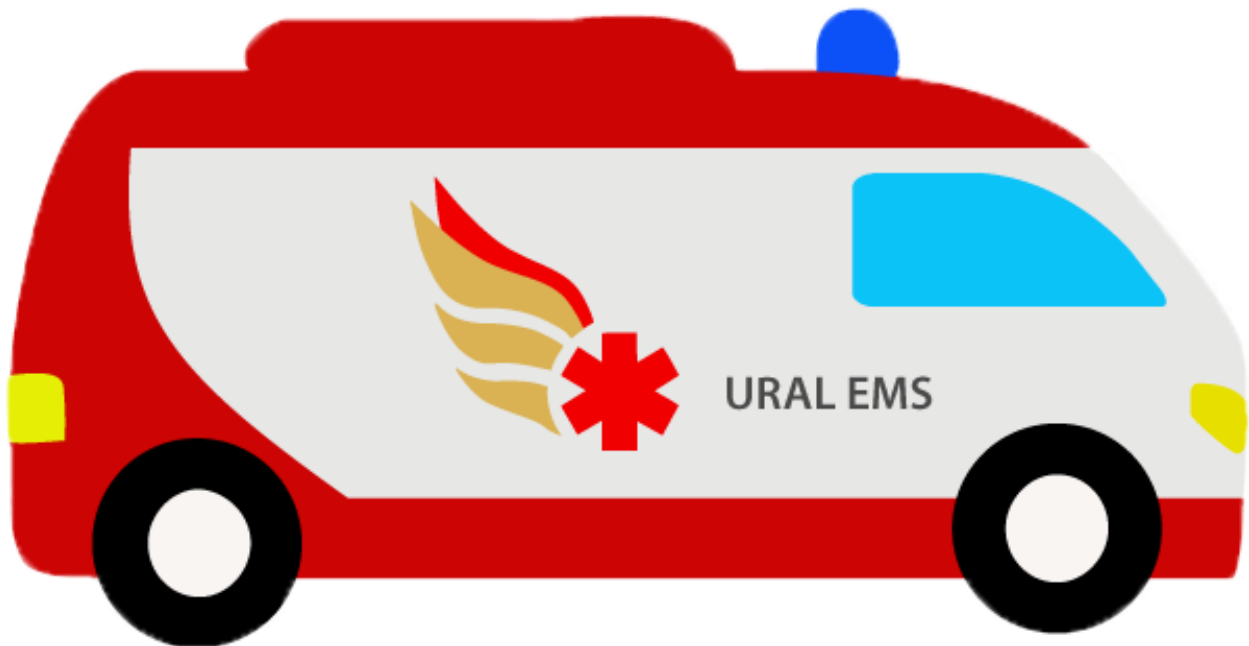


INTERNSHIP REPORT

Social Impact of App-based Service: A Study based on URAL EMS



AUGUST 9, 2018
BRAC BUSINESS SCHOOL



Brac Business School

INTERNSHIP REPORT

On

Social Impact of App-based Service: A Study based on



Submitted to:

Dr. Mamun Habib

Associate Professor

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Submitted by:

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Date of Submission:

09 August, 2018

LETTER OF TRANSMITTAL

Date: August 09 2018

Dr. Mamun Habib

Associate Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

I am hereby submitting my Internship Report, which is a part of the MBA Program curriculum. It is a great achievement to work under your active supervision. This report is based on, “Social Impact of App-based Service: A Study based on URAL EMS”. I have got the opportunity to work in WOADEC Limited in “Marketing Department” for twelve weeks, under the supervision of Mr. Shahriar Farid, Cofounder & CEO, WOADEC Ltd. This project gave me both academic and practical exposures. First of all, I learned about how an innovative startup venture proceed in an early stage. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours

Ishtiaque Ahmed

BRAC Business School

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ACKNOWLEDGEMENT

First of all, I wish to express my gratitude to the almighty ALLAH for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time.

I am deeply indebted to my Faculty Advisor Dr. Mamun Habib, Associate Professor, BRAC University for his whole-hearted supervision during my organizational attachment period. I am also grateful to Mr. Shahriar Farid, as my organizational supervisor. It would have been very difficult to prepare this report up to this mark without their guidance.

My gratitude goes to MBA Department, of BRAC University for arranging Internship Program that facilitates integration of theoretical knowledge with real life situation.

I would like to convey my gratitude to Mr. Naqib Imtiaz Hussain, Cofounder & CTO and Mr. Abu Raihan, Digital Marketing Specialist for helping me in furnishing the report. Moreover, I would also like to express my gratitude to all other WOADEC Ltd fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things. Last but not the least, I would like thank all those people who gave responses to the survey.

EXECUTIVE SUMMARY

This report is prepared on the basis of my three-month practical experience at WOADEC Limited. This internship program helped me to learn about the practical scenario of a Startup Technology-based Company. WOADEC Limited is a dynamic software solution provider. It started its journey on 2017 in Bangladesh. URAL EMS is an original product brand of WOADEC Limited. First time in Bangladesh, URAL EMS introduced a convenient and simple emergency medical service platform. It is a location-based service that makes hiring an on-demand ambulance easy from mobile or computer.

This report has been presented based on my observation and experience gathered from the company. The report mentions about the facilities and benefits URAL EMS provides to their customers in both supplier end as well as consumer end. The focus is given more on the social impact it can create by providing an innovative solution in the sector of emergency medical service of Bangladesh. A research is conducted to draw a conclusion on the effects of these facilities and benefits on society as a whole. The result that is found is quite considerable. The result of the research is described in details in this report in the later chapters.

After knowing the scenario of emergency medical service sector of Bangladesh and the impact that URAL EMS may create some recommendations came up. The report also consists recommendations and conclusion according to my point of view, that would improve the sustainability of the brand if implemented.

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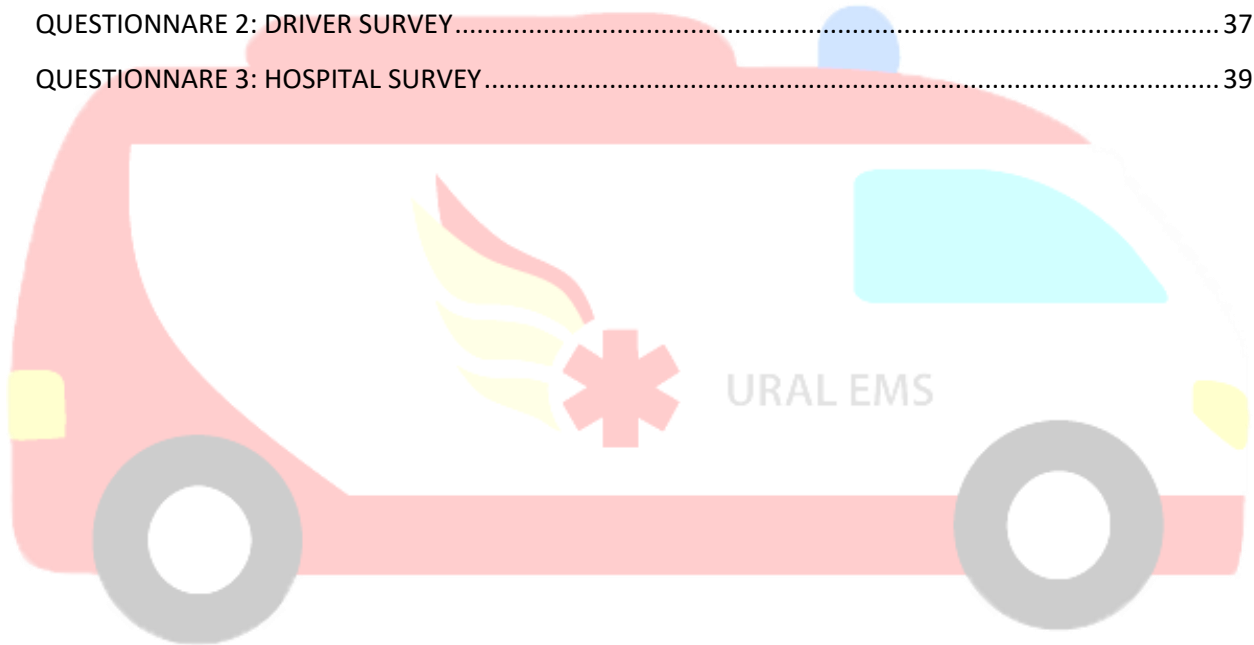
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PART ONE: ORGANIZATION

Chapter One: Organizational Overview



Chapter One: Organizational Overview

1.1 BACKGROUND OF WOADEC LTD.

WOADEC Limited was founded on September, 2017. Woadec provides business enabler technology to its clients to scale up and grow. Its management and advisory board hold a combined experience of 162 years in diverse technologies and businesses from North America, European Union, South and East Asia. It takes on challenges from modern businesses to provide innovative solutions. It develops cloud backed Mobile Apps, eCommerce Solutions. Also, as service, it renders Digital Marketing, Data Analytics and Visualization support. Product-wise, it offers three software solutions on location services. Woadec ensures that regardless of uniqueness of business all customers can scale up and grow to reach billions on this planet.

1.2 PRINCIPLES & VALUES OF WOADEC LTD.

Principle statements define how people want to behave with each other in the organization. The statements are about how the organization will value customers, suppliers, and the internal community.

WOADEC believes that no matter what they do, they hold themselves accountable to the following Guiding Principles:

1. being respectful towards everyone.
2. being trustworthy by action. Being passionate and creative in all we do.
3. Keeping things simple in the way we do things.
4. being ethical and transparent.
5. Practicing an open culture in communication

Emotional: Passionate, Creative, Respectful, and Open

Functional: Simple, Ethical, Transparent, and Action-oriented



Figure 1: Core Values of WOADEC LTD.

1.3 SHAREHOLDERS OF THE COMPANY

WOADEC Limited has three shareholders. They are-

1. Mr. Shahriar Farid:

Shahriar Farid is Cofounder and CEO of WOADEC and brings over 20 years of experience in Mobile Telecommunication and Information Technology. He worked for Siemens, Nokia and Huawei and gained deeper insights on Technology Evolution and Business trends. Shahriar has extensive experience in delivering large mobile telecom contracts and contractual commitments with P/L. Widely trained on Technology and management from Germany, France, Japan, Malaysia and Singapore, Shahriar has a Bachelor of Science in Electrical Engineering from Bangladesh University of Engineering and Technology and M.B.A from Institute of Business Administration, Dhaka University. Shahriar lives in Singapore and Dhaka.

2. Mr. Md Ahsan Z Talukder:

Md. Ahsan Z Talukder is Cofounder and COO of WOADEC. He earned a long 23 years of solid business experience. He is the Managing Director and a Cofounder of ABZ Properties Ltd that develops large scale Real Estates. His Real Estates successes stand as

landmarks and continue to define the skyline of Dhaka city. He owns successful a dairy production facility near Dhaka city. He is a guru of business development. Ahsan holds a Bachelor of Science (B.Sc.) in Civil Engineering from Bangladesh University of Engineering and Technology. Currently, he lives in the USA.

3. Mr. Md Naqib Imtiaz Hussain:

Md Naqib Imtiaz Hussain is a Cofounder and CTO of WOADEC. Over 16 years, he managed technology and innovation in software development and Telco. He headed Android department of 165 resources at Samsung R&D Institute Bangladesh that developed software models for over 94 million mobiles in Middle East and Africa market. Prior to that he managed IP Backbone to access network of Robi Axiata Limited, Bangladesh. In the US, he worked on the EMAT project at University of Denver as a researcher, funded by Electric Power Research Institute (EPRI). He holds an MS in EEE from University of Colorado at Boulder, USA and a BS in EEE from Bangladesh University of Engineering and Technology, Bangladesh. Currently, he lives in Dhaka and married with two kids.

1.4 ORGANOGRAM OF WOADEC LTD.

WOADEC Limited operates with following Divisions having its establishment in Mohakhali DOHS at Dhaka city.

❖ Divisions:

- Finance Division
- Marketing & Operations Division
- Technical Division

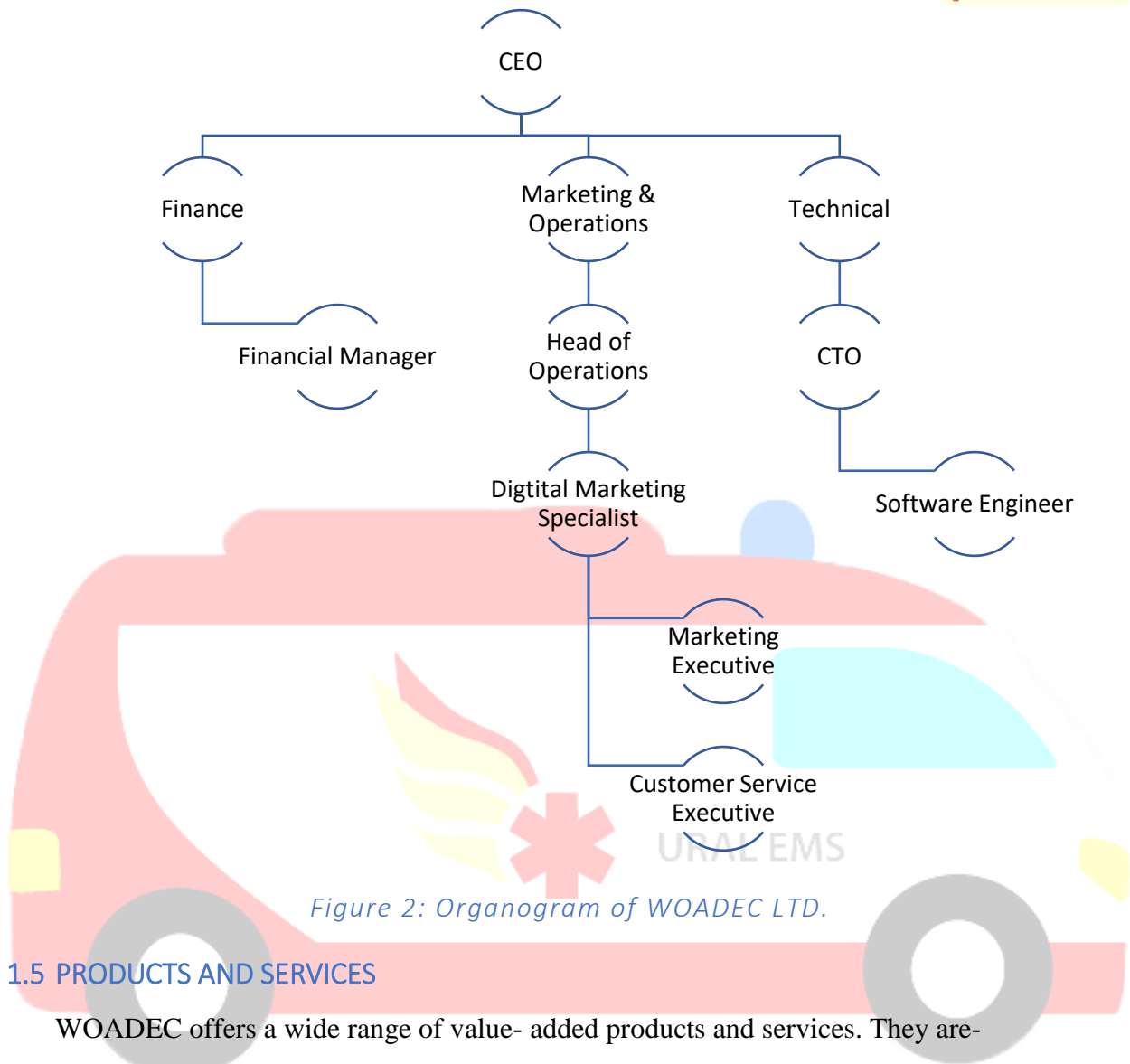


Figure 2: Organogram of WOADEC LTD.

1.5 PRODUCTS AND SERVICES

WOADEC offers a wide range of value- added products and services. They are-

1. URAL EMS:

URAL EMS is the most valuable product of WOADEC LTD. First time in Bangladesh, URAL EMS introduced a convenient and simple emergency medical service platform. It is a location-based service that makes hiring an on-demand ambulance easy from mobile or desktop. With the tap of a button on smartphone device, anyone can hire an ambulance during emergency to pick up their critically ill patient and take him or her to the desired hospitals or clinics. URAL EMS helps saving lives. It aims to transform the health space by bringing transparency in the ecosystem and ensuring faster ambulance response time. It is an enabler solution for today’s share economy business remodeling. The fundamental

principle of such solution is to enable aggregation on demand from customers online. Then it finds a list of appropriate service providers to each demand by the use of embedded business logic. It dispatches the request to each service providers to opt them to accept the service request. When service provider accepts a service request the detailed service request goes to him. The system starts tracking the service provider and the quality of service and other service metric as per the business logic. The service may be online or offline. It may be geographically and time-wise distributed. Finally, this system summarizes the rendered service, bills the customer and pays the service provider. This is the generalized shared economy business model that this system supports. In addition, it bundles some customer engagement tools for customer relationship management i.e., complaint system, coupon system, payment system, loyalty program and so on. Its central dash board houses live tracking, history, scheduling summary and financial reporting all in single place real-time.

2. CHOLACHOL TMS:

Using WOADEC's Team Management Solution (TMS), CHOLACHOL TMS, anyone can take solid control of their field team. This solution caters to a basic need. A manager wants to know where his teammates are. What is the progress of work? A traveler wants to locate her co-travelers lost in a market place. CHOLACHOL caters to all such needs with reliability and precision.

CHOLACHOL provides a cheap paid service with guarantees of quality to locate and track the ones you love and care. All of the CHOLACHOL services are highly optimized to save data, battery and time.

Features:

1. Cheap on monthly data package from any mobile operators.
2. Saves battery: app runs 24/7 with negligible battery.
3. Panic button. Press power button frequently to send panic message and location.
4. Instant notification of any hazard to friend and family.
5. Instantly share a photo parents/friends/family.
6. Quick share a photo to Facebook.

3. CHOLACHOL FnF:

It is basically a version of CHOLACHOL app. It is used to protect friends and family when they are far. It gives instant notification when they arrive home or reach destination. As a traveler, locating co-traveler lost in a market place gets easier. It also gives panic calls and instant location in case of emergency.

4. CHOLACHOL FMS:

This is another version of CHOLACHOL app. Using WOADEC's Fleet Management Solution (FMS), CHOLACHOL FMS, anyone can take solid control of their fleet. This solution caters to a basic need. Does someone want to know where their vehicles are at? What is the progress of work? All the trucks are on schedule and everything is going smooth? Their customers want to know where-about of their servicemen. CHOLACHOL FMS caters to all such needs with reliability and precision.

5. QLOG VMS:

QLog is a Visitor Management System (VMS). This is a tablet device-based visitor logger for small to medium offices extendable to large corporates. If someone's office receives many visitors every day, then they must get this solution. It's because the way to register them. The receptionist requests a visitor to write entry log. Such as visitor's name, phone number, address, visiting purpose, who they want to visit, signature. Then she hands out a card and calls somebody inside the office to welcome the visitor. Most likely, this entire process is paper based. It requires mundane way of writing and calling the contact persons. Often it generates unwanted delay and produces frustration to the visitors. QLog solves all such problems in a smart and economical way. It verifies visitors' mobile number, takes name, photo, address and auto notifies officer by SMS. Receptionist can assign and return visitor cards in a split second by quick scan. In addition, QLog offers a range of customization options to its appearance. Anyone can set it up according to their organization's brand guideline. They can set up their logo and color choice. They can set a welcome message. They can customize it as they like. All in just a few taps. They can allow their visitors self-check in and reduce wait time by over 40%. They can view IN/OUT time in a snap.

Each tablet device is GSM SIM enabled and must have a SIM from available mobile operators duly installed subscribed. It must connect to the Internet by 3G or by Wi-Fi network. SIM should have proper subscription to be able to send SMS. The system keeps a local copy of all entry and exit. On a subscribed version it generates a replica of the all this info on the secured cloud for official reporting, relationship and communication purposes.

QLog works on Stand-alone tablet device and the best way to replace paper based old system. It immediately enhances ambiance of reception lobby to an elegant sophistication. This is the fastest and cheapest way to impress next visitor.

6. Mobile Apps Development:

Woadec offers Android and iOS app development services with complete project management and quality assurance. With its combined app development strength of over 68 resources clients feel comfortable and at ease with almost any volume of task. Service ranges from product design to commercialization. When client requests a service Woadec project team collects requirements and quotes a cost based on man-hour assessment. Quote also includes software quality checkpoints and level. Work starts after signing a master service contract.

7. Digital Marketing:

If anyone want to take their digital marketing to the next height, want to know more about their next customer, such as what they like and dislike or what they wish for, want to make an offer, before they move away from their digital display, want to short list most potential customers to engage next sales campaign, or Increase sales conversion multifold, then wait no longer. WOADEC's digital marketing analytics makes Digital Marketing fly like a breeze.

With WOADEC's tools clients can effortlessly track both anonymous and known contacts. It provides in-depth and detailed tracking including page views, time spent on site, and specific interests. Once they've begun tracking, they can nurture those contacts with an array of powerful processes. WOADEC's tool makes it easy. They can use the data gathered from each of their campaigns to improve their marketing efforts. Detailed

feedback of campaign reports let them improve and perfect their marketing. They can engage their leads through powerful social media marketing. They can listen to their target audience and interact directly with them on their social media platform. They can build their lead lists from social mentions, hashtags, keywords and more. This tool builds active social network marketing into their campaigns. It sends personalized emails to their leads. Also, it can integrate with existing third-party solutions. They can watch email opening, track clicks, send follow-ups based on user decisions all with WOADEC's tools.

8. Data Analytics:

Data Analytics is a technique of analyzing data-sets in order to draw a meaningful conclusion. WOADEC provides Data Analytics service to enable companies to take more informed business decisions.

Data Analytics can show businesses the untapped market and help to grow revenue, improve operational efficiency, optimize customer service and marketing campaign, predict risk, and help to understand emerging marketing trend that can provide companies competitive edge over rivals.

Data analytics supports a wide variety of use cases. For example, Ecommerce companies can identify website visitors, who are more likely to buy a specific product or service, Mobile Network Operators can take preventive measure by forecasting churn, Healthcare companies can evaluate the effectiveness of treatment of diseases by analyzing patient data, banks and credit card companies examine withdrawal and spending patterns to prevent fraud.

WOADEC's experienced machine learning and data science team can help any company innovate, gain deeper insight and grow.

9. E-commerce Development:

WOADEC helps companies to build scalable e-commerce site. WOADEC's e-commerce platform expertise includes Magento, Prestashop, Shopify, Woocommerce. It emphasizes on simplicity, aesthetic aspect, performance.

10. Redmine Solution Service:

WOADEC provides managed services of Task Management Systems to organizations and enterprises so that they can focus on their business better and more efficiently.

1.6 DREAM OF URAL EMS

URAL EMS aspires to create a new ecosystem in the medical emergency service. It will reduce sufferings of the patients and their families significantly by fair and expedient communication and access system. All patients, care-givers and attendants will hire ambulance instantly from their smartphone. They will feel comfortable and trust URAL's a uniform and reasonable fare rate all across Bangladesh. On the other side, hospitals will receive early notifications of patients' arrivals. Life-critical patients will arrive at hospital emergencies in a single trip. No hopping around from hospital to hospital in search for vacancy in emergency in the final hours. So much saving of time and precious lives. So many professionals, care-givers and hospitals cried and called, "...just save the final hour... just save the final critical hour of the patient". At URAL, they heard those dear calls by their hearts. They set that as their goal of relentless pursuit.

1.7 KEY SUCCESS FACTORS

URAL's key success factors are their means to prosper in the market place. KSF includes product attributes, competencies, and market achievements with the greatest impact on future competitive success in the market.

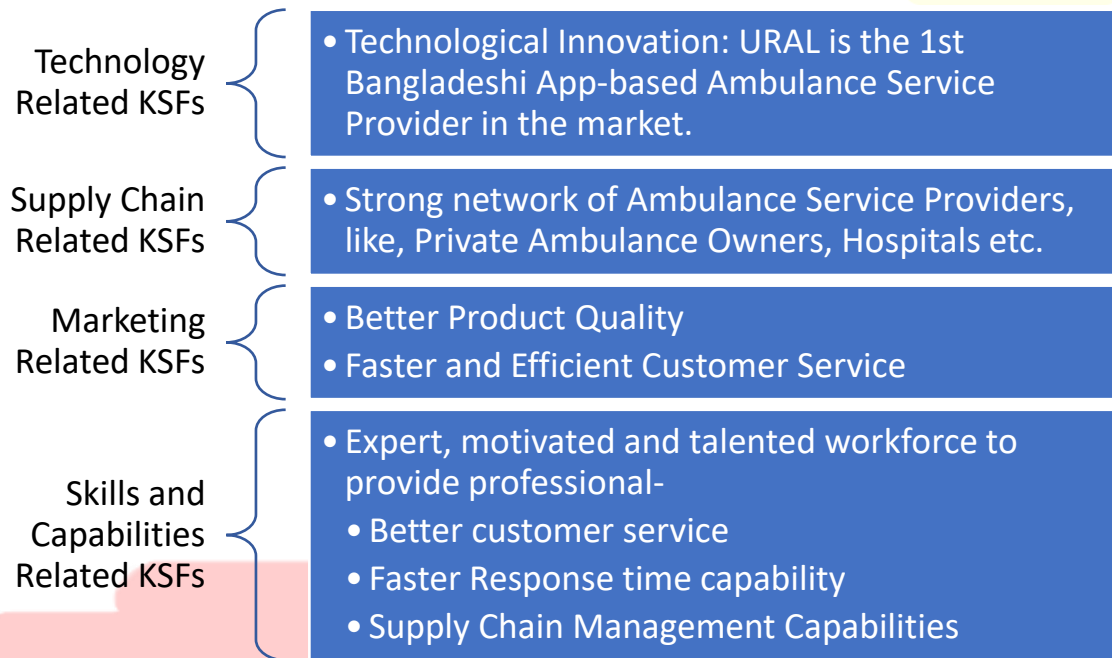


Figure 3: Key Success Factors of URAL EMS

1.8 VALUE CHAIN

The brand value chain consists of the value chain of its' own as well as the value chains of its suppliers' channel allies engaged in getting its services to its end users. The competitiveness in end users market requires that the managers understand the entire value chain system for delivering a service to end users of the brand's own value chain.

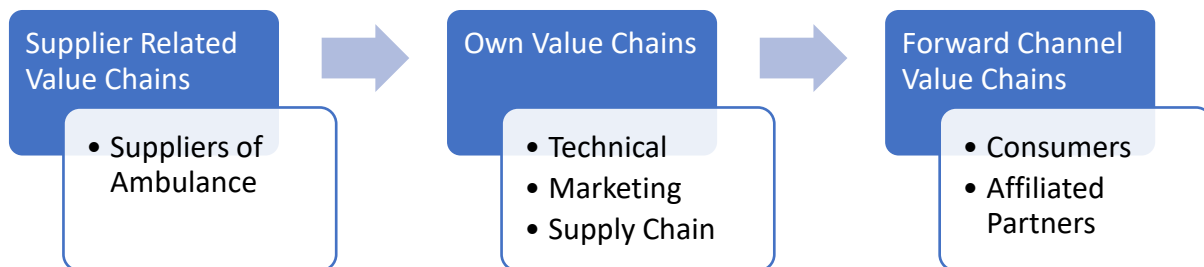


Figure 4: Value Chain of URAL EMS

The supplier related value chain is a very critical factor for the success of the URAL EMS. The suppliers are mainly the ambulance providers like Private Ambulance Owners, Hospitals etc., who provide and maintain the ambulances.

1.9 MARKETING & OPERATIONS DIVISION

Getting the opportunity to work in this division I can provide a slight view of the marketing & operations. The Marketing & Operations division is mainly concerned with maintaining both the suppliers chain and the forward chain simultaneously. They first plan by doing the market research or market survey. Then they build the suppliers network. After that they develop a branding strategy to acquire consumers. Basically, this division works to create the entire necessary infrastructure to create an ambulance network around the country. The division has a team, with managers, specialist and Executives.

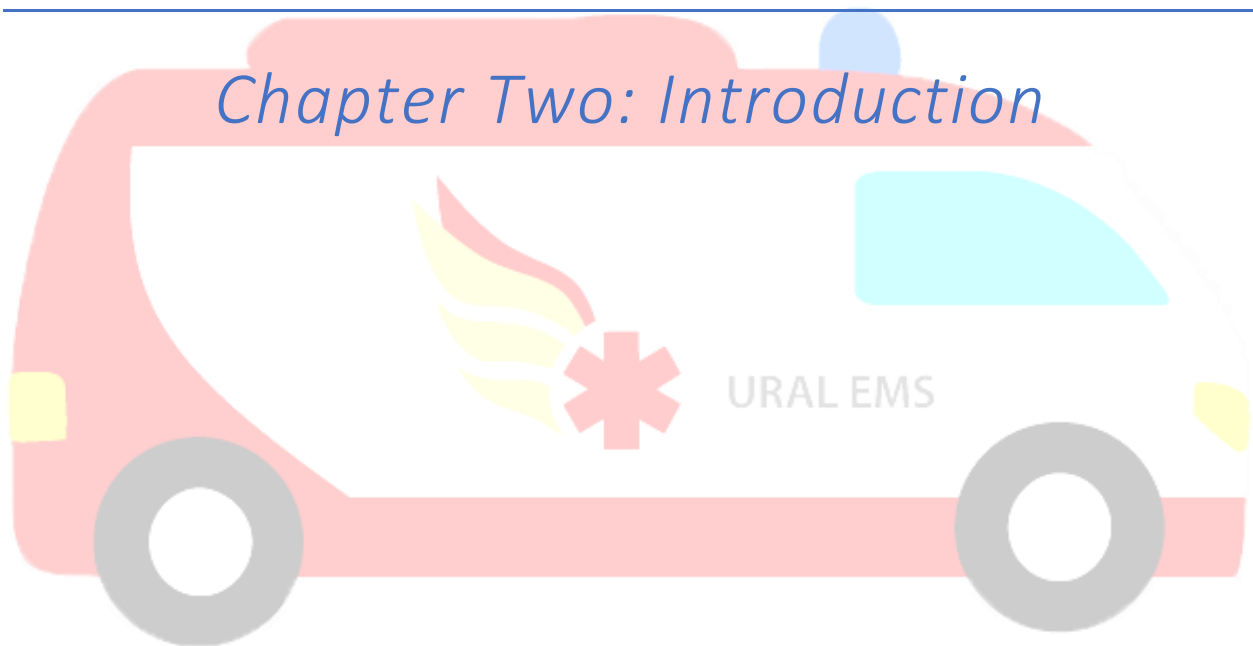
1.9.1 JOB RESPONSIBILITY | FULFILLED

Initially I begin with writing blog articles both in Bengali and English for URAL EMS website. After a while, I started developing other contents regarding the website design. I also worked as a translator of the documents related to URAL EMS. After about a month, I started to develop contents for the social medias and maintain them.

Then I got the opportunity to conduct some archival research. Additionally, I prepared the surveys to collect information about market conditions and ways of improvement of URAL EMS. These surveys are vital for my research conducted for this paper. Finally, I also visited several hospitals with my other team members to get a glimpse of the current real scenario of market condition.

PART TWO: PROJECT

Chapter Two: Introduction



Chapter Two: Introduction

2.1 RATIONALE OF THE STUDY

The basic function of mobile app is to fulfill people's needs via Internet. Apart from this basic function, mobile app has already started introducing some diversified areas with the help of its virtual manner. Mobile technology is presently providing various cheap solutions in people's daily life. The traditional thinking of connecting people through mobile phone is far behind in comparison with the present scenario. Information technology enables software companies to provide economic solutions with a very cheap and easily available access, which was earlier not accessible to some extent. Today, "The Globe is a village" and information technology has become a day-to-day necessity of the people. Nearly 80 million people own and use smartphones with internet connection as an important device and depend on these for their ultimate connectivity. Smartphone is becoming a very common measure of communication in our country. The number of smartphone user is increasing day by day. It is a very attractive market for the mobile app developers. As a result, there are an increasing number of app-based service in the market. The primary rationale behind this study is to find out if these increasing number of app-based service is really beneficial for our social development. In this regard, this study revolves around a particular new app-based service, URAL EMS, and if it can create any social impact or not.

2.2 STATEMENT OF THE PROBLEM

According to the dream of URAL EMS, it aspires to create a new ecosystem in the medical emergency service that will reduce sufferings of the patients and their families significantly by fair and expedient communication and access system. This study proposes to investigate if it can really make a major breakthrough in the emergency healthcare industry. If so then how much and in what way app-based services such as URAL EMS can contribute to the societal development. Finally, some recommendation was made that URAL EMS can implement for improvement.

2.2.1 HYPOTHESIS

- Null Hypothesis- App-based services such as URAL EMS in beneficial for social development.
- Alternative Hypothesis- App-based services such as URAL EMS in not beneficial for social development.

2.3 SCOPE OF THE STUDY

The main intention of the study is the examination of the processes and activities carried by URAL EMS and correlate them to get a clear picture of the level of the overall social impact. The report covers details about the services, overview and also benefits provided by URAL EMS to the society. The main focus is on the analysis of the standard of facilities provided and their effect on the society. However, the study is primarily related to the Marketing & Operations Division as I was provided an opportunity to only work in this division.

2.4 OBJECTIVES OF THE REPORT

The objectives of the report can be viewed in two forms:

- General Objective
- Specific Objectives

General Objective:

This internship report is prepared primarily to fulfill the Master of Business Administration (M.B.A) degree requirement under the Faculty of BRAC Business School, BRAC University.

Specific Objectives:

More specifically, this study entails the following aspects:

- ✓ To give an overview of WOADEC Limited and URAL EMS.
- ✓ To focus on the facilities provided to society by URAL EMS.
- ✓ To examine the social impact of URAL EMS

PART TWO: PROJECT

Chapter Three: Literature Review



Chapter Three: Literature Review

3.1 OPEN INNOVATION

Just as Eskimos have dozens of words for "snow," the term "open innovation" has acquired multiple meanings. According to Henry Chesbrough, the open innovation paradigm can be understood as the antithesis of the traditional vertical integration model in which internal innovation activities lead to internally developed products and services that are then distributed by the firm. The vertically integrated model is what he terms a closed innovation model. Put into a single sentence, open innovation is the use of purposive inflows and outflows of knowledge to accelerate internal innovation and expand the markets for external use of innovation. There is another definition of open innovation out there, one that builds on the concept of open-source software. This approach ignores the business model and takes no account of the concept of false negative projects. However, Chesbrough thinks that one can and should have legal regimes and business models to enable the open innovation process. But both views of open innovation share the insight that being open is a powerful generative mechanism to stimulate a lot of innovation. A more recent development is the consideration of how innovation occurs in services. In some cases, what's really happening is the business model is shifting, which can turn a product business into a service business. More generally for services, innovation must negotiate a tension between standardization and customization. Standardization allows activities to be repeated many times with great efficiency, spreading the fixed costs of those activities over many transactions. Customization allows each customer to get what he or she wants, for high personal satisfaction. The problem is that standardization denies customers much of what they want, while customization undermines the efficiencies available from standardization. The resolution to this dichotomy is to construct service platforms. These platforms invite others to build on top of one's own offering (the platform), allowing for economies emerging from the standardization of the platform along with customization created by the additions of many others to the platform. A fundamental premise of open innovation is "not all the smart people work for you." That means that there's more value in creating the architecture that connects technologies together in useful ways to solve real problems than there is in creating yet another technological building block. A successful

platform requires a business model that can inspire and motivate customers and developers and others to join the platform. The model must be designed to allow those third parties to create business models that work for them, even while the business model works for the platform creator. In that way, their activities increase the value of the core business and their investment makes the platform business more valuable.

Open innovation has become a new paradigm for organizing innovation. It assumes that firms can and should use external ideas as well as internal ideas, and internal and external paths to market, as they look to advance their innovations. Open innovation processes combine internal and external ideas together into platforms, architectures, and systems. Open innovation processes utilize business models to define the requirements for these architectures and systems. These business models access both external and internal ideas to create value while defining internal mechanisms to claim some portion of that value. This is the future of open innovation, a future that will be more extensive, more collaborative, and more engaging with a wider variety of participants.

3.2 FOURTH INDUSTRIAL REVOLUTION AND DYNAMIC ECONOMY

At the 2016 Davos Forum, Klaus Schwab, the president of the World Economic Forum (WEF), mentioned the Fourth Industrial Revolution as a disruptive innovation. Disruptive innovation means that our models and values are replaced with completely new ones. Already, the world is advent of a hyper-connected society. The society is adapting to various sectors- such as medicine, transportation, manufacture, distribution and education- resulting in innovative change in the existing processes and services. A new business model, such as a sharing economy and a small organization with rapid growth, is continuing to appear. By using Internet of Things (IoT) and location-based big data, it is possible to make transactions that were not possible in the past. In addition, a sharing economy, whose marginal costs are minimized, such as Airbnb and Uber, is becoming more easily implemented. A sharing economy is an economic activity in which an entity is not purchased but borrowed. As those new technologies emerge, it is expected that the technology will continue to destroy the sequence of the value chain and will complexly combine value chains. Thus, the industrial ecosystem will change completely. It will break down the barrier of existing business types and have a large impact on upstream and downstream industries.

In the Third Industrial Revolution, humans are closely linked with computers and machines to realize production automation. However, in the Fourth Industrial Revolution, computers and machines communicate interactively and independently along with humans. The thing that makes this revolution clearly different from the existing industrial revolution is its speed and range. It is expected that the Fourth Industrial Revolution will have a positive impact on the creation of demand, that is, new businesses, brought about by new technologies. In other words, convergence with new technologies is expected to create new markets and jobs. The Fourth Industrial Revolution is defined as a technological revolution that fuses digital technology based on the Third Industrial Revolution. Among the various technologies, necessary base technologies and service technologies using cyber-physical systems (CPS) seem to be the most promising. The combination of business model creation, accompanied by the accumulation of big data and its advanced utilization, can make the arguments of market-driving more plausible, and make the accuracy of demand articulation more enhanced. For base technologies, it is expected that there will be a rapid increase in the demand for sensors that connect people, things, and spaces, as well as platforms that share and use various information and data. Many experts have argued that the source of competitive edge has moved from “economy of scale” to “economy of scope” to “economy of expertise” to “economy of convergence”. To implement the dynamic economy, the digital, physical, and biological sectors—which are the characteristics of the Fourth Industrial Revolution—should be actively converged. Through convergence, we need to open the possibility of creating new values. In the past, digital technology was a target for convergence. However, in the future, it is expected that technology will serve as a catalyst to boost creative convergence. Many cases, such as Ecommerce and Data-based Retail systems, show that the “creative destruction” mentioned by Schumpeter actually occurs. The new convergence innovation strategy is the combination of exploitation (i.e., using a well-known thing) and exploration (i.e., exploring an unknown thing).

In the Fourth Industrial Revolution, a customer may be someone who does not physically experience products or services. Even those who can potentially become customers in the future should also be included in the category of customers. Eventually, the new technologies (IoT, AI, AR) will create a blue ocean with a combination of removal, reduction, growth and

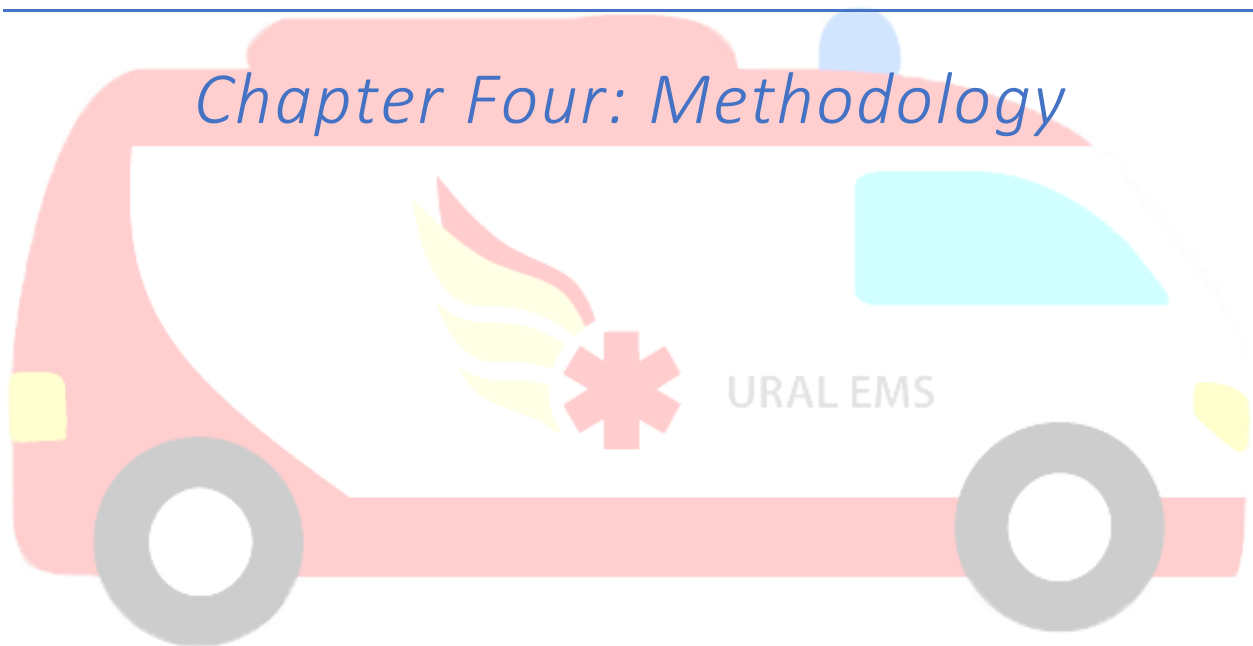
creativity, and further, innovation initiatives of openness and convergence for opening a new ecosystem.

3.3 DISRUPTIVE INNOVATION IN HEALTHCARE DELIVERY

The theory of disruptive innovation helps explain how complicated, expensive products and services are eventually converted into simpler, affordable ones. Many of the most powerful disruptive innovations that disrupted other industries did so by enabling a larger population of less-skilled people to do in a more convenient, less expensive setting things that historically could be performed only by expensive specialists in centralized, inconvenient locations. disruptive technologies have been one of the fundamental mechanisms through which the quality of our lives has improved. In each of the cases, the disruption left consumers far better off than they had been. The health care industry today is trying to preserve outmoded institutions. It is high time to create new organizations to do the disrupting. The history of disruptive innovations tells us that those institutions will be replaced, soon enough, with new institutions whose business models are appropriate to the new technologies and markets. Successful disruptive revolution of this system will unfold more quickly, and far less painfully for everyone, if leaders at regional and national levels work together—not to regulate the existing system but to coordinate the removal of the barriers that have prevented disruptions from happening.

PART TWO: PROJECT

Chapter Four: Methodology



Chapter Four: Methodology of the study

4.1 METHODOLOGY OF THE STUDY

The study is conducted in a systematic procedure starting from selection of the topic to final report preparation. The integral part was to identify and collect data; they were classified, analyzed, interpreted and presented in a systematic manner to find the vital points. The overall process of methodology followed in the study is explained further.

4.1.1 SELECTION OF THE TOPIC

My supervisor assigned the topic of the study. Before the topic was assigned it was thoroughly discussed so that, a well-organized internship report can be prepared.

4.1.2 SOURCES OF DATA

4.1.2.1 Primary Sources

Primary Data was derived from the practical observation and archival research. Moreover, the survey also helped me to get information directly from the market.

4.1.2.2 Secondary Sources

- ❖ Internal sources- Different documents of the organization provided by concerned officers.
- ❖ External source- Different websites related to the IT sector and online resources.

4.1.3 COLLECTION OF DATA

Conducting a survey of 50 random people, 10 ambulance drivers and 5 hospitals helped me to collect primary data. The questionnaires are attached in the report in the Appendix. The survey helped me in both deriving the information and also explaining the social impact of URAL EMS. Secondary data was collected from WOADEC and URAL EMS websites and other related websites and documents.

4.1.4 ANALYSIS, INTERPRETATIONS AND PRESENTATION OF DATA

Some diagrams were used in this report for analyzing the collected data and to explain certain concepts and findings more clearly. The help of Google Analytics derived the diagrams. Moreover, collected data were analyzed more precisely.

4.1.5 FINDINGS OF THE STUDY

The collected data were analyzed well and were pointed out and shown as findings at the end.

4.1.6 FINAL REPORT PREPARATION

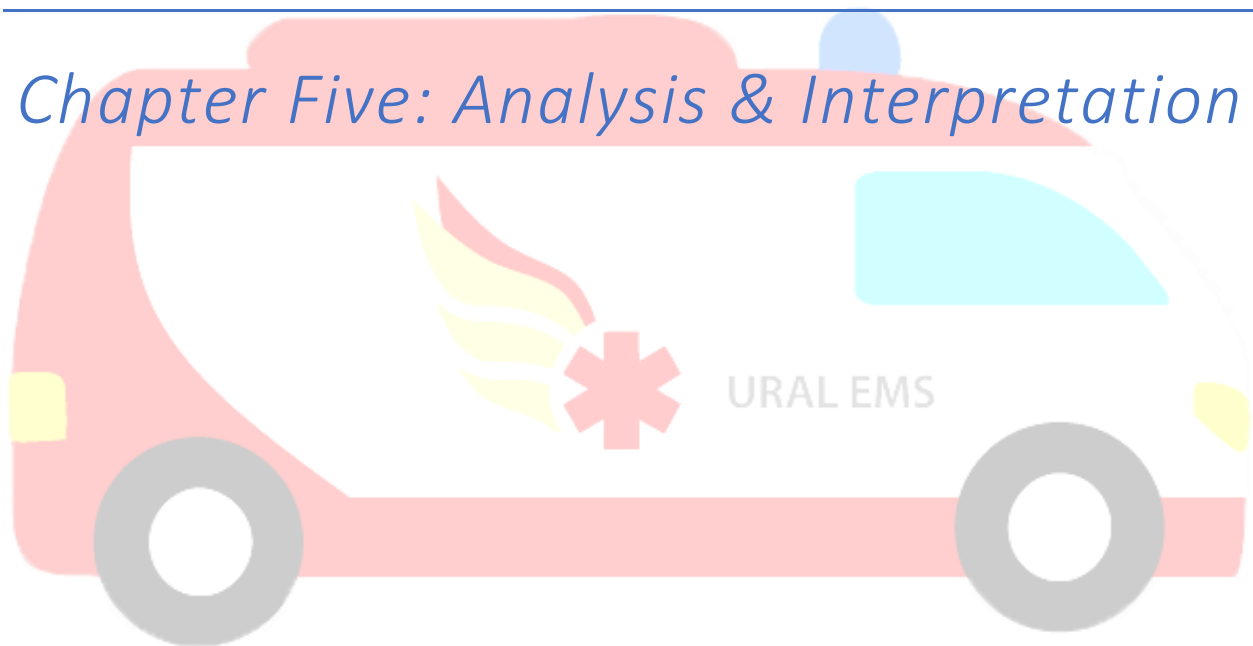
The final report is prepared after some valuable suggestions and my honorable advisor gave corrections.

4.2 LIMITATION

Depending on the feedback from random people, hospitals and ambulance driver as well as my own archival research and practical observation, this report is prepared. A major problem was time constraint. In case of survey research, the sample size was quite small as it was not possible to analyze large sample due to time constraint. The duration of my work was only three months. But this period of time is not enough for a complete and clear study. It is because of the limitation of information some assumptions were made. So, there may be some personal mistakes in the report. Although there were many limitations I tried to give my best effort to furnish the report.

PART TWO: PROJECT

Chapter Five: Analysis & Interpretation



Chapter Five: Analysis & Interpretation of Data

This chapter is all about the research that was conducted to get a clear view about the social impact of URAL EMS. This part includes the drawn hypothesis, analysis of the information and also some important interpretations. The research is based on all facilities and benefits provided by the brand (as mentioned in earlier chapter). This chapter will reveal the scope of social impact regarding those facilities.

5.1 ANALYSIS & INTERPRETATION OF DATA

Honorable Prime Minister, People's Republic of Bangladesh, had declared a vision of making digital Bangladesh back in 2008. Over the last ten years, A steady progress has been seen towards that goal and it can be anticipated that this rise will continue to grow even faster in upcoming decade. In recent years, uses of smartphone have been increased significantly. As a result, services based on mobile app have begun to get popular among the common people of Bangladesh. It has been seen how Pathao and Uber gained an immense impact in the public transportation system. In addition, it has been noticed how they improved the lifestyle of the people of Bangladesh and thus created an overall positive perception among the people on mobile app-based services.

A research indicated that ambulances are least popular emergency service in Dhaka. The findings of that research suggested that Ambulance services are least frequently accessed by patients in need of emergency medical services in Dhaka. A report by The World Economic Forum (WEF), in collaboration with the University of Toronto, suggests that only 8% of patients accessed ambulances during a three-week study period by researcher Justin Boutilier. The most popular mode of transport is the rickshaw, which was used about 34% of the patients in Boutilier's study. The CNG was used by 25% of the patients. Boutilier, a PhD candidate in industrial engineering at the University of Toronto, further recorded that ambulances are also the most expensive service. Ambulances also have a long response time, which defeats the purpose of its existence. Justin Boutilier's another research stated that Ambulance services in Dhaka are currently decentralized, meaning there are both private ambulance service

providers, which are for-profit businesses, and ambulance fleets that belong to hospitals. Both types of organizations are incentivized to increase the number of patient transports they make but lack appropriate decision support tools to optimize their operations. For example, hospitals do not currently strategically pre-position their ambulances in the city, but rather position their entire fleet at the hospital. Until recently, contact information for these services was also decentralized and unique to each provider, providing significant access challenges for patients.

Another research on Ad-din Ambulance service reveals that the high cost and lack of availability of transportation can pose significant barriers to laboring women in need of skilled care around the world. In densely populated urban environments, transportation problems remain acute, despite the ubiquity of vehicles. In this regard, Ad-din's initiative was to create an internal ambulance network using Mobile phone and GPS technology. The fact that the overwhelming majority of clients who use ambulances to reach Ad-din Hospital are obstetrics and gynecology patients confirms that Ad-din's service is indeed benefiting those it was designed to serve. Ad-din continues to grow and strengthen the ambulance program so that prompt access to health care is increasingly available to all, including women at risk of developing obstetric fistula.

Now, let's move to story. Sultana Begum was losing her patience. With her husband on a trolley, she was waiting for an ambulance at the Dhaka Medical College Hospital's gate since around 11:30am. Her husband Md Awal was admitted to the hospital five days ago with a problem in his spinal cord that has made him almost paralyzed. Awal needed to have a pathological test done at a private hospital in Dhanmondi. There was no ambulance at the DMCH gate. "It's been two hours already, but I don't find any ambulance," said the hapless woman, aged about 30, from Khulna. Frustrated, Sultana hired a CNG-run auto-rickshaw to take her husband with the saline bag attached to his hand.

Two men were sentenced to six months in prison by a mobile court for trying to stop an ambulance at the DMCH. Sarwoer Alam, executive magistrate of Rab, said, "We heard that a patient died at the DMCH. The patient's relatives hired an ambulance from outside the DMCH to carry the body to Sirajganj. But two brokers of private ambulance services barred the ambulance from entering the DMCH." Still, the ambulance driver managed to enter the

hospital premises to carry the body. “The two brokers then tried to stop the ambulance. A Rab team saw the incident and informed me about it. I then sentenced the two,” he told.

These two incidents are true story. These stories can illustrate exactly how much sufferings patients of Bangladesh are facing in a regular basis. These sufferings occur primarily because of inadequate ambulances, insufficient communication system, existence of syndicates and brokers, inaccurate pricing and existence of harassment by law enforcement (traffic police) as well as political parties. Ural EMS started its journey with a goal of creating such an environment in the emergency service sector of Bangladesh that can reduce these sufferings of the patients and their families significantly by developing a sound communication and access system all across Bangladesh using a mobile platform.

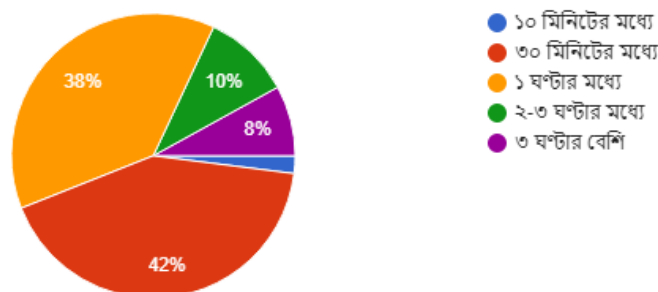
5.1.1 PEOPLE APP SURVEY

This is the primary survey for this study. It contains both qualitative and quantitative questions. It starts with personal information field such as name and contact information. Afterwards, the questions are as follows:

- The first question is about Ambulance Response time.

আপনার জরুরি প্রয়োজনে সাধারণত কত দ্রুত অ্যাম্বুলেন্স পেয়ে থাকেন?

50 responses



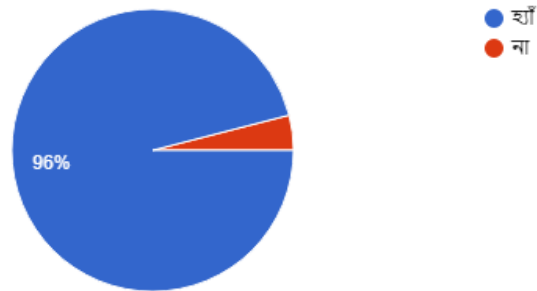
From the above diagram, we can see that 42% people said they get ambulance within 30 minutes. 38% people said they get it within 1 hour. Another 10% responded 2-3 hours and 8% responded more than 3 hours. Only 2% of the people said they get ambulance within 10 minutes.

- The second question asks about the problems they face regarding ambulance. This is a qualitative question. According to the responses, the problems are as follows-
 - Ambulances are not available all the time
 - They don't have contact number for calling ambulance. Even if they have, the line remains sometimes busy
 - Ambulances are not available at the hospital
 - The elevated cost of ambulance is high
 - Excessive traffic jam
 - Process of getting ambulances is often time consuming
 - Existence of syndicate
 - Inadequate communication system
 - Insufficient facilities and equipment
 - Corruption

- The next question asks if URAL EMS can solve these problems.

উড়াল ইএমএস কি উপরোক্ত সমস্যার সমাধান দিতে সক্ষম?

50 responses

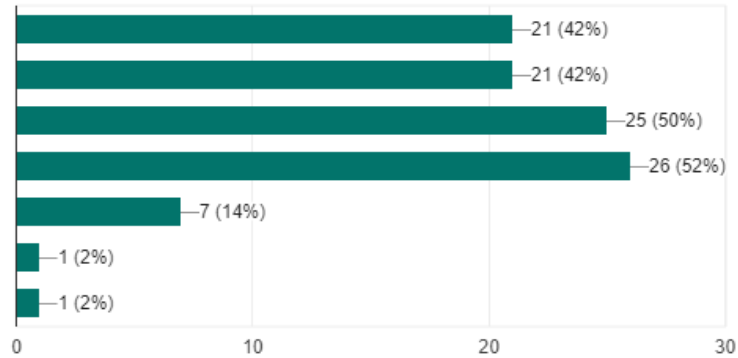


Here, we can see that 96% people responded positively regarding the ability of URAL EMS to solve the problems and remaining 4% responded negatively.

- The next question asks about their opinion on the social benefits URAL EMS brings.

আপনার মতে উড়াল ইএমএস সামাজিকভাবে আর কি কি সুবিধা নিয়ে এসেছে?

50 responses

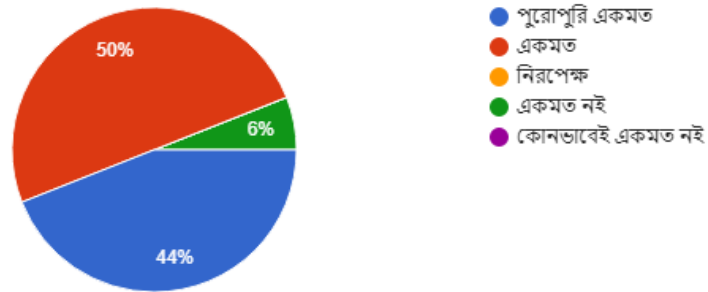


We can see, 52% people think that URAL EMS is contributing in the development of the quality of healthcare service, 50% think that URAL EMS is increasing the availability of ambulances, 42% think that URAL EMS is making the ambulance response time faster, 42% think that URAL EMS is digitalizing healthcare to deliver it in the doorstep of the people and 7% think that URAL EMS is making the ambulance service corruption-free. Only 4% people think that URAL EMS don't have the ability to make things better.

- The questionnaire finalizes with the statement, “App-based services such as URAL EMS is beneficial for social development”, asking for the respondent’s agreement level in a nominal scale. The responses were sequentially distributed as: Completely Agree – Agree – Neutral – Disagree – Completely Disagree

"উড়াল ইএমএস এর মত অ্যাপ-ভিত্তিক সেবা সামাজিক উন্নয়নের জন্য সহায়ক।"

50 responses



We can see that 50% people agreed with the statement and 44% people completely agreed with the statement. Only 6% people disagreed with the statement.

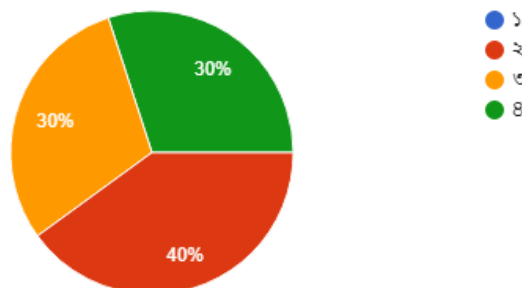
5.1.2 DRIVER SURVEY

This is one of the supporting survey of this study. It also contains both qualitative and quantitative questions. the questions are as follows:

- The first question is about the number of call they receive daily on average. According to the responses, the average number of daily calls is about 6 calls.
- The second question asks about types of ambulances they have.

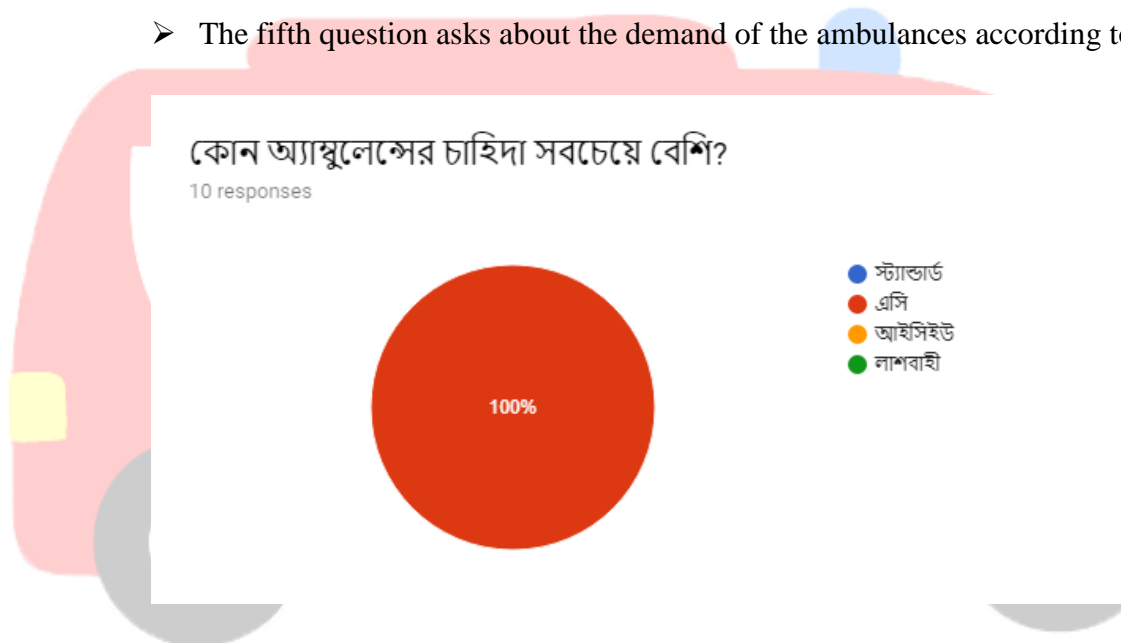
আপনাদের কয় ধরনের অ্যাম্বুলেন্স আছে?

10 responses



Here, we can see, 40% drivers have two types of ambulance, 30% have three types and another 30% have four types of ambulance. None has single type of ambulance.

- The next question is about the number of ambulances of each type they own. According to the responses, they have significantly more AC ambulances than any other type of ambulances with an average of more than two, followed by standard ambulances with an average of one and freezer with an average of less than one. Finally, the least amount of ambulances they have is ICU ambulances.
- The next question is about the base fare of their ambulances. According to the responses, the base fare of standard ambulances is BDT. 500, the base fare of AC ambulances ranges from BDT. 1000 to BDT. 1500, the base fare of ICU ambulances is BDT. 3500, and the base fare of freezer ambulances ranges from BDT. 2500 to BDT. 3000.
- The fifth question asks about the demand of the ambulances according to the type.

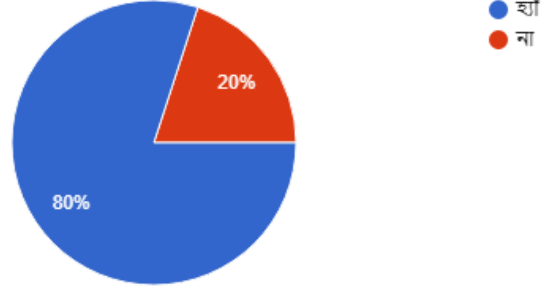


Here, 100% drivers said that the demand for the AC ambulances is higher than any of the other types of ambulances.

- The sixth question asks about the average time they need to deliver patients to the hospitals. According to the responses, on average, they require 50 minutes to 1 hour to deliver patients inside the city of Dhaka.
- The next question asks if they have the required equipment including oxygen cylinder in their ambulances.

আপনাদের অ্যাম্বুলেন্সে কি সবসময় অক্সিজেন সিলিন্ডারসহ প্রয়োজনীয় যন্ত্রপাতির ব্যবস্থা থাকে?

10 responses

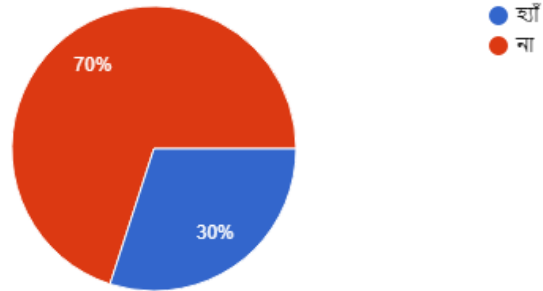


Here, 80% driver responded positively and the remaining 20% responded negatively.

- The next question asks if they change oxygen mask, bedsheet and pillow cover after every trip.

প্রত্যেক রোগীর জন্য কি আপনারা নতুন অক্সিজেন মাস্ক, বেডশিট ও বালিশের কভার ব্যবহার করেন?

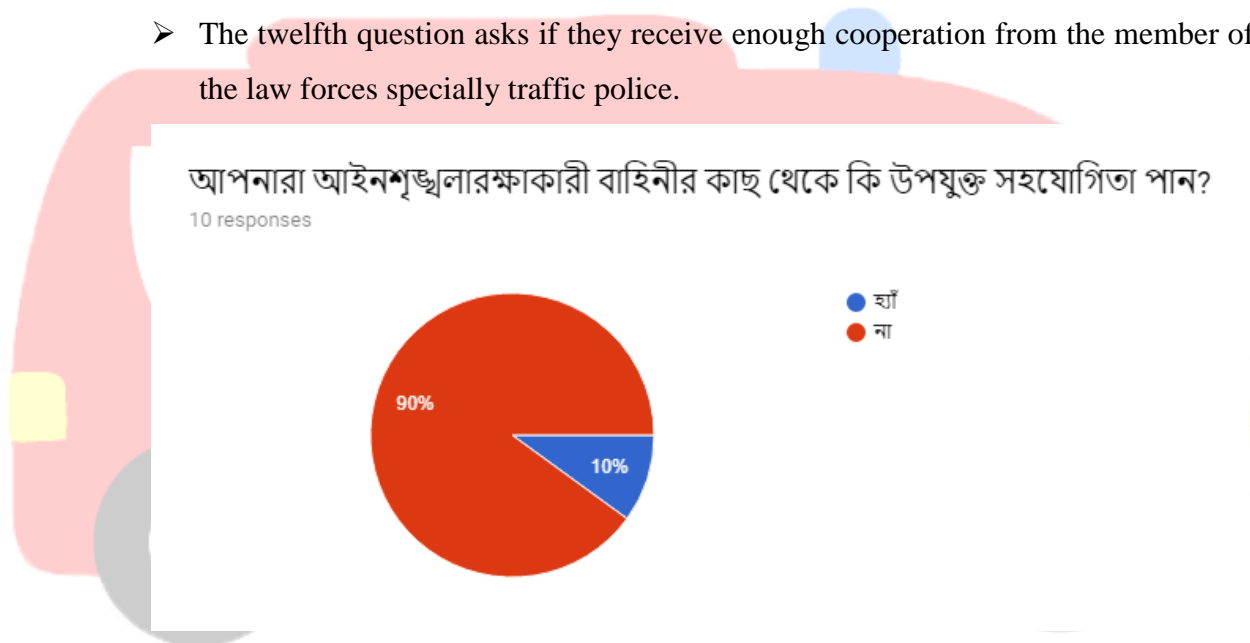
10 responses



Here, 70% driver responded negatively and the remaining 30% responded positively.

- The ninth question asks about the relationship between ambulance owners and drivers. According to the responses, the relationship between ambulance owners and drivers is good enough.

- The next question asks about the problems they face in the street. According to the responses, the problems are as follows-
 - Protractor
 - Traffic Signal & Jam
 - Bad condition of the roads of the city
- The next question asks about the problems they face while entering into the hospital. The problems are as follows-
 - Protractor
 - Syndicate
 - Getting no permission to enter
- The twelfth question asks if they receive enough cooperation from the member of the law forces specially traffic police.



We can see, 90% driver responded negatively and the remaining 10% responded positively.

- The final question asks about the problems they face while moving outside Dhaka city. The problems are as follows-
 - Protractor
 - Higher costings
 - Tolls

5.1.3 HOSPITAL SURVEY

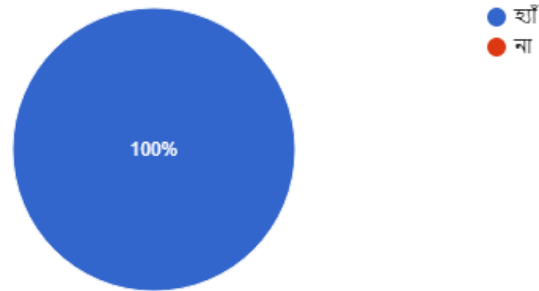
This is one another supporting survey of this study. It contains both qualitative and quantitative questions as well. the questions are as follows:

- The first question is about the number of call they receive daily on average. According to the responses, the average number of daily calls is about 29 calls.
- The second question asks about the number of calls they receive for outgoing ambulances as well as for incoming ambulances. The average number of calls for outgoing and incoming ambulances is about 21 calls and 11 calls respectively.
- The next question is about the number of ambulances they own. According to the responses, on average, they own about 5 ambulances each.
- The fourth question asks about the mechanism they use to fulfil additional demand for ambulances. According to the responses, they fulfil additional demand in the following ways-
 - By calling private ambulances
 - Through other hospitals
 - By agency
- The next question asks about the problems they face regarding the management of ambulances. The problems are as follows-
 - Availability of ambulances
 - Excessive demand in some period of time
 - Higher prices of outsourced ambulances

- The next question asks if URAL EMS can solve these problems.

উড়াল ইএমএস কি উপরোক্ত সমস্যার সমাধান দিতে সক্ষম?

5 responses



Here, we can see that 100% hospitals responded positively regarding the ability of URAL EMS to solve the problems.

- The next question asks about their opinion on the social benefits URAL EMS brings.

আপনার মতে উড়াল ইএমএস সামাজিকভাবে আর কি কি সুবিধা নিয়ে এসেছে?

5 responses



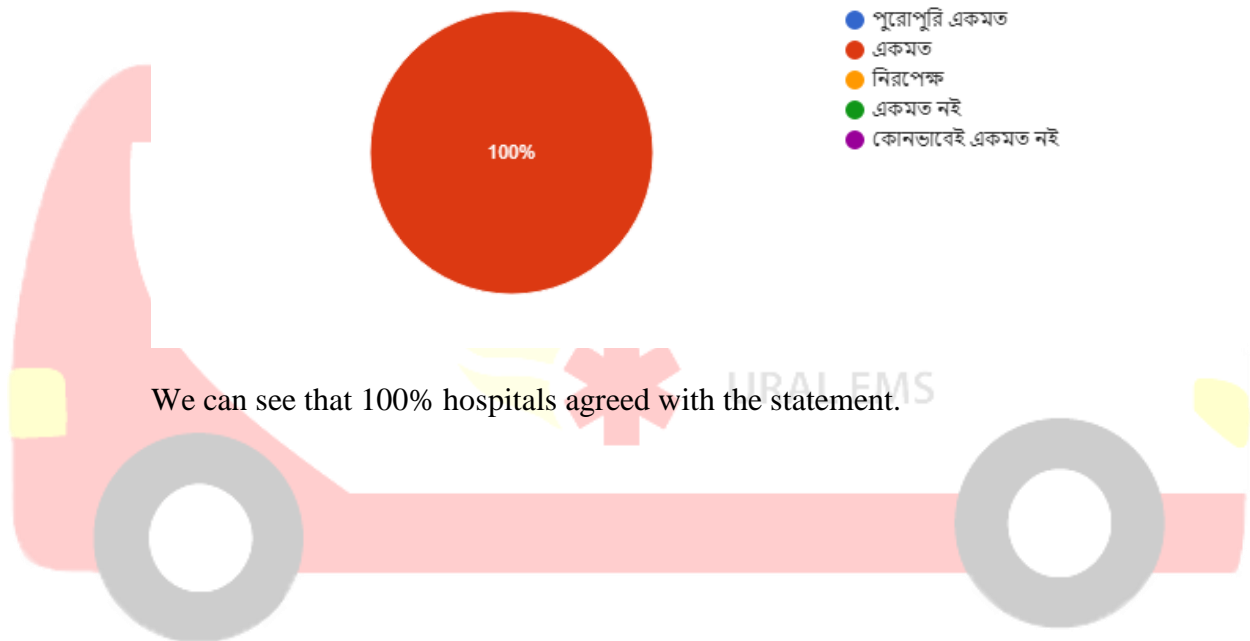
We can see, 60% hospitals think that URAL EMS is digitalizing healthcare to deliver it in the doorstep of the people, 60% think that URAL EMS is making the ambulance response time faster, 60% think that URAL EMS is increasing the availability of ambulances, 40% think that URAL EMS is contributing in the development of the

quality of healthcare service and 40% think that URAL EMS is making the ambulance service corruption-free.

- The questionnaire finalizes with the statement, “App-based services such as URAL EMS is beneficial for social development”, asking for the respondent’s agreement level in a nominal scale. The responses were sequentially distributed as: Completely Agree – Agree – Neutral – Disagree – Completely Disagree

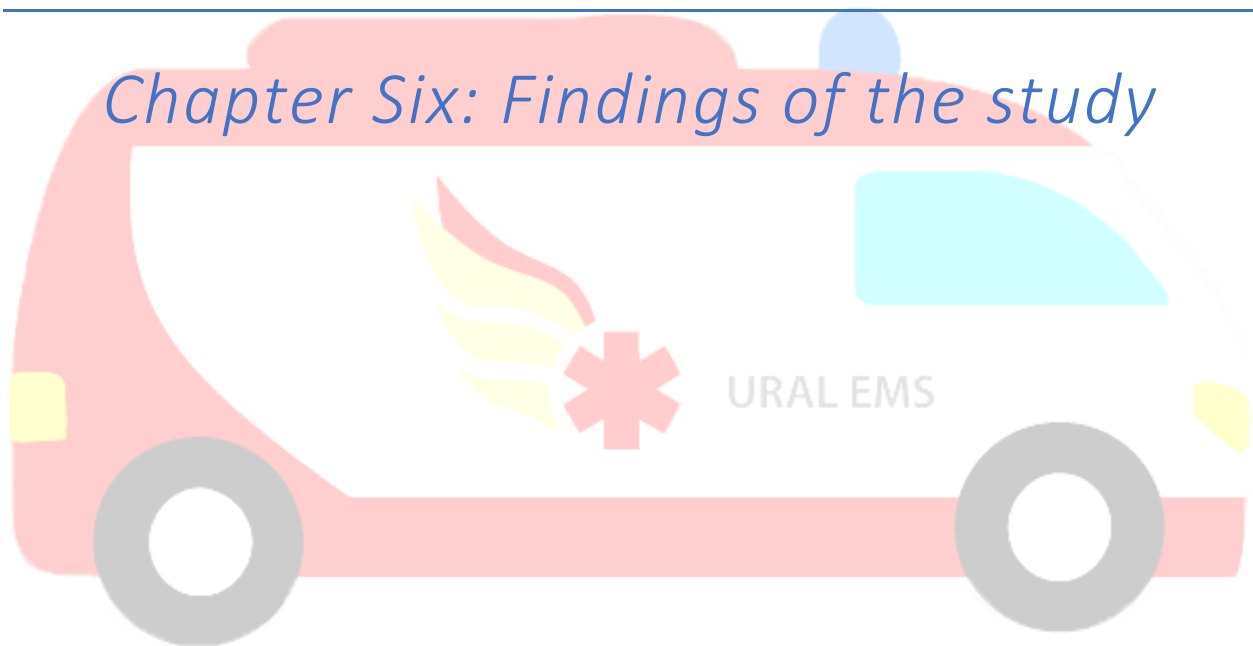
"উড়াল ইএমএস এর মত অ্যাপ-ভিত্তিক সেবা সামাজিক উন্নয়নের জন্য সহায়ক।"

5 responses



PART TWO: PROJECT

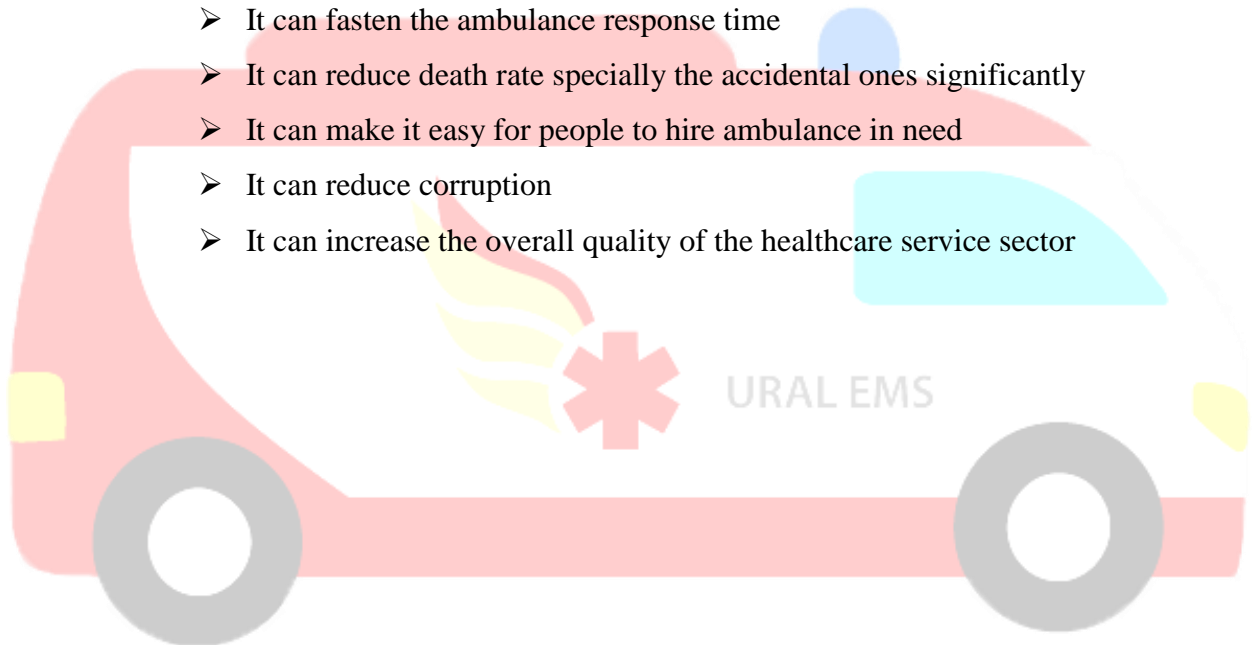
Chapter Six: Findings of the study



Chapter Six: Findings of the study

After analyzing the information above, it is clearly indicating that app-based service such as URAL EMS can create a major impact socially. So, the null hypothesis can be accepted that App-based services such as URAL EMS in beneficial for social development. The social impacts that URAL EMS can create can be listed as follows-

- It can revolutionize the emergency medical service system by digitalization
- It can fasten the ambulance response time
- It can reduce death rate specially the accidental ones significantly
- It can make it easy for people to hire ambulance in need
- It can reduce corruption
- It can increase the overall quality of the healthcare service sector



PART TWO: PROJECT

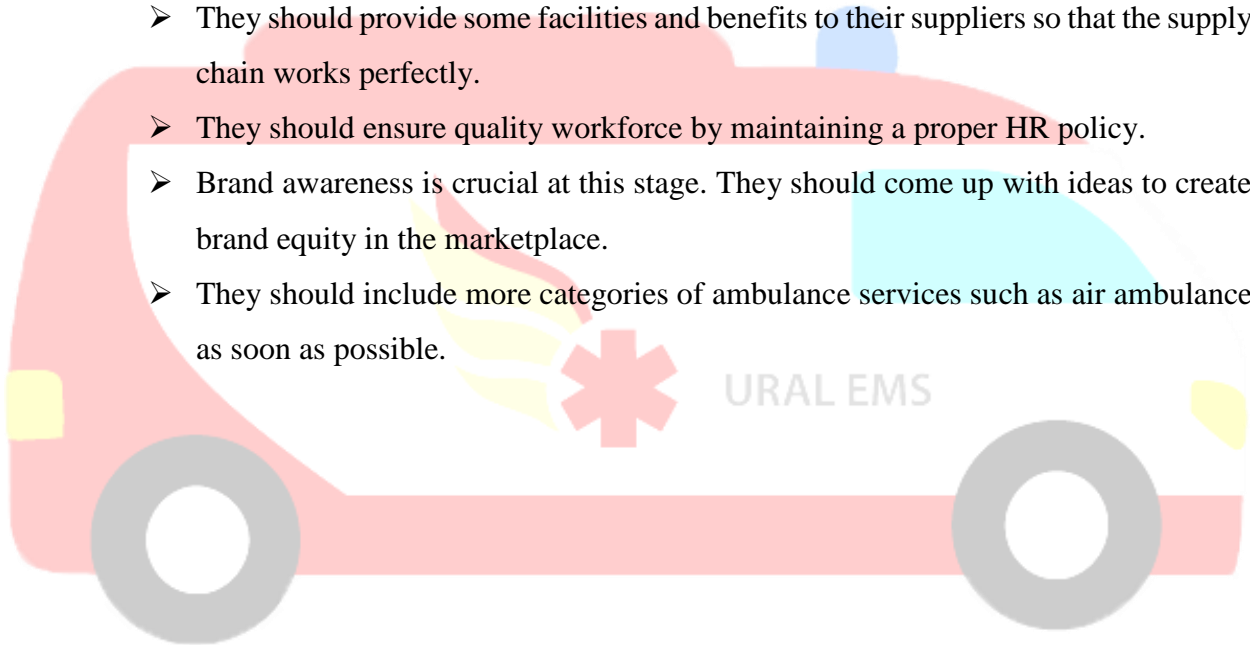
Chapter Seven: Recommendation



Chapter Seven: Recommendation

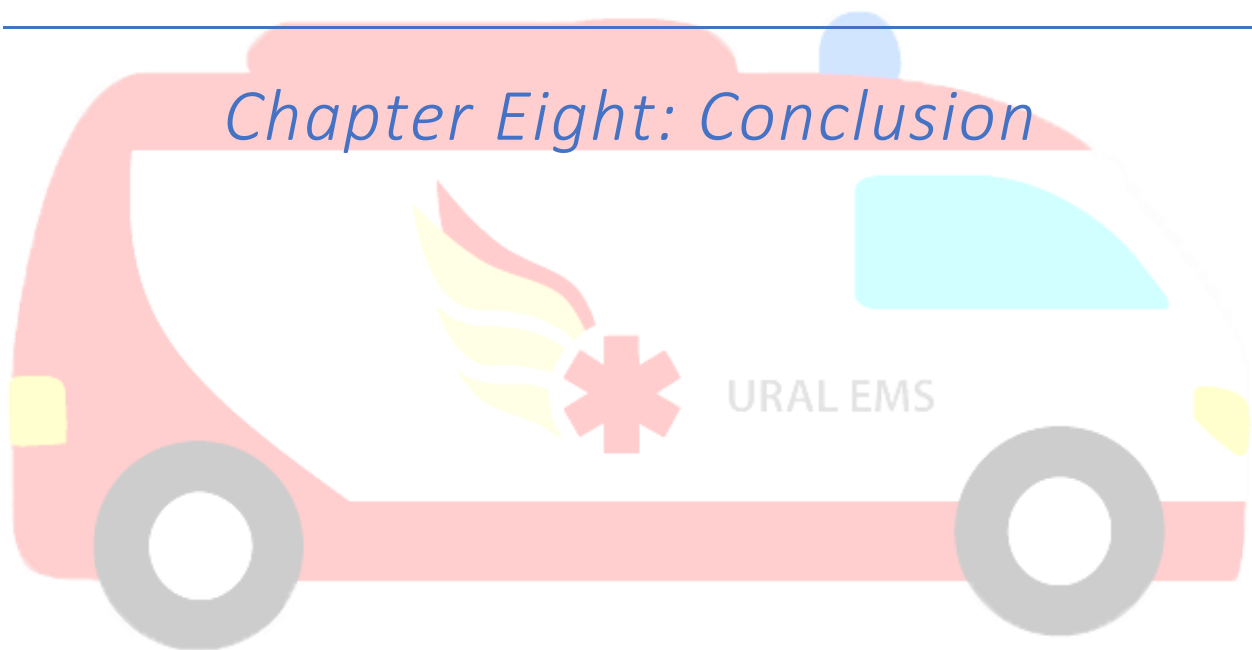
WOADEC Limited is a startup company. Additionally, URAL EMS is a new brand in the market. Therefore, it is very tough to recommend on any aspect of the company. However, as it is the requirement of the report so I have come up with few recommendations. They are as follows:

- They should maintain the quality of their service all the time.
- They should provide some facilities and benefits to their suppliers so that the supply chain works perfectly.
- They should ensure quality workforce by maintaining a proper HR policy.
- Brand awareness is crucial at this stage. They should come up with ideas to create brand equity in the marketplace.
- They should include more categories of ambulance services such as air ambulance as soon as possible.



PART TWO: PROJECT

Chapter Eight: Conclusion



Chapter Eight: Conclusion

WOADEC Limited is a great place to work that can be said from my personal experience of 3 months period internship. The most important learning in my experience is to know how to proceed with a green project. Working here, it gave me a glimpse of the strategic level decisions that corporate leaders make all the time. In addition, the research gave me an insight on how beneficial this kind of software-based services can be for the social development, that motivated me to brainstorm more ideas to implement in the future.

According to the result of the research and my practical observation, app-based services such as URAL EMS is crucial for the social development of a country in this era of globalization and digitalization. This kind of innovative ideas should be more implemented for the overall development of the society of Bangladesh.

To conclude, WOADEC limited should work on making the business process model of URAL EMS smoother and more flexible. As a result, the brand will be able to sustain in the long run which in turns will revolutionize the development of the healthcare service sector of Bangladesh.

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Appendix

QUESTIONNAIRE 1: PEOPLE APP SURVEY

Social Impact of App-based Emergency Medical Service: URAL EMS

I would love to hear your thoughts or feedback on how URAL EMS can improve your experience!
Save a Life, Be a Champion.

1. নাম

2. যোগাযোগের তথ্য (ইমেইল, ফোন ইত্যাদি)

3. আপনার জরুরি প্রয়োজনে সাধারণত কত দ্রুত অ্যাম্বুলেন্স পেয়ে থাকেন?

- ১০ মিনিটের মধ্যে
- ৩০ মিনিটের মধ্যে
- ১ ঘণ্টার মধ্যে
- ২-৩ ঘণ্টার মধ্যে
- ৩ ঘণ্টার বেশি

4. আপনার জরুরি প্রয়োজনে অ্যাম্বুলেন্স পেতে গেলে কি কি সমস্যার সম্মুখীন হতে হয়?

5. উড়াল ইএমএস কি উপরোক্ত সমস্যার সমাধান দিতে সক্ষম?
- হ্যাঁ
 - না
6. আপনার মতে উড়াল ইএমএস সামাজিকভাবে আর কি কি সুবিধা নিয়ে এসেছে?
- স্বাস্থ্য সেবাকে ডিজিটলাইজ করে মানুষের দোরগোড়ায় পৌঁছে দিচ্ছে
 - অ্যাম্বুলেন্স সেবাকে আগের চেয়ে দ্রুত করে তুলছে
 - অ্যাম্বুলেন্স সেবাকে আগের চেয়ে সহজলভ্য করে তুলছে
 - অ্যাম্বুলেন্স সেবার গুণগত মানোন্নয়নে ভূমিকা রাখছে
 - ডিজিটাল সেবার মাধ্যমে অ্যাম্বুলেন্স পরিষেবাকে দুর্নীতিমুক্ত করার চেষ্টা করছে
 - Other-
7. "উড়াল ইএমএস এর মত অ্যাপ-ভিত্তিক সেবা সামাজিক উন্নয়নের জন্য সহায়ক।"
- পুরোপুরি একমত
 - একমত
 - নিরপেক্ষ
 - একমত নই
 - কোনভাবেই একমত নই

QUESTIONNAIRE 2: DRIVER SURVEY

অ্যাম্বুলেন্স বিষয়ক সাধারণ জরিপ

নামঃ

প্রতিষ্ঠানঃ

১। আপনারা প্রতিদিন গড়ে অ্যাম্বুলেন্স সেবার জন্য কতটি কল গ্রহণ করেন?

২। আপনাদের কয় ধরনের অ্যাম্বুলেন্স আছে?

১ ২ ৩ ৪

৩। আপনাদের কয়টি করে অ্যাম্বুলেন্স আছে?

স্ট্যান্ডার্ড- এসি- আইসিউই- লাশবাহী-

৪। আপনাদের অ্যাম্বুলেন্সের মৌলিক ভাড়া কত করে?

স্ট্যান্ডার্ড- এসি- আইসিউই- লাশবাহী-

৫। কোন অ্যাম্বুলেন্সের চাহিদা সবচেয়ে বেশি?

স্ট্যান্ডার্ড এসি আইসিউই লাশবাহী

৬। গড়ে আপনাদের রোগীকে হাসপাতালে পৌঁছে দিতে কত সময় লাগে?

৭। আপনাদের অ্যাম্বুলেন্সে কি সবসময় অক্সিজেন সিলিন্ডারসহ প্রয়োজনীয় যন্ত্রপাতির ব্যবস্থা থাকে?

হ্যাঁ না

৮। প্রত্যেক রোগীর জন্য কি আপনারা নতুন অক্সিজেন মাস্ক, বেডশিট ও বালিশের কভার ব্যবহার করেন?

হ্যাঁ না

৯। সাধারণত অ্যাম্বুলেন্সের ড্রাইভারদের সাথে মালিকদের সম্পর্ক কেমন?

১০। আপনারা রাস্তায় অ্যাম্বুলেন্স নিয়ে যাওয়ার সময় কি কি বাঁধার সম্মুখীন হন?

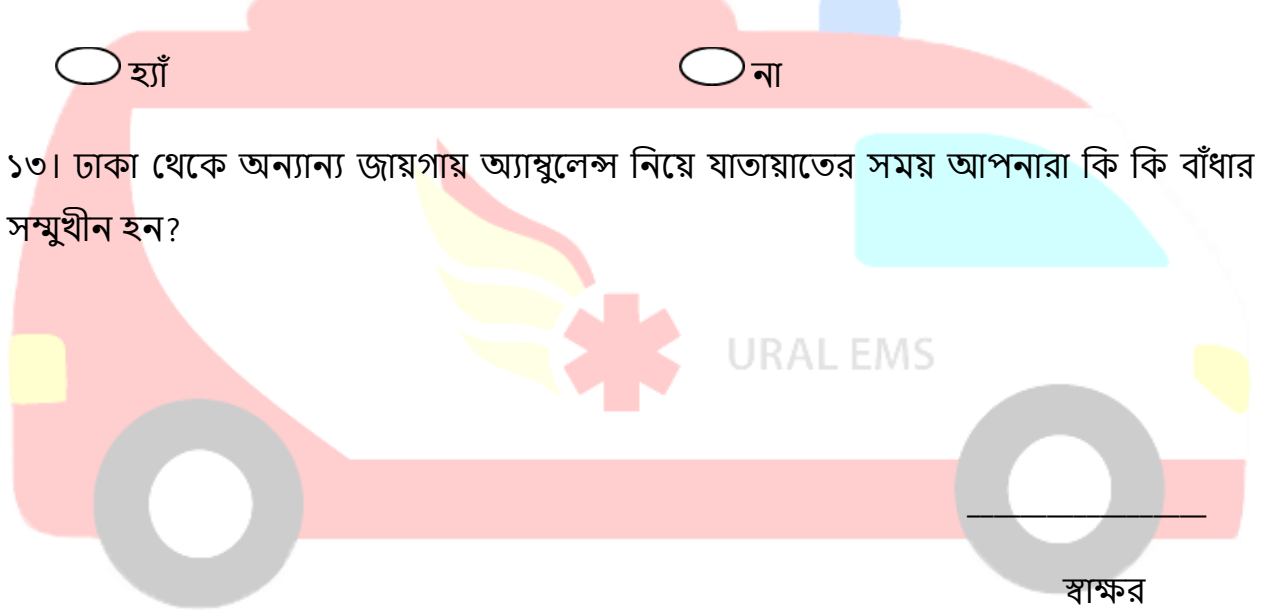
১১। আপনারা অ্যাম্বুলেন্স নিয়ে হাসপাতালে প্রবেশের সময় কি কি বাঁধার সম্মুখীন হন?

১২। আপনারা আইনশৃঙ্খলারক্ষাকারী বাহিনীর কাছ থেকে কি উপযুক্ত সহযোগিতা পান?

হ্যাঁ

না

১৩। ঢাকা থেকে অন্যান্য জায়গায় অ্যাম্বুলেন্স নিয়ে যাতায়াতের সময় আপনারা কি কি বাঁধার সম্মুখীন হন?



QUESTIONNAIRE 3: HOSPITAL SURVEY

অ্যাম্বুলেন্স বিষয়ক সাধারণ জরিপ

হাসপাতালের নামঃ

১। আপনারা প্রতিদিন গড়ে অ্যাম্বুলেন্স সেবার জন্য হটলাইন নাম্বারে কতটি কল গ্রহণ করেন?

২। এর মধ্যে কতটি অন্তর্মুখী ও কতটি বহির্মুখী কল থাকে?

অন্তর্মুখী:

বহির্মুখী:

৩। আপনাদের নিজস্ব কয়টি অ্যাম্বুলেন্স আছে?

৪। আপনারা কিভাবে বাড়তি অ্যাম্বুলেন্সের চাহিদা পূরণ করেন?

৫। আপনাদের অ্যাম্বুলেন্স ব্যবস্থাপনায় কি কি সমস্যার সম্মুখীন হতে হয়?

৬। উড়াল ইএমএস কি উপরোক্ত সমস্যার সমাধান দিতে সক্ষম?

হ্যাঁ

না

৭। আপনার মতে উড়াল ইএমএস সামাজিকভাবে আর কি কি সুবিধা নিয়ে এসেছে?

স্বাস্থ্য সেবাকে ডিজিটলাইজ করে মানুষের দোরগোড়ায় পৌঁছে দিচ্ছে

অ্যাম্বুলেন্স সেবাকে আগের চেয়ে দ্রুত করে তুলছে

অ্যাম্বুলেন্স সেবাকে আগের চেয়ে সহজলভ্য করে তুলছে

অ্যাম্বুলেন্স সেবার গুণগত মানোন্নয়নে ভূমিকা রাখছে

- ডিজিটাল সেবার মাধ্যমে অ্যাম্বুলেন্স পরিষেবাকে দুর্নীতিমুক্ত করার চেষ্টা করছে
- অন্যান্যঃ

৮। "উড়াল ইএমএস এর মত অ্যাপ-ভিত্তিক সেবা সামাজিক উন্নয়নের জন্য সহায়ক।"

- পুরোপুরি একমত
- একমত
- নিরপেক্ষ
- একমত নই
- কোনভাবেই একমত নই

