

Report On
HR practices: Recruitment, Branding and Onwards

By

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An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
January - 2025

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

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Tanzin Khan
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Letter of Transmittal

Tanzin Khan
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report - First Draft

Dear Madam,

It is a pleasure to inform you that I have completed my first draft on “HR practices: Recruitment, Branding and Onwards” of Augmedix. After successfully completing my internship at Augmedix, where I held the role of HR Intern in the HR department and under the supervision and guidance of my line supervisor, Shakira Mustahid.

I have given my best effort on the first draft of this report with the essential data and recommended proposition in as significant a compact and comprehensive manner as possible. I hope that this first draft will meet your criteria and therefore, pray and hope that you will accept the report and oblige thereby.

Sincerely,

Iqra Ahmed Owhee
21204244
BRAC Business School
BRAC University
Date: January 25, 2025

Non-Disclosure Agreement

This agreement is made and entered into by and between Augmedix Bangladesh and the undersigned student at BRAC University named Tasfia Zaheen for the responsibility to prevent information disclosure of the firm's classified data and also the protection of the obtained data

Iqra Ahmed Owhee

21204244

Brac Business School

Brac University

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Special thanks to Zaved Parves, whose philosophies and general behaviour inspired me to push forward with the correct mindset. Likewise, I would also like to thank my Shakira Mustahid, whose support and knowledge aided in my report and career so far.

Executive Summary

This report explores the significant impact of employer branding on recruitment processes and firm visibility, emphasizing its importance for attracting and retaining talent. Employer branding differentiates a firm in the competitive job market, aiding in the alignment of current employees with the firm's culture and strategic objectives. Despite the advantages of employer branding, many organizations still rely on traditional recruitment practices. The study highlights the integration of AI through Augmedix Bangladesh's Medical Documentation Specialists (MDS) platform, which supports real-time medical documentation, allowing physicians to focus more on patient care. The research also includes interviews with HR representatives and a survey of participants regarding factors influencing their employment decisions, revealing the critical role of company reputation and transparency in salary offerings. Findings indicate that 77% of interviewees believe employer branding aids in attracting better candidates. The study underscores the significance of ongoing branding efforts, specifying that effective employer strategies can enhance a firm's profile in the labor market, ensuring a constant influx of qualified applicants. Recommendations include maintaining a strong employer reputation through engaging campus activations, developing skills-based seminars, and considering an internship program for potential talent development. The conclusion asserts that a robust employer branding strategy not only shapes a company's image but also facilitates a legacy of excellence in recruitment, essential for long-term growth and expansion.

Keywords: Artificial Intelligence, Medical Documentation Specialists, Electronic Health Records, Healthcare System,

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List of Acronyms

CAS	Clinical Ai Specialist
CSS	Customer Support Specialist
RCM	Revenue Cycle Management
QAO	Quality Assurance Operator
CA	Campus Ambassador
DR	Doctor Ready
DA	Doctor Approved
EHR	Electronic Healthcare Record
HIPAA	Health Insurance Probability and Accountability Act
MDS	Medical Documentation Specialist
NRT	Night Shift Scribe
NLP	Natural Language Processing
RT	Day shift Scribe

Chapter 1 - Overview of the Internship

1.1 Student Information

Name: Iqra Ahmed Owhee

ID: 21204244

Programme: Bachelor of Business Administration (BBA)

Major: Human Resource Management

Minor: Marketing

1.2 The Internship

1.2.1 Internship Information

Internship Tenure: 3 months, 1st of November 2024 to 31st January 2025

Company Name: Augmedix Bangladesh

Department: Human Resources (Employer's Branding)

Location: 191 level 15, Rahman's Regnum Centre, 1 Bir Uttam Mir Shawkat Sarak, Dhaka 1208.

1.2.2 Supervisor Information

Name: Shakira Mustahid

Position: Officer, HR Operations & Employer Branding

Email: shakira.mustahid@augmedix.com

1.2.3 Job Responsibilities

As a HR Branding intern, I assisted in various administrative work. Such as, assisting the HR team in works related to recruitment, employee onboarding, employer branding, employee engagement, maintaining employee records and any other task assigned later on. My duties are as follows:

- Conducting online and offline screening exams of CAS to understand the recruitment process better
- Assisting and sourcing potential CAS through career fests
- Collecting and screening for CAS from a range of CVs
- Conducting phone screening for finalized candidates for CAS and scheduling their interview as per time slots
- Conducting onboarding for new hires with proper paperwork
- Attending campus activation programs for engagement and screening for possible hires, such as SSE, QAO, QAO-RCM, FE, MDP, CSS and various other intern positions.
- Conducted initial screening for CSS and CSI and followed up with feedback
- Assigning interview time slots for finalized CSS and CSI
- Assisting Branding team in designing and creating content for engagement activities
- Initiating first contact with potential universities for campus activations
- Maintaining strong contact with university authorities

- Sourcing and screening potential candidates for CA and maintaining strong contact with them through engagement activities

1.3 Outcome of the Internship

1.3.1 Student's contribution to the Company

As a branding intern, I contributed to the company in the following ways:

- **Campus Activation Programs:** Augmedix Bangladesh engages with the student community through various programs. One of those programs is hiring hacks. Here, students get an in -depth idea about CAS role and what it entails. They learn about its core requirements, the responsibilities and also the benefits they receive as a CAS. Moreover, students can ask any and all questions regarding the position to us during the session. At the end of the session, they gave a small test that measures their English proficiency. Now, prior to the program, I engaged with students from different semesters and departments about the CAS role and what the company did. Through discussion, I screened for final semester students who were eligible for the CAS role.
- **Career Fest:** I attended and heavily contributed to various job fairs that Augmedix Bangladesh participated in. I conversed and screened for potential recruits throughout the events by their English proficiency and also skills listed in their CV. If a skill matches with a particular job role, I would recommend them to apply for it. The job fairs that I attended were DU, DIU, Brac, NSU, AIUB and BDjobs.
- **Invigilator for Screening Exams:** I assisted the recruitment team with their everyday onsite screening exams alongside the online pre-screening exams. I swiftly handled any exam related queries. In addition, I was the invigilator for CAS and QAP screening exams.
- **Phone Screening:** Another way I assisted the recruitment team was by assisting them in phone screening for CSI, CSS RCM and general CSS. Here, I tested the overall English proficiency of the candidates through conversing on various topics.
- **Point of Contact:** Assisted the Employer branding team by initiating first contact with potential universities. I conversed with their representatives about Augmedix and what we offered to their students. Moreover, I was also tasked with finding POC outside our listed universities.
- **Campus Ambassador:** I helped the Employer Branding team by shortlisting CVs for their campus ambassador program. Likewise, I was tasked with their engagement in various activities and maintaining communication with them.

Therefore, by completing the above task, both the recruitment and branding teams were able to work effectively and efficiently.

1.3.2 Benefits to the Student

The advantage of working with the HR team of their recruitment and branding team, are as follows:

- **Improving Interpersonal abilities:** I was able to hone my communication and understanding abilities during my three-month internship by interacting with a variety of dynamic individuals, including my managers, colleagues, and onsite supervisor and co-supervisors. These abilities are essential for all jobs.
- **Networking:** The network I was able to build during my academic internship was crucial to my career because I met many people who have a remarkable capacity for tenacity and work under pressure.
- **Knowing the work of the Talent Acquisition team:** I gained a better understanding of what and why recruiters hunt for qualified candidates for different positions by working with the recruitment team.
- **Knowing the work of Employer Branding:** I gained a new perspective about branding and how it applies even in the HR field. Employer branding is necessary to establish identity, reputation and exposure in the industry. New potential hires will always look for a company that they can trust in, and employer branding helps with this immensely. Moreover, within the company, this branding helps to engage with employees and build on their relation with the employer.
- **Corporate Culture:** Gained a new perspective about corporate culture and how it differs from others. Adapted to the existing culture, which is relaxed and friendly.

1.3.3 Difficulties during the Internship:

The difficulties that I had faced during my internship are as follows:

- The US time zone presented itself as a challenge, as it took some to getting used to
- Some task could be automated but required manual work as automation was not in place
- Access to their ATS and HRIS would have made the phone screening session much easier
- Video CVs could be in place for an easier assessment for phone screening

1.3.4 Recommendations for future Internships:

These are possible recommendations for them to implement. They are as follows:

- For Branding related tasks, interns could be given projects to work on
- Basics of Adobe could be taught to hone the intern's skills set
- Premium versions of already used software like Figma and Canva should be given to interns, significantly aiding in graphics design
- Interns should be given feedback based on performance after every one month of their tenure

- Interns should be given work on other departments, such as payroll. This gives them the opportunity to have experience in other departments and select their future focus.
- Video CVs or something similar can be a better assessment for English proficiency as phone screening session take time
- Besides Video CV's, a separate phone intended for office use could be given, which increases the number of screening sessions
- Intern's should be allowed to shadow onsite interviews, to get a better understanding of how to conduct interviews and what questions to ask
- Intern's should be taught about the usage of ATS software being used for recruitment
- Access for examination rooms should be given to Interns, making it easier to enter and exit for important tasks
- The shift timing for interns could be at day time, allowing for easier commute
- Basic peripherals like mouse, keyboard should not require approval from higher management, instead should require approval from the team lead or manager

Chapter 2 - Organization - Augmedix

2.1 Introduction to Augmedix:

Based in the US, Augmedix is a well-known healthcare technology firm that focuses on providing medical record-keeping services. The business provides a customized solution that enables physicians to delegate administrative tasks in real time by using an online medical documentation specialist. Augmedix's principal investors are McKesson Ventures, Redmile Group, and DCM Ventures. The business extended its operations to Bangladesh, where it hired numerous experts in medical documentation. In order to advertise its position and be up-to-date with potential candidates, Augmedix keeps a strong online presence on social media sites like Facebook and LinkedIn. They have podcasts in place that invite key speakers from various fields. In addition, they celebrate holidays and festivals of Bangladesh in their Facebook page. In Bangladesh, a considerable amount of time and resources is devoted to the overall recruitment process, training and supervision of Clinical Ai Specialists. Moreover, Augmedix exhibits resilience in the face of regulatory and competitive obstacles. Augmedix stands out in the medical documentation industry for its creative business model and cutting-edge technologies.

2.2 Overview of Augmedix:

Ian Shakil and Pelu Tran founded Augmedix Inc., a healthcare technology firm, in San Francisco, California, in 2012. The business is based in Silicon Valley and is listed on Nasdaq. The business offers a digital scribe service and an online record-keeping platform to simplify and improve medical record keeping and documentation services for healthcare providers (Augmedix, 2020).

Augmedix's AI technologies integrate actual doctor-patient conversation into full medical documents, helping doctors to prioritize patient care. Augmedix offers tailored services, including Clinical Ai Specialist (CAS), to ensure quality and accurate medical documentation. AI integrated technology alongside human interaction is used to monitor patient records and conversations, ensuring emphasis on patient care. So, this allows healthcare workers to prioritize patient care over administrative tasks. The company works with major hospitals and healthcare institutions in the US, as well as thousands of healthcare workers nationwide. Augmedix has received funding from venture capitalists and strategic financiers, including DCM Ventures, McKesson Ventures, and Redmile Group (Augmedix, 2020). Since its inception in 2012, Augmedix Inc has been committed to safeguarding medical data, including electronic healthcare records (EHRs), in accordance with the Health Insurance Portability and Accountability Act. Medical personnel in the US strictly adhere to legal regulations to safeguard sensitive patient data, including electronic health information. The organization provides personalized service with medical documentation professionals to assure excellence and accurate documentation. The company's product portfolio includes a voice recognition tool for capturing notes in patient records and a virtual appointment system for distant consultations. The company's patents in electronic health records, health informatics, and telehealth demonstrate its dedication to innovative healthcare technologies. Moreover, their acceptance of emerging technologies highlights their courage and long term thinking.

2.2.1 Augmedix Bangladesh

The company operates in Bangladesh under the name "Augmedix Bangladesh". They currently employ an approximate of 1300 employees in Bangladesh. The company employs Clinical Ai Specialists who serve and work closely with US doctors. The CAS transcribes patient conversations in real-time through an AI integrated software alongside human interaction for accuracy. This leads to a reduction of responsibilities for doctors and allows them to focus more on their patient.

Augmedix Bangladesh supports corporate social responsibility efforts, including health education and awareness campaigns to improve healthcare results in the country. Moreover, the organization believes in employee growth and retention by delivering Training and possibilities for professional growth. They have an emphasis on internal hiring to encourage growth and retention of employees within the company.

2.2.2 Organogram of Augmedix

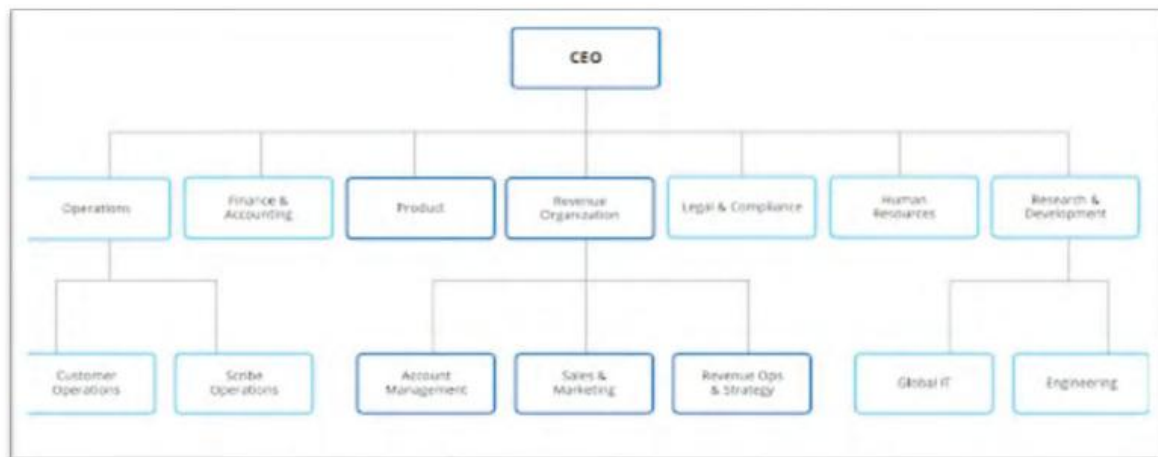


Figure 1: Organogram

2.2.3 Mission

"Augmedix's mission is to re-humanize the healthcare business by leveraging technology to foster more significant clinical-patient relationships and address the largest pain point in the US Healthcare System." (Augmedix, 2020).

2.2.4 Vision

"Augmedix wants to grow and become the global leader in digital help and medical documentation, giving healthcare providers a complete tool to deliver superior patient care." (2020, Augmedix)

2.2.5 Number of Current Employees

- Corporate Employees: 132
- CAS Employees: 800

(Data collected from internal sources)

2.3 Management Practices

The method that Augmedix uses, combines instructional and participative techniques. Ian Shakil, the founder, is in charge of the entire company, with the other workers in the hierarchy reporting to him and managing other essential divisions. Numerous workers who participate in decision-making Shakil himself recruited authorities to achieve the company's goals. The ethos of the Augmedix workplace in the US differs greatly from that of Bangladesh since it operates autonomously there without government interference.

Augmedix's flat organizational structure, which is guided by social standards and management style that are also accepted in the US, enables staff members to support and encourage one another. Since the company's executives are quite personable, if there is ever a concern, the

firm, affirming communication is allowed in this society. Because Augmedix has consistently offered this encouraging environment, employees can flourish here, demonstrate their full potential, test their limits, and push themselves. Many companies don't provide their workers this kind of freedom in dealing with politics and power battles, which makes them unhappy at work. Augmedix, on the other hand, always puts its workers first and adheres to US work ethics.

2.3.1 Augmedix's Management Operation:

Doctors can spend more crucial time treating patients and less time documenting thanks to Augmedix's outermost Management System. According to Augmedix's data, a doctor can save three hours per day by accepting its offer. Consequently, this enables physicians to engage with patients more. It has been noted that since physicians began using Augmedix's services, their productivity has increased dramatically.

The research also found several more outcomes:

- By reducing the amount of time they spend on Electronic Health Record (EHR) duties, which used to take eighteen minutes, Augmedix helps doctors save about forty percent of their time on documentation. This leads to a productivity growth of 20% (Augmedix, 2020)
- Furthermore, the usual professional attitude of doctors increased by 40%.
- Improved documentation led to more frequent payments to doctors, hospitals, and clinics.
- On average, patient satisfaction has grown by 35%. (2020, Augmedix)

2.3.2 Remuneration System:

The pay structure for Clinical AI Specialist (CAS) differs significantly from standard corporate pay structures. The CAS has a different pay structure because they must complete three months of LOM training. Moreover, this training is mandatory, as it prepares them after the doctor approved status. In foundation, the CAS receives BDT 6000/2 weeks as training allowance with daily meals and snacks as benefits. This period is during the day. Afterwards, in training - 1, they receive the same allowance, which is 6000/2 weeks as training allowance and the same benefits and timing. Then, in training - 2, the CAS receives BDT 12,000/4 weeks, which includes special training. Likewise, receive drop-off service with the daily meals and snacks.

The CAS's will be verified for the DR status stage following the training. At this point, the CAS earns BDT 30,000 per month. After the CAS is DA, they start earning BDT 45,000 per month. Lastly, after probation confirmation, the CAS gets BDT 45,000 per month along with daily meals, snacks, drop off service, festival bonuses and health insurance. Likewise, the insurance includes a spouse and 2 children, along with life insurance. At least six figures are paid for managerial positions.

2.3.3 HR Functions

The HR team or better known as the People team, function in various wings. Through these wings they operate and complete various goals as assigned by higher management.

Payroll

This wing works with the salary, allowance and insurance of all current employees of Augmedix. Moreover, they work closely with the Finance department for other relevant confidential tasks.

Recruitment

This wing is divided into sub wings, which are CAS and corporate related recruitment. The CAS wing is responsible for bulk hiring, and supervises examinations like pre-screening, onsite screening and final interviews. Moreover, they also onboard CAS and brief them about the benefits, confidentiality and acceptable usage agreements.

The corporate wing is tasked with recruitment for CSS, CSS RCM and Interns. Likewise, they supervise pre-screening examinations, and both onsite and virtual interviews. In addition, they are responsible for the entire onboarding process.

Employer Branding

The branding wing works closely with the in house marketing team for various promotional efforts. They are responsible for representing Augmedix both outside and inside the industry. So, everything from marketing practices to facilities are done here. Here, the HR personnel go to various seminars, activations and workshops to discuss what Augmedix does, what they offer and growth within the company.

2.4 Marketing Practices

2.4.1 The Product

Augmedix's technology consists of both software and hardware components. Augmedix uses an entire range of AI-powered solutions. Natural language processing (NLP) and artificial intelligence (AI) are the programs used by medical documentation specialists. Augmedix LIVE is a technology that allows real-time transcription of doctor-patient conversations in an electronic health record. Additionally, Augmedix Notes is an AI tool designed specifically to regulate the calibre of medical notes. This is where the medical records that enter the 7 EHR are processed. Later, Augmedix Go, another AI tool, redefines efficiency. It is a clinical control mobile app that rapidly generates a fully automated drafted medical note using structured data and powerful AI technology. The final step is Augmedix Prep, where charts are prepared before the patient receives the report.

2.4.2 The Service

Healthcare companies can use the Augmedix Platform as an application. Hardware devices, application systems, and professional assistance from Augmedix are all necessary for this. The goal of the entire service is to streamline the health records procedure by reducing the administrative burden on healthcare workers. As a result, the patients receive accurate diagnosis and better care from the doctors. Augmedix then provides tailored platform and integration solutions that enable healthcare businesses to precisely tailor their requirements and seamlessly integrate them with their present healthcare system.

2.4.3 Target Audience and Strategy

Augmedix runs a sizable Clinical Ai Specialist program in Bangladesh with the aim of hiring at least 1000 CAS a year. The company welcomes candidates from all educational backgrounds, including those who have completed their academic courses, in an effort to attract a diverse pool of candidates to advance their careers. Likewise, even university dropouts can apply for this role if they have the required skill. CAS is being used by US healthcare providers to help with Electronic Health Record (EHR) documentation in response to the COVID-19 pandemic's increased demand for medical documentation. In order to meet this need, Augmedix selects members of the US public. The growing unemployment issue in Bangladesh during COVID-19 was a major factor in Augmedix's strategy to reach the general public and satisfy their demand for CAS. Like many other businesses in Bangladesh, Augmedix provides opportunities to recent graduates without any prior experience, enabling the company to reach its recruitment goal by encouraging at least 100 applications on a regular basis.

2.4.4 Marketing Plan

As a service-oriented business, Augmedix helps US healthcare workers by offering Clinical Ai Specialists, who record doctor-patient conversations in an electronic health record. In order to accomplish its goals, the company has its operations in India, Sri Lanka and also in Bangladesh.

Promotion: In order to draw in a wider range of competent applicants for the CAS positions, Augmedix mainly concentrates its promotion efforts on internet channels. Augmedix frequently posts job openings on the internet and on professional networking sites like LinkedIn, as it is constantly in need of CAS. In addition, they extended their efforts by sponsoring events from different universities and also by attending various career fairs. Likewise, Augmedix also does campus activations called “Hiring Hacks”, that focuses on CAS. Here, they tell the potential recruits about what Augmedix does, the salary and benefits that they may receive and overall growth within the company.

Price: Augmedix sets and maintains prices in accordance with US regulations because it offers services to US healthcare workers in the medical field. Being a global business, Augmedix focuses on providing Clinical Ai Specialists to US healthcare professionals because it

understands how demanding the job of a doctor already is. Hence, by reducing pressure on medical documentation, they can focus more on the patients.

2.4.5 Methods for Advertising and Development

Augmedix consistently looks for CAS's to fill open positions and posts job openings on a number of platforms:

- Social media platforms, such as Instagram and Facebook.
- Making use of young influencers on websites like YouTube.
- Professional networking websites like bdjobs and LinkedIn.
- Newspapers and online news sources like The Financial Express and The Business Standard.
- Engaging in a variety of career fairs at various institutions.
- The official Augmedix website.
- Campaigns, workshops, and partnerships with prominent university clubs.

These platforms were carefully selected to reach a sizable, high-quality audience, particularly given the youth demographic. One particularly useful tool for connecting with a diverse population is social media. The company consistently advertises job openings on its official websites, demonstrating its dedication to its strategy.

2.4.6 Promotional Efforts

When comparing Augmedix's promotional activities to those of its competitors, noticeable differences emerge. Ian Shakil came up with the novel idea that US doctors would greatly benefit from having someone work from home and help with their administrative duties. In every region of the world, Augmedix offers unmatched service (Augmedix, 2020). Due to the constant demand for MDS and the company's affiliation with the medical field, significant brand awareness or promotion is required. The demand persisted even after the pandemic ended, rather than simply ceasing. The phrase is an acronym for "Rehumanizing Healthcare." Augmedix's absolute strategy sets it apart from other global companies.

2.5 Financial Performance

Some important and essential financial ratios are highlighted below. Moreover, all figures were generated from forecasted statistics and represent how the company will serve.

2.5.1 Profitability Ratios

The ability of a business to generate its sales, operating costs, and shareholder equity up to a certain point can all be ascertained using financial metrics known as profitability ratios.

2.5.1.1 **Gross Profit Margin** = Gross Profit / Sales



Figure 2: Gross Profit Margin

A crucial financial metric for assessing the state of the company's finances is the Augmedix gross margin, also known as the gross profit percentage. It looks at the connection between total sales revenue and gross profit, which is calculated as revenue less cost of goods sold. Since its founding, the company's gross profit margin has shown an upward trend. With the gross profit margin predicted to rise from \$30 in the first year to \$40 in the second and \$50 in the third, notable projects show an upward trajectory. The gross profit for the fourth year is expected to remain stable. (Collected from internal sources)

2.5.1.2 **Operating Profit Margin** = Operating income (EBIT)/Sales



Figure 3: Operating Profit Margin

One of the most important indicators of a company's financial health is its operating margin, which is calculated by dividing operating income (revenue less cost of goods sold less operating expenses) by revenue. Over the years, Augmedix, a developing company, has expanded. As a result, in the first few years, its operating profit margin dropped to -1.25. But

in the second year, there was a small improvement to -0.72, and in the third year, there was a slight adjustment to -0.75, finally reaching. (Collected from internal sources)

2.5.1.3 Net Profit Margin = Net Income/Sales



Figure 4: Net Profit Margin

One of the most important metrics for assessing financial performance is the net profit margin, which shows a company's profitability after all costs are subtracted. During its first year, Augmedix's net profit margin was just over -1.5%. The second year saw an increase in the net profit margin, with the net profit estimated to be close to -1%. The third year saw a slight decline of about -0.50%. Stability is observed in the fourth year, with an approximate net profit margin of 6%. (Collected from internal sources)

2.5.1.4 Return on Assets (ROA) = Net income/Total assets



Figure 5: Return on Assets

Analysing the Return on Assets (ROA) gives information about how profitable a company's investments are overall. In the first year, Augmedix's sales drop by -1.25%, but in the second year, they rise by 0.40% and 0.35%. (Collected from internal sources)

2.5.1.5 Return on Equity (ROE) = Net income/Common Equity



Figure 6: Return on Equity

Return on Equity (ROE) is a financial indicator that shows the correlation between a company's net asset return and its profit and return to investors. From the first year of asset investment, Augmedix had a ROE of zero percent. For the years in parallel, the ROE was -5%, -1%, and -17%. (Collected from internal sources)

2.5.2 Stock Market Ratios

2.5.2.1 Earnings per Share (EPS) = Net Income / Total Number of Common Share



Figure 7: Earnings per Share

Earnings Per Share (EPS), a significant financial ratio, is calculated by dividing net income by the total number of common stockholders. As demonstrated by the data that the graph shows. It is anticipated that the first year's EPS will be -\$1. The following year sees a notable sharp drop to -\$20, which is followed by an incredible recovery to \$0, and the same amount is maintained in the last year. (Collected from internal sources)

2.5.2.2 Price/Earnings = Price per share/Earnings per share



Figure 8: Price/Earnings

The price-earnings ratio, also known as the P/E ratio or PER, compares the stock price of a company to its earnings per share. During the first two years, Augmedix's stands at 0. After that, it drops to -0.20%, which is a 20% drop. It increases by 6% from the previous year to -0.14% as it enters the fourth year. Augmedix's P/E saw a more positive percentage in the fourth year. (Collected from internal sources)

2.6 Operations Management and Information System Practices

The primary function of Augmedix is to offer medical documentation services to physicians in the United States. These workers are referred to as MDS. A detailed explanation of MDS is provided in the section below.

2.6.1 Overview of the Scribe operations of Augmedix Bangladesh

The majority of Augmedix's employees in Bangladesh work on transcription projects. There are about 800 MDSs in the US that provide digital support to physicians, hospitals, healthcare organizations, and other medical professionals. These frontline staff members are essential to providing the service to its customers. While the doctors concentrate on providing high-quality patient care, the MDSs record the doctor-patient conversation in real time and instantly gather pertinent data. Utilizing advanced tools, the Operation Department ensures swift and accurate record-keeping. In order to guarantee accurate medical documentation of patient information, the MDS undergo three months of intense training during which they study medical terminology, anatomy, and physiology. Primary care doctors, specialists, and medical technicians are among the healthcare professionals with whom Augmedix works. (Collected from internal sources)

2.6.2 The Selection Process for the CAS

Together with the training team, the Bangladesh team (HR team) oversees the entire hiring process. To meet the needs of expanding clients, bulk hiring is the main priority. The hiring process is broken down into five phases that determine the qualifications and skills required for the CAS's position. (Collected from internal sources)

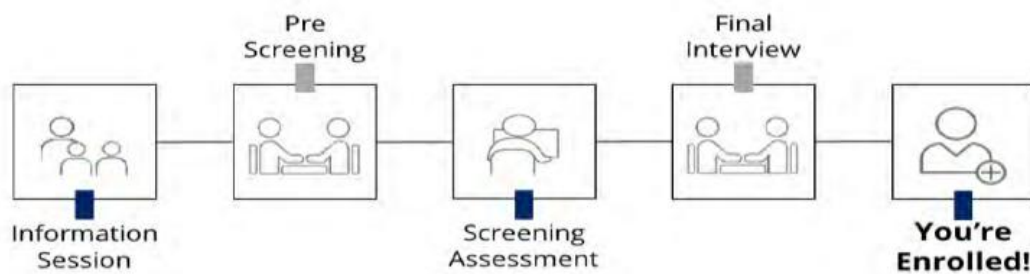


Figure 9: Selection Process

2.6.3 Program of Training The CAS

By emphasizing the skills necessary for the role of an MDS, Augmedix employs a strategy to hire a large number of workers. They created a structured training program that consists of five steps, each of which teaches the necessary language and skills, including medical advanced English, terminologies, and typing ability. Until they reach the doctor approved stage (DA), candidates are observed by actual physicians under the guidance of skilled medical documentation specialists. Candidates who make it this far are hired as full-time staff members. (Collected from internal sources)



Figure 10: Training Program

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces Model:

An industry's competitive forces can be analysed using Porter's Five Forces Model (INSTITUTE FOR STRATEGY & COMPETITIVENESS, 2008). It examines five elements that affect how competitive an industry is. Here is a Porter's Five Forces analysis of Augmedix's industry and competitors.



Figure 11: Porter's Five Forces Model

The Threat of New Entrants: Because the healthcare technology industry requires significant financial investment, specialized knowledge, and regulatory clearance, it faces few threats from new competitors. Augmedix's strong infrastructure, collaboration with significant healthcare systems, and sufficient investment in technological innovation are all reasons for this.

Suppliers Bargaining Power: The healthcare technology industry has numerous suppliers, which means that suppliers have little bargaining power. However, Augmedix's strong reliance on a remote workforce of medical documentation specialists based in Bangladesh puts it at serious risk. If the availability of these medical documentation specialists is hindered, Augmedix's operations will suffer greatly.

Buyers Bargaining Power: Because healthcare providers have access to such a wide range of technological goods and services, buyers in the healthcare technology market have a great deal of bargaining power. However, there is fierce competition for Augmedix's platform from other providers of medical documentation. Its solid ties to physician associations and healthcare systems help it to maintain a competitive edge.

Threat of Substitute Goods or Services: The healthcare technology industries face little threat from substitute goods or services because many healthcare providers still rely on antiquated

technology or manual documentation procedures. The virtual service offered by Augmedix is unique as a cutting-edge solution that significantly helps medical professionals.

The Intensity of Competitive Rivalry: Since many businesses provide a broad range of technology products and services, the level of competitive rivalry in the healthcare technology sector is comparatively high. Among the current rivals are:

- Suki.AI: A business that provides physicians with AI-powered clinical documentation.
- Robin Healthcare: Manages documentation duties, offers medical support and real-time scribing to healthcare providers, and offers insights into patient care.
- EHR Transpiration: A business that offers healthcare providers medical transcription services

(Data was collected from internet sources)

In the healthcare sector, Augmedix faces medium-level competition, but given the growing need for remote medical documentation services, competition may intensify. Its branding, collaboration with major healthcare systems, and continuous dedication to product innovation and improvement are all factors.

In conclusion, Augmedix benefits from low risks of substitutes and new competitors when it faces moderate competitive pressures. It also prioritizes strategic partnerships and ongoing development, giving it a competitive advantage in the market.

2.7.2 SWOT Analysis

Augmedix uses a SWOT analysis to look at its competitive and business environment. By recognizing both external opportunities and threats as well as internal strengths and weaknesses. While addressing its shortcomings, Augmedix can be advantageous and reduce risks. Augmedix will use the SWOT analysis as a guide to help it decide on its marketing positioning and strategic directions in the healthcare sector.

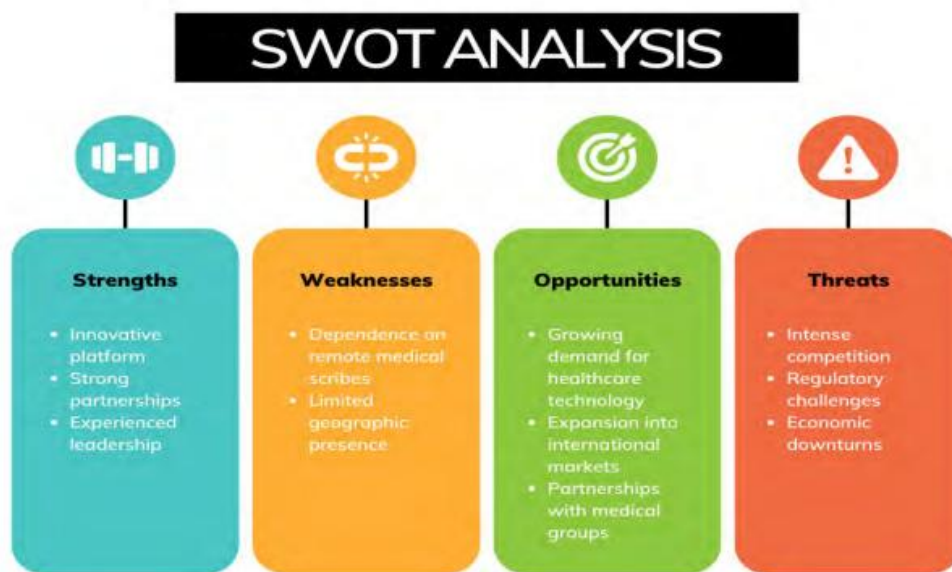


Figure 12: SWOT

Strengths:

- **Innovative platform:** Augmedix's virtual scribing platform is a ground-breaking method of medical documentation that improves the accuracy and efficiency of medical records.
- **Strong Alliance:** Augmedix has established solid alliances with a number of medical organizations and well-known healthcare systems, giving it a significant competitive advantage.
- **Experienced Management:** Augmedix promotes a leadership group with deep knowledge of the technology and healthcare industries, putting a company in a position to grow and offer competitive pay.

Weaknesses:

- **Dependency on CAS:** Augmedix's significant reliance on its MDS poses risks in the event that the scribes' performance or availability is disrupted.
- **Limited geographic reach:** The US, Bangladesh, and India account for the majority of Augmedix's business. This restricts its ability to make money and grow in other international markets.

Opportunities:

- **Growing demand for healthcare technology:** As the need for digital healthcare grows, Augmedix stands to gain. Enabling additional chances to increase its earnings and market share.

- Global market expansion: Augmedix has the capacity to enter new foreign markets, particularly those where there is a shortage of medical professionals and a growing need for telemedicine services.
- Strengthen Partnership with Medical Groups and Healthcare Systems: Augmedix can fortify its alliances with medical groups and healthcare systems. Permitting, creating new sources of income, and encouraging prospects for expansion

Threats:

- Fierce Rivals: With so many companies offering similar products, Augmedix has a lot of competition in the healthcare technology market.
- Regulatory Obstacles: Healthcare technology companies like Augmedix incur high costs due to the heavy regulatory compliance burden.
- Economic Downturns: Augmedix's revenue and growth prospects may be impacted by economic downturns, which invariably result in lower healthcare spending.

Notable advantages of the Augmedix posse include its innovative platform and strong alliances. Its reliance on its MDS, however, presents difficulties, and the healthcare industry's competitive environment endures (Falcetta et al., 2023). By leveraging its strengths and seizing the opportunity for expansion, the company can continue to lead its sector.

2.8 Summary and Conclusions

A US-based healthcare technology company called Augmedix provides doctors with remote MDS services as a more effective substitute for traditional medical documentation techniques. Its unique service of offering medical documentation experts to doctors who work remotely has helped it grow and expand internationally.

Its strength lies in its creative approach to cost, time, and quick market expansion. However, the business must contend with rival healthcare technology companies as well as a changing industry revolution. Augmedix's success depends on its capacity to diversify its opportunities, enter new markets, and continuously innovate its technology. Augmedix is still on track to achieve its goals in the healthcare industry in spite of all these obstacles.

2.9 Recommendations

A few suggestions are made in light of the comprehensive report on Augmedix Bangladesh:

- **Diversify Clientele:** In order to lessen dependence on a single market, Augmedix should attempt to increase its clientele beyond US medical professionals. Its presence in the global market can be diversified by pursuing opportunities. Generating income and reducing the US healthcare system's susceptibility to volatility.
- **Invest in Training Programs:** To guarantee service excellence, the company should keep funding training and development initiatives for its employees. Moreover, supplementary handbooks that entails medical nomenclature, soft skills, and technological tools to improve accuracy and efficiency may be part of this.
- **Form Strategic Alliances:** In order to increase its market reach and provide clients with all-inclusive solutions, Augmedix may choose to venture out and form alliances with other healthcare and technology companies or service providers.
- **Increase Service Offering:** In order to give the customer more value, the business should think about extending its range of services beyond medical documentation by adding telemedicine or other tech-enabled solutions that support medical professionals in their efforts to improve patient outcomes.
- **Broaden Brand Visibility:** Augmedix can be benefit immensely by allocating funds and resources for marketing activities and brand promotions, to make their clients aware about them. Moreover, the increases exposure will result in more recruits being aware of a potential employer.

All things considered, the above recommendations could help Augmedix maintain its position as the industry leader in healthcare technology services while strategizing for its likely future market expansion.

Chapter 3 - Project Part

HR practices: Recruitment, Branding and Onwards

3.1 Introduction:

Recruitment efforts can be enhanced through various branding practices. Not only does it bring exposure for the company in the industry, it also creates exposure for the company amongst potential candidates. Now, employer branding is a firm's effort to promote both within and outside the firm, with a clear view that makes it desirable and different as an employer (Backhaus & Tikoo, 2004). Meaning, firms can use employer branding as means to differentiate them from the rest and present themselves as a potential choice as both an employer and career. Increasingly, firms are using employer branding to attract candidates and reassure that current employees are engaged in the culture and the strategy of the firm (Backhaus & Tikoo, 2004).

Even though Employer branding can significantly help firms achieve growth through a steady flow of talent, most decide to overlook them and instead focus on traditional methods of employment. Functional benefits of the employer brand included elements of employment benefits with the firm that are desirable in objective terms, like remuneration, benefits and paid leaves (Backhaus & Tikoo, 2004). In this report, the effect of branding on recruitment will be discussed.

3.2 Background of the Study

Patient information is gathered, created, and stored electronically in an Electronic Health Record (EHR). This recording apparatus. Doctors are now spending more time on administrative duties than on patient care due to the growing usage of EHRs, which causes burnout and impairs their ability to provide medical care (Bertl et al., 2023) Medical Documentation Specialists is a platform developed by Augmedix Bangladesh, that provides present medical documentation assistance for medical recording by combining artificial intelligence (AI) and human knowledge and expertise. So, this live support is given to doctors or physicians situated in the US by Bangladesh, which helps US physicians provide patient care and generates a ton of job opportunities in Bangladesh.

The "Scribe Cockpit" program, which MDS utilizes, provides a human-friendly interface for navigating Electronic Health Records (EHRs). By using this software, MDS is able to thoroughly examine patients' medical histories, prescriptions, and test results while accurately documenting clinician interactions. This enables physicians to spend more time examining and interacting with patients.

According to a thorough study by Ptaschunder and Feierabend (n.d.), human support is necessary for the automated production of professional healthcare documentation. However, (Kataria & Ravindra, 2020) balances the benefits and drawbacks of EHRs, emphasizing the need for efficient documentation systems that don't put doctors under undue strain.

In order to ensure thorough medical bookkeeping, MDS tackles these issues by fusing AI with knowledge. Software use has been shown to improve accuracy, decrease paperwork time, and lengthen doctor-patient time (Augmedix, 2020). In conclusion, the “The Scribe Cockpit” software supports the scribe platform of Augmedix Bangladesh and has shown to help doctors prioritize patient care and save time and administrative duties, allowing them to provide high-quality care to their patients.

3.3 Objectives:

The primary goal of this research is to understand how branding improves a firm’s presence and helps gain more candidates.

Specific Objectives:

- To understand factors that help to attract more candidates
- To understand what factors help in decision-making when choosing an employer
- To explore how employer’s branding helps a company in recruitment
- To evaluate the effectiveness of employer’s branding
- To identify the employer’s branding factors that attract candidates

3.4 Significance of the Study:

The paper titled “HR practices: Recruitment, Branding and Onwards”, holds significance in various ways. Firstly, it showcases the importance of branding in corporations both inside and outside. The employed personnel get a sense of belonging through onboarding greetings, birthdays and work anniversaries. Moreover, by providing the employees with gifts like corporate branded t-shirts, mugs, flasks etc., reinforces the notion of belongingness. Secondly, the HR team can understand what to highlight in their circulars when they release circular in various portals and platforms. In addition, they can emphasize current employee needs during recruitment.

Furthermore, investment in branding strategies, greatly helps the company gain exposure in the industry, alongside the mind of potential recruits. This is necessary in case of a slowdown during critical recruitment times. Lastly, being the first choice as an employer brings advantage against the competition and also a guarantee of receiving good quality candidates as future employees.

3.5 Methodology:

The research itself is exploratory, meaning the finding can be used later on to find a more conclusive answer. The scope of the research are candidates that are interested in the scribe or CAS role. Moreover, a structured approach has been employed, which encompasses the entirety of the research.

The data for this research has been collected from the mentioned sample size as a means of understanding the current needs of the industry. Main emphasis for data collection has been given to the recruitment team.

Both the recruitment and branding wing of the HR team were interviewed. Since recruitment is always an ongoing process, representatives from each department were interviewed. In addition, a representative of the branding wing was also interviewed.

3.5.1 Research Design

To achieve the objectives of this paper, a structured approach was adopted. Moreover, the research design is a mixed method. Both quantitative and qualitative data were collected to understand the current needs and how employer branding can help meet that need.

3.5.2 Sample Population

For the survey, final year students, graduates, post graduates and job holders were the sample size. They were in the age range of 18 to 30 and were from various educational institutions and organizations.

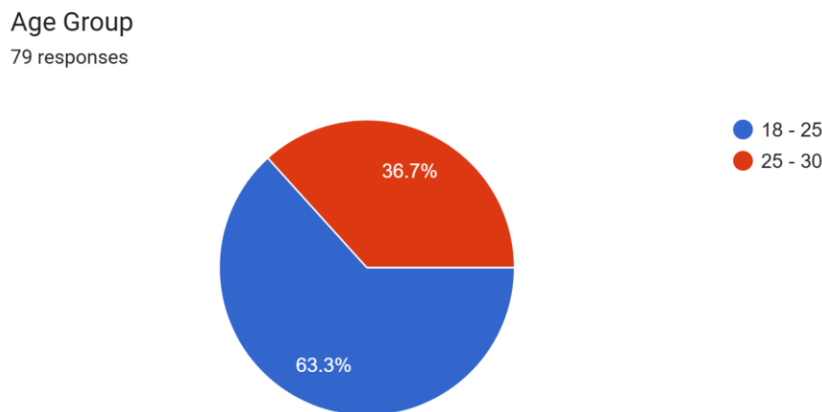


Figure 13: Age Groups

Here, more than 60% were from the 18 to 25-year age group and about 36% were from the 25 to 30-year age group.

For the interview, which are qualitative, are from within Augmedix. They belong to the recruitment wing, including the sub wings. In addition, the branding wing was also interviewed. Their name and designation have been kept anonymous for confidentiality.

3.5.3 Sampling Technique

The technique employed in this research for the survey was probability sampling, specifically simple random sampling. Here, participants were selected at random from Brac University and job fairs. After being briefed about Employer's branding and the purpose of this paper, quantitative data was then collected from them

For the qualitative data, purposive sampling was used. The HR personnel of Augmedix were interviewed in order to collect the required qualitative data. In addition, the interview session was recorded as per the condition of the interviewers themselves.

3.6 Data Collection:

In order to collect sufficient data, the mentioned sample sizes were interviewed through Google forms. After being briefed about employer branding, their responses were collected through Google forms.

Later on, members from various wings of the HR team were interviewed. The wings were branding, recruitment - CAS and recruitment - Corporate. Here, representatives from each wing were interviewed.

3.7 Finding of the Research:

Based on data collection, from both the survey and interviews, the objectives of this research were successfully achieved. The qualitative data, which are the interviews, gave valuable insight about branding from the perspective of the recruitment, branding and payroll wing. Likewise, the quantitative data collected from the respondents will help in future branding efforts. Moreover, circulars and promotional efforts can be better with the data found here.

3.7.1 Findings from the Qualitative Data:

Now, after successful data collection from the survey of 72 interviewees, the main focus was on the HR team of Augmedix. The representatives have consented to a recording, but with the condition that it was confidential. Moreover, their names will be hidden in this paper. But, their designation will be given.

These research questions were used for in-person interviews with some of the members of the HR team.

- Does employer branding attract more candidates?
- Does employer branding attract more qualified candidates?
- Is employer branding important for a firm in the long run?
- Can you name an instance where employer branding helped the firm?
- Are the current branding strategies helpful?
- What other strategies would you suggest?

HR Personnel A - MDS/CAS:

Does employer branding attract more candidates?

Answer: Constant branding efforts to attract more candidates. Since we hire in bulk, it's vital to have contrast branding efforts to attract qualified candidates.

Does employer branding attract more qualified candidates?

Answer: More data is required to be concrete about this on our part. However, we were able to hire more qualified candidates in bulk in recent branding efforts. When I first joined the team, I was an intern. I participated in a job fair held at NSU, and found potential candidates that learned about Augmedix and were very interested in applying.

Is employer branding important for a firm in the long run?

Answer: It is important as it is necessary to have visibility in the job field. If we lose presence in the job field, we will lose our potential skilled employees. Strategic and effective branding efforts are necessary to maintain this visibility.

Can you name an instance where employer branding helped the firm?

Answer: After the mass uprising, we were unsure on what to do as we were having a lesser flow of application. We were able to solve it after branding efforts. We went to various universities for campus activations, seminars and job fairs. Moreover, we also had sponsorships. This led to a constant flow of new applications and allowed hiring in bulk again. Are the current branding strategies helpful?

Answer: The current branding efforts are helpful. Maybe a bigger budget can allow us to do more in the long run.

What other strategies would you suggest?

Answer: Here, she suggested that “Spin the wheel” could be used as a means of engagement with the candidates in various campus activities. She explained that by spinning the wheel, the recruits could win prizes ranging from goody bags to candies.

HR Personnel B - CAS/MDS:

Does employer branding attract more candidates?

Answer: The recruiter agreed that they are getting more candidates with their recent efforts in employer branding. She further explained that candidates have more options and that certain platforms have different pools of candidates. So, by going to universities, Augmedix is receiving a different pool of candidates.

Does employer branding attract more qualified candidates?

Answer: The recruiter answers this through a specific example. She explained that it can bring qualified candidates when used effectively. Furthermore, the candidate pool from BDjobs is vastly different from the candidate pool of a university. Even if the numbers are higher in BDjobs, the qualified ones are lesser than the university pool. So, employer branding can bring more qualified candidates.

Is employer branding important for a firm in the long run?

Answer: It definitely is important as public perception about Augmedix itself can be better controlled with employer’s branding. Moreover, she further stated that a specific image can be highlighted to give the public an idea of what Augmedix is both as a company and an employer. Likewise, she emphasized that it should be done well and often to keep the company's presence in the market.

Can you name an instance where employer branding helped the firm?

Answer: She explained that through employer’s branding, it became easier for them to fill out the other upcoming roles.

Are the current branding strategies helpful?

Answer: While she did say that the current strategies were helpful, but also claimed that there was room for further growth.

What other strategies would you suggest?

Answer: Here, she explained in detail the problem with the current approach. While it is good, it becomes repetitive and loses value. The current approach tells potential recruits about what Augmedix does and what they offer. This gives no real value to the students. So, she proposed

that the seminars should have something valuable attached, for example how to write cover letters, CV writing etc. This will be more beneficial to the students and more effective in the long run if the recruits have something to learn.

HR Personnel C - Corporate:

Does employer branding attract more candidates?

Answer: He emphasized that employer branding is crucial. As it boosted the CV pipeline during recruitment phases for current and future CVs. He also added that if branding efforts are stopped, they would still receive CVs, but the volume of CVs would be significantly less.

Does employer branding attract more qualified candidates?

Answer: He stated that this was a bit subjective. But once they start targeting good universities, they do get more qualified candidates for various job roles for the company.

Is employer branding important for a firm in the long run?

Answer: He emphasized that employer branding is crucial for a company like Augmedix in the long run. Even if things change or the requirements change, it would still be needed in the future.

Can you name an instance where employer branding helped the firm?

Answer: The recruiter stated that they were hiring for new finance related roles. Fresher's could also apply for this role, so the branding related activities like campus activations helped the team to get CVs from qualified fresher's to fill up the role. Moreover, he also discussed the campus ambassador program, and how it was helping the recruitment to get more applications for the role. Likewise, he also spoke highly of employer's branding in the end, as in the last six months, it was easier for them to fill up the cohorts and other vacant positions.

Are the current branding strategies helpful?

Answer: The current strategies are helpful as they allow for faster recruitment during vital periods.

What other strategies would you suggest?

Answer: The recruiter prioritized strategies catered towards more experienced candidates than the fresher's. So, he wants the branding strategies to change and adapt to one that focuses on candidates with experience.

HR Personnel D - Payroll

Does employer branding attract more candidates?

Answer: He stated that it does and himself had participated in a campus activation, that was executed by the branding wing. He met various recruits interested in joining Augmedix after learning about it.

Does employer branding attract more qualified candidates?

Answer: He answered positively, by saying it did attract qualified candidates. From his view, hiring became easier and the recruitment team were able to fill up cohorts easier. Moreover, he had personally met a lot of qualified candidates when he accompanied the branding team for campus activations.

Is employer branding important for a firm in the long run?

Answer: Stated by the HR personnel, he emphasized that employer branding is crucial in the long run. Like any other firm, promotional efforts are necessary to maintain awareness in the industry.

Can you name an instance where employer branding helped the firm?

Answer: The HR personnel talked about the July revolution and how recruitment had slowed down. But they began receiving applications again after they started going to various universities for various campus activities.

Are the current branding strategies helpful?

Answer: He stated that the strategies currently in place are helpful and hopes for more strategies in the future to be implemented by the branding team.

What other strategies would you suggest?

Answer: The recruiter prioritized strategies that targeted tier 1 universities. From his perspective, various qualified candidates currently within Augmedix were from those universities. So, he wanted the branding team to sponsor events there and also do more campus activations.

3.7.2 Findings of the Quantitative Data

Factors that help attract Candidates:

From a survey of the 79 participants, they were asked what factors were most attractive to them when choosing an employer. The majority of the participants, about 74%, were interested in all the benefits with the salary being mentioned, when choosing an employer.

What factors do you consider most important when choosing an employer?

79 responses

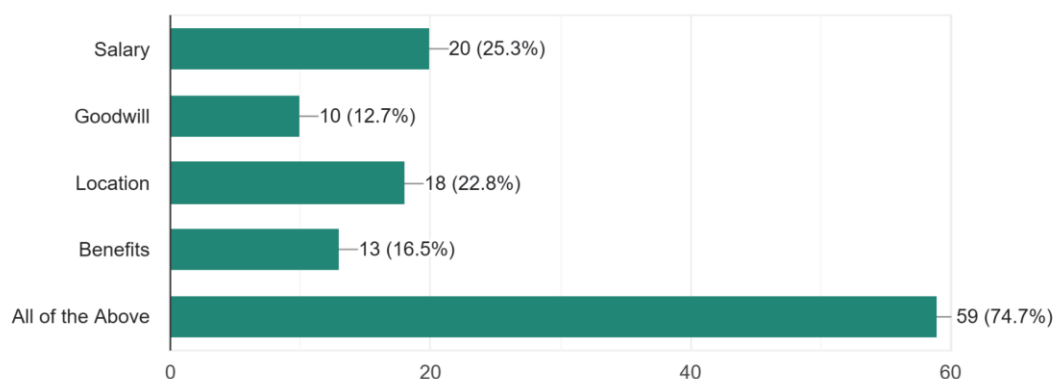


Figure 14: Factors for Employers

However, when given the option, it's expected that a candidate will choose every advantage. So, besides that, we can see 25% preferred if the salary range was mentioned. Meaning, they prefer an employer that mentions the salary in their circulars. Likewise, 22% also preferred the location of the office. So, they may prefer a location that ensures safety and has nearby facilities that can make their transportation easier.

Factors that help in decision-making:

As stated earlier, if given the option, candidates will pick all the advantages. So, here they were asked what factor exactly helped them in decision-making.

What factors come in to play, when applying on a job post?

79 responses

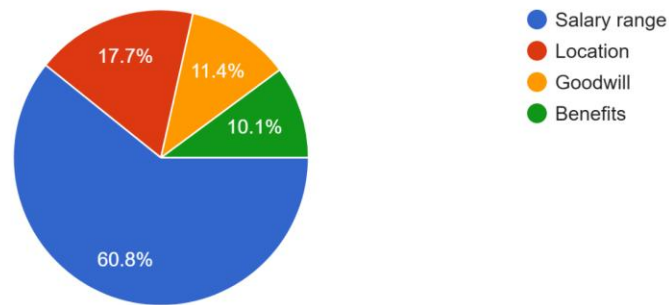


Figure 15: Job Post

Here, we can observe, about 60% of the interviewees applied for a job post if the salary range was mentioned. Moreover, 17% were interested in the location, followed by 11% that emphasized on the goodwill of the company.

Initial factors that attracted the candidates:

Now, a good salary and safe location can be expected when a company has a stellar reputation. So, we can see the interviews focus on the reputation first when asked to choose between the factors.

What attracted you to a company in the first place?

79 responses

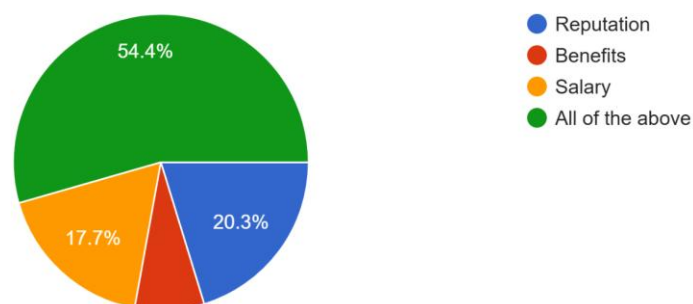


Figure 16: Company Attraction

Besides the candidates selecting all of the above factors, 20% focused on a company's reputation. Various factors can be discussed here. Firstly, a company with a stellar reputation hinted at a good work environment, growth and stability. In addition, it also meant that an employee would receive more benefits and earn a good salary. Moreover, 17% were attracted

to a company that offered a good salary. This however, ties back to reputation, as a company with stellar goodwill is offering competitive salary to potential candidates.

Employer's Branding in decision-making:

More than half of the interviews agreed that employer's branding aided them in decision-making. Likewise, the rest of the interviewees, about 43%, were unsure if it entirely helped in making decisions for jobs.

Does Employer's Branding aid in your final descion making?

79 responses

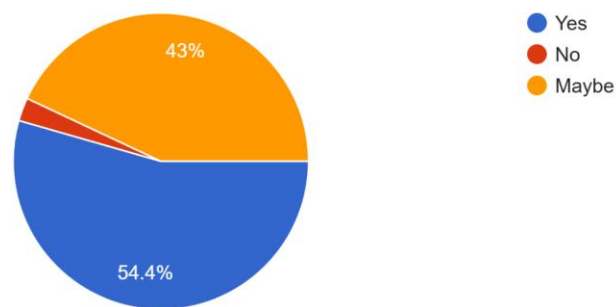


Figure 17: Final Decision Making

Perks that aid in decision-making:

The interviews prefer various perks when applying for a job. When asked what perks they prefer the most, they chose transportation, leave management and festival bonuses the most.

What benefits or perks influenced your decision to accept a job?

79 responses

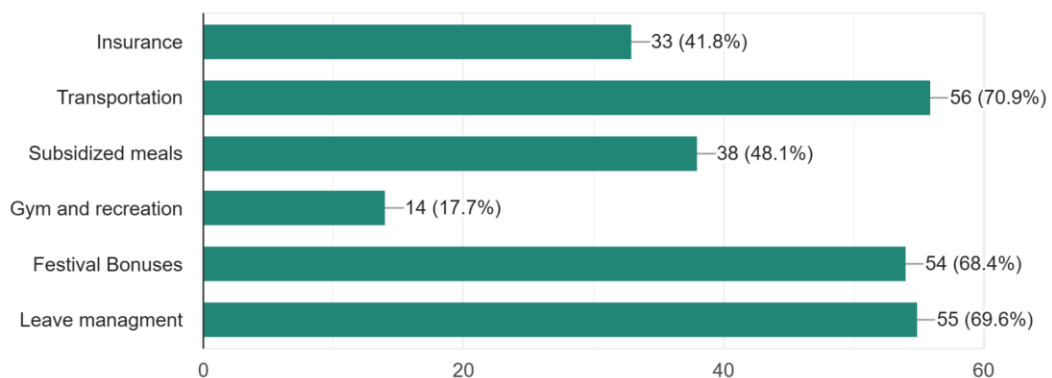


Figure 18: Perks

Here, 56 interviewees chose transportation facilities. It would be convenient for them to receive office transportation for both pick and drop off. Moving on, 54 interviewees chose festival bonuses, which indicates they prefer an employer that gives bonuses during festivals like Eid,

Puja, Christmas etc. Finally, leave management is another perk that influences them to choose an employer. The interviewees would like to take paid leaves, alongside sick leaves. Meaning, easier leave management allows them to balance work and personal life.

Company Reputation:

As stated earlier, a stellar company reputation indicates more benefits, better salary and work environment.

How important is a company's reputation in your job selection process?

79 responses

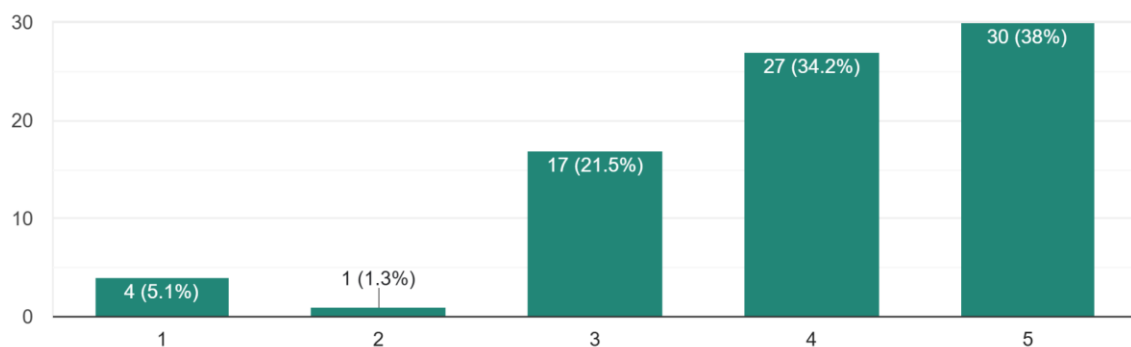


Figure 19: Company Reputation

Here, most of the interviewees, about 72% (38+34.2), were positive that a company reputation was vital when applying for a job. Hence, it's important for a firm to have proper employer's branding in place to attract the best candidates. Otherwise, they may lose out on skilled potential employees.

Mentioned Salary Range:

Interviewees preferred employers that mentioned their salary offering in their circulars. Even a range that mentioned the salary was acceptable for the interviews.

Are you more likely to apply on a job post if the salary is mentioned?

79 responses

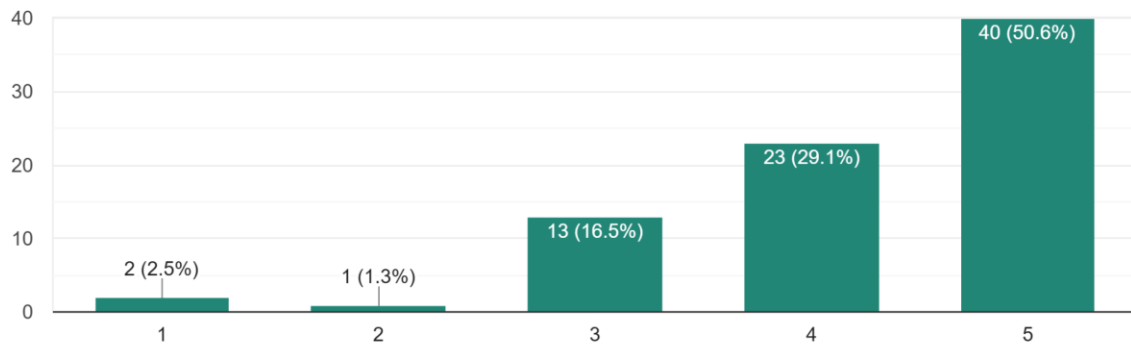


Figure 20: Mentioned Salary

Here, about 79% of the interviews were more likely to apply for a job if they had mentioned their salary range or fixed salary in a job post. One thing to note, the firm can offer higher or lower salaries based on the candidate's experience. Moreover, they can mention the based on experience part on their circulars.

Employer's Branding on the Recruitment Process:

The interviewees were asked if they thought, where or not employer's branding helped the recruitment process by attracting better candidates.

Do you think Employer's Branding helps the recruitment process by attracting better recruits

79 responses

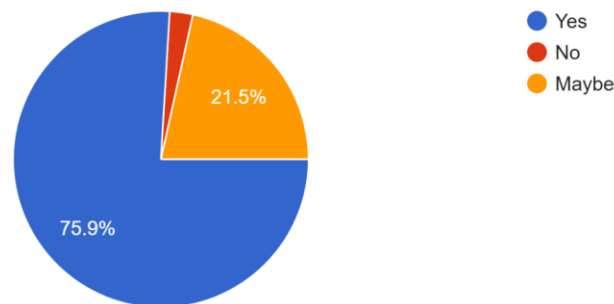


Figure 21: Better Recruits

It can be observed in the above chart, that almost 76% were positive that employer's branding could aid the recruitment process of a firm by attracting better candidates. By advertising the perks that a candidate might receive by working for a company. Whereas, about 21% of the interviewees were unsure if it made the recruitment process easier or not.

Increase Company Presence:

The interviewees were asked whether they thought that employer's branding increases a company's presence in the job field.

Does Employer's Branding improve company presence in the industry?

79 responses

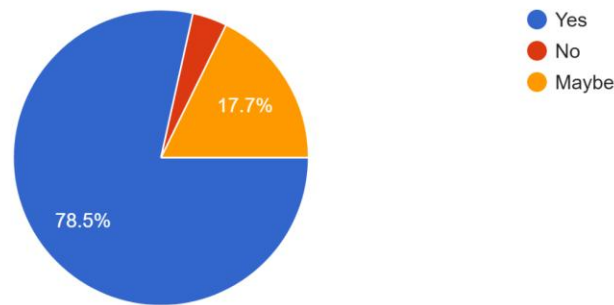


Figure 22: : Company Presence

Here, about 78% of the interviewees had a positive outlook on employer's branding. They were positive that the employer's branding will help the employer have a better presence in the industry. This means that a better presence increases the company's chances of getting skilled potential employees when compared to a lower presence.

3.8 Recommendation:

After the successful survey, it can be said without a doubt that Augmedix needs to have a stellar reputation in the industry. This is of course possible with proper employer branding; to create the perception they want within the industry. Moreover, this is vital for them if they want to keep a steady flow of talented candidates for their CAS role and future technical roles.

Now, Augmedix should consider mentioning salary ranges in their circulars both online and offline. A much higher volume of recruits can be attracted through this, which will lessen the time required to fill critical roles within the organization. Moreover, a mentioned salary range will also attract qualified candidates that are looking for better opportunities which they will find at Augmedix.

Likewise, Augmedix should focus on Glassdoor reviews. Glassdoor is a platform that has reviews on various employers. Augmedix should focus on fostering an environment that allows for growth, care, respect and zero tolerance for harassment. By investing in this, former employees will inevitably provide favorable reviews about Augmedix, which will help in the long run.

They must invest in meaningful campus activations that provide benefits to their target audience. The seminar can be about CV writing, cover letter, skills to prioritize, communication etc. Creation of part time opportunities can also be a way forward to attract candidates that can later be made full-time. In addition, they can invite industry leaders for campus activations to provide industry specific advice and discussions.

One thing that Augmedix must focus on are their podcasts. If it's not possible to bring industry experts onsite, they can do the same thing virtually. Augmedix already has a successful track record of previous podcasts, so by investing in this they can create more brand awareness. Candidates will not only benefit from the informative sessions from the confines of their homes but also be constantly aware about Augmedix.

Augmedix could integrate a job alert button on their career page. Here, the candidates will opt in for future vacancies, which will go directly to their email. Likewise, this can be done for internal hiring as well. The current employees and former employees will get a job alert directly to their email if they opt in for it.

In addition, an introduction of an internship program can make great strides for them in the job market. The program could be named "InternX - Unleash your X Factor". Here, internship programs are a great way to increase exposure in the job market. By building a renowned and recognizable internship program, Augmedix can gain talented individuals that could be considered for permanency later on. If not considered for permanency, Augmedix will have a potential pool of talented individuals that can be considered for future openings and for expansion plans.

Moreover, automation is something they should aim towards. A significant time gets lost due to manual work, which could be better utilized in learning and development of the employee themselves. Automation can be achieved in areas like payroll, recruitment and even in some aspects of brandings. Salary disbursements can be made easier if the finance processes are made easier. Moreover, by making preliminary screenings easier, the recruiter can screen for competent people much more effectively and efficiently.

3.9 Conclusion

Now, in summary, an employer's branding has the potential to present a company in the way it wants to be presented. It has the potential to build stories that lead to a legacy. By utilizing various strategies, Augmedix can become a potential employer for recruits from various backgrounds.

This research will help to find a more finalized approach to build a branding strategy. Furthermore, it could be utilized to increase awareness, gain trust and have a steady flow of potential employees. Hence, in the long run, they can easily go for an expansion and plan accordingly.

3.10 Limitation

While collecting the data, various limitations were in place that hindered or slowed down the collection process. Firstly, time was a factor, finding an internship within the provided time caused great stress and tended to limit or settle for less stellar internship opportunities. Moreover, finding a suitable time to interview the HR personnel provided a challenge by itself. Due to some recent changes, the entire team was busy in various recruitment, branding and payroll related tasks. Finally, the personal device being used to write every report faced technical problems and required emergency repairs to avoid data loss.

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Appendix A.

AUGMEDIX, INC.
Condensed Consolidated Statements of Operations
(Unaudited, in thousands, except shares and key metrics)

	Quarter Ended December 31,		Year Ended December 31,	
	2023	2022	2023	2022
Revenues	\$ 12,680	\$ 8,751	\$ 44,855	\$ 30,933
Cost of revenues	6,434	4,702	23,329	16,979
Gross profit	6,246	4,049	21,526	13,954
Operating expenses:				
General and administrative	4,906	4,538	18,442	16,893
Sales and marketing	2,747	2,339	10,687	9,283
Research and development	2,940	2,612	11,176	10,149
Total operating expenses	10,593	9,489	40,305	36,325
Loss from operations	(4,347)	(5,440)	(18,779)	(22,371)
Other income (expenses):				
Interest expense	(645)	(373)	(2,253)	(1,675)
Interest income	384	177	1,110	245
Loss on debt extinguishment	—	—	—	(1,097)
Change in fair value of warrant liability	—	—	(105)	—
Other	93	108	1,001	560
Total other income (expenses), net	(168)	(88)	(247)	(1,967)
Loss before income taxes	(4,515)	(5,528)	(19,026)	(24,338)
Income tax expense (benefit)	(24)	71	145	111
Net loss	<u>\$ (4,491)</u>	<u>\$ (5,599)</u>	<u>\$ (19,171)</u>	<u>\$ (24,449)</u>
Weighted average shares of common stock outstanding, basic and diluted	49,021,095	37,435,000	43,946,263	37,418,463
Key Metrics:				
Average clinicians in service	1,789	1,246	1,585	1,093
Average annual revenue per clinician	28,200	27,500	28,100	27,900
Dollar-based net revenue retention	152 %	126 %	148 %	128 %