house, which is also causes, a big amount of money.

H4: Well-recognized and trusted hospitals will provide secure health services to its customers.

- 5. Income level:** According to a new, study from the University of Michigan that examined more than four years of healthcare cost data in nine communities. That said, when they talk about cost savings it did not went down use of electronic health records can reduce the costs of outpatient's care by roughly 3%, compared to relying on traditional paper records. When it is about cost savings, it does not mean that the cost went down, but that the costs did not go up as quickly in the intervention communities. This suggests that adopting electronic records helped slow the rise in healthcare costs. (Electronic health records slow the rise of healthcare costs, July 15, 2013)

H5: Middle class and upper class are more likely to have health services from online sites.

- 6. Privacy:** physicians are targeting breast and overran Vance through research that crunches massive amounts of information from more than 2000 DNA sequences at the Icahn School of medicine at Mount Sinai. The data set is gigantic more than 100 terabytes and the analysis happens aboard a secure cloud-based platform through amazon web services. By using AWS, we can store source files securely and cost effectively with significant durability and accessibility one of the researchers said we could not be able to conduct our research without it. (Ratchinsky, 27 June 2016, 14:02 p.m.)

H6: With digital health tech industry, it is possible to have better and safer data storage



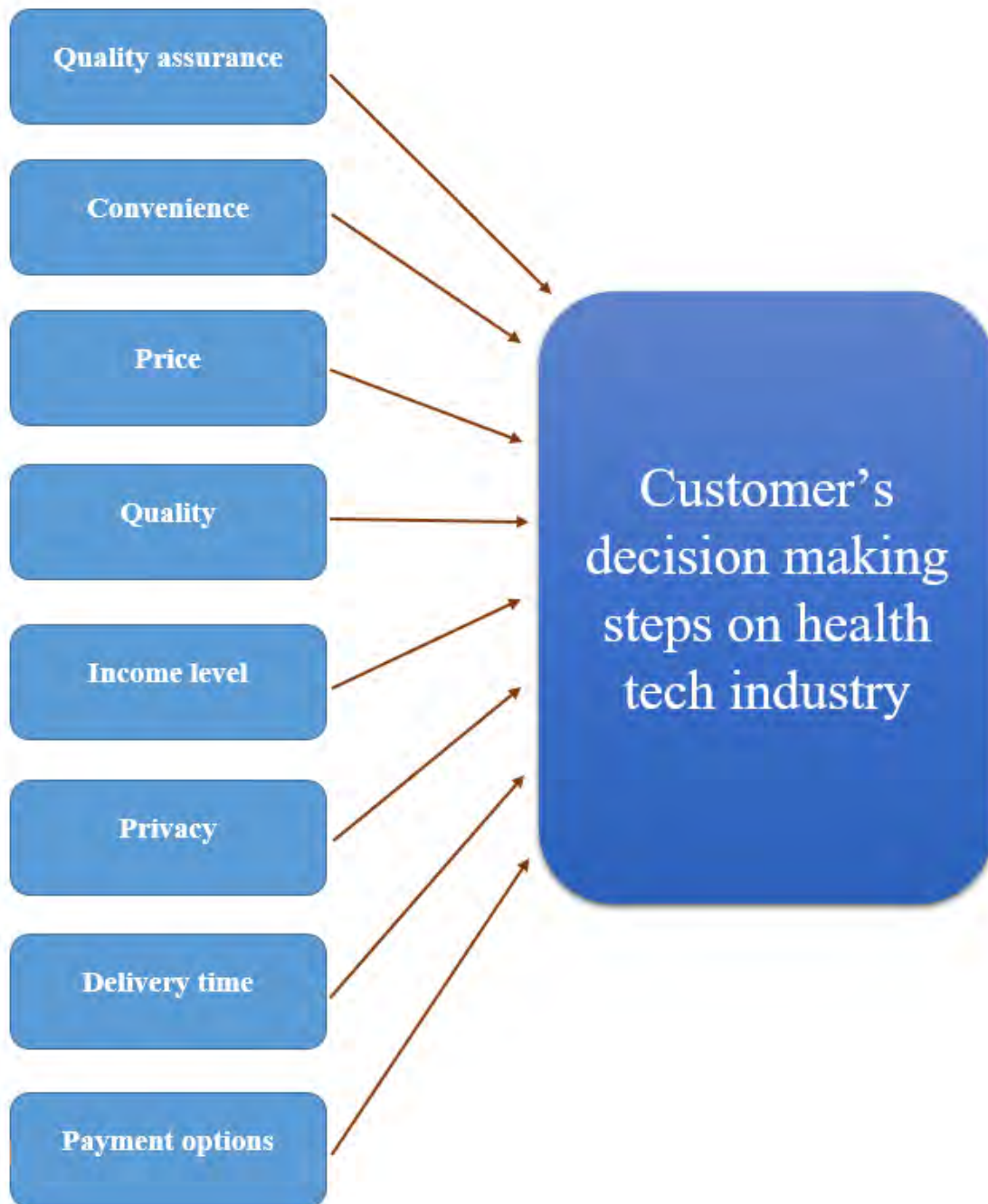
- 7. Delivery time:** information exchange between public health departments and clinicians at the point of care has the potential for tremendous benefit. However, stretching this communications exchange is challenging. While ordering routines can technically be handled via the internet, the issue of physical delivery remains. (Joseph Lurio, 2010 Mar-Apr)

H7: With its 24/7 delivery policy patient doctor relation will improve

- 8. Payment options:** as per the trend is going on people are more likely to use Bkash, i-pay etc. then directly cash transaction. Therefore, if Doctorola confirms this type of flexible services to their customer then people are more likely to switch health tech industry. As it is more convenient and easier to use shape on their requirement.

H8: flexible payment options are more likely to have a positive impact on the customer's health tech industry.

## 2.3 Graphical Model



Customer decision making process model

## **Chapter 4: Methodology**

This study is an exploratory research and a sample of 75 respondents (Different demographic of people) in some areas of Dhaka (Dhanmondi, Gulshan, Mirpur and Mohammadpur, Hasnabad) reached through online survey (Google Form) and face-to-face interview. These respondents were chosen through simple random sampling. Among those respondents, 37.3% was between 16-23 years old and others were between 26-60 years. Most of the respondents were students (76.9%) of various universities while the rest were from several other professions. A sample of varying age and different occupation groups taken to maintain a versatile model. Of the total respondents, 70.3% were female, 29.7% being male.

### **4.1 Primary Sources:**

**Personal Interview:** To know someone or any organization it is best to ask the people who are related to that person or an organization. Therefore, I started my survey by interviewing internal employees. First, I went to discuss with my manager and the senior executive. Later when I get free with everyone, I ask from all the general body about the organization and what they feel about this organization and its future in Bangladesh market. The common feedback was it is currently in a slow pace however once people know it will success in the end.

**Daily practice work:** As being a part of it, I personally get to explore things directly that helped me to complete this report and to know more about this organization. First, it is a great organization. People who work their act as a family and they do not limit themselves just to their position. They do their task a team, so it is a sign that this organization will be able to survive any tough situation that may be threatens its daily activities.

**Observations:** there were things that I practice on daily basis and things that I did not do but I observe. There are two I would like to discuss; e-sastho sales report. One of my daily activities was to active this membership card through Doctorola Cpanel. As I had, direct access to their Cpanel so can tell that their daily sales are increase day by day. Which proof that they are getting potential customer in the process more cash flow. Another ironic thing that although

the organization is doing well by every passing day, yet the turnover is still happening in Doctorola. This might cause Doctorola as they were with Doctorola since the beginning.

Field visits: Time-to-time I had to make this field visit to observe things and sales area officer's performance. In addition, report it to the manager. Doctorola had plan to introduce their e-sastho product throughout the country. However, they did not find perfect match to make the job done for them. Although e-sastho card is still new to the country, yet people are showing positive response to them and Doctorola is meeting their daily sales target.

#### **4.2 Secondary sources:**

Company interviews on different news magazine: this are available articles and news about Doctorola organized seminar or other social activities. Many of the findings are from face to face interview with CEO regarding Doctorola current position in the market and its future goals

Doctorola website: information is available on their personal websites. Their mission vision and their current operation. How will people get access to them their contact info to in detail necessary information that people may interested in.

Significance of the study: this report will help the writer to understand about Doctorola and its potential target customer. Doctorola has a strong impact change health tech industry in our country. The reason I took this topic is Doctorola employee is ready to take this industry in a completely new level. Lastly, the writer expects that this experience during the internship will help to synchronize the subjects taught at BBA courses with real life applications.

### 4.3 Analysis

The p-value for each term tests the null hypothesis that the coefficient is equal zero. A low p-value ( $<0.05$ ) indicates that we can reject the null hypothesis. In other words, a predictor that has low p-values is likely to be a meaningful addition to our model because changes in the predictor's value are related to changes in the response variable. Conversely, a larger insignificant p-value suggests that changes in the predictor are not associated with changes in the response. In the output below, we can see that the predictor's variables are significant because both of the p-values are 0.000. However, the p-value for (.092) is greater than the common alpha level 0.05, which indicates that it is not statistically significant.

Regression coefficients represent the mean change in the response variable for one unit of change in the predictor variable for one unit of change in the predictor variable while holding other predictors in the model constant. The statistical control that regression provides is important because it isolates the role of one variable from all of the others in the model.

#### Frequencies:

#### Statistics

#### How would you rate your previous experiences consulting a doctor

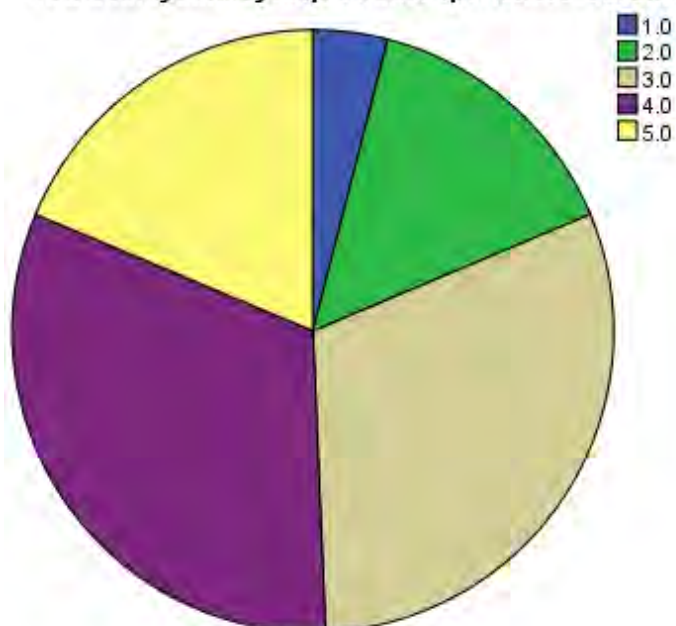
N	Valid	75
	Missing	0

The key to understanding the coefficients is to think of them as slopes and they are often called slopes coefficients. Now we will illustrate this in the fitted line plot below, where we will use one respondent's income level with their costiveness or addictiveness towards health tech.

**How would you rate your previous experiences consulting a doctor**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.0	3	4.0	4.0	4.0
2.0	11	14.7	14.7	18.7
3.0	23	30.7	30.7	49.3
4.0	24	32.0	32.0	81.3
5.0	14	18.7	18.7	100.0
Total	75	100.0	100.0	

**How would you rate your previous experiences consulting a doctor**



The constant term in linear regression analysis seems to be elaborate. Also known as the y intercept, it is simply the value at which the fitted line crosses the y- axis. While the concept is simple, we have been a lot of confusion about interpreting the constant. This is not surprising because the value of the constant term is usually meaningless. We are using line plots to illustrate the concept as it is the lifeline to math.

Mean median mode

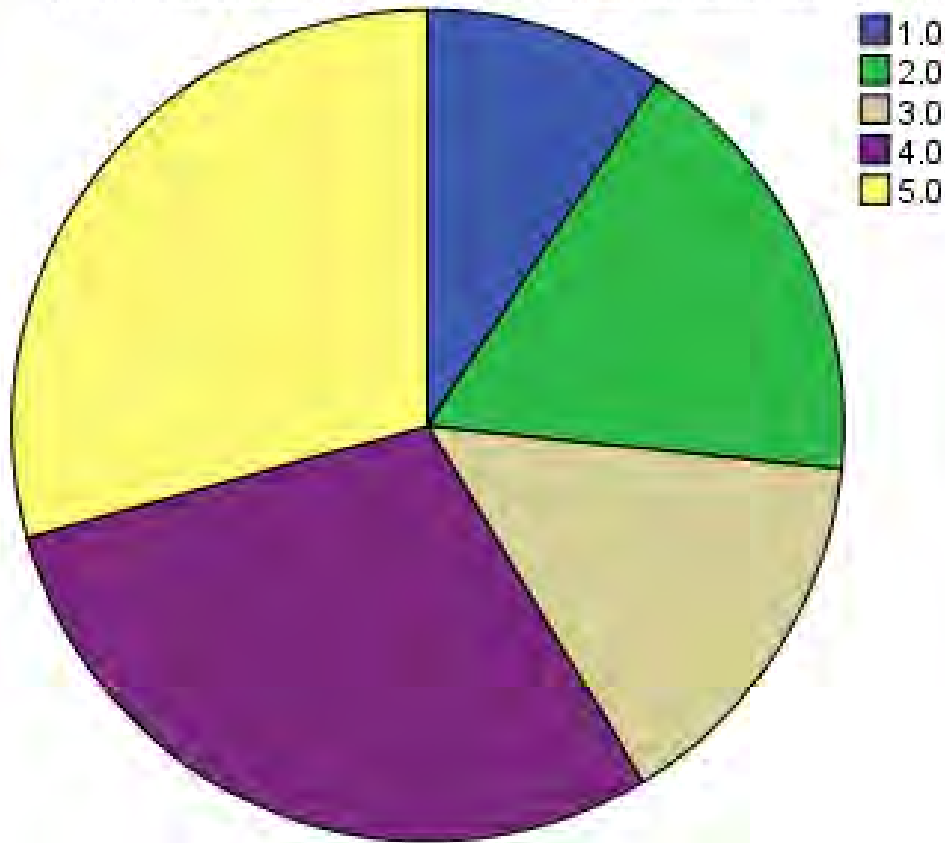
**Statistics**

Howwouldyouratehavingdiscountandcashbackonyourpersonal

N	Valid	75
	Missing	0
Mean		3.520
Median		4.000
Mode		4.0 <sup>a</sup>

a. Multiple modes exist. The smallest value is shown

**How would you rate having discount and cashback on your personal**



## **Chapter 5 Disadvantages of Health tech**

There is no doubt that advances in technology saves lives. Healthcare technology makes diagnosing and treating conditions faster, more accurate, and more comfortable for the patients. However, critics also question some of the uses of this technology. For example, tests using new technologies are sometimes more expensive rather than less, and many physicians order this expensive test without considering the impact the cost will have on the patients and the insurer. This can drive up the cost of health care, as does the purchase of the newest equipment. These costs are passed along to the patient and to the taxpayer in the case of patients on Medicaid and Medicare. In addition, advanced technologies can keep patients alive when their quality of live is minimal, which not only creates the obvious ethical issues, but also adds expense to the patient’s family as well as to taxpayers if the patients on Medicaid and Medicare.



One of the strongest negatives relating to big data is the lack of privacy especially when it comes to confidential medical records. To be affective and get the full comprehensive look at a patient big data must have access to everything, including private records and social media posts. According to many big data experts, the technology takes away individual privacy for the greater good. Although big data allows doctor to monitor a patient's health just about anywhere it also does not give the patient freedom. Although there are existing laws relating to the privacy of medical records, some of these laws do not apply to big data sharing. Many experts and healthcare providers believe an overhaul to the current privacy regulations is needed to protect patients while still providing analyst with enough data to create effective analysis.

Another ethical problem that new technology can create is that it drives up the standard of care past the point of practicality. For example, patients who exhibit symptoms of certain conditions, such as AIDS, must undergo mandatory tests to help manage their symptoms. However, in many cases, these tests are not necessarily to the patient's benefits. Instead, they are move made by physicians to cover every base to avoid malpractice suits. Because newer tests are often more expensive, they can drive up the cost of healthcare.

Big data is growing in several industries, and healthcare is no exception. The program may sound positive, but it does not come without risks. It would be short sighted and inaccurate to state that new advances in medical technology do not help patients. The technologies when they are used judiciously almost always help the patients. However, physicians and other administrators should use the technologies as they are needed and only when they are called to avoid driving up costs in addition, electronic records should be carefully secured and should benefit patients rather than add to their cost of healthcare. (Leventhal, 2012)

While some people see the ability to predict future medical issues as a positive technology, also possess the risk of replacing doctors. Big data simply is not at the point yet where it can be used on its own and it lacks personal touch of a human doctor. Some experts fear that the growth of technology could easily undermine doctors and leave patients turning to technology for answers instead of using a licensed doctor. There is no avoiding technology in healthcare

especially as more companies and providers expand their investments in the area. However, as the technology grows the disadvantages need to be considered to create an experience that is efficient and safe for patients and doctors.

Validity of response: the survey this report is mainly based on was done online. Therefore, it was a challenge to ensure the validity of the responses. Maybe I could not make them understand what I was really looking for as I was not physically there during the process.

Time constraint: three months of internship period is not enough to know an organization fully.

Besides employees do not feel reliable sharing their internal information with us. Thus, I feel that time constraint is a major limitation of this report.

Lack of personal experience: Unlike others, my personal lack of experience to this kind of environment may hinder the quality of this report. As fresh graduate, it is the very first interaction with the real-life job environment.

Less data: As a new to job environment also for a newbie, I had problem findings company's data. As i may disclose them to competitive so they did not in close their company's data with me. Only those that I had contact with or the things they feel cool to share with me.

## Chapter 6: Conclusion & Recommendations

### 6.1 Recommendations

Health tech industry is at a rising stage in our country. There is potential customer out there in the market once explored correctly it would create a great cash flow for the organization. It goes for Doctorola too. However, as I was part of it there are things that I personally notice and found out during this process here are few things I would like to mention for the better grab in the market place. More budget on promoting products and services according to CEO I personally found out that around 60% of their revenue goes to their employee's salary and the rest for other expenses. This should be others wise or at least they should invest more on promotions, which requires a lot amount money. If this continues, it would take another ten years to earn their required revenue. Besides, if this is the case they will suffer in the long run continuing their business. Secondly, frequently field promotion as they do not invest much on their promotion they could at least do field promotions more frequently. From my personal experience, this is more convenient way to introduce themselves in the target market so that people get to know more about them. As we, all know to making customer believe in himself or herself is of the best strategy to establish in the market. However, their current strategy is promoting themselves in corporate institutions and attending seminar, which would not be enough to rise high from the competitors.

Nowadays, every service introduces their mobile app to increase their grab in the market as well as customers. Like all other Doctorola has their own mobile app too. However, it is not that up to mark. Compared to Telenor, Jeeon they have mobile app too, which is more user friendly than Doctorola mobile app. People usually have apps that is more user friendly and more up to date however, Doctorola is not following that. They do have mobile app too but that is not user friendly. There I would like to recommend them to have Ensuring mobile app is more user friendly. Although it is free, and they do not need to pay for it, however it will help them to have grab on potential customer. As they are looking for a secure cash flow this could be their best path to follow and secure customer so that they do not switch to competitor. Lastly, Doctorola has a huge expand in their networking almost every district they are expanding their business in the process they are losing focus on their potential customer. For example, there is no wow factor in their services that demotivates customer to switch to

competitors therefore they should focus closest business area and target customer in rural areas win their trust and loyalty first and then move on to next location. In this process, it will be free advertising for them too. They could use this happy customer feedback to win other customers too. Not only customer they will be trust worthy to new customers too. I strongly believe that if they follow the steps they will surely be able to compete with their competitors outperformed them with a secure cash flow and loyal customer of their own.

## **6.2 Conclusions**

This report was to find out the need of health tech industry and its potential customer in Dhaka city. After the research, I came to understand that people are willing to have that new product circle to make their life easier. Unlike, other competitor they are advanced with their various mode of product line. They are customer oriented to make their life easier is their main concern. Other company's when they are focused into revenue earning Doctorola is planning to surprise their new product series and to maintain that quality they are taking all the necessary initiative to make that dream true to be no.1 in health tech industry. They are already one-step ahead than their competitors. All that is need now to be more focus on area basis secure their product line services. For example, Maya Apa one of their competitor currently doing their business in Mohammadpur and Dhanmondi area. Unlike Doctorola they are more successful to meet their customer satisfaction Doctorola having problem because they are targeting Dhaka city all together. Therefore, service is being compromised due to huge grab of target customer only problem is that they are not ready yet. They have experiences dealing with customers just not enough resources to meet their goal. However, it is just a matter of time that Doctorola will come up with their current situation and will do profitable business in near future. After that, they could use their well-established network to serve the nation, which would be easy with their vast amount of network. Almost every district they have their network hospitals and doctors. Whenever a customer calls for a doctor appointment or a hospital to medical checkups, they can provide them the help immediately. Once they are done in rural areas they can easily focus on globalizing their business. Besides, all this they can improve their mobile app too. May they do their business in rural or globally app the fastest way to expand business and to reach out customer more effectively? Doctorola is such a unique idea work to better and ease up normal people life. May where the might go they will easily target their customers. For the time being, they are facing hardship that has not to be the matter of concern now. Being a startup who does not face such hardship in their business. We should not forget that failure is

the steps towards success. Currently Doctorola is moving in a slow speed but it is just a matter of time that things will go on their favor. With their current potential thorough, their effort their vision will surely come to reality and they will truly be the no.1 health tech industry in Bangladesh.

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# Appendix

Dear Respondents,

I am pursuing an internship in an Organization as a requirement of BBA study in BRAC Business School at BRAC University. Therefore, I am conducting an academic research on **A revolutionary change in health care: Doctorola Limited a view into Quiet Health Tech Revolution**. I am humbly requesting you to spend your precious time in filling the questionnaire. Your contribution in this regard will be highly appreciated. This survey is used only for academic purpose and will be strictly confidential.

## Part 1: Demographic Information

Your gender

Female

Male

Others

What is your age?

16- 23

24- 31

32- 39

40- 47

48- 55

What is your occupation?

Student

Service Holder

Businessman

Other

## Part 2: Doctorola Potential Target Customer

Overall, how would you rate the local hospitals in your area?

1

2

3

4

5

Very bad      Poor      Fair      Good      Excellent

How would you rate, if you get Priority appointment without any queue?

1                      2                      3                      4                      5

Very bad      Poor      Fair      Good      Excellent

How would you rate your previous experiences consulting a doctor in emergency?

1                      2                      3                      4                      5

Very bad      Poor      Fair      Good      Excellent

How would you rate having discount and cashback on your personal checkups?

1                      2                      3                      4                      5

Very bad      Poor      Fair      Good      Excellent

How would you rate your experience your doctor consultation over a phone call?

1                      2                      3                      4                      5

Very bad      Poor      Fair      Good      Excellent

How would you rate getting medicine prescription over the phone, text or email?

1                      2                      3                      4                      5

Very bad      Poor      Fair      Good      Excellent



How would you rate Call- home doctor service whenever needed?

1	2	3	4	5
Very bad	Poor	Fair	Good	Excellent

How would you rate home service like Home pathology?

1	2	3	4	5
Very bad	Poor	Fair	Good	Excellent

How would you rate Home nursing (for old people)?

1	2	3	4	5
Very bad	Poor	Fair	Good	Excellent

How would you rate Medicine home delivery with discounts?

1	2	3	4	5
Very bad	Poor	Fair	Good	Excellent

How would you rate Ambulance service (NETWORK SERVICE PROVIDERS) with low cost?

1	2	3	4	5
Very bad	Poor	Fair	Good	Excellent

How would you rate Female doctor consultation over phone?

1	2	3	4	5
Very bad	Poor	Fair	Good	Excellent