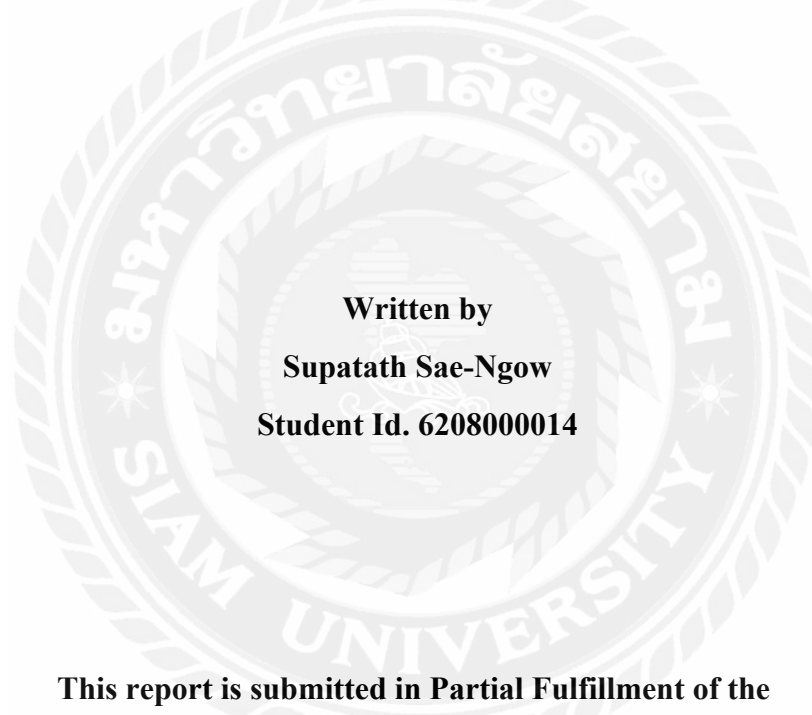**Business Development Marketing team at Ever Medical Technology**

Written by

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Student Id. 6208000014

This report is submitted in Partial Fulfillment of the

Requirements for Cooperative Education

Faculty of Business Administration

Academic Semester 1/2022

Siam University

Title: Business Development Marketing team at Ever Medical Technology
Written by: Mr. Supatath Sae-Ngow
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Project Title : Business Development Marketing team at Ever Medical Technology

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Semester / Academic year : 1/2022

Abstract

This cooperative report aimed to showcase the business management and marketing system at EVER healthcare Co., Ltd., in Thailand. In this regard, this report mainly described how the company operated, the needs and interests of the marketing department, and the intern's role in the development of the Ever Healthcare app. The responsibilities, insights, and challenges encountered as a marketing intern were also explained in the present report. Based on the objectives, two significant findings of this report were as follows. First, using the Healthcare app in this company as a cutting-edge solution for management and marketing could enhance the productivity and the demand for the company. Second, working in the marketing department assisted the intern develop various skills including multitasking, communication, and problem-solving in times of difficulties and challenges at the workplace.

Keywords: Business development, Marketing, EVER Healthcare, Healthcare application.

Acknowledgement

I am grateful that I had the opportunity to work in the Ever company and to be the part of this prestigious organization during my internship. I would like to thank Siam University and the International college for coordinating this internship opportunity. My qualities have allowed me to take advantage of this fantastic chance, which has provided me an understanding of the company culture of working together and has expanded my knowledge of marketing through hands-on experience with various tasks in real-world situations.

First of all, I am deeply grateful to Dr. Duminda Jayaranjan, my Coop advisor, and Aj. Sabbir Hossain, my academic advisor, for their guidance and support that enabled me to work in this internship. Their valuable advice was extremely helpful, and I am also thankful for the encouragement provided throughout the duration of this internship and in completing this report. I would also like to express my appreciation to my supervisor, Ms. Kochakorn Anantamaek, and Mr. Seth Rakamnuaykit for their mentorship and guidance. Without their support, I would not have been able to learn the different aspects of working within an organization and get the real experiences of an internship. Their constant advice and encouragement have allowed me to take on tasks that I wouldn't have dared before. I feel fortunate to be a part of this team, and they have taken care of me throughout the entire process.

Secondly, I am also appreciative of all the department heads and employees at Ever Medical Technology who have cooperated exceptionally well and helped me by sharing the working knowledge that is necessary for the proper functioning of the department. I am thankful for the opportunity they have provided me to work independently in relation to them.

Finally, I would like to express my gratitude to Aj. Sabbir Hossain for giving me the chance to work here and to all those who have helped me throughout the training period. Their support has allowed me to gain a broader understanding of the organization and to gather information about the organization as a whole. Without their help, this opportunity would not have been possible.

Supatath Sae-Ngow
(Id: 6208000014)

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List of Acronyms

HIE   : Hospital Information Exchange

HIS   : Hospital Information System

RWD   : Real World Data

RWE   : Real World Evidence

TAM   : Technology Acceptance Model

TPB   : Theory of Planned Behavior

PEOU   : Perceived Ease Of Use

PU   : Perceived Usefulness

TRA   : Theory of Reasoned Action

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Chapter 1 Introduction

1.1 Company Profile

Figure 1: Ever Medical Technology Co., Ltd,

Ever Medical Technologies was founded in Bangkok, Thailand built on the simple notion that for far too long, the world's medical landscape has been held back by data siloed and legacy technologies that prevent data-driven innovation. (Ever Healthcare, n.d.).

1.1.1 Mission of the company

The Company mission is to establish decentralized infrastructure for patients' health data sovereignty. To enable wider informatics innovation in healthcare services and apply machine learning on multi-omics and EHR data to unlock the potential of personalized healthcare and precision medicine. Despite the slew of game-changing technological innovation, advancements were yet to be incorporated into one of the most important facets of modern society, leaving both present and future generations stranded with limited and inefficient medical solutions.

Ever team of pioneers are committed to endlessly pushing the boundaries of modern healthcare, bringing cutting-edge technologies and state-of-the-art solutions to the medical world. From harnessing the full potential of data analytics in business intelligence to empowering individuals and medical institutions alike with greater ease, comfort, and security. (Ever Healthcare, n.d.).

Ever is bringing about a new paradigm of self-sovereign healthcare that will develop and grow for generations to come.

Figure 2: Mission of the Ever-Medical Technology Co., Ltd.

1.1.2 Vision of the company

Data exchange platform Blockchain-based HIE for well-governed data exchange in a care network or a hospital group setting. Innovation in the hospital system Transform your hospital utilizing data-driven changes and unleashing the power of data-driven innovations. Health data engineering Utilize our AI and privacy-preserving health data platform from the initial medical data la beling to predictive health and deep learning for medical images. (Ever Healthcare, n.d.).

Figure 3: Vision of the Ever-Medical Technology Co., Ltd.

1.1.3 Location

Ever Medical Technology Co., Ltd, 394 Bangkok Bank building, 5th floor, Rama 1 Rd, Pathum Wan, Bangkok 10330
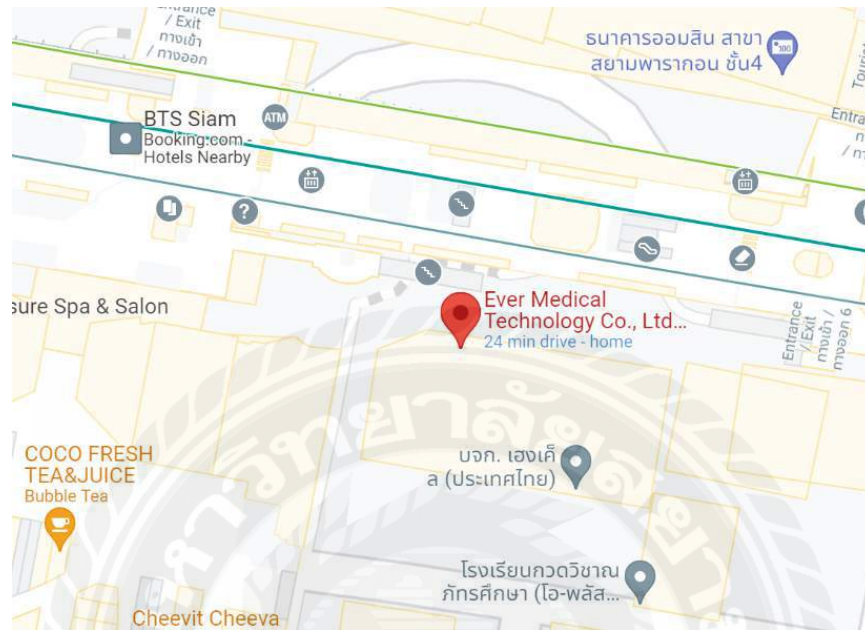
Figure 4: Ever Medical Technology Location

1.1.4 Core values

The values that shape everything we do at Ever, to become people's most-loving company. (Ever Healthcare, n.d.).

Results matter, if it's ethical and impactful

Ever is founded on the belief of doing well by doing good. A result is not yielded when it's not for the greater good. Results will always be driven by doing good in the long game. (Ever Healthcare, n.d.).

Insist on the highest standards

The world is always forcing us to be average. If we want to stand out, we need to proactively seek to be above average, to take risks, and to always push us to be better. (Ever Healthcare, n.d.).

Always curious, always learning

Be radically open minded and always open to feedback and new ideas. Think through problems from first principles and always have empathy for the other party. (Ever Healthcare, n.d.).

Impactful results are what matters

Processes are important, but at the end of the day, we care only about impactful results. Just because we followed the process perfectly does not mean the job is done. (Ever Healthcare, n.d.).

Strong opinions, loosely held

Ever Healthcare wants to respectfully vigorously debate every idea, but ultimately, we want the best idea to win. (Ever Healthcare, n.d.).

Figure 5: Core values of the Ever-Medical Technology Co., Ltd.

1.1.5 Product

a) Hospital Information Exchange (HIE)

Paving a path for the future More than security, interoperability, and performance, our Blockchain HIE fosters growth and expansion in the healthcare industry.

b) Hospital Information System (HIS)

In this way, HIS works like an operating system for a device that connects different electronic components like a keyboard, touch screen, screen, RAM, and storage. Cooperate to seamlessly "serve" device users. To "serve" patients who come to the hospital for services, HIS coordinates various departments (Medical Records, Nursing, Pharmacy, Medical, Finance, etc.) smoothly. For communication between these departments, most hospitals used a lot of paper in the past. However, in modern times, HIS is a software that serves as a middleman to coordinate different departments so that less paper is used. This doesn't just reduce paper costs. however, to lessen the delay brought on by communication using paper. This task is much better suited to the computer. Additionally, shorten the time spent looking for information to be seen again for medical reasons. (Ever Healthcare, n.d.).

c) **Ever app**

Ever created an application that allows us to bring the doctor to sit and talk to us on the phone in order to dispense medicine for patients who find it inconvenient to travel to the hospital alone. The information about the treatment will be recorded for the subsequent treatment, and we can consult the pharmacist without wasting time traveling to the hospital. These data will be transmitted to Data and safely kept there. (Ever Healthcare, n.d.).

d) **Ever Healthcare**

The What, Whys, and How of Medical Tourism While not a new concept by any means, Medical Tourism has taken the world by storm in the last decade.

If you're from a developed country and have been searching for medical treatments of any kind in the past several years, you've probably heard of the terms 'medical tourism' medical vacation or at the very least, some mention of international travel for your treatment option. While not a new concept by any means, medical tourism has taken the world by storm in the last decade, a result of the world becoming increasingly connected and easy to traverse. With affordable and efficient methods of transportation available to more and more people, treatment options are transcending the borders between countries. (Ever Healthcare, n.d.).

e) **Biotech**

Revolutionizing Medical Research with Real World Data (RWD) and a comprehensive and up-to-date Real-World Evidence (RWE). to develop innovations in the industry biotechnology Pharmacy and Health Care such as Health assessment, Ever clinical trial support, Medical annotation, Multi-Dimensional health database platform, annomed and enrich.

Figure 6: Ever Healthcare Logo

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Medical Tourism

Medical tourism is related to the broader notion of health tourism which, in some countries, has longstanding historical antecedents of spa towns and coastal localities, and other therapeutic landscapes. Some commentators have considered health and medical tourism as a combined phenomenon but with different emphases. Carrera and Bridges (2006, p.447), for example, define health tourism as —the organized travel outside one 's local environment for the maintenance, enhancement or restoration of an individual 's well-being in mind and body. This definition encompasses medical tourism which is delimited to —organized travel outside one 's natural health care jurisdiction for the enhancement or restoration of the individual 's health through medical intervention‖. A number of countries in Central and South America have developed strong reputations for cosmetic and plastic surgery, bariatric procedures, and dental care.

However, Ever Healthcare also offers this medical tourism service to their clients who are interested in traveling to Thailand for medical and tourism purposes.

Why should people choose Medical Tourism?

Patients living in countries such as the US can save up to 50%-70% of their medical costs by undertaking their medical procedures abroad. This already takes into consideration the cost of everything, from the price of accommodations at prime vacation spots to the medical costs.

Figure 7: Landing page of Ever Healthcare

Another reason is to forgo extensive waiting times. In the UK, for example, it is normal to have to wait up to 18 weeks for treatment if relying on the National Health Service (NHS), making things highly inconvenient for patients. Moreover, the quality of service in some countries is higher as they specialize in specific types of procedures. An excellent example of this being the case is found in South Korea, where doctors and medical centers are world-renowned for their experience, knowledge, and pioneering technologies in the field of cosmetic and aesthetic medical treatment. Medical care shouldn't just be about getting the absolute best treatment that one can be given. It should also be affordable. Thus, the popularity of medical tourism is explained; it allows middleclass patients from the developed world to receive upper-class treatment. Price goes down, while quality goes up.

With all that said, we understand your concerns with putting your health and well-being on the line in a foreign country where you might not have your bearings. Worry not, because we've got a comprehensive list that, if followed, will ensure you have a great medical experience abroad. (Ever Healthcare, n.d.)

1.2 Organization Structure

Below is the Organizational Structure of Ever Medical Technology Co., Ltd.
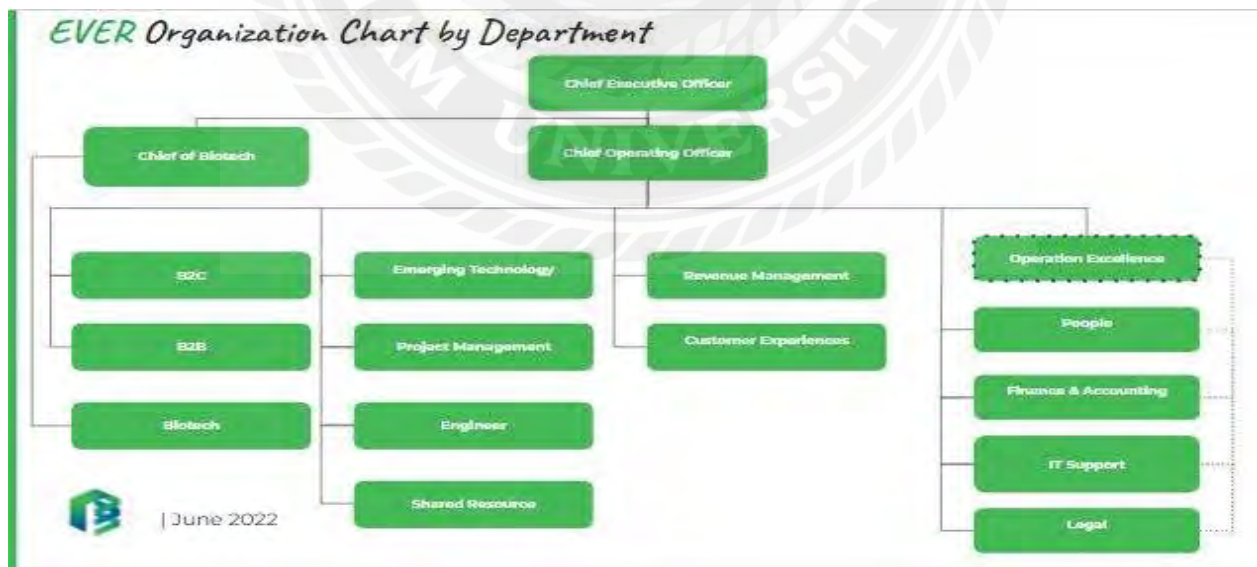
Figure 8: Organizational Structure of Ever Medical Technology Co., Ltd.

1.2.1 My Job Position

The Job position that I was assigned during my internship at Ever medical technology Co., Ltd. Was a Marketing Development Assistant Intern. I had to work under the direct supervisor of Marketing Ms. Kochakorn Anantamaek and Mr. Seth (Indy) Rakamnuaykit, Content writer. The purpose of the marketing development position is to offer products to sell to increase the number of healthcare app downloads to get people's attention. Another thing I learned about is how we rent locations to advertise our products and services. And my job is to help find more information for a variety of ideas to make the best work and this is the duty for the Marketing Development team.

1.2.2 My Job Position in Ever Medical Technology organizational structure
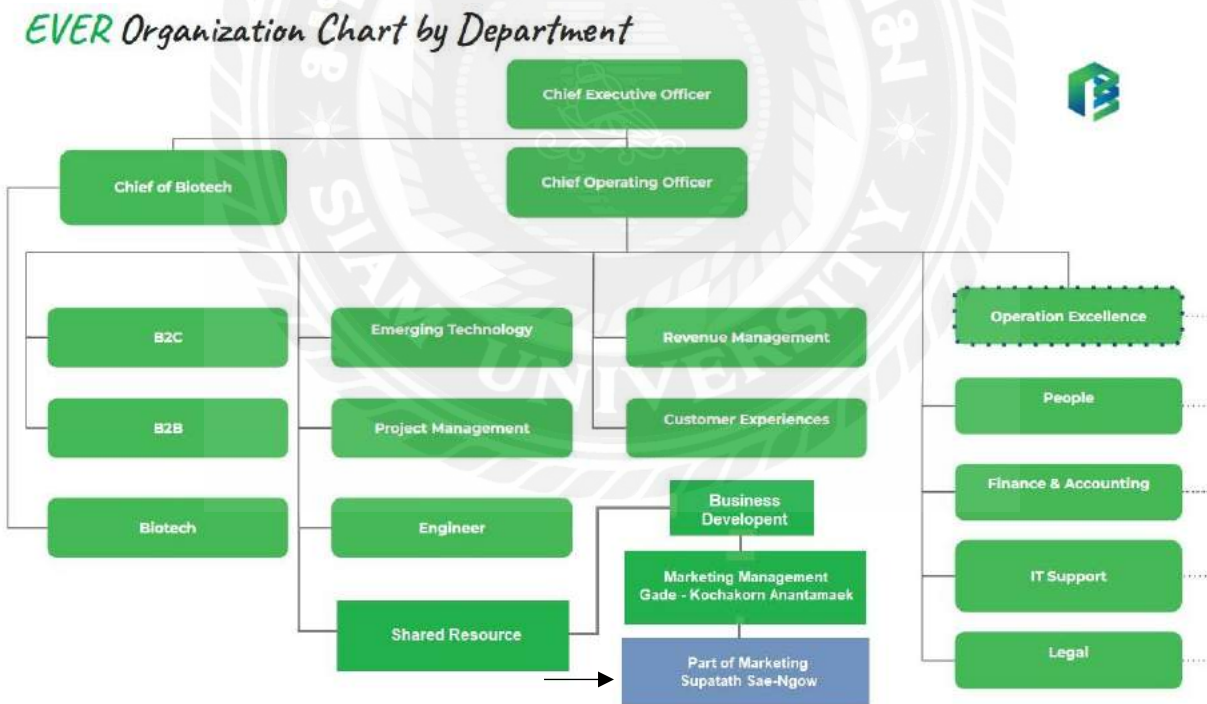
Figure 9: My position in Organizational Structure of Ever Medical Technology Co., Ltd.

1.2.3 Intentions and Motivations to choose Ever Medical Technology Co., Ltd.

I picked Ever Medical Technology as a marketing intern so I can put the skills and knowledge I've learned in school to use in the real world and learn how to run a business in today's world. Another reason is that many startup companies would offer additional training and opportunities for personal growth to advance their staff. This not only secures employment but also provides the possibility to increase knowledge and experience. I work in the marketing department because it is believed that even though the time I spent working seems pretty long, it was only a very short time, and I still have a lot to learn and gain knowledge regarding business development.

Ever Healthcare is one of the top one-stop medical technology platforms that allows patients to compare hospitals, consult with doctors, and book healthcare services online. It has a large number of employees in working different departments to make sure the platform runs smoothly. As a student hoping to pursue an MBA in Marketing, I'm confident that this brief internship will enable me to determine whether or not the field of Marketing is right for me. Working in this profession might also help me clarify my career goals and see whether my areas of strength are compatible with a managerial job.

Thus, the major goals of this internship as a Marketing Intern are to increase awareness of the value of business development in the digital healthcare industry and to get practical management experience.

1.2 SWOT Analysis of Ever Medical Technology Co., Ltd.

SWOT Analysis which is as follows:

Strengths	Weaknesses
- New trend - Strong database - Team Performance - Time saving for both medical staff and patients.	- Multiple goals - Mobile app is not user friendly - Difficult to build the patients and physician relationship
Opportunities	**Threats**

• Be a part of various hospital • Meet the needs of patient • Attract a large, wider target audience • Large number of people are getting access to premium healthcare services	• Many competitors • Constraints due to various reasons • Patient privacy and confidentiality • Data security of digital platforms and & mobile devices

Figure 10: SWOT Analysis of Ever Medical Technology Co., Ltd.

Strengths

New trend

A trend is a change or development towards something new or different. Digital healthcare is a new trend and something that will occur in the near future. The transformation involves switching from a volume-based (fee-for-service) business model to one that rewards value rather than quantity. It also involves placing more emphasis on patient-centered (personalized) care, proactive (preventive) intervention, objective (outcomes) data, care coordination, non-facility care, and overall cost of care.

Strong database

The company uses a system called blockchain to collect the data of the patients, a network system to store online transaction accounts. It looks like a web of spider webs that store statistics on future financial transactions and other assets. There is no intermediary, that is, a financial institution or a settlement house, that information cannot be edited or changed, and every time a new transaction occurs, a new box is created. Then the boxes are tied together. Also known as Chain by binding with a Hash Function method, which is like a fingerprint of a file used to verify or confirm the accuracy of the information that each person holds. considered representative of the original data. The value obtained from this hash has a very rare chance of duplicating. Therefore, it is a feature that can be trusted to be used to confirm (verify) the information that each individual holds.

Team performance

There are multiple teams working at Ever healthcare to make sure that the operations run smoothly in the organization. Teams like developer, Marketing, Business Development, Human resources consist of some young talents who are trying super hard to make sure that the company operates properly. It also shows that the company became one of the top startup companies in Thailand.

Time saving for both medical staff and patients

The mobile apps will help reduce the waiting times between the medical staff and patients. The apps already incorporated Electronic Medical Record (EMR) systems. EMR systems are instruments used in hospitals to manage prescriptions, doctor's notes, lab results, patient histories, and patient records. When there is an EMR system in place to streamline the way things are done, all of the aforementioned activities can be accelerated more quickly. If given the proper digital tools, patients can fill out the necessary information utilizing applications prior to their visit, which will reduce wait times.

Weaknesses

Multiple goals

The company focuses on multiple goals. If a new task comes in, it will bring people to help, but the old job is something that should be taken care of, causing the Delayed or the work is not progressing, standing in the same place for a long time and not being successful until causing various criticisms and making the work not smooth.

Mobile apps are not user friendly

The app is incomplete and not yet ready for patients to use. Because the patient cannot see the doctor by simply pressing a few buttons on the app, there are still a lot of adjustments that need to be made in order to run the application.

Difficult to build the physician and patients relationship

The hardest task a physician can face occasionally is building a solid rapport with their patient. Digital healthcare often involves remote communication, which can make it difficult for physicians and patients to establish a personal connection. Moreover, Technical issues, such as connectivity problems or difficulty using the technology, can disrupt communication and hinder the development of a strong physician-patient relationship. In some cases, digital healthcare encounters may be shorter in duration than in-person visits, which can make it difficult for physicians and patients to fully engage with each other and build a strong relationship. It is absolutely difficult for the doctors to create some sort of proper relationships with their patients through the digital applications.

Opportunities

Be a part of various hospital

Ever has received the opportunity from the hospital, including doctors in Samut Prakan, Chachoengsao and is accelerating to expand to Chonburi. Because we focus on patients in rural areas or government hospitals in the area because they are required by the health service. Digital Healthcare is a good opportunity to help with various government hospitals, and we have numerous other opportunities through the app.

Meet the needs of patient

Digital Healthcare apps or the Technology has come to improve the daily life of human beings by bringing about hospitals to serve patients without much hassle. We have entered the area to find the patient's problem. Ever, bring the application to meet the patientsneeds without much hassle.

Attract a larger and wider patients

Having a strong online presence, including a website and social media accounts, can help organizations reach a wider audience and promote their services. Through the Ever apps, how many people can get the health services regardless of their location. Ever apps try to expand their health care services to remote areas where the rural people will also be eligible to get the service.

Large number of people are getting the access of premium healthcare service

Ever apps provide so many facilities regarding the health care services. Their apps have multiple options to contact the doctor, check the medical report and also pharmacy support where they can request for the medication.

Threats

Many competitors

Due to the very strong Healthcare and new trends, the information may not be much, and tourism that is really popular abroad is a trend that Thai society is interested in. Therefore, various companies have arisen and one of them is Ever. In the Healthcare group, developing the app to actually work and make comparisons that we still have to develop to compete with competitors.

Constraints due to various reasons

Restrictions on access to information necessary to make critical or minor decisions based on circumstances. Because all work needs to be handled in the workplace. So, working from home doesn't seem effective in any way. This delays HR processes and emergency actions.

Patient privacy and confidentiality

It is important for digital applications to protect the privacy and confidentiality of their users, particularly when handling sensitive information such as patient data. Some patients may be worried about the security of their personal and health information when using a mobile healthcare app.

Data security of digital platforms and & mobile devices

Data security is an important concern for digital platforms and mobile devices, as they often store and transmit sensitive information such as personal data, financial information, and confidential business documents. To protect this data, it is important for users to implement appropriate security measures.

Objectives of the study

One of the main objectives of this internship program is to provide the opportunity to learn in real life work situations and apply our learning management theory to the same. Some of the objectives of this internship program are listed below.

1. To know the operations of various departments in the Ever-Medical Technology company system.
2. To study the needs and interests of Marketing and how it plays a role in the company.
3. To apply the knowledge gained about marketing through hands-on experience.
4. Observes the Ever Healthcare systems that the Marketing team mainly takes care-of.

Chapter 2 Co-Op Study Activities

2.1 My Job Description

Internship Role: Marketing business development (Intern)

Intern Worksite Location: Ever Medical Technology officer Bangkok bank building 5th floor

Length of Internship: 20 weeks

Internship Start Date: 1nd August, 2022 Internship End Date: 30st November, 2022

Department Description:

At Ever Healthcare we work as a unit. There are about 8 people on the team, including a graphic designer, a writer of both Thai and English content, and myself, a marketing campaign manager's assistant. The name of our group is Business Development. One of the responsibilities of our department is to publicize the booth's opening or creating graphics for the business. Alternatively, using our healthcare application to find leads that will bring clients into the system. The marketing team's primary responsibility is to manage the company's database. When it comes to news, we have content writers who are constantly looking for news that is pertinent to the community so that the business can keep its members informed about everything from daily news.

2.2 Job Descriptions for Marketing Assistant as Intern:

● **Identify a strategy for social media promotion.**

Figure 11: Process flow diagram to identify a strategy for social media promotion

First, I received an assignment from my supervisor, then I started working on it by creating Google sheets to collect information from the community on social media that I need to find after on. After finding the community on social media I requested the group admin to join so that I can seek permission to promote the product of Ever Medical. After getting the permission I went to notify my supervisor for the details I needed to promote in the social media community.

● **Check the influencer hiring cost.**
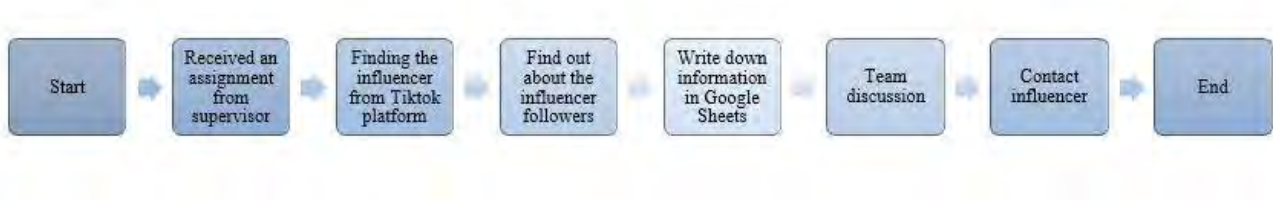
Figure 12: Process flow diagram of checking the influencer haring cost

After I received an assignment from my supervisor, I started finding the Social Media influencer details via social media platform, then I had to find out about followers of the influencer to list down in Google Sheets for the further discussion with the team. After the team discussion, we selected the influencer and started contacting them.

● **Finding and contacting retailers to find a place to set up the company booth.**

Figure 13: Process flow diagram of finding and contacting retailers to find a place to set up the company booth

Firstly, I received an assignment from the marketing department to promote the company application to the general public. After confirmation from the marketing department, I had to contact the retailers for the booth before going out for site inspection. After confirming the date and time for promotion, I sent the payment details directly to the financial department.

- **Create the boost that will be performed in 12 days to promote the application.**
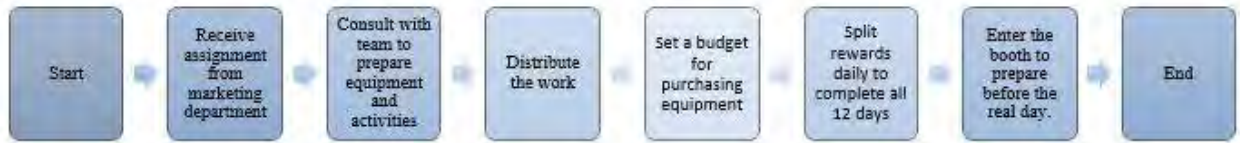
Figure 14: Process flow diagram to create the boost that will be performed in 12 days to promote the application.

Firstly, after receiving an assignment from the marketing department, we have to prepare all the equipment and activities by consulting with the team. We all distribute the work to each person, set a budget for purchasing equipment and rewards for 12 days of the event, then we all enter through the booth to prepare before the real day.

- **Visiting the hospital to conduct a lesson on application installation.**
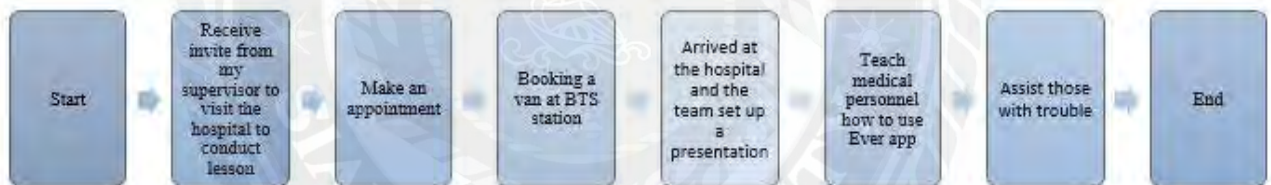
Figure 15: Process flow diagram to visit the hospital to conduct a lesson on application installation.

The first thing our team does when they get to the hospital is set up a presentation to teach the medical staff how to use the Ever applications. Therefore, medical staff have to remember how to use it to teach patients when it's time to actually use it.

- **Assisting to get ready to purchase various equipment as a reward for downloaders.**

Figure 16: Process flow diagram to Assisting to get ready to purchase various equipment as a reward for downloaders

Once receiving approval from finance for the area that we use to promote our marketing team, we are going to set rewards in Google Sheets to determine the rewards by making a list of rewards and every equipment that needs to be used to set up the booth in Google Sheets. Submit it for approval to the marketing department, after approval we have to send the list to the financial department to purchase all the stuff. When every item has been delivered, we have to divide the stuff into 12 days.

- **Sketch X-ray print of the human lungs from another department.**

Figure 17: Process flow diagram to Sketch X-ray print of the human lungs from another department.

Join the Anomed Team session at a Google meeting, where they will teach you how to sketch and explain your purpose by setting up a Google drive. Our responsibility is to access the Google Drive account that the Anomed Team created, download the X-ray print for a sketch and then upload the sketch file back to Google Drive.

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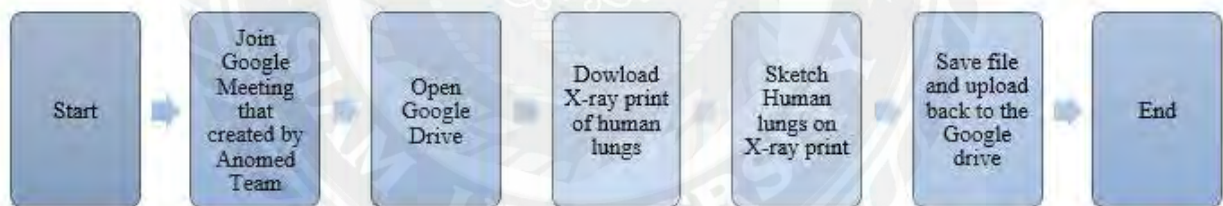- **Design a brochure about how to download throughout the application process and how to use it.**

Figure 18: Process flow diagram to design a brochure about how to download throughout the application process and how to use it

After I received an assignment from my supervisor to help the graphic designer department create brochures about how to download throughout the Ever application process and how to use it, I have to getting brief and although reference from my supervisor I start to create a graphic design in Canva after I finish the graphic design I have to show my graphic design to my supervisor although the marketing department receives a modification based on feedback within the team and sends the final one again to my supervisor.

2.3 My day-to-day job responsibilities

The specific day-to-day tasks that I was assigned during my internship tenure were:

- Assist project managers in locating various social media platforms to advertise their news, in requesting the Facebook community's permission to post in the area, and in contacting influencers to see how much hiring promotions will cost.

- Update the work that has been completed each week gradually to help the team get to know one another and align their goals

- My supervisor will ask me to come up with a suggestion or come up with another one as an alternative if we need to enhance a task or build up a game or something.

- Attend every meeting to learn as much as you can about the topic because marketing interns should be familiar with it.

2.4 Duties assigned beyond the standard job description:

- We had to purchase a site in the Samut Prakan market at the time, and I was given the task of negotiating with the site owner as my head of department was away due to the medical leave.
- In order to avoid having to employ a technician, I propose to handle all electrical installations within the booth as I have some knowledge about electrical connections.
- I participated in the sketch X-ray images of the patient's lungs while assisting another team on Data in feeding the X-ray photos to the AI for precise therapy.
- Design a brochure about how to download throughout the application process and how to use it.
- Visiting the hospital to conduct a lesson on application installation.
- Shooting video promotes partner Be Healthy.
- I went to Samutprakarn to research the market lot for company events.

2.5 Activities in coordinating with co-workers

Performing all of the aforementioned tasks, whether they are part of the job's usual responsibilities or are additional to them. All of this was made possible by my colleagues' good coordination and cooperation. Whenever needed, I actively collaborate with the other members of the marketing team. While working in a team, we all give priority to tasks that are beneficial for the team, such as purchasing items that are excellent for the team and for the business.

2.6 Contributions as a CO-OP student in Ever Medical Technology company

The contributions I made during my internship focused on psychical practices. Support and Development with respect to assigned roles and responsibilities I have been able to complete the following tasks during my internship: under the supervision of a supervisor, such as to prepare, purchase, and store as well as to go to the location I willingly took on additional responsibilities to ensure the success of the work, and communicated effectively with both my team and other teams assigned to the project.

Figure 19: Set up lighting system in boost at Samut Prakan

Figure 20: Marketing team group picture at Samut Prakan

Chapter 3 Learning Process

3.1 Problems/Issues of the Ever-Medical Technology Co., Ltd. in terms of Marketing perspective.

Digital healthcare refers to the use of digital technologies, such as computers, smartphones, and the internet, to deliver healthcare services and information. These technologies can be used to facilitate communication between patients and healthcare providers, access and manage medical records, and support the delivery of healthcare services remotely. The goal of digital healthcare is to improve access to healthcare, reduce costs, and enhance the quality of care.

However, during my internship as a marketing assistant at Ever Medical Technology, we had to deal with the EVER app which is basically a digital healthcare app. While working on this app project we found out whether these apps will be user friendly or not and thus my research topic.

3.2 Mini research

3.2.1 Topic: The challenges among consumer for using the Ever-mobile application

The rapid growth of smartphone functionality has provided health professionals with opportunities to deliver more time and cost-efficient solutions to patients through the use of technology (Luxton et al., 2011). In recent years, mobile phones or handhelds are increasingly being recognized as valuable tools in the healthcare industry (Giuffrida et al., 2009). At any time, people in need of healthcare services, especially elderly people, whether at home or on the road, can listen to medical advice, register for or check appointments, access testing results and seek post-diagnostic treatment for active prevention via mobile phones (Xue et al., 2012). Accordingly, a study of how public users adopt mobile health is desperately needed to effectively promote the pervasiveness of such services. However, with respect to electronic or mobile health adoption, previous studies have focused on professional perspectives (Wu et al., 2001, 2007; Tung et al., 2008; Chatterjee et al., 2009; Egea and González, 2011). Only a few works have concentrated on mobile health adoption in a broader view of public users, even though investigating the factors affecting such adoption is highly important (Chau and Hu, 2002; Jen and Hung, 2010). Thus, in the current work, we seek to undertake a qualitative study to look at the factors that challenge the consumer to use the digital application. The TAM and its extensions are widely used in exploring the adoption of mobile

service (Deng et al., 2010a). In recent years, the increasing interest in user reactions to health information technology has elevated the importance of the TAM in predicting and explaining the acceptance and use of health information technology (Holden and Karsh, 2010). According to Chau and Hu (2002), TAM may be better than Theory of Planned Behaviour (TPB) in explaining personal acceptance of telemedicine technology. Wu et al. (2011) examined the adoption of mobile healthcare by hospital professionals based on TAM and TPB.

3.2.2 Technology Acceptance Model

The original technology acceptance model (TAM). In the past 30 years, many theoretical models have been put forward to evaluate and explain the use behavior in relation to new media technologies. One of the most widely used models is the Technology Acceptance Model (TAM), which has been proved to be highly predictive of the adoption and use of technology (Davis, Bagozzi, &Warshaw, 1989; Adams, Nelson, & Todd, 1992; Venkatesh & Davis, 2000; Venkatesh & Morris, 2000). Based on the TRA (theory of reasoned action) proposed by Fishbein and Ajzen (1977) and the TPB (theory of planned behavior) proposed by Ajzen (1996), Davis et al. (1989) introduced the technology acceptance model (TAM) to predict information technology acceptance and usage behavior of the users (see Figure 2). Two main influencing factors were put forward in the TAM model: perceived ease of use (PEOU), that is, how easy it is for individuals to believe in using a certain information system) and perceived usefulness (PU), that is, how much individuals believe that using information systems can improve their work efficiency).
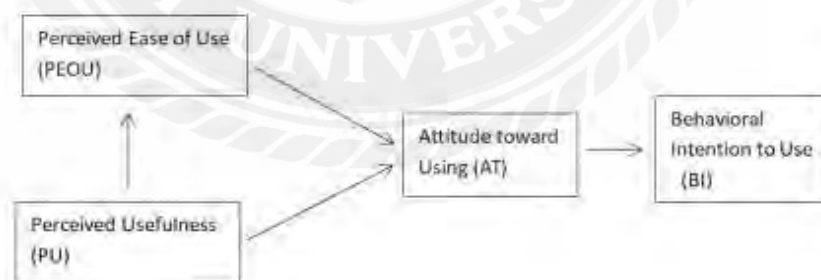

Figure 21: Technology Acceptance Model (TAM) (Davis et al., 1989)

3.3 Literature review

3.3.1 Behavioral Intention

Behavioral Intention is a concept that is often deployed in the research on technology adoption. Specifically, it refers to a user's inclination to adapt and continue to use a given technology (Venkatesh et al., 2003; Venkatesh et al., 2012). Behavioral intention refers to a person's intention to perform a particular behavior in a given situation. It is an important construct in the theory of planned behavior, which suggests that behavior is determined by a person's intention to perform the behavior, their perceived behavioral control (i.e., their belief about their ability to perform the behavior), and their attitude towards the behavior. Behavioral intention is thought to be a strong predictor of actual behavior, and it can be influenced by a variety of factors, including personal attitudes, subjective norms, and perceived behavioral control.

3.3.2 Ease of use

Any person's decision to accept or reject information technology is influenced by a variety of factors. One of the elements considered in many studies of a certain kind to impact such decisions is ease of use. When consumers believe an application would make a task much easier for them to do, they are more likely to use the application. This first variable is known as perceived usefulness. The degree to which a person thinks utilizing a certain technology would be effortless can be used to directly address ease of use. According to Roy Radner (1975), effort is a limited resource that a person can allocate to the many tasks for which they are accountable. We can claim, an application perceived to be easier to use than another is more likely to be accepted by users. (Davis F. D., 1989)

3.3.3 Trust

The notion of trust is used to define interpersonal interactions in a variety of contexts because it is mostly focused on how we interact with others. The fundamental underlying assumption of social order is seen to involve emotional as well as cognitive elements. In contrast, sociological reality is better illustrated by instances like lying, family exchanges, legal disputes, and financial views. (1985; J. David Lewis). Initial trust itself describes whether or not a person is even willing to explore payment methods.

3.3.4 Perceived Usefulness

Before consumers adopt Ever app, they must first see its value in enhancing health management effectiveness and making it easier for them to get first-hand medical information. Customers who

view these services as beneficial to their health typically develop a good attitude toward them, which in turn influences behavioral intention. Additionally, customers will view mobile health as a more practical choice and will think more favorably of it if they find it to be simple to use. Perceived usefulness and perceived ease of use are two antecedents of attitude, and perceived usefulness directly influences perceived ease of use, according to TAM. Perceived usefulness also has a direct impact on behavioral intention.

3.4 Research Questions

1. Why do you want to use Mobile Health apps?
2. What are the absolutely necessary functions of any Mobile Health app that you would like to use?
3. In what way is the ease of use of an app important to you?
4. Would you like to share your personal data in the Mobile Health app?

3.5 Research Methodology

To investigate the challenges among consumers for using the Ever-mobile application, exploratory research was conducted to obtain qualitative data to be able to examine the research questions. We conducted interviews with users of Ever health apps to identify their needs and behavioral intentions. Through the interview questions, researchers found out that some of the respondents mentioned that mobile applications should be easy to use so that older consumers are able to operate them freely. The research was designed in this particular way in order to be best able to capture insights from both existing literature and the perspectives of potential Ever health app customers. Exploratory research is a profound way of extending the knowledge of a topic that has not been properly researched before (Chenail, 2011). Therefore, this research design fits the premise of the study, as there currently exists a gap in the literature on Ever Health app consumer behavioral intentions.

3.6 Results

Table of result

Research Indicator	Question Interview	Result Survey Feedback
Intention	Why do you want to use Mobile health apps?	**Sample groups 1,2,3,4 and 5** Most of the interviewees said that, they do not like to travel to the hospital if there are Mobile Health apps.
Perceived usefulness	What are the absolutely necessary functions of any Mobile Health app that you would like to use?	**Sample groups 1,2,4 and 5** Gave an interview that, meeting a doctor online is an absolutely necessary function. **Sample groups 3** They said in an interview that the absolutely necessary functions of Mobile Health apps are too useful for consultation for basic diseases and advice on taking medicines to treat the disease.
Ease of use	In what way is the ease of use of an app important to you?	**Sample groups 1,2,3,4 and 5** Gave an interview that, ease of use of an app should not be too complicated, it will be difficult for older people to use. **Sample groups 1,2,3 and 5** Gave an interview that Mobile Health apps should not have many steps required to see a doctor.
Trust	Would you like to share your personal data in the Mobile health app?	**Sample groups 1,2,3,4 and 5** All of the participants said that, If mobile health apps would like to share their personal data on Mobile health apps, They all welcome it if the information is going to be a benefit to other patients.

Table 1: Result of survey senior theoretical concept questions

a) How survey quality can increase intention among seniors in using mobile health apps?

It was found that all 5 samples have interest in the Mobile Health apps for the common reason of not traveling to the hospital for basic treatment. However, they still can consult for basic diseases and advice on taking medicines to treat the disease. Most of the interview said that ease of use of application should not be too complicated as it will be difficult for older people to use. All of the participants for the survey allow people to share their own personal data in Mobile Health apps if the information is going to be a benefit for other patients.

b) What are the absolutely necessary functions of any Mobile Health app to perceive usefulness?

The main reason is that elderly patients need to see a doctor online without having to travel to see a doctor or can consult a doctor for preliminary symptoms and if medication is available and can be delivered to the patient's home.

c) In what way is the ease of use of an app important?

The process of using the app is an essential element to link patient data to the hospital treatment system. It requires a simple process with minimal steps. Distinctive colors such as red and green that can contrast clearly distinguish different meanings. App should have a large size of the meet doctor keypad because it is the main factor of the Mobile Health app. Therefore, it can make the elderly use it by themselves when the caregiver is away.

d) Would you like to share your personal data in the Mobile health app?

In most cases, they will mainly look at the credibility of the company that made the application first. If the company is reliable. The purpose of collecting the data requires permission and detailed information to the owner. If they will bring the history as an example to patients with the same disease which will be useful. Most of them will cooperate to bring his information to publication.

3.7 Discussion and Conclusion

According to the result, they like to bring medical technology to be comfortable with both money and time, because in the past they had to spend at least half a day waiting to see a doctor. The ease of use of mobile health apps must be friendly to elderly patients. Most of them are welcome to share their own personal data for study with the general public to learn about diseases or people

with the same symptoms, which can be used as a precaution. That is important, as the elderly do not have much knowledge about mobile technology. Developers should adapt this to the consumer, as seeing a doctor online is still an experiment that cannot be used in all cases.

3.8 Limitation

As the mobile health app is made for patients who need to see a doctor, and most of the patients who see a doctor on a regular basis are 50–80 years old, mobile technology is difficult to access. As a result, their interest in using it decreases, and they don't have knowledge about mobile health care. That's the problem that, when interviewing, it has to be explained to prepare for the interview because in the interview there will be a recording.

3.9 Self-Assessment of the work experience

It has been a great challenge to interview unknown people. After the interview, I felt that I had gained more skills in terms of time allocation, preparing for an interview and also practicing having the courage to start a conversation with others. These things can be extended to me in the future in real life. Through this training, it is an opportunity for me to bring knowledge and skills from my studies to use in this interview to further develop myself.

Given that our business is a technology and health-related business. The doctor will gradually give the patient advice via Facetime to make receiving treatment more convenient. Without having to go to the hospital, patients can consult with the doctor about their concerns; however, the patient still gets the proper care. If a prescription is needed after the patient sees the doctor, the doctor will send the information to the pharmacist, who will then deliver the medication to the patient's address using the information the patient previously provided.

But because of these measures, individuals who regularly use technology may view it and believe that it is simple and practical. However, it might be challenging to see from the perspective of the elderly who are not accustomed to technology. The patient must first download. After loading the Ever application, all patients are required to enter their personal information including name, address, phone number, gender, weight, height, ID number, and taking a picture with an ID card. Because it will be a one-time treatment, these procedures are crucial. If a mistake is made, the

doctor will find out because they are readers of this information. The effects of improper communication are treatable.

3.9.1 Interviewees answer

<u>General Questions:</u>

1. How old are you?
   <u>69 years old</u>

2. What is your current occupation?
   <u>Business owner</u>

3. What is your gender?
   <u>Male</u>

<u>Theoretical Concept questions:</u>

1. Why do you want to use Mobile health apps? (Intention)
   <u>Answer: Facilitate seeing a doctor without wasting both money and time</u>

2. What are the absolutely necessary functions of any Mobile Health app that you would like to use? (Perceived usefulness)

   <u>Answer: No need to travel to see a doctor, can see a doctor online and can get medicine from home</u>

3. In what way is the ease of use of an app important to you? (Ease of use)

   <u>Answer: Old people in their 70 years old want to be comfortable. Requires few steps to visit doctor</u>

4. Would you like to share your personal data in the Mobile health app? (Trust)

   <u>Answer: Allow if the information going to be a benefit to another peopl</u>

3.9.2 Interviewees answer

General Questions:

1. How old are you?

   59 years old

2. What is your current occupation?

   Business Owner

3. What is your gender?

   Female

Theoretical Concept questions

1. Why do you want to use Mobile health apps? (Intention)

   Answer: No need to travel to the doctor It's more convenient than traveling by yourself

2. What are the absolutely necessary functions of any Mobile Health app that you would like to use? (Perceived usefulness)

   Answer: See a doctor online is a function that if the patient is unable to help himself or the caregiver is not present, the patient can help himself

3. In what way is the ease of use of an app important to you? (Ease of use)

   Answer: Important if there are not many steps, it will be beneficial to the patient

4. Would you like to share your personal data in the Mobile health app? (Trust)

   Answer: Can be used If it will benefit other patients

3.9.3 Interviewees answer

General Questions:

1. How old are you?
    70 years old

2. What is your current occupation?
    Business Owner

3. What is your gender?
    Female

Theoretical Concept questions:

1. Why do you want to use Mobile health apps? (Intention)
    Answer: Interesting, convenient, no need to travel to see a doctor

2. What are the absolutely necessary functions of any Mobile Health app that you would like to use? (Perceived usefulness)
    Answer: Consult a doctor online, If the symptoms are not severe, there is no need to travel to the hospital. Can consult a doctor from home

3. In what way is the ease of use of an app important to you? (Ease of use)
    Answer: It is important that the app has simple steps that can be easily accessed

4. Would you like to share your personal data in the Mobile health app? (Trust)
    Answer: I'm glad if it will be useful to others

3.9.4 Interviewees answer

General Questions:

1. How old are you?
   46 years old

2. What is your current occupation?
   Business Owner

3. What is your gender?
   Mal

Theoretical Concept questions:

1. Why do you want to use Mobile health apps? (Intention)
   Answer: We don't have to travel to contact the agency or travel to the hospital

2. What are the absolutely necessary functions of any Mobile Health app that you would like to use? (Perceived usefulness)
   Answer: Consultation for basic diseases and advice on taking medicines to treat the disease.

3. In what way is the ease of use of an app important to you? (Ease of use)
   Answer: This is very important because if it is too complicated, it will be difficult for older people to use

4. Would you like to share your personal data in the Mobile health app? (Trust)
   Answer: Can be used for people who have the same symptoms as us to be able to take preliminary care

3.9.5 Interviewees answer

<u>General Questions:</u>

1. How old are you?
   <u>49 years old</u>

2. What is your current occupation?
   <u>Employee</u>

3. What is your gender?
   <u>Female</u>

<u>Theoretical Concept questions:</u>

1. Why do you want to use Mobile health apps? (Intention)
   Answer: <u>Causing us not to travel and still be able to see a doctor at home</u>

   <u>2. What are the absolutely necessary functions of any Mobile Health app that you would like to use? (Perceived usefulness)</u>
   <u>Answer: Able to see a doctor online and get a preliminary consultation</u>

3. In what way is the ease of use of an app important to you? (Ease of use)
   <u>Answer: It is important because old people are not very knowledgeable about technology.</u> <u>If secretly it is easy to use, it will be convenient to use</u>

4. Would you like to share your personal data in the Mobile health app? (Trust)
   <u>Answer: Can be shared if the information will be useful to others</u>

3.10 How to solve the problems

To support the good work of the marketing system and processes during the internship I have done my own research and review of the literature to help reduce the problems/issues I faced in Section

3.1.1 Older adults lacking technical skills.

The majority of people who work in or use technology in their daily lives may believe that it is normal and simple because we are a health company. On the other hand, there are those who don't want anyone to take care of or hire without taking care of any technology knowledge. To be as accurate as possible, recommend a medical review and make an appointment with a doctor.

We will send company employees to train medical professionals. because they will almost daily interact with actual patients. The patient's personal information is the most crucial section, so we would like the doctor to assist. This is the most difficult process, so if the medical staff does it, they will be concerned about it. Our support staff is available at all times to assist you if you have any questions. Following registration, the process becomes much simpler; the patient simply selects the time and date that the doctor has reserved.

If the patient finds it difficult to travel to the hospital, creating a brochure and teaching the steps from the first to the last step is a good solution. Patients can request that their caregivers or family members follow the company's procedures.

As we illustrate the downloading and registration process for patients to follow if they are unable to keep up, short videos are another solution that can address the issue. The video can rewind or stop, and it can instruct patients in improving their visual acuity.

3.10.1 Recommendations to the Ever-Medical Technology Co., Ltd.

Some of the recommendations that I would like to make to the Ever-Medical Technology Co., Ltd. are:

● I believe the company has come up with a fresh idea. The products will have a positive impact if you take it seriously and concentrate on something that will help the company build a reputation for the product.

● If you have outdated beliefs, you should also pay attention to what others have to say because it will influence the work you produce. Multiple ideas are preferable to one.

3.10.2 Learnings during the Co-Op Studies

Details of the learning process and knowledge gained during the internship as a Marketing Intern at Ever Medical technology Co., Ltd. are as follows:

a) Improve communication, flexibility, adaptability and multitasking skills

This internship made me realize my ability to work long hours. Adapting to changing situations, communicating, and multitasking are invaluable.

b) Learned to work in pandemic

We all need to work from home and meet in the office once a week due to the COVID-**19** situation. In order to communicate at work, I had to become familiar with a variety of apps, including Slack, Google Meeting, Google Sheets, Google Docs, Canvas, Facebook, Line, and Welo. I have to use it more often because I work from home. Additionally, there are some apps that I've never heard of.

c) Working beyond expectations

The Marketing team is in charge of setting up the event and delegating responsibility for creating the games and prizes to the Beluga team. Following our request for a summary from the Beluga team, we came to inform them of the size of the tent and the location, believing that since they were humans, they would enter and erect the tent. Considering the game and knowing the most specifics about it. However, as the actual day drew nearer, they claimed that they had only been given the task of coming up with a game concept and weren't required to set it up. It's as if the marketing team was required to set up every task when that wasn't their responsibility. that we set up the appointment and obtained the acquisition of both prizes due to the Beluga team's unusual behavior and miscommunication.

### 3.10.3 Applying the knowledge from coursework to the real working situation

It is always fulfilling to be able to apply the knowledge and skills gained through coursework to the real working environment. It not only allows me to put my learning into practice, but it also helps me to better understand the relevance and importance of the concepts that I studied. In the past, I have found that applying the knowledge from my coursework has allowed me to approach problems and tasks with a more informed and analytical perspective. It has also helped me to better communicate with my colleagues and effectively contribute to team projects. Overall, I believe

that the opportunity to apply my coursework to the real working situation has been invaluable in helping me to grow as a professional and make a meaningful impact in my career.

3.10.4 Special skills and new techniques

During my time as an intern in the marketing division of Ever Medical Technology Co., Ltd., I picked up a few unique skills and fresh techniques.

I.   Special Skills:
    a. Deal with agency
    b. Finding the community
    c. Deal out of sales
    d. Prepare briefly
    e. Orders that require a tax invoice
    f. Preparation process within the company

II.   New Techniques: Got familiar with
    a. Welo Program
    b. Slack Platform
    c. Google meeting
    d. Google sheets
    e. BambooHR Timesheets
    f. Discord Platform
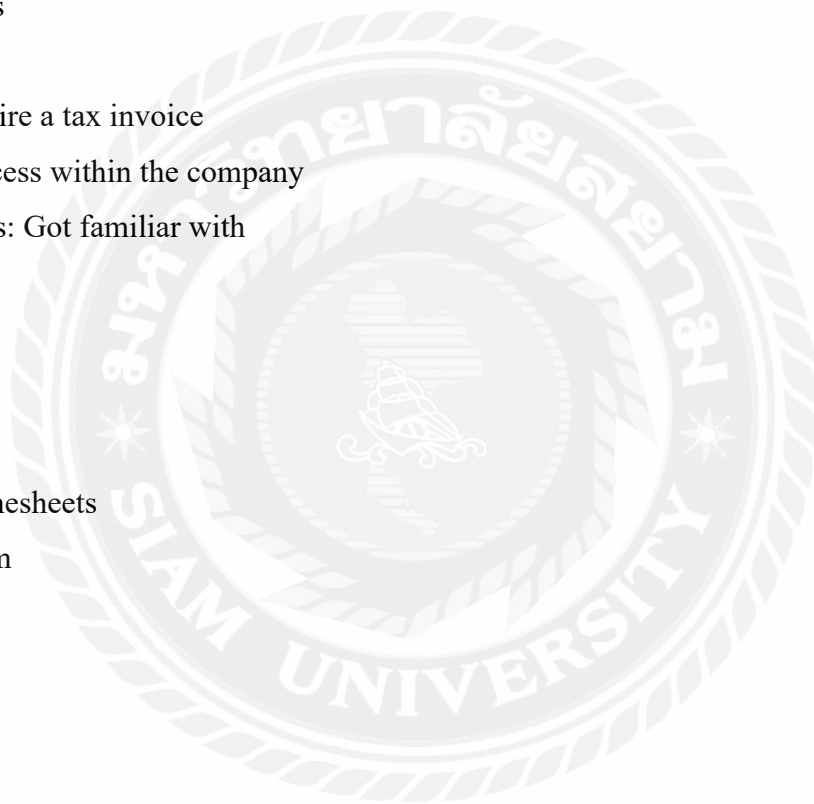
Chapter 4 Conclusions

4.1 Summary of highlights of my Co-Op Studies at Ever Medical Technology Co., Ltd. The operating procedures of the various departments in the company were the most crucial knowledge that I learned during my internship as a marketing assistant intern at Ever Medical Technology. Having knowledge of the practical implications and being inquisitive is very important. The internship program aids in learning about the dynamics of professional work culture and various business world systems.

Through this internship, I learned how crucial interpersonal relationships are when working with others. Team work, time management work is significantly impacted by communication. Having a strong leadership style and other management abilities are essential for caring for students' overall personalities. This learning period is very helpful in putting the theoretical knowledge acquired during the semester into practice in the real world and learning in a real-world working environment.

4.2 Self-assessment of the work experience

This internship experience gave me the chance to put what I had learned in university into practice while learning on the job in a real-world setting. Learning has not been centered on doing my job on a daily basis during my HR internship as an intern and marketing assistant. but also emphasizes comprehending the fundamental ways in which an organization works and the strategy that comes next.

In addition, the internship's educational experience was very different from what I had anticipated. Internships offer daily learning opportunities as well as the freedom to think for oneself and the regular work of all departments. I had the chance to learn new things about my job every time, and I was fortunate to have a boss who was always willing to offer me advice and new information that helped me feel different from what I was doing the first time that happened to me.

The learning experience at the internship every step of this internship trained me something new about working in a big organization. If we can see that it can be done, we are unable to skip it, but in actuality, it has both. There are many things that we cannot predict, but we should always plan

ahead and have a backup strategy because even in the best-laid plans, things can change at any moment, and we must be prepared to handle our responsibilities without getting bogged down.

However, during the internship period the perceptions and expectations were identified as different to what was expected. I always do my best in any job I'm given, and I'm willing to sacrifice anything to see it through to the end. If someone on my team requires assistance that is outside of my scope, in addition to the responsibility I have, I see it as an excellent opportunity for us to showcase our own personalities.

Therefore, this internship is a fantastic chance to learn about fundamental business ideas without just watching. but also involve taking part in the organization's daily work activities. When compared to what is actually learned during an internship, there are different perceptions and expectations. The amount of knowledge and learning acquired is far greater than the initial minimum standards.

Finally, none of these things would have happened if I just thanked myself because I was just a part of this internship. Without Aj. Subbir Hossain (Academic advisor) who has given me this opportunity to try myself to test whether I am capable enough to work in a big company or not and throughout my internship if I am not. I met a head intern who gave me a chance and never aggravated me if I made a mistake. Only gradually giving opportunities and ready to give opportunities to start over.

4.3 Limitation of my Co-Op studies

During my Co-Op education, I faced some challenges which are the following limitations:

- Being a start-up organization, this report does not contain enough information. I mostly wrote it from my own experience.
- My major focus as an intern was in the Marketing Department so many other departments working are excluded from the report.
- Due to the limited time (16-weeks) duration of my company internship, there are many things I did not have a chance to learn.

4.4 Recommendations for the Company

The following recommendations for the Company are given below:

- **They should have proper vision for the company to focus on product:** "Ever company's vision is to create the best products in the industry. As an intern of Ever, I believe that by prioritizing innovation, quality, and customer satisfaction, we can establish ourselves as the market leader. We are committed to continuously improving and expanding our product offerings, and to staying ahead of industry trends. Our goal is to create products that exceed our customers' expectations and meet their evolving needs. We believe that a strong focus on product will drive our company's growth and success in the long term.

- **They should focus on brand awareness:** Every company's vision is to become a household name known for their exceptional products and customer service. We believe that building strong brand awareness is crucial to a company's success. Companies should aim to create a powerful and distinct brand identity that resonates with their target audience and sets them apart from their competitors. I believe that a focus on building brand awareness will drive customer loyalty and long-term growth for Ever company."

- **They should focus on marketing strategy:** Every company's vision is to be the leading provider of [product/service] in the industry by implementing innovative and effective marketing strategies. I believe that a strong marketing strategy is key to reaching and engaging with the target audience, and to driving sales and customer loyalty. Ever should commit to continually testing and refining their marketing efforts, and to staying ahead of industry trends and changes in consumer behavior. Ever needs to create a comprehensive and cohesive marketing plan that maximizes the impact of the resources and efforts, and ultimately drives the success and growth of the company.

- **Make a user-friendly application:** Ever goal should be to create an application that is intuitive, easy to use, and enjoyable for the users. I believe that a user-friendly application is essential for customer satisfaction and retention, and are committed to continuously improving the user experience. Ever should dedicate to design and functionality, and to creating a seamless and efficient user journey. I believe that a focus on user-friendliness will drive the success and growth of our company.

- **Make a proper organization for each section of job responsibility:** Ever should create a clear and effective organization of job responsibilities within the company. I believe that proper organization is essential for the efficient functioning and success of the team. Team needs to commit to defining and communicating the roles and responsibilities of each position, and to creating a system of checks and balances to ensure that all tasks are completed effectively and efficiently. It is believed that an organized approach to job responsibilities will foster a productive and positive work environment, and will ultimately drive the success and growth of the company.

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Appendices

Picture 1: The visit of the international college to Ever Medical Technology Co., Ltd.

Picture 2: While the Marketing department was in the meeting

Picture 3: The moment that we discussion with another department

Picture 4: When the employees in Ever Medical Technology have a party with all of the marketing department team.

Picture 5: Marketing team went to eat Shabu together

Figure 22: CV Resume