



**“An Evaluation of The Digital Health Care Service Marketing in Bangladesh:
A Study on Advin Ltd.”**

Submitted To

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Prepared and Submitted by

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Date of Submission:

Letter of Transmittal

December 2019

Professor Mohammad Masum Iqbal

Dean Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of the internship working report.

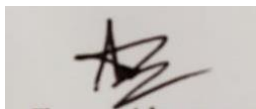
Dear Sir,

Here is my internship report that fulfills the partial requirements of my MBA degree. It is very helpful as a student of Business Administration to undergo the internship program. In addition, it is a great pleasure that I have been able to submit the internship report on “An evaluation of the digital health care service marketing in Bangladesh of Advin” on due time. The whole experience of this internship program enabled me to get an insight into the real life situation.

I have attempted my best with my insight to make a full vow report by examining every one of the prerequisites you have requested. Other than this, there might be deficiencies. I would be thankful in the event that you think about those from reasonable way.

I am very happy to show my potential through this report and seeking your acceptance regarding this work.

Sincerely,



Foyez Ahammad

ID: 173-14-2542

MBA program

Department of Business Administration

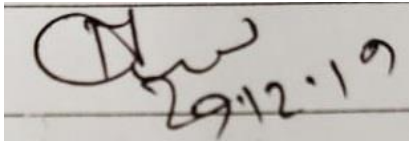
Faculty of Business & Entrepreneurship

Daffodil International University

Certificate of Supervisor

This is to certify that the internship report entitled An evaluation of the digital health care service marketing in Bangladesh of Advin has been submitted by Foyez Ahammad, ID: 173-14-2542 for the award of the degree of Masters of Business Administration (MBA) program major in Marketing at Daffodil International University.

To the best of my knowledge and as per his declaration, any part of this internship report has not been submitted for any degree, diploma or certificate elsewhere. The report is recommended for submission.

A rectangular box containing a handwritten signature in black ink, which appears to be 'Foyez Ahammad', and the date '29.12.19' written below it.

Professor Mohammad Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

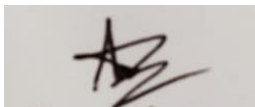
Acknowledgement

I might want to offer my heart left thanks to my chief Professor Dr. Masum Iqbal (Dean, Faculty of Business and Entrepreneurship, Daffodil International University). His commitment will be recollected consistently and the finishing of this venture is essentially because of his advantage and influence.

I would like to give my sincere thanks to Mr. Zia Hassan Siddique (Director and Head of Marketing, Advin Ltd.) and the other Departments for sharing their valuable experience and insight with me. I also express my gratitude to the employees of bKash for their continuous cooperation & guidance in the work environment.

At last I might want to thank the entirety of the staffs of Advin, who gave me unqualified help at work. My thanks additionally go to the individuals who coordinated with me at any of the means of the tasks, regardless of the estimate and state of their commitment; they made themselves a significant piece of this undertaking. I have put forth a valiant effort and I am sure that the venture would meet the desire for my personnel.

Sincerely,



Foyez Ahammad

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MBA program

Department of Business Administration

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Executive Summary

This report is prepared as requirement of the MBA program of Daffodil International University. This report focuses on three months working experiences regarding An evaluation of digital health care service marketing in Bangladesh of Advin Ltd. The main objective of this study is to give an overview about digital health care service marketing of Advin Ltd. To perform the study, the data sources were to be identified and collected, to be classified, analyzed, interpreted and presented in a systematic manner and key points were to be found out. Both primary and secondary sources were utilized to find out the data need to complete the study.

After completing the study, the learning thing about Advin is that, it is committed to provide high quality health care services by using proper marketing technique in the rural area of Bangladesh. As the main income source of Advin is the foreign funds so it is contributing to the growth of GDP of the country through stimulating trade and commerce, accelerating the pace of industrialization, creating employment opportunity for the educated youth, poverty alleviation, raising standard of living of limited income group and overall sustainable socio-economic development of the country. Advin Ltd. offers a complete range of medical service, financing and operational services to its corporate client groups.

Service timing unavailability is a major problem of Advin. As they don't provide their service 24/7 and at night. Payment procedure of Advin is not up to the mark. Absence of experienced medical assistant and consultation of specialist Dr. are a negatively noticeable incident here. Improper campaigning and poor guidelines for the poor patients are also seen here. The Advin authority should take a little step to eradicate this types of problems to be the market leader in this industry. They can run their service 24/7 and at night. For this, they can increase their man power and can open another department who will maintain the night service program. Advin can contract with some government specialist doctors who will attend their campaigns and consult with the patients. They can hire their medical assistant from reputed institutions who will also be experienced is this sectors.

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Chapter- One

Introduction

1.0) Introduction:

In the new era of the world, technology is moving fast in accordance with time and human behavior. Now-a-days proper health care services are going to be a noticeable thing in such a developing country like Bangladesh. A numerous number of rural people in this country are out of proper health care services. Financial conditions, Fake doctors and the improper place to live are the vital factors why rural areas people don't get a proper health services. For this reason, Advin has taken a necessary step to eradicate this major problems from this region.

Advin Ltd. Is the first Digital Primary Health Care Service in Bangladesh. Which is providing it's health care services through using technology from Dhaka in the different rural corner of the country. The concept of this company is "Moving from reaction to prevention".

Advin works in regions across the global south that have limited access to affordable and effective primary health care. Leveraging digital health technology, Advin is able to bring these communities the access they need at a fraction of the cost of traditional health providers. It is focusing on the needs of women, children and other vulnerable populations.

1.1) Background:

This Internship Report has been prepared under the Internship program, an obligatory part of the Masters of Business Administration (MBA) program. For the internship purpose, I selected Advin Ltd. Which is a digital primary health care organization. My internship program started from January 18, 2019 and the program ended on May 18, 2019. I was sent to the main branch of Advin Ltd. for practical experience. So as per instructions I have prepared this internship report on "An Evaluation Of The Digital Health Care Service Marketing In Bangladesh: A Study On Advin Ltd." Where my supervisor is **Professor Mohammad Masum Iqbal, (Dean, Faculty of Business & Entrepreneurship, Daffodil International University)**.

1.2) Scope of the Study:

The probability of this study is to reduce barriers of healthcare services for the impoverished community through digital health technology. Around 17,500 numbers of rural areas people

are incorporated with this study to whom digital health services has been reached. It took around 4 months to gather the data about the service impact on rural area. Seven (7) Upazillas of Tangail and Mymensingh are the sources of data collection of this study.

1.3) Objectives of the Study:

The study has been carried out with the following objectives-

- To identify the marketing strategies of Advin Ltd;
- To explain the product, pricing, place and promotional activities of Advin Ltd;
- To measure the effectiveness of marketing activities of Advin Ltd;
- To find out problems related to marketing activities of Advin Ltd;
- To make recommendations to solve the problems;

1.4) Limitations of the Study:

During my internship period, I have to faced different types of problems, which hindered me to cover all the aspects of my study. Like, every voucher, statement, maintaining of register etc. are done manually, for which it was not possible for me to collect information on right time.

The environment of the branches were busy and more so, shortage of manpower of the branches, I could not get information as required my study although they have good intention to provide.

Three-Four months are not sufficient to have practical knowledge and prepare a report such a big subject like health care.

While collecting data they did not disclose much information/data due to the secrecy of the organization. Moreover, there some limitations of the study which are as follows

- Supply of more practical and contemporary data is a shortcoming.
- Another limitation of this report is the policy of the company didn't disclose some data and information for obvious reason, which could be very much useful.
- Most recent annual information was not available due to time limitations.
Since the personals were very busy, they could provide me very little time.

Chapter- Two

Methodology of the Study

2.0) Methodology of The Study:

The study requires a systematic procedure from selection of the topic to prepare the final report. To perform the study, the data sources were to be identified and collected, to be classified, analyzed, interpreted and presented in a systematic manner and key points were to be found out. The overall process of methodology has been given below:

2.1) Sampling Procedures: For this report much information had been collected from different published articles, journals, brochures, and web sites published by Advin Ltd. All the information incorporated in this report has been collected both from the primary sources and as well as from the secondary sources.

2.2) Data Collection Procedures: This study is based on a theoretical knowledge and practical orientation. In order to make the Report more meaningful and presentable, data and information will be collected from different primary and secondary sources.

2.3) Primary Sources of Data:

- Observation of working procedure while working in Advin Ltd.
- Data collected through Face to Face interaction with customers and assigned manager.
- Data gathered from different branches of Advin Ltd. Situated in Dhaka, Mymensing and Tangail by visiting.
- Personal observation- observing the procedure of health care activities followed by each department.
- Practical work exposures from the different desks of the departments of the Branch covered.
- Relevant file study as provided by the concerned officer.

2.4) Secondary Sources of Data

- Printed materials like annual report, brochures, and instruction manuals.
- Various review journals were used as sources of relevant secondary data.

- Other secondary sources were books and articles on the related factors in the conceptual framework of the report.
- Website several other health care provider including Advin Ltd.

Chapter- Three

Company Overview

3.0) Digital health care service industry in Bangladesh:

Bangladesh is one of the remarkable country on the world where public hospitals offer free therapeutic administrations to the resident at the network level. At present, there are 593 government emergency clinics, 467 upazila and association levels medical clinics and 126 auxiliary and tertiary levels clinics in Bangladesh. Besides, 2,983 private medical clinics and 5,220 private indicative focuses are consistently attempting to guarantee the better wellbeing administrations in Bangladesh. Be that as it may, Bangladesh has been distinguished as one of 57 nations on the planet with a basic lack in wellbeing workforce (specialists, medical caretakers and birthing specialists number underneath 2.28 per 1000 populace) and number of bed (4 for every 10,000) in clinics. Moreover, giving reasonable and satisfactory social insurance is a test because of poor medicinal services foundation and high populace thickness. In the light of these issues, the administration has begun another period in the wellbeing area by presenting Information and Communication Technology (ICT) for wellbeing administration conveyance. All the more as of late, e-Health is being given extraordinary accentuation because of the Digital Bangladesh battle of the present government, which gives unique inclination to conveyance of wellbeing administrations to residents through ICT. The Ministry of Health and Family Welfare has found a way to create e-Health benefits as a component of the present government's duty to assemble a computerized Bangladesh.

3.1) Digital Health Care or E-Health:

E-Health contains a lot of various ideas, including wellbeing, innovation and technology. It is commonly comprehended to be the utilization of PC, Internet, cell phone and different advancements to improve the patients' wellbeing status. The World Health Organization (2003) characterizes e-Health similar to "the utilizing of the data and correspondence innovation (ICT) to interface suppliers and patients and governments; to instruct and educate social insurance experts, administrators and buyers; to invigorate development in care conveyance and wellbeing framework the board; and, to improve our medicinal services framework". The Directorate General of Health Services (DGHS), Bangladesh clarify the expression "e-Health" as conveyance of wellbeing administrations to residents using data and correspondence innovation.

3.2) Current Status:

The E-Health activity in Bangladesh started in 1998 when the Ministry of Health and Family Welfare (MOHFW) embraced the Health and Population Sector programs (HPSP) to upgrade effectiveness of program execution. E-Health is being given extraordinary accentuation because of the Digital Bangladesh battle of the present government, which gives unique inclination to conveyance of wellbeing administrations to residents through ICT. Diverse open and private medical clinics, NGOs and private association presented various E-Health projects and administrations in the wellbeing segment of the nation.

3.3) Policy Initiatives:

The government of Bangladesh has taken a initiative for improving e-Health for enduring quality health. In 2011, the Government of Bangladesh approved the 5-year long Health, Population and Nutrition Sector Development Program (HPNSDP) 2011-2016 for Ministry of Health and Family Welfare (MoHFW). The HPNSDP 2011-2016 comprises 32 operational plans, of which one is the e-Health. The government's strategic policy guidelines for 'Digital Bangladesh' were highly appreciated by the global & national experts and one of its stated objectives is that: "Quality healthcare will be provided to all citizens through innovative application of ICT".

3.4) Digital or E-Health Initiatives in Private Organizations and NGOs:

NGOs, private organization and Mobile Phone Companies are also providing e-Health services to the patients in different areas in Bangladesh. In October 2010, BIID launched e-Clinic service as pilot basis in Shoronkhola, Bagerhat & Kaliakair, Gazipur and now rolled out in 10 locations. E-Clinic is basically an ICT enabled healthcare service and management facility by utilizing modern technology and telecommunication facilities. The e-Clinic offers quality health care, information and advisory services for the underprivileged communities in rural settings. D.Net (Development Research Network) is providing e-Health services through their tele-centers. A tele-Health employee (generally a female information worker called mobile Lady) moves from door-to-door and connects the otherwise out-of-reach families with quality health service via mobile communication to their head office in Dhaka, where doctors are available round-the-clock.

Telemedicine Reference Centre Ltd. (TRCL) is one of the longest serving companies in telemedicine sector and had initiated its "Mobile Health" division in 2003. TRCL m-Health program is an extension of its electronic health platform designed for health system based medical services. As a result, TRCL itself is a solution provider as well as healthcare service provider. Advin has launched its service in 2018 which had come with a new and unique vision for the poor and rural areas people of Bangladesh through digital technology.

3.5) Customer's Attitude and Perception towards digital health Service:

For clients in developing countries like Bangladesh, digital health service is going to be a unique and valuable service. The paper presents, the distinctions in persistent observation on medicinal services administrations quality, on an example of ten Romanian centers. The worldwide fulfillment assessment depended on three broke down factors, in particular the apparent ability of doctors, the apparent capability of medical caretakers, and the sympathy of the emergency clinic work force. In a quality-arranged point of view and, simultaneously, in a relationship-situated viewpoint, these components were viewed as fundamental for the manner by which the patient, without being completely educated the extent that the attributes of the procedures occurring in medical clinics are respected, assesses, while being in a condition of physical and psychical trouble, the nature of the social insurance experience they live. Our motivation, while picking these factors for investigation, was to move toward this experience by keeping it as unified as would be prudent, on the grounds that it is an inactive idea, hard to gauge, and we need to represent the reductionism of the measurable model. The principle information handling strategy is PROXSCAL (multidimensional scaling), in SPSS (Statistical Package for Social Sciences), by which we made vicinities from information communicating tolerant fulfillment, gathering, at that point, the centers dependent on their likenesses, to the extent quiet discernments on the administration quality are concerned. The finishes of our examination fill in as a direction device on the social insurance administrations showcase, by evaluating every facility's nearness other, and by laying out the variables which cause the patients to see gatherings of centers in comparative manners.

3.6) Company Profile:

With the help of technology, medical industry has reached to a remarkable position in whole over the world. To keep pace with the other countries, Advin has launched its digital health care program for the rural area people with a low cost in Bangladesh in 2015 and officially in 2018. Using cutting-edge digital health technology ADVIN allows healthcare workers to monitor patient vital signs, screen for major communicable and non-communicable diseases, and communicate with physicians anywhere in real-time. Through a strong focus on preventative healthcare, ADVIN is able to provide earlier diagnoses, reduce hospitalization, and decrease healthcare costs.

Currently Advin is providing it's services in Tangail and Mymensingh. Advin has a contract with PDBF and BURO Bangladesh. Which are government and non-government NGO respectively in Bangladesh.

3.7) Current Project:

- 10 Current Centers, 75 centers to be in operation by end of 2019.
- More than 20,000 patients served.
- Local Partners: Bangladeshi government, Bangladesh's second largest Microfinance institution.

3.8) Advin's Mission:

ADVIN's mission is to reduce barriers to primary healthcare through digital health technology.

3.9) Advin's Vission:

The vision of Advin is a world where affordable and high quality health care is never far away from those who need it; a world where preventative medicine takes precedence, and people can be healthy, no matter their class, age, gender, sex, race, or religion.

3.10) Approach:

Through partnership with micro-finance institutions (MFIs); micro health-insurance companies; Non-governmental organizations (NGOs); and secondary and tertiary health providers, ADVIN

turns a fragmented system into a seamless one through proprietary software and point-of-care diagnosis.

3.11) Technology:

- ADVIN has built the world's most sophisticated and integrated multidimensional SaaS platform that aims to bring together all stakeholders and institutions of the healthcare ecosystem.
- It has its own customized portable diagnostic device.

3.12) Presenting Advin in global forum:

Quinn Underwood, Director of Global Business of ADVIN presented the business model and prospects of ADVIN in “ONE YOUNG WORLD -2018”.

3.13) Key Persons:

Mohammad Alim, Founder (Managing Director): Mohammad Alim who is a successful Entrepreneur from Bangladesh. He has spent a lifetime building high impact social enterprises in developing countries. He is also a past consultant of the world bank, where he worked to increase energy access across Bangladesh. He is a MARS IMPACT 8 fellow and NEXTAI finalist.

Saleh Zillur Rahman (CEO):Mr. Zillur Rahman has a long track record in the public health and information technology industry gained over 20 years in developing digital health for a wide range of applications. He has held CEO roles with Edu Smart , an education sector MIS (Software) company providing services to more than 100 leading educational institutions. He did his Bsc in Computer Engineering from BUET and a MPH from James P Grant School of public health from Brac University.

Shamim Ahmed (Chief Technology Officer): With a Masters in machine learning and artificial intelligence from University of Toronto, Shamim Ahmed has expertise in building all integrated software and spent a lifetime building software for major companies from Manulife to CGI. He has finished his Bachelor from BUET in Computer Science Engineering. He is also a NEXTSI finalist

3.14) SWOT Analysis

A SWOT analysis is one of the most huge keen mechanical assemblies. It is one of the time affirmed mechanical assemblies that can empower a relationship to suitably reply to changes about it. The benefits of a SWOT assessment are that it offers vivacious data with the objective that the affiliation can suffer and flourish. So the estimation of characteristics, deficiency, similarly as conditions and dangers is a certain prerequisite to-do task for the officials.

Strength:

The strengths of Advin Limited are going to take a powerful position in the Bangladeshi market. The issues for being a strong organization are-

- Powerful market position as there is no similar type competitor of Advin.
- Political support
- Financial resource of association.
- Brand faithfulness and huge number of rural clients.
- Correct administration of association with client.
- Modernized medical technology.
- Capability to adjust.
- High worker responsiveness.
- Promise to introduce new items and administrations in medical segment.

Weakness:

These are issues that stop the objective activities of Advin in specific guidelines.

- Quality of Doctor and medical assistant.
- Transaction policy
- Difficult guidelines.
- Absence of market rival.
- Depended on head office.
- Service Excellence doesn't meet client hope.
- Lack of unique inclusion as the business is new.

Opportunity:

The fundamental Opportunities for Advin would be -

- The organization can deal with the all government and non-government medical institutions to provide it's services at low cost for the poor people.
- It can make huge campaign in every corner of the country.
- Possibility of infiltrating market over various sorts of items.
- Efficient manpower for using technology.
- Opening Medical booth in the every rural corner of the country.
- Easy transaction policy.

Threats:

The external obstinate issues that may cause problems for Advin in nearby future are:

- Absence of creation in item and administration.
- Absence of similar competitors.
- Upcoming manages an account with new notable ideas, approach and notoriety.
- Increase in resistance for showcase section in the business.

Chapter- Four

Marketing Strategies of Advin

4.1) Marketing Strategy:

Marketing technique is utilized by various organizations to work together with their customers. It is also utilized to give a knowledge to the clients about products or services. A specific ranges or regional customers are focused for creating advertising for any organization.

There are basically two types of marketing policy. These are-

1. Business to business (B2B) marketing.

2. Business to consumer (B2C) marketing.

Advin followed both of B2B and B2C marketing policies. Business to business marketing means to target an organization or business. Advin primarily targeted PDBF and BURO Bangladesh which are two gigantic and renowned NGO of Bangladesh. These NGO's work with the rural areas people. Advin basically targeted those customers. For this, they have selected those NGO's. Then they have started B2C marketing going to the rural areas people, arranging so many campaigns and following different tactics. Mobile marketing is also a part of B2C marketing of ADVIN.

Advin has correctly utilized the Marketing mix.



Digital Health Solution: ADVIN leverages cutting-edge digital health technology to provide advanced point-of-care diagnostics. Advances in digital technology have allowed for unprecedented accuracy and precision in data collection and diagnostics. ADVIN's digital health platform is a secure cloud-based portal for real time healthcare coordination, collaboration and communication between the patient, insurer and clinical care team.

Device, Diagnostic & Drug: ADVIN identify, adapt, develop, and deliver technologies with the potential to achieve extraordinary successes for health. Our efforts include innovative ways to improve access to appropriate and life saving devices, medicine and screening tools to the last mile people.

Market Dynamics: ADVIN is creating market-based solutions that improve access to products and services. The healthcare market is a complex and dynamic ecosystem of care providers, insurers, and administrators, ADVIN works to bring key stakeholders together, linking data and service provision to streamline the care process and cut costs for patients. Our work helps ensure that medicines, vaccines, diagnostic tools, and medical devices reach the world's most susceptible populations.

Monitoring & Evaluation: Effective monitoring and evaluation (M&E) is important to compare the cost-effectiveness of interventions, successfully manage resources, support evidence-based decision-making, and promote learning. Through our M&E activities, ADVIN ensures that project results are transformed into knowledge that builds future success. ADVIN employs rigorous monitoring and evaluation methods to ensure that patients receive the best possible health care. Each of ADVIN's devices meets international standards of quality and is constantly monitored to ensure optimum functioning. Patient experience data is collected after each visit to an ADVIN center and is used to improve ADVIN's services to better provide for patients.

Nutrition: Malnutrition remains a substantial burden on populations in countries around the world – that is why ADVIN focuses an entire suite of tests specifically to identifying malnutrition of a variety of sorts. Through partnership with leaders in the field of nutrition supplements and micronutrients, ADVIN is able to identify and immediately serve communities and individuals with malnutrition. With specific awareness of how important proper nutrition is

The owners association of Advin made their promotional activities along the marketing team. All of them contacted with the poor people. Their B2C marketing strategy has attracted the rural areas people very easily.

4.1.3) Pricing:



Pricing is the main component of any product. Advin set a lower and unique price that has no limitations in the rural area. They are providing 24 Primary test with 600 BDT. in a year. Whose test are considered as special test in the other hospitals and diagnostic centers in Bangladesh. Who charged 26,000 BDT. For this diagnosis. Advin has also provide the test list and price of other hospitals and diagnostic centers to give a clear idea to the customers about Advin.

Test Name & Price List				
S. N	Test Name	Diagonosis	Comfort Hospital	SIBL Hospital
1	Haemoglobin (Hb)	Anaemia	200	200
2	Blood Sugar/Glucose	Diabetes	200	150
3	S. Cholesterol	Lipid Level	400	350
4	HBSAg	Hepatitis	1000	500
5	Urine PT	Pregnancy	300	250
6	Blood Group (ABO & RH)	Self Group	300	230
7	T3	Thyroid Disease	1000	800
8	T4	Thyroid Disease	1000	800
9	TSH	Thyroid Disease	1000	800
10	LH	Conception/Ovulation/Impregnation	1200	1000
11	FSH	Conception/Ovulation/Impregnation	1200	1000

12	Progesterone	Conception/Ovulation/Impregnation	1200	1000
13	Beta HCG	Pregnancy	1200	1500
14	Troponin-I	Myocardial Infarction	1200	1000
15	CK-MB	Myocardial Infarction	1000	1000
16	Prolactin	Breast & Milk production	1200	1000
17	Microalbumin	Kidney Disease	1200	700
18	CRP	Non Specific Pain/Fever	700	700
19	CEA	Autoimmuno disease	1500	1000
20	PSA	Prostate cancer	1200	1000
21	Vitamin-D	Osteoposis / Osteomalacia	5000	3500
22	D.Dimer	Thrombosis	1500	1500
23	AFP	Autoimmuno Disease	1200	1000
24	HBA1C	Diabetes	1140	1000
25	s. IgE	Asthma, Allergy	1200	1000
26	Urine Dipstick	UTI	250	200
Total			28,490	23,180

4.1.4) Place:



All the branches of Advin is located in the Upazilla Parishad of different districts. Which is easily reachable for the people.



4.1.5) People:



Advin has targeted the poor people who are not able to get proper treatment in the rural area. Money and treatment availability are the main causes of this. But Advin has solved this problems.



4.1.6) Process:



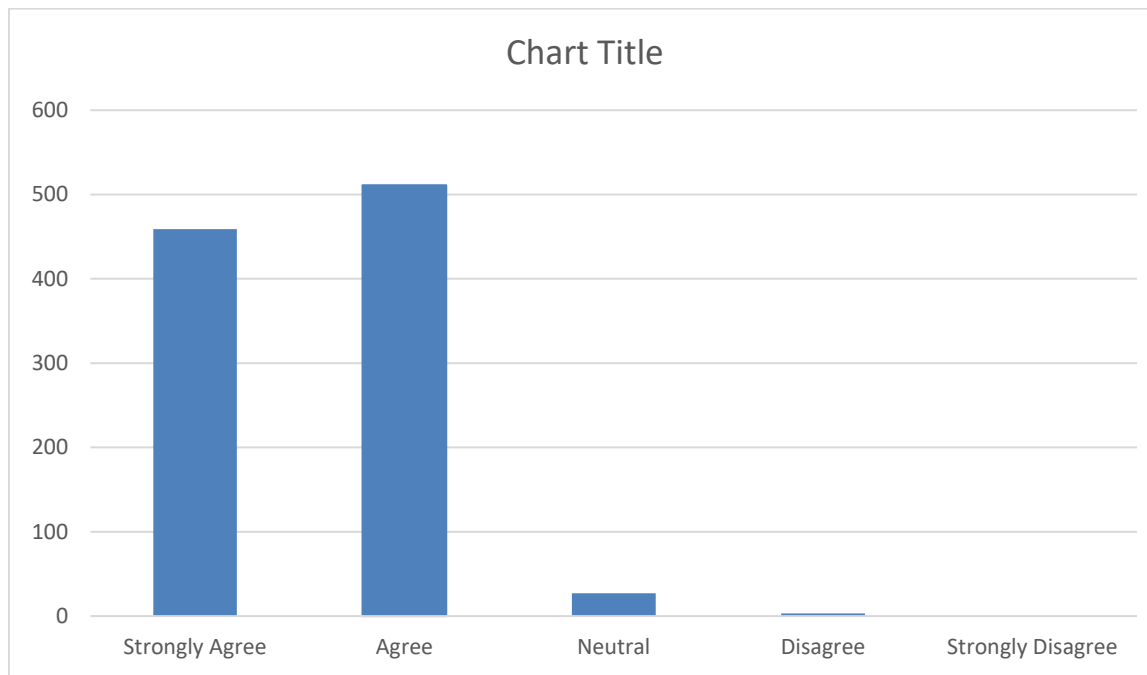
Processes include direct and indirect activities. Advin has chosen the technology process to spread their service in every rural corner of the country. By using technology process, they are able to spread medical services to the poor people.

4.2) Marketing Effectiveness

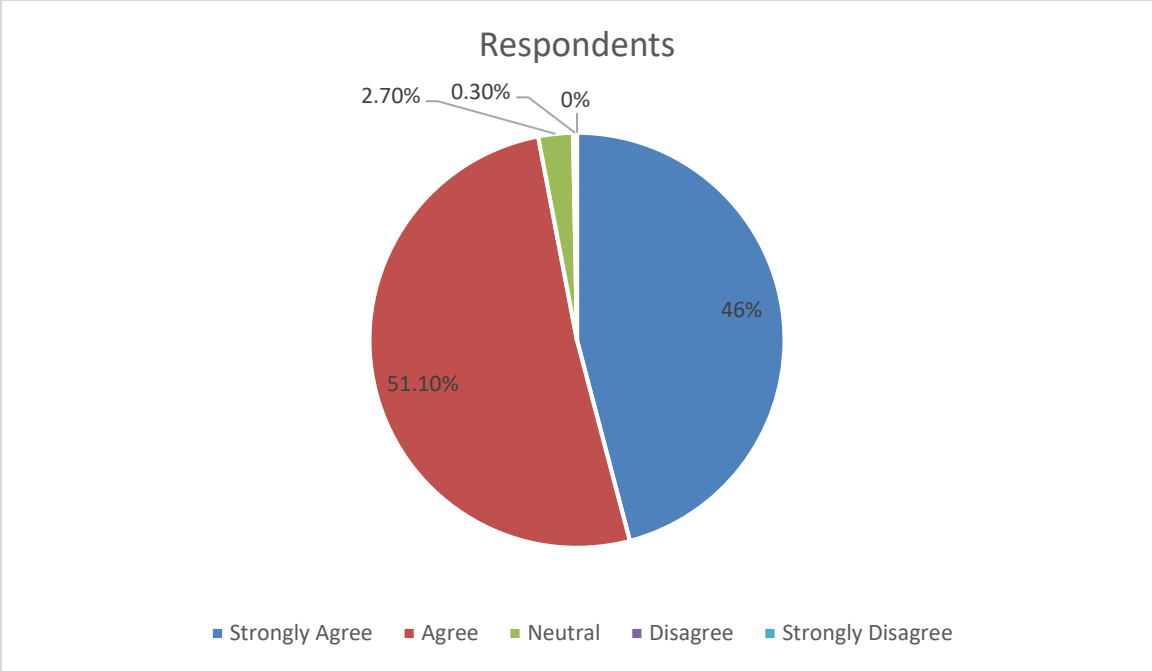
Analysis: A survey was done by Advin to measure the effectiveness of marketing activities in the rural area-

4.2.1- The marketing team of Advin Ltd. Provided a clear idea about it's services-

Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1,000	459	511	27	3	0



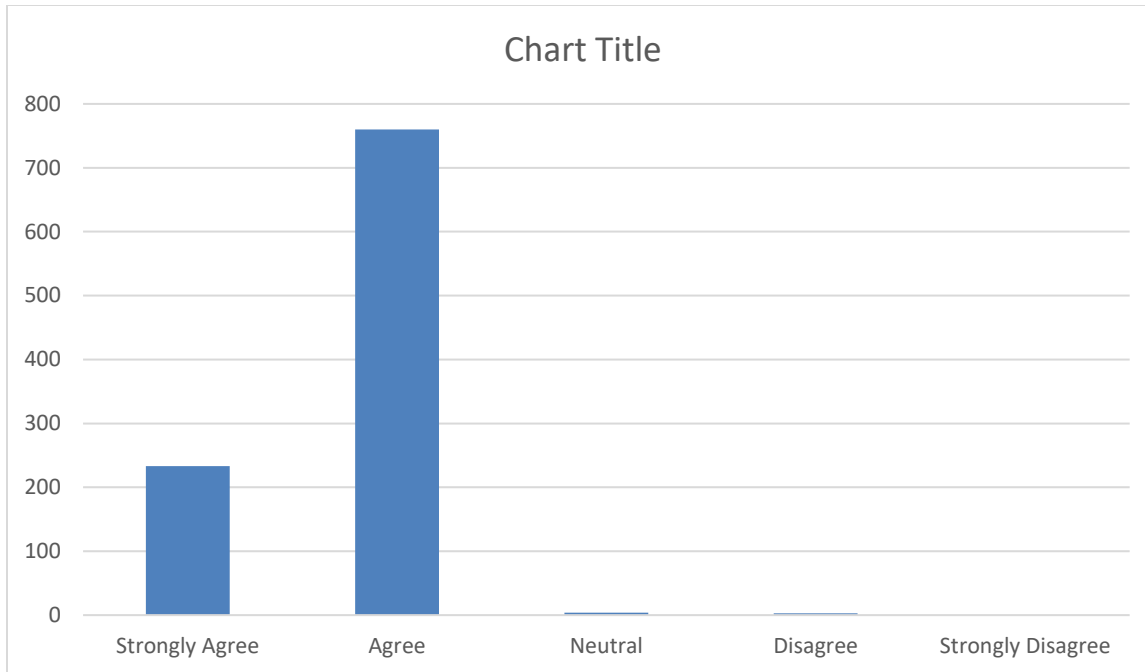
From the above chart it is shown that out of 1,000 people, 459 people are strongly agreed with the statement of marketing team effort of Advin. Where 511 people are agreed, 27 people are moderate about this matter. Only 3 persons were disagreed and none was strongly disagreed with this statement. Finally, the result is that, there was no doubt of the people about Advin's health program. The promotional activities of Advin was good.



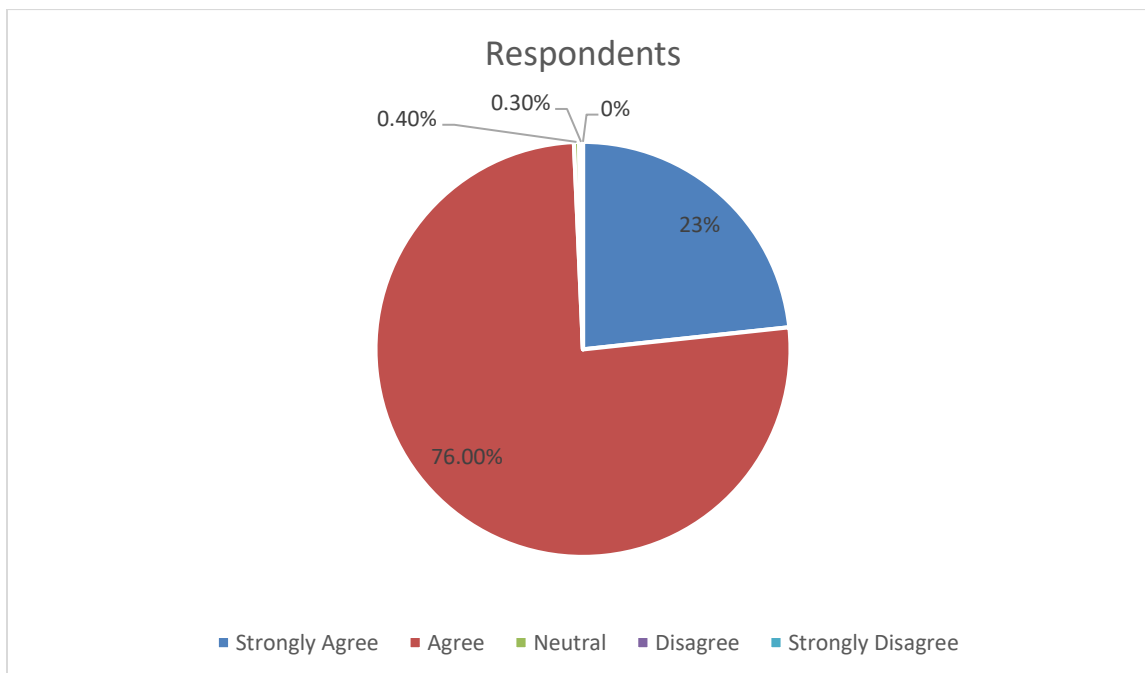
From the above pie chart it is shown that out of 100% people, 46% people are strongly agreed with the statement of marketing team effort of Advin. Where 51.10% people are agreed, 2.70% people are moderate about this matter. Only 0.30% persons were disagreed and none was strongly disagreed with this statement. Finally, the result is that, there was no doubt of the people about Advin’s health program and the marketing level of Advin was perfect in this case.

4.2.2- The procedure of making registration with Advin Ltd. Has no hassle-

Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1,000	233	760	4	3	0



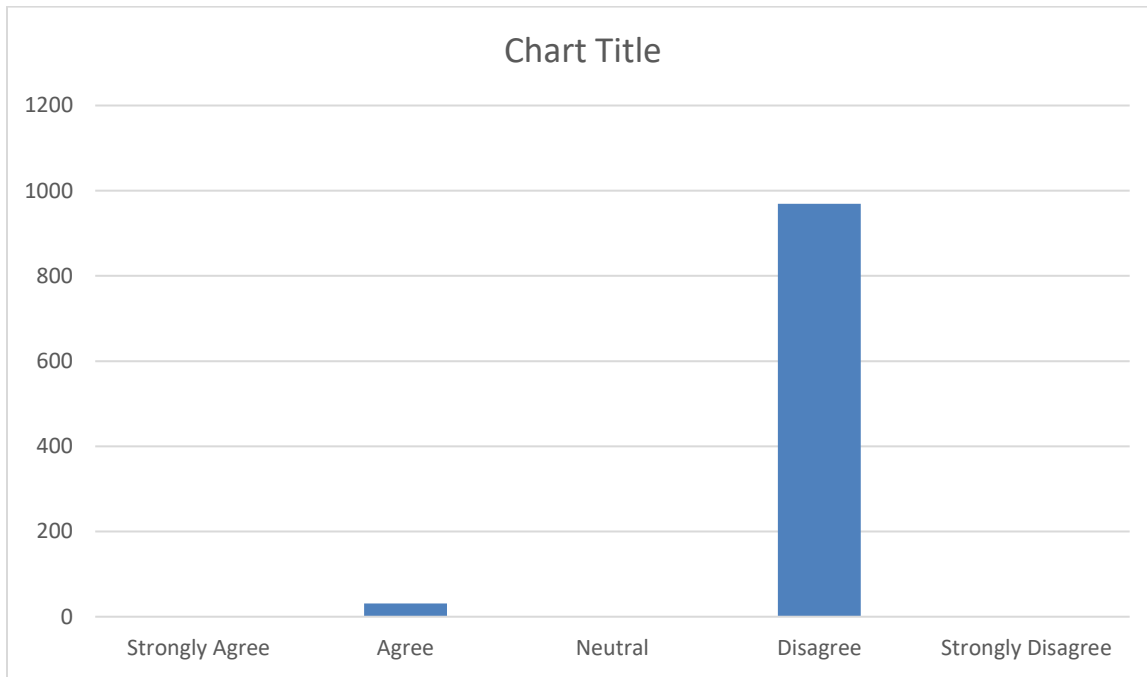
From the above chart it is notified that out of 1,000 people, 233 are strongly agreed with the statement of easy registration procedure of Advin. Where 760 people are agreed, 4 people are moderate about this matter. Only 3 persons think that there is some difficulties to add with Advin health program. Finally, the result is that, there is no difficulties to be a member of Advin Ltd.



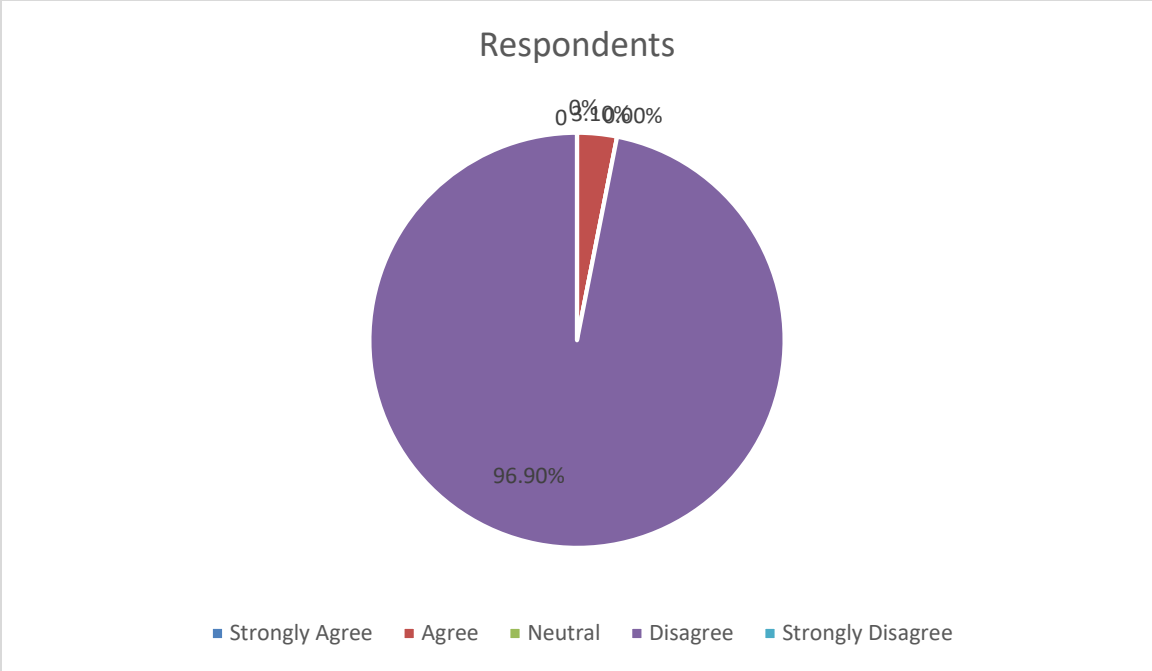
From the above chart it is notified that out of 1,000 people, 23% are strongly agreed with the statement of easy registration procedure of Advin. Where 76% people are agreed, .4 0% people are moderate about this matter. Only .30% persons think that there is some difficulties to add with Advin health program. Finally, the result is that, there is no difficulties to be a member of Advin Ltd.

4.2.3- Treatment charge of Advin is high for the poor people-

Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1,000	0	31	0	969	0



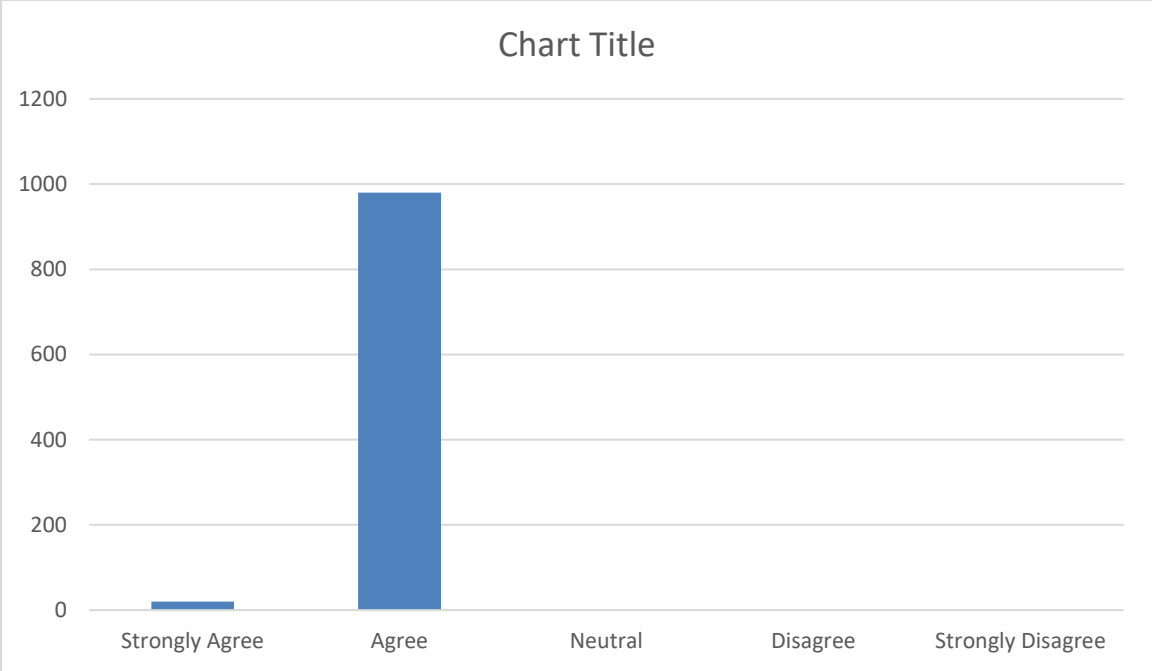
From the above chart it is found that out of 1,000 people, 0 people is strongly agreed and disagreed with the statement of high registration and overall charge off Advin. Where 31 people are agreed, 0 people are moderate about this matter. 969 people think that Advin charge a low cost for it's patients. So, the opinion is that, the pricing policy of Advin was appropriate.



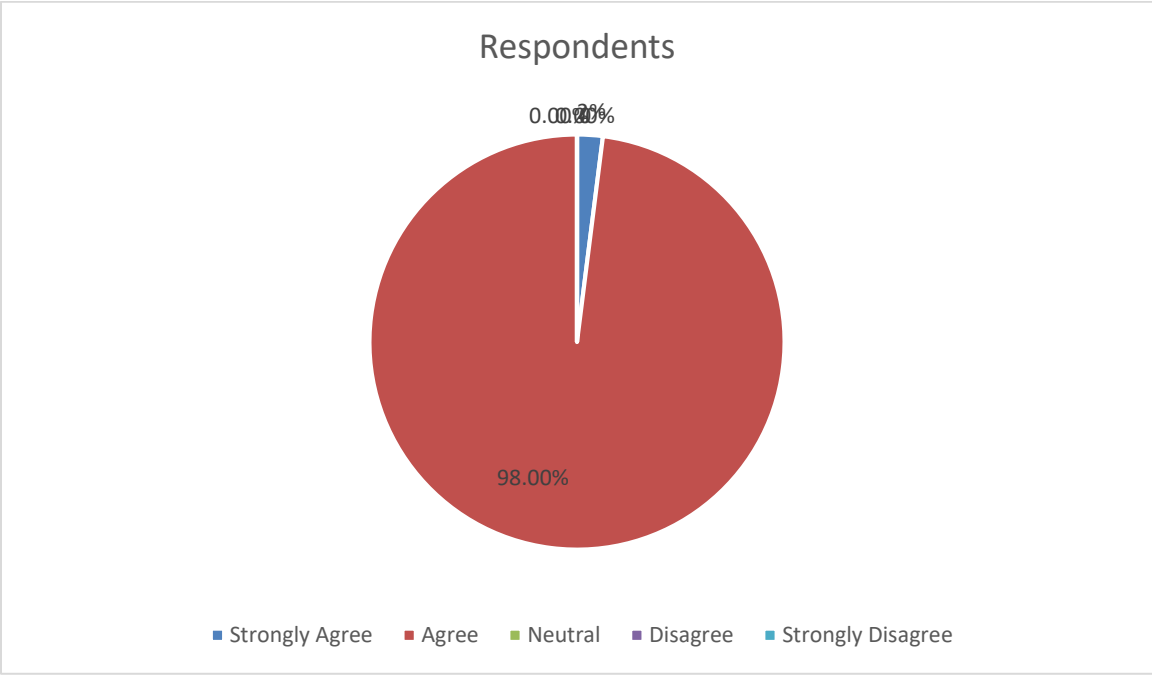
From the above chart it is found that out of 100% people, 0% people is strongly agreed and disagreed with the statement of high registration and overall charge off Advin. Where 3.10% people are agreed, 0 people are moderate about this matter. 96.90% people think that Advin has charged a low cost for it's patients. So, it can be said that, the pricing policy of Advin was appropriate.

4.2.4- The same type of service like Advin is not available in Bangladesh-

Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1,000	20	980	0	0	0



From the above chart it is shown that out of 1,000 people, no one is neutral, agreed and strongly disagreed with the statement of having same type of services availability in Bangladesh as of Advin. Where 20 people are strongly agreed and 980 people are agreed with the statement.

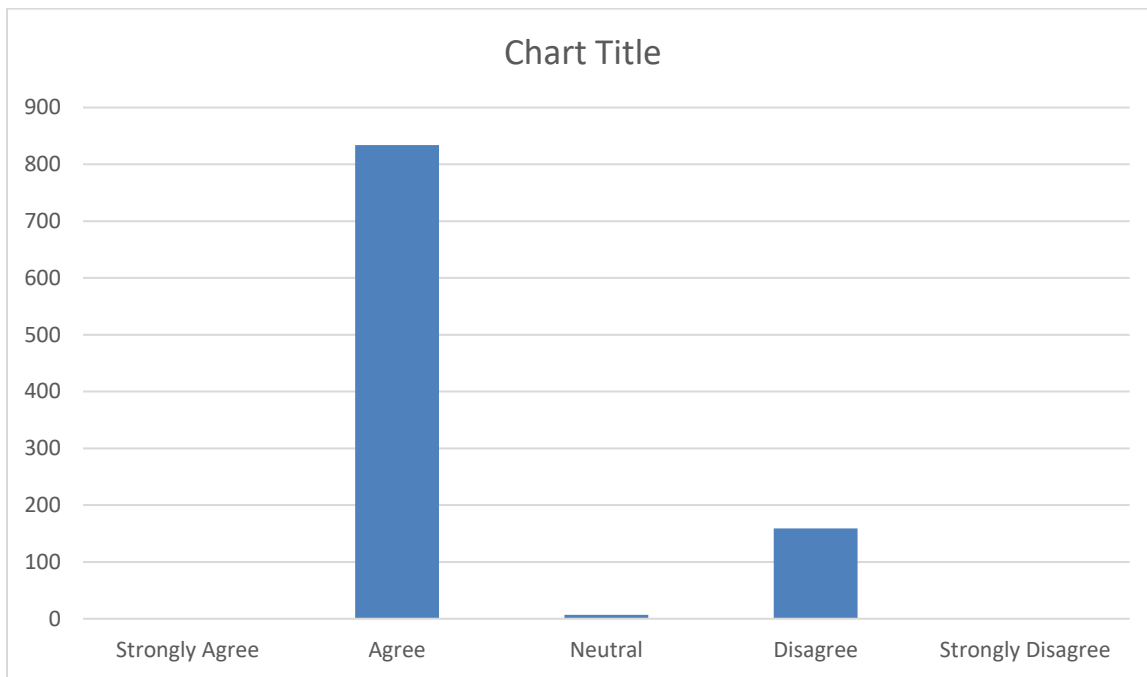


as of From the above chart it is shown that out of 100% people, no one is neutral, agreed and strongly disagreed with the statement of having same type of services availability in Bangladesh

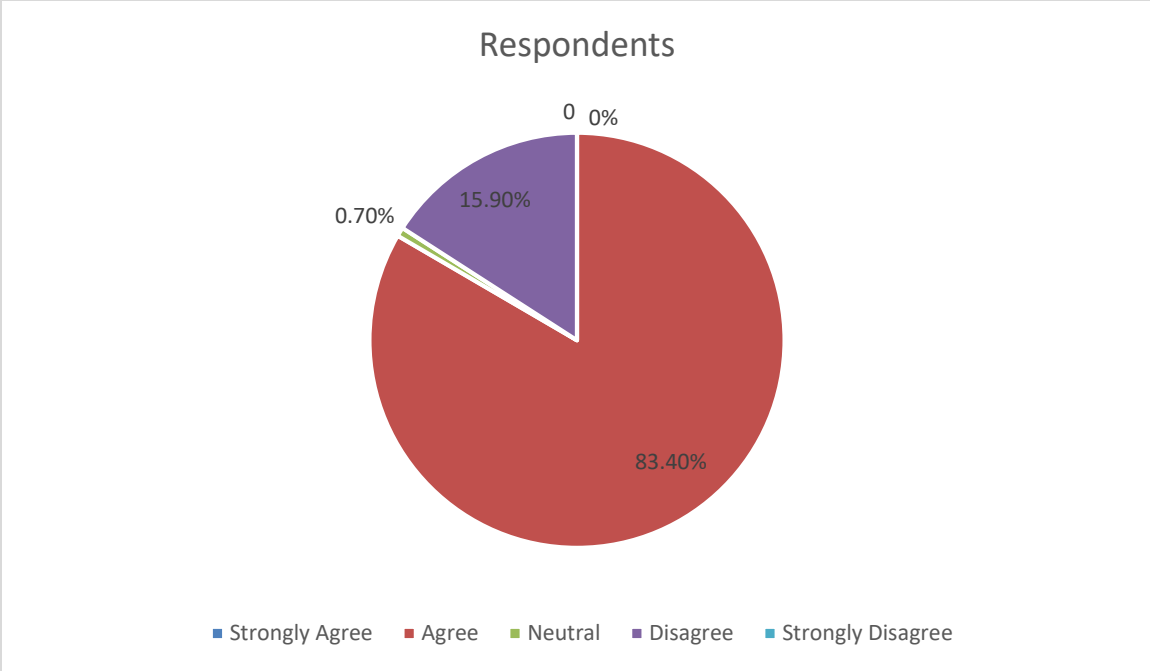
Advin. Where 2% people are strongly agreed and 98% people are agreed with the statement. So we can say that, the product chosen strategy of Advin was perfect in this region.

4.2.5- Treatment place & Payment system is reachable & easy for the poor people-

Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1,000	0	834	7	159	0



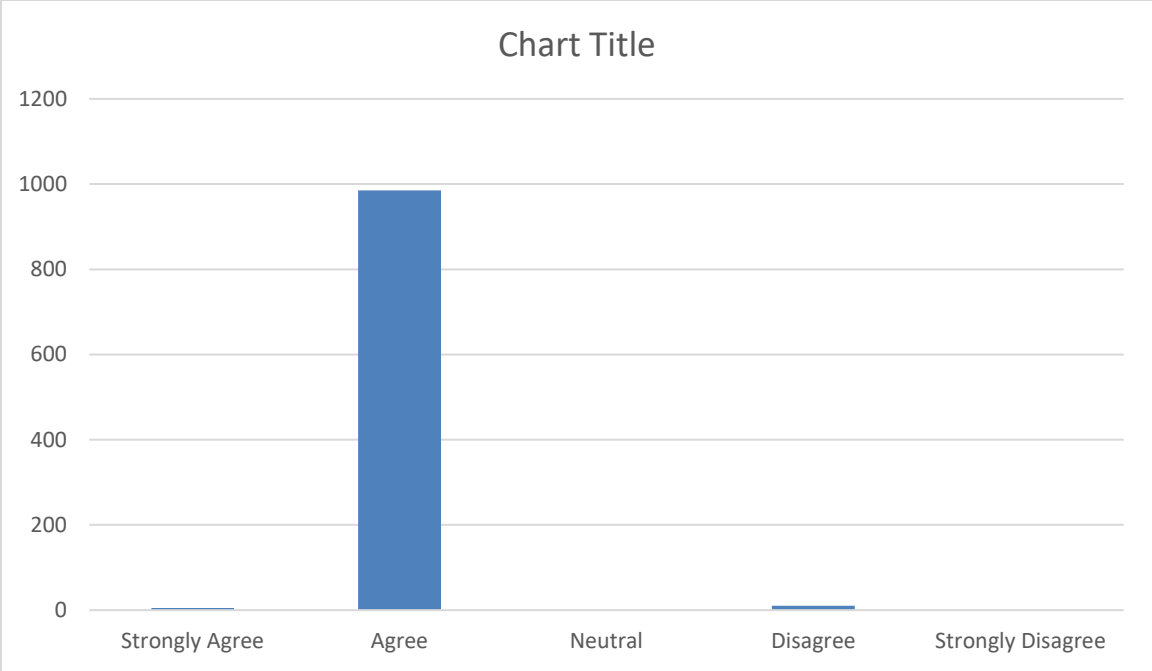
From the above chart it is noticeable that out of 1,000 people, no one is strongly disagree regarding easy payment system of Advin. Where 834 people were positively agreed, 7 people are moderate about this matter. Only 159 persons think that there is some difficulties to pay the money to Advin.



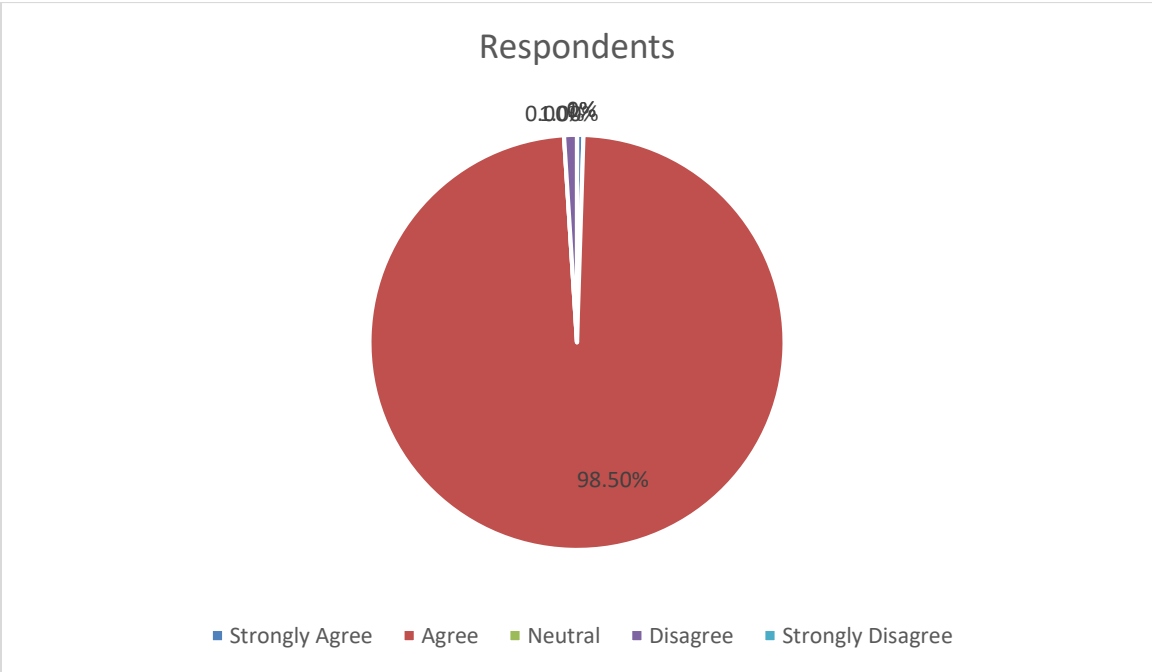
From the above pie chart it is noticeable that out of 100% people, no one was strongly disagreed regarding easy payment system of Advin. Where 83.40% people were positively agreed, 0.70% people are moderate about this matter. Only 15.90% persons think that there is some difficulties of reaching to the health center and paying procedure of money to Advin. The overall result is that, the place marketing strategy is also appropriate in this case.

4.2.6- Advin helps to find out proper diseases-

Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1,000	5	985	0	10	0



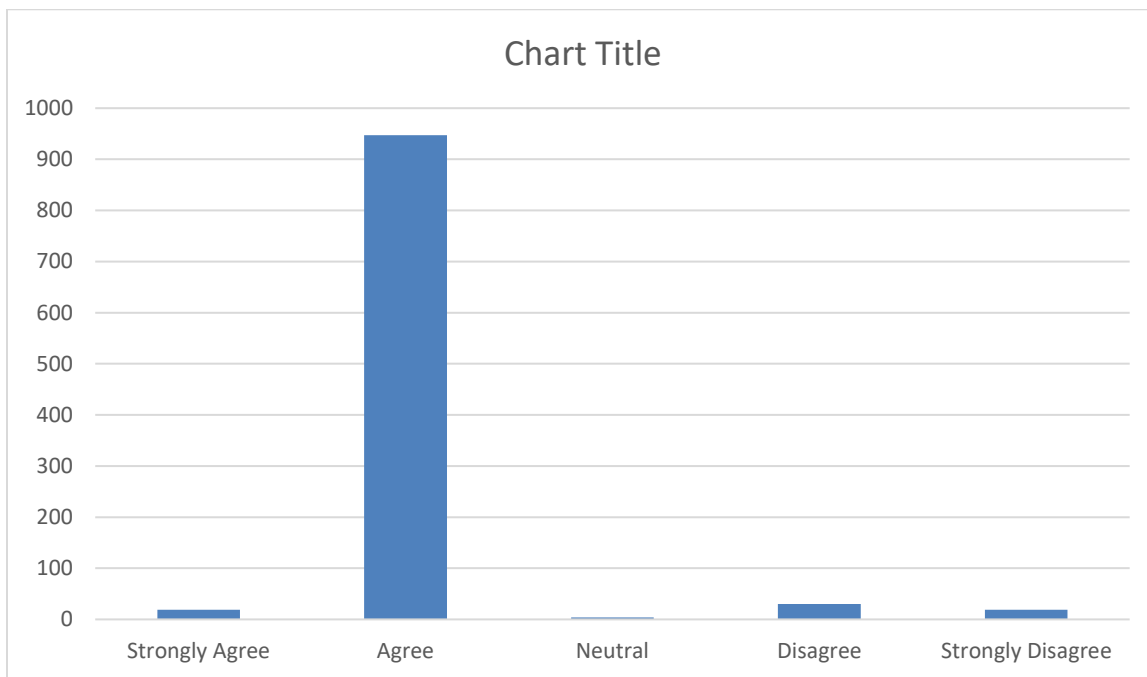
From the above chart it is showed that out of 1,000 people, 5 are strongly agreed with the statement of identifying proper diseases of human body by Advin technology. Where 985 people are agreed, 0 people are moderate about this matter. Only 10 persons disagreed with this statement.



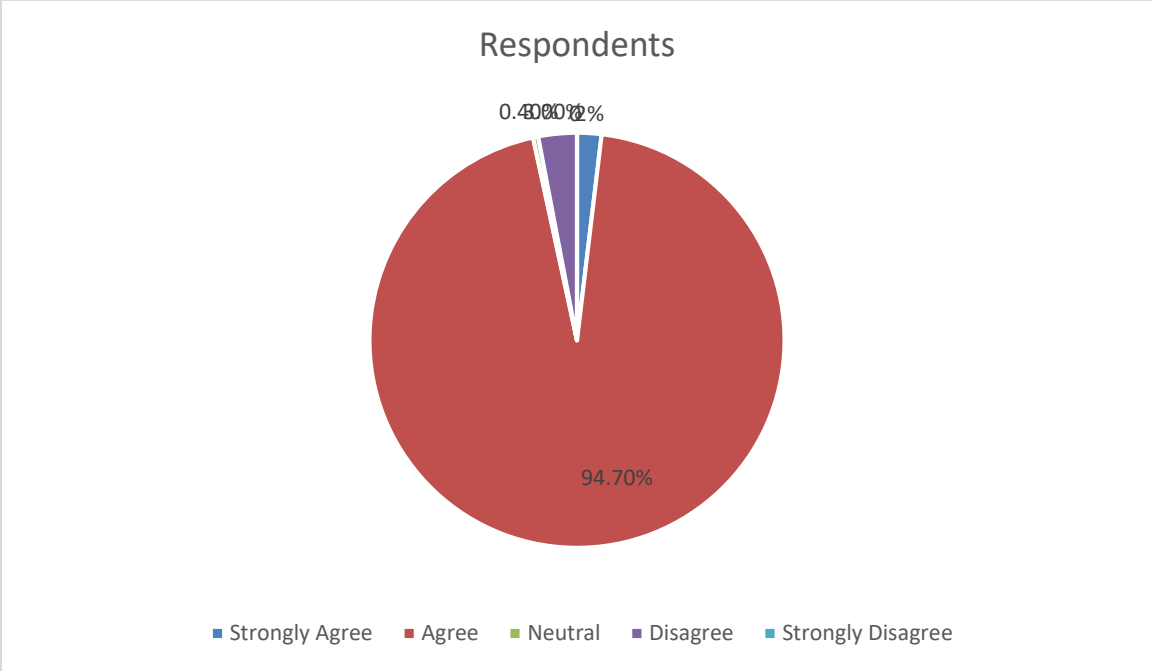
From the above pie chart it is showed that out of 100% people, .50% are strongly agreed with the statement of identifying proper diseases of human body by Advin technology. Where 98.50% people are agreed, 0% people are moderate about this matter. Only 1% persons disagreed with this statement.

4.2.7- Doctors and Medical Assistants are professional and available-

Total	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1,000	19	947	4	30	0



From the above chart it is notified that out of 1,000 people, 19 are strongly agreed with the statement of professionalism and availability of Doctors and Medical Assistants of Advin Ltd. Where 947 people are agreed, 4 people are moderate about this matter. Only 30 persons doubt about the statement of Advin health program.



From the above pie chart it is notified that out of 100% people, 1.90% are strongly agreed with the statement of professionalism and availability of Doctors and Medical Assistants of Advin Ltd. Where 94.70% people are agreed, .40% people are moderate about this matter. Only 3% persons doubt about the statement of Advin health program.

Chapter- Five

Problems & Recommendations

5.1) Problems

The following problems are completely based on customers and employees views regarding Advin's health care services. The identified problems are-

- 1) One of the most important problem is that, as this a health care service, so that they should run their services during holidays. But they are not giving their services on holidays.
- 2) The payment system should be more specific and easy for the rural people.
- 3) They don't provide their medical service at night.
- 4) Advin's team don't assist the patients while they refer them in a medical or diagnostic center.
- 5) Medical Assistants of Advin should be more qualified and smart.
- 6) They don't arrange 1-2 medical campaigns in a month in the rural area.
- 7) They should send a specialist Dr. from Dhaka at least one day in a month.
- 8) They don't offer any primary medicines for the poor patients.

5.2) Recommendations:

Advin Ltd. Is the only digital health care technology of Bangladesh which is one of the prospective medical service sector. It is easier said than done any recommendation. Recommendation means to offer some propositions on some specific issues. It is very complicated for me to give any recommendation to Advin Ltd. That is why the following precautions & suggestions can be adopted to smooth the functions of Advin Ltd.

- 1) In terms of medical issues, people can face problems at any time. Every health care service provider should offer their services 24/7. Advin authority can run this policy by increasing their man power.
- 2) Advin takes their payment from the patients by two installments. They should give more space to the poor patients. They can run 4 installments policy for their patients.

- 3) It is said that, people become sick at night most of the time. Advin can provide their medical service at night. For this, they can hire more medical assistant and can shift their duty time.
- 4) When Advin refer a patient to the hospital or another diagnostic center, they should give an assistant with the patients. For this, they can open a new department. It will increase their fame and efficiency of service.
- 5) The medical assistants of Advin are not enough professional and smart. Advin can recruit experienced medical assistants to solve this problems.
- 6) Different types of campaigns work to increase the fame and advertising for a company. Advin should offer some medical campaigns by the Doctors who are appointed on their Dhaka office.
- 7) By taking the help of government, Advin should contract some Government doctors in their project.
- 8) Advin should offer primary medicines for the patients. They can manage some sponsors form Bangladesh or foreign countries.

Chapter- 6

Conclusion

6.1) Conclusion:

Advin has launched an unique and comprehensive social health care services to Bangladesh for the rural impoverished people. Both primary and secondary sources have shown that, the health care journey in Bangladesh is extremely terrible. Patients and their family members endure a ton in the social insurance venture. In such a situation, Advin would fill in as a remember to the Bangladeshi provincial individuals. A steady developing client base is required for the organization to develop and endure. The User experience of the administrations that are frequently utilized should be enhanced an ordinary premise and furthermore steps ought to be taken to educate more clients regarding these administrations. Like, Doctor Call and Discount. What's more, the administrations that are not used a lot of should be increasingly obvious to the clients to guarantee its ideal use. Like Doctor Chat, Appointment Booking, Executive Health Check-up. At the equivalent the administration must give the best nature of the administrations. What's more, to give best quality administrations to clients the organization should find a way to keep its clients at the focuses of the considerable number of exercises. Fast client testing and snappy and noteworthy client input can be an extraordinary for this.

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