Report On

On

Project Management Analysis of Augmedix Bangladesh

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
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Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Supervisor's Full Name & Signature:

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Letter of Transmittal

31st March, 2020

Mr. Riyashad Ahmed

Assistant Professor, BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

This is my great honor to submit the internship report that I have prepared for the last 3 months in Augmedix Bangladesh (AXBD), under the Project Management Team. The title of the report which also happens to be of the same name underlines the work it takes to manage the day to day workings associated with the Project of a fast growing multinational tech startup company with a dynamic and innovative environment. This report has been prepared to fulfill the requirement of my internship program at my assigned organization, Augmedix Bangladesh. The report is the final outcome of successful completion of my internship program at AXBD. Through this report I have tried to describe the inner workings of the Project handling team as well as how I tried my level best to assist them in their daily activities through my designated tasks and tried to identify some drawback of the process and gave some recommendation by using my learnings from under graduation life.

I would like to articulate my gratitude for your excellent guidance and ever welcoming, considerate, supportive manner throughout the whole process of preparing the report. It would be a great accomplishment for me if you find this report informative enough to fulfil the requirements.

Thank you.
Sincerely Yours
Tahmeed Shahadat Choudhury
ID: 16104039
BRAC Business School
BRAC University

Non-Disclosure Agreement

This agreement is made and entered into by and between Augmedix BD and Tahmeed Shahadat Choudhury at BRAC University ……………………………………….

Acknowledgement

The internship opportunity with Augmedix BD has been a great learning curve, giving me a hands on experience which has helped me become more grounded and more mature as an individual, allowing me to observe and acquire new trades and an office experience. My sincere gratitude to Ms. Shifath Naomi, (Project Manager) for giving me this opportunity and guiding me as far as possible. My special gratitude towards Mr. Tawhidur Rahman (Project Coordinator) for taking his time out from his busy schedule and mentoring and guiding me throughout my stay. Finally, my deepest gratitude towards Mr. Riyashad Ahmed (Assistant Professor) for always being considerate and helpful.

Thank You all, and I hope this report will be a trail braze for better things to come for my future professional endeavors.

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Executive Summary

Augmedix is a remote documentation service provider for US doctors, based in San Francisco that turns natural clinician-patient conversation into medical documentation, in real time, helping doctors save valuable time and helps to increase their efficiency and helps them to concentrate better on their daily patients. Augmedix has operations in four other countries, heading operations in India, Sri Lanka, Dominican Republic and Bangladesh which also happens to be one of their headquarters (alongside the one in San Francisco). Augmedix has a mission to re-humanize doctor patient relationship through the documentation services that it provides with the help of their Scribes who are documentation specialists who work directly with US doctors remotely from different parts of the world. Augmedix Bangladesh employs over 300 Scribes and by the end of this year plan on hiring over 800.

Through this report I have tried to highlight the day to day workings in Augmedix through the lens of the Project Management team, the work I was tasked with and the overall dwellings that take place in managing a project that is continuously growing.

List of Acronyms

BACCO: Bangladesh Association of Call Centre & Outsourcing

SEIP: Skills for Employment Improvement Program

Chapter 1: Overview of the Internship

1.1 A closer look

I am a soon to be graduate working towards an undergraduate degree in the BBA program of Brac Uninversity with a concentration/major in Finance and a current minor in Computer Information Management (CIM) which I am looking forward to turning into a major in the future; after I am done with my current internship semester which is this Spring 2020, and hopefully will be completely done with my Under Graduation life after I have attained my double major in the following semester of Summer 2020.

1.2 Commencement

My internship period took off when I applied for the vacant position of Project Management Intern in Augmedix BD through glass door, after which I was called in for an interview session with my supervisor and Project Manager of the Project Management Team of Augmedix Bangladesh. After the initial interview, my official job started in full effect from the 14th of January 2020 as an intern for the Project Management Team. As an intern I was to fulfill all the responsibilities and obligations assigned to me by my reporting authority, I was to follow all present and future rules and policies of the Company, including maintaining the Company's Code of Conduct. The internship period was a total of 3 months starting from the aforementioned date to the 13th of April 2020. However, my terms and conditions stated that this could be renewed and extended with the written acknowledgement from Augmedix, but on the contrary termination was also an option before the period of the contract was over if need be without showing any cause.

I was to work in Augmedix Head office which is situated in 17/C Panthapath.

1.3 Responsibilities

My responsibilities included, but did not limit to the following:

- The administrative task assigned by the Project Management team, which included (Project Coordinator Mr. S.K Tawhidur Rahman and Project Manager Ms. Shifat Naomi.)
- Assist with the day to day operations of the Project Management's functions and duties.
- Process documentation and prepare reports relating to campus activation
- Fill up trainee documentation forms which are submitted to BACCO
- Help in handling the trainee database and overall feedback information
- Setting up and managing campus activation programs and on the spot info sessions

1.4 Origin of the report

This report titled "**Project Management Analysis**" is done solely for academic purpose in relation to the course BUS 400 titled Internship for BRAC Business School, this report will in turn allow me to complete 130 credits of which this report will contain 4 of those credits. However, above all this report will eventually give an overall idea for individuals looking to learn about an up and coming multinational tech company such as Augmedix looking to come up with new solutions in an old industry such as healthcare, and in turn creating new job opportunities along the way. Moreover, this report will give an overview of the Project Management of the organization and try to come up with better ways of dealing with it through subsequent recommendations.

1.5 Methodology

This report was done largely through observation and actively participating in the daily work, hence most of information used was collected through original or first-hand research i.e. primary in nature. This report will focus mostly on Qualitative data and try to incorporate Quantitative data as far as possible taking into consideration company policies and restrictions.

1.6 Limitations

Due to Augmedix BD being relatively new to the market it lacked sufficient secondary data about it and no such publication on internship about it prior to this one, meaning less information to work on. Also, the fact that this report needed to be cramped up and written in a short span of time meant that information and idea had to be collected whilst still learning the aforementioned trade of which the report is titled along. Not to mention the fact that some details about the finances of the company and project are confidential and not for everyone to know.

Chapter 2: Organization at a Glance

2.1 How things Began

Augmedix started back in 2012 with CEO Ian Shakil, who for one already had prior experience working in healthcare and dealing with medical devices, hence knew very well what pain points doctors generally faced when going about their daily work lives. Lot of those pain points came on spending an excruciatingly long time on the computer on the record keeping systems, hence when he and co-founder Pelu Tran had the opportunity to try on the very early versions of Google Glass they knew right away that it not only belonged to consumers but first and foremost had applications for enterprise and specifically in healthcare to address those pain points that he sought after in his early years in healthcare. Hereafter, he left his job which he had just started and co-founder Pelu Tran left medical school early (both met at Stanford University) and went on to find the first Google Glass company that is Augmedix.

2.2 Objective

Augmedix is playing one of the pioneering parts in the evolution of medical transcription. Medical transcription has been growing rapidly since the 1990s. Machines running natural language processing has drastically changed the roles of the transcriptionist and made it even more efficient and flexible. With the increase in demand for doctors to maintain high quality notes in an Electronic Health Record (EHR), the need for more and more medical scribes is inevitable and Augmedix plans to be the ones to provide them all (well, 'all' might be a little too far-fetched but definitely be the largest stakeholders in the industry).

2.3 Methodology

A scribe thinks and writes just like their doctors, living the moments in real-time with their doctors and assisting them in their day to day patient care, scribes are inherently creative, using audio as well as video inputs to produce full medical documentation, all of which is provided by Augmedix and the Google Glass platform. With modern technology, and the help of an innovative idea envisioned by Augmedix medical scribing happens from anywhere in the world. Following are some distinctive parts of this process:

Google glass

Doctors wear Google Glass all day long and capture video and audio for their patients visits.

Real Time

Scribes work with the doctors in real-time. They are the doctor's partner throughout the day.

Electronic health record

The doctor and scribe collaborate to build an electronic record of the patient visit.

2.4 Growth Prospect

Ever since, Augmedix was founded back in 2012 it has been growing leaps and bounds. Till date, Augmeidx has raised over 80 million dollars in funding to realize their vision and future goals. Augmedix has been named the #1 most innovative company in healthcare by FastCompany and are destined to grow even more in the coming years.
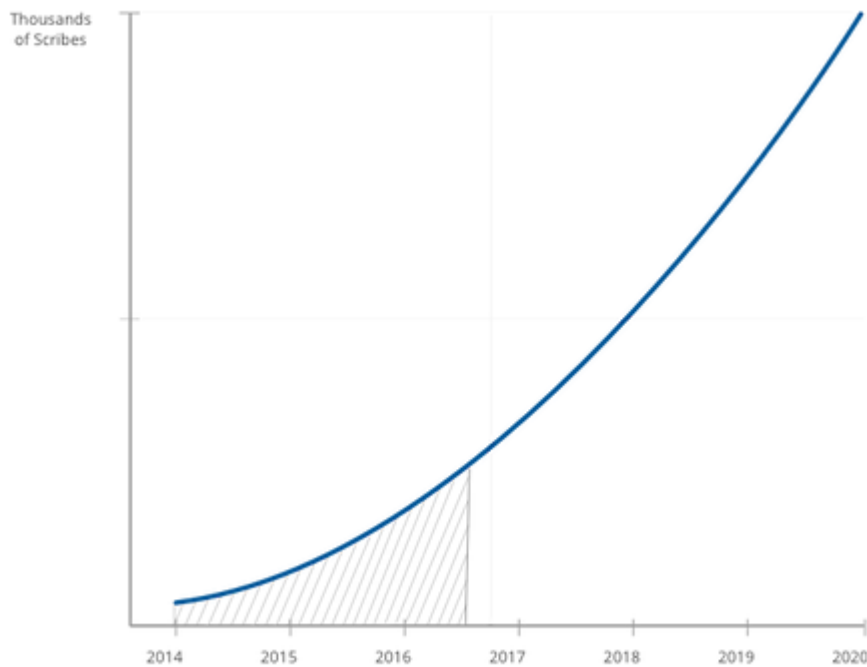
As illustrated by the graph above Augmedix plans on hiring over a thousand scribes by 2020, but in reality, Augmedix BD on its own will have over 600 scribes working in Bangladesh alone by 2020.

Augmedix has parterned with several of the largest Health systems in America and the number of doctors taking Augmedix services has been doubling each year, furthermore some of the

health system partners have been directly funding Augmedix through venture investments.
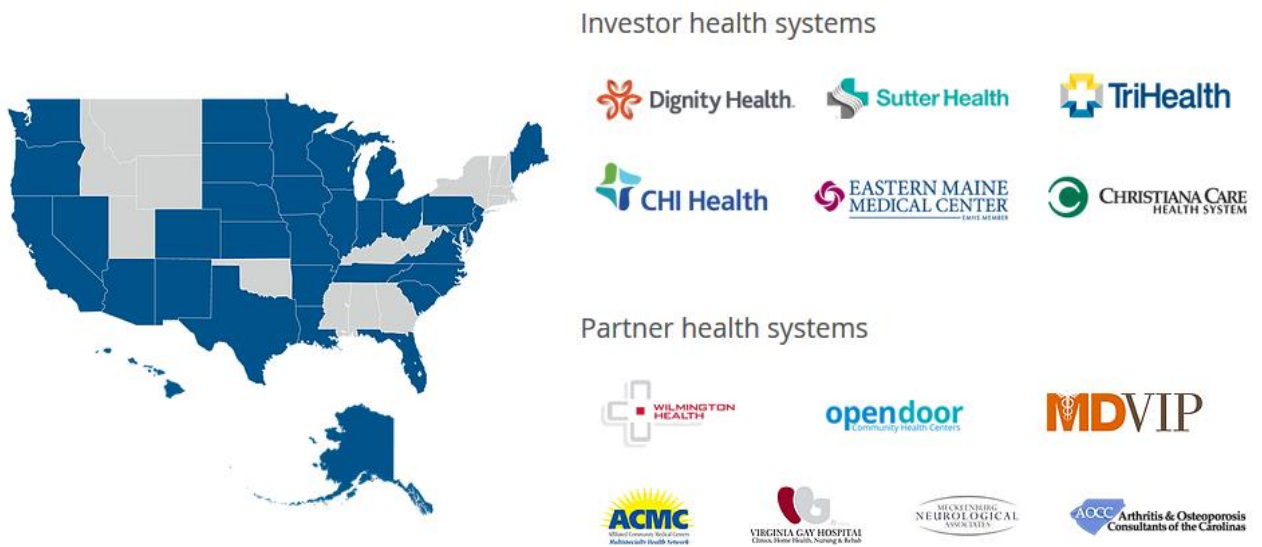
Augmedix has partnered with local Bangladeshi companies to develop and train scribes to better learn and grow.

2.5 Spreading their Branches

Through the use of their resources and improved technological prowess Augmedix has all the tools necessary to branch out into different ventures staying true to their industry,

- First and foremost, reaching out to doctors not only in the U.S. but all across the world, hiring scribes and creating infrastructure for different languages, for doctors anywhere in the world.
- Rural doctors could be given real time guidance by doctors working in the city areas by enabling rural doctors with a Google Glass and enabling the service through the Augmedix platform.
- Augmedix could develop a 24/hr. online web and mobile application based service using their trainee doctors to attend to patients who subscribe to their online services. (This is a viable solution as they already appoint doctors to train their scribes, hence they could expand their employees and their business).

- Augmedix services could be used to make local doctors and healthcare practices even better, by bringing western based clinical practices to doctors in Bangladesh through the use of remote telemedicine solutions, where western doctors and nurses can guide nurses and doctors here in their day to day activities, by providing them with better solutions.

- Augmedix services could enable the use of VR surgery where critical surgeries can be observed and even assisted remotely by high profile and exceptionally skilled international doctors.

Possibilities are endless, and so are the resources that Augmedix has at their disposal being the first movers in the medical scribing industry. But the question is how fast can they adapt to new ventures at the same time growing sustainably in their parent industry.

Chapter 3: Project Analysis

3.1 Essentials

The Project that I helped in managing dealt with keeping records of past cohorts or individuals who went through Augmedix scribe trainee periods and eventually became scribes or failed to become one and shifted over to SEIP (Skills for Employment Improvement Program) looked after by the Government. All of the individuals who were going through the training phrase had all their information kept digitally on the company database, at the same time kept on an online website that was looked after by BACCO. Furthermore, those same information of individuals also existed in hardcopy files and kept in company shelves.

For a brief time, I uploaded entry times of Annotation Specialists on a separate spreadsheet maintained for them, detailing the time they swiped in into the production room and spent time peer reviewing the work of a scribe, Annotation Specialists were tasked to overview the work of a scribe and check if the scribes were documenting properly.

But the most essential task for the Project Management team was to go on campus activation programs in different Universities all over the city. Campus activation mainly dealt with two key events:

1. Career Fairs
2. Info Sessions

- Career Fairs were your basic job fairs, held in different Universities where we were assigned booths, which we had to setup and organize. During the career fair we had to pitch about the organization to enthusiastic young soon to be graduates such as ourselves, about the position we were offering and perks and remunerations associated with the position. Interested candidates than dropped their CVs and the process was complete. Finally, the collected CVs were at the end of the day handed over to the HR department who later called the candidates for the screening process

- Info sessions dealt with going to certain Universities and setting up a presentation about the company, informing them about what Augmedix is and generally looking for future Scribes. At the end of the presentation, candidates are handed an Augmedix test paper known as the pre-screening test were they are tested upon basic English proficiency for 15 minutes. The real job begins after the sessions are over, were I have to go back to office and check the scripts of the candidates and mark their scripts, then upload all

their information into the company database adding their marks as well as indicate whether they passed or failed.

3.2 Recommendations/ Analyzing

These recommendations or analysis are in no means criticisms rather an opinion or a different method of doing things.

- Past trainee information should be completely put on digital platforms, as they already are but should be managed more systematically, removing the need for hardcopy documentation, even though hardcopy documentation is demanded by BACCO, a way should be founded were the needs of BACCO will be met just through the digital soft copies and the hard copies will no longer be of use.

- A proper database management system should be implemented to handle the overall, trainee data, using google sheets is more or less mundane and inefficient compared to using systematic DBMS software such as SQL, Microsoft Access, RDBMS, Oracle etc.

- When going for campus activation programs, a proper analysis should be made on the target students, and make completely certain which students would most likely choose which particular career path and which Universities might have the required candidate pool for the company

- Consulting with career service departments of individual Universities beforehand, regarding their student pool and coming up with reports from them regarding which students would most likely take up a job in Augmedix as an aspiring Scribe and choose that career path for their future, as different individuals have different career aspirations. This would reduce the rate of trainee dropouts as well as the unnecessary hassle of visiting every single University.

- A proper tracking and keeping a check on the goodies being provided during campus activation days, by keeping a particular person responsible for arranging the needed accessories and gifts.

- Developing and implementing Enterprise Resource Planning (ERP) systems, allowing each department to be interconnected to one another, moreover allow individuals to make quicker and better decisions, this will also allow the project team to track the accessories required for the project from the facilities team in real time and much more efficiently. Microsoft Dynamics, SAP, Oracle ERP, Infor, are some of the better known ERPs. However, ERP software's are expensive, but it is preferable to find better ways

of making customizable ERP spreadsheets when companies are small rather than using regular spreadsheets which lack real-time data and fail to sync with actual data without manual interventions constantly.

- Hiring or engaging one of the floor staff members during the campus activation days to set up and decorate campus areas during the events and carry the necessary equipment's required from the venues.

- Having a proper budget in place for the events, that meets the requirements of the project, which annihilates the possibilities of having missing items or unworthy equipment.

- Maintaining data in a proper Project Management software, could assist the team to make better plans, efficiently assign resources, track progress, manage budgets and overall help analyze workloads. Creating Gantt charts helps to better visualize the project hence, less errors will be made, using software tools such as Proofhub, ActiveCollab or MS Project could be beneficial in doing so and tackle the problem of allocating the right amount for budgeting.

3.3 Conclusion

Augmedix are tremendously growing and up scaling their business and will continue to grow even as I finish writing this report. Technology is no doubt going to keep on impacting lives and be an absolute integral part of our lives, as well as in the lives of our businesses. Augmedix has managed to do exactly what the times demand, and make a whole encompassing business that at its core is surrounded by technology. However, in order to be sustainable Augmedix needs to find ways to branch out and diversify their industrial portfolio, by reaching other markets and coming up with other solutions using the technology they use, at the same time fixing problems that already exists in the day to day running of the organization making themselves even more larger and efficient. I am absolutely positive as the years go by and Augmedix learns from their past and present experiences, they will gradually improve and remodify themselves as all good companies do.

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