

DISSERTATION

At

IMPACT AND ACCEPTANCE OF ANNUAL HEALTH CHECK-UPS ON COMPANY
EMPLOYEES

By

DR. SAMRIDHI KAUR

PG/23/118

UNDER THE GUIDANCE OF

NISHIKANT BELE

PGDM (Hospital and Health Management)

2023-2025



International Institute of Health Management Research

New Delhi

(Completion of Dissertation from respective organization)

DR. SAMRIDHI KAUR

in recognition of having successfully completed his/her internship in the
department of

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and has successfully completed his Project on

Impact and Acceptance of Annual Health Check-ups on Company Employees

Date - 21-06-2025

Organization - MEDIBUDDY

She comes across as a committed, sincere & diligent person
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We wish him/her all the best for future endeavours.

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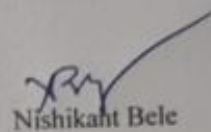
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Dr. Sumesh Kumar

Associate Dean, Academic

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Nishikaht Bele

Asso. Professor

IIHMR, New Delhi

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The following dissertation titled **"IMPACT AND ACCEPTANCE OF ANNUAL HEALTH CHECKUPS ON COMPANY EMPLOYEES"** at **"MEDIBUDHY"** is hereby approved as a certified study in management carried out and presented in a manner satisfactorily to warrant its acceptance as a prerequisite for the award of PGDM (Hospital & Health Management) for which it has been submitted. It is understood that by this approval the undersigned do not necessarily endorse or approve any statement made, opinion expressed or conclusion drawn therein but approve the dissertation only for the purpose it is submitted.

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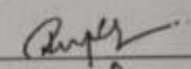
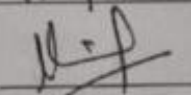
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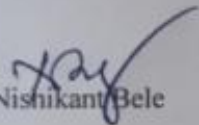
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This is to certify that **Dr, Samridhi Kaur**, a graduate student of the PGDM (Hospital & Health Management) has worked under our guidance and supervision. He/ She is submitting this dissertation titled **"Impact and Acceptance of Annual Health Check-ups on Company Employees"** at **"MEDIBUDDY"** in partial fulfilment of the requirements for the award of the PGDM (Hospital & Health Management).

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Nishikant Bele

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Senior Manager

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INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH,

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This is to certify that the dissertation titled "**Impact and Acceptance of Annual Health Check ups on Company Employees**" and submitted by Dr. Samridhi Kaur, Enrolment No. PG/23/118 under the supervision of Nishikant Bele for award of PGDM (Hospital & Health Management) of the Institute carried out during the period from 01-02-2023 to 02-05-2023 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other Institute or other similar institution of higher learning.

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Feedback Form

Name of the Student: Dr. Samridhi Kaur

Name of the Organization in Which Dissertation Has Been Completed: MediBuddy, Gurgaon

Area of Dissertation: Impact and Acceptance of Annual Health Check-ups on Company Employees

Attendance: 100%

Objectives achieved: -

- Successfully managed key accounts, ensuring timely resolution of queries and concerns, and fostering strong relationships with clients.
- Coordinated with internal teams to address customer needs, improve service delivery, and enhance overall experience.

Deliverables:

- Contributed to the growth and retention of existing accounts, leveraging industry knowledge and expertise to meet client needs.

Strengths: Good Communication skills, Action Oriented, Highly Patience and Calm at Work

Suggestions for Improvement:

- Keep up the good work. Some effort to be put into enhance the documentation skills and take more initiation to participate in the discussions.

Suggestions for Institute (course curriculum, industry interaction, placement, alumni): NA



Signature of the Officer-in-Charge/ Organization Mentor (Dissertation)

Date: April 30, 2025

Place: Gurgaon

ACKNOWLEDGEMENT

I would like to take the opportunity to devote my thanks and express deep sense of gratitude to my **IIHMR Mentor Nishikant Bele (Professor)** and organization mentor **Mr. Abhishek (Sr. Manager, MediBuddy)**. I am greatly indebted to them for providing their valuable guidance, advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project. I owe my wholehearted thanks and appreciation to the entire MediBuddy team. I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards community in coming future. Lastly, I would like to thank my family for constant support throughout my journey.



Dr. Samridhi Kaur

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PART A

ORGANIZATION PROFILE

Organization Profile

About MediBuddy

MediBuddy is one of India's largest end-to-end digital healthcare platforms, founded by Satish Kannan and Enbasekar. Originally launched in 2015, it connects users with a network of doctors, diagnostics, pharmacies, hospitals, and insurers—all in one app.

- Today's Reach: Over 90,000 doctors, 7,000 hospitals, 2,500 pharmacies, and 3,000 diagnostic centers across 23,000 PIN codes.
- Daily Usage: Serves ~50,000 users daily with 25,000+ consultations per day [Apple](#).

Mission & Objectives:

- Universal Access: To make high-quality healthcare accessible to all Indians—urban and rural.
- Integrated Care: Offer a seamless continuum—from symptom triage and consultations, through diagnostics, pharmacy, surgeries, to post-care & wellness (e.g., Ayurveda, career support programs for women) [Medi Buddy](#).
- Tech-Driven Efficiency: Leverage AI/ML to optimize triage, fraud control, prescription analytics, and doctor productivity [blog.medibuddy.in+3medibuddy.ai+3mediassist.in+3](#).
- Wellness & Inclusion: Initiatives like MediReViva help women rejoin the workforce, demonstrating social impact beyond healthcare [Medi Buddy](#).

Notable Achievements:

- Subscriptions & Claims: Medi-Assist (its parent/group partner) processed ₹150 cr in OPD benefits, ~300,000 outpatient consults and health checks in a fiscal year [Reddit+3blog.medibuddy.in+3mediassist.in+3](#).
- Platform Engagement: Over 1.3 cr doctor consults, 78 lakh lab tests, 9.7 million medicines delivered.
- Surgical Support: Enablement of 50,000+ surgeries across 200+ conditions in 200+ cities with a dedicated "Surgery Care" team [Medi Buddy](#).
- Cashless Ecosystem: Tie-ups with insurers and providers (Lybrate, Apollo Pharmacy, PharmEasy) facilitate cashless consultations, deliveries, pharmacy pickups, and diagnostics [blog.medibuddy.in](#).
- Awards & Recognition:

1. ET Intelligent Health & Tech Awards – Best Health & Wellness Solution (2020)
2. India E-commerce Summit – Best Digital Healthcare Platform (2022) The Economic Times+4Medi Buddy+4Superset+4
3. Forbes 30 Under 30 inclusion

Key Value Delivered:

• For Users:

1. Convenience via app-based access to doctors, labs, medicine delivery, and surgical assistance.
2. Cashless health transactions, reducing out-of-pocket burdens.
3. Comprehensive support, from pre-consultation triage (“CLARA” chatbot) to post-surgery care and wellness programs [Reddit+15medibuddy.ai+15Apple+15](#).
4. Accessibility across regions including remote & small towns—with over 20,000 PIN codes covered for delivery [The Economic Times+2blogs.medibuddy.in+2blog.medibuddy.in+2](#).

• For Doctors & Hospitals:

1. Enhanced scheduling, reduced no-shows, telehealth efficiency tools, and exposure to corporate customers—all without platform fees [Medi Buddy](#).

• For Insurers & Corporates:

1. Reduction in fraud and waste through AI-driven claim adjudication (“Sherlock”) and prescription analytics (“RxPert”) [mediassist.in+1Reddit+1medibuddy.ai](#).
2. Integration of outpatient/medical premiums and cashless workflows via Medi-Assist relationships.



Abstract

With growing awareness of employee health as a critical driver of workplace productivity and sustainability, many organizations have integrated *Annual Health Checkups (AHCs)* into their corporate wellness strategies. These initiatives aim to promote early detection of health issues, encourage preventive care, and foster a health-conscious workforce—particularly relevant in the post-COVID era, where lifestyle-related and stress-induced health concerns are rising. Despite increasing availability, the actual acceptance and engagement levels of employees with AHCs vary significantly due to factors such as awareness, time constraints, trust, and organizational culture.

Study Objective:

This study, conducted in partnership with **MediBuddy**, one of India's leading digital healthcare platforms, explores:

- Employee experiences with organizational AHCs
- Perceived benefits such as early disease detection and lifestyle improvements
- The impact of health checkups on employee well-being and absenteeism

Research Question:

How do annual physical checkups provided by corporates influence healthcare awareness and disease risk prevention among employees?

Methodology:

- **Design:** Descriptive cross-sectional study
- **Duration:** 3 months (March – May 2025)
- **Location:** MediBuddy, Gurgaon
- **Population:** Employees across various industries who have undergone AHCs
- **Sample Size:** 100 participants
- **Sampling Method:** Convenience sampling
- **Data Collection Tool:** Semi-structured questionnaire via Google Forms
- **Analysis Tool:** MS Excel

Rationale:

The study provides insights into how AHCs are received by employees, the challenges to their adoption, and their real impact on health outcomes and workplace engagement. Given MediBuddy's integrated healthcare ecosystem and large user base, the study draws from a diverse and relevant sample, enabling both quantitative and qualitative analysis of the effectiveness of AHCs in India's corporate landscape.

PART B

PROJECT REPORT

PROJECT REPORT ON

“Impact and Acceptance of Annual Health Check ups on Company Employees”

BACKGROUND

In recent years, organizations across the globe have increasingly recognized the significance of employee health and well-being as a key driver of productivity, engagement, and organizational sustainability. With the growing incidence of lifestyle-related diseases and stress-induced disorders, workplaces have evolved into strategic points of early health intervention. One of the most common initiatives in this domain is the provision of **Annual Health Checkups (AHCs)** for employees, aimed at identifying health issues early, promoting preventive care, and creating a culture of health consciousness among the workforce.

The **changing demographics of the Indian workforce**, with a younger population entering industries alongside aging senior professionals, have intensified the need for structured health monitoring systems. According to reports by health-tech platforms like **MediBuddy**, a leading digital healthcare provider in India, the demand for preventive care has seen a substantial rise, particularly post-COVID-19. Organizations have begun integrating health checkups into their employee benefits plans, often bundled with insurance packages or corporate wellness programs. These AHCs not only offer diagnostic evaluations but also serve as a gateway to broader wellness engagements like teleconsultations, diet and lifestyle management, mental health services, and chronic disease tracking.

However, despite the availability and increasing investment in these health initiatives, the **acceptance and actual utilization of AHCs among employees remain inconsistent**. Multiple factors influence this variance, including awareness levels, organizational culture, work stress, time constraints, perceived value of the checkups, confidentiality concerns, and trust in healthcare providers. For instance, employees in high-stress roles or shift-based industries might deprioritize routine checkups due to operational demands. Conversely, knowledge workers or those with past health scares may show higher engagement.

Moreover, **perceptions of effectiveness also vary across sectors, age groups, and job roles**. While some employees regard AHCs as an empowering tool for

self-care and disease prevention, others perceive them as a perfunctory corporate requirement with limited long-term benefit. There's also the behavioural aspect to consider—**does early detection translate into sustained health behaviour change** or lifestyle modification? These questions point to a critical need for deeper, data-driven exploration of how such health programs are received and how they truly impact employees' lives and productivity.

In this context, **MediBuddy** presents a compelling setting for this research. As one of India's most comprehensive health-tech platforms, MediBuddy services over 50,000 daily users and is closely involved in executing AHCs for multiple corporate partners. The platform offers diagnostic tests, follow-up consultations, pharmacy support, and digital health records—all under one ecosystem. By working with MediBuddy, this study gains access to diverse employee populations across industries, usage analytics, and employee feedback data. This partnership enables an informed analysis of both quantitative metrics (e.g., participation rates, health outcomes) and qualitative insights (e.g., user perceptions, barriers, and satisfaction levels).

INTRODUCTION

MediBuddy is India's leading digital healthcare platform, offering seamless access to a wide range of health services anytime, anywhere.

From online doctor consultations and lab test bookings to medicine delivery and hospitalization support, MediBuddy empowers users with convenient, reliable, and affordable healthcare at their fingertips. MediBuddy bridges the gap between patients and quality healthcare through cutting-edge technology and a user-friendly interface having a strong network of:



Rationale of the Study

The increasing focus on employee well-being has led organizations to adopt regular health checkups as a key component of workplace wellness programs. Annual health checkups aim to prevent health risks, improve work life, and ensure a healthier workforce. However, the acceptance and perceived impact of such initiatives vary across industries and employee demographics. This study seeks to explore the effectiveness, challenges, and overall health awareness amongst employees

KEY RESEARCH QUESTION

Research Question: How do annual physical checkups given in corporates influence healthcare awareness and disease risk prevention among employees

OBJECTIVE OF STUDY

- To evaluate employee experiences with annual health checkups provided by their organization.
- To assess the perceived benefits of these health checkups such as early detection of health issues and lifestyle changes.
- To examine the impact of health checkups on employee well-being, absenteeism.

METHODOLOGY

STUDY DESIGN – Descriptive Cross section study design

STUDY DURATION - The detailed study will be done for period of 3 months (Mar'25 – May'25)

STUDY AREA / Site - MediBuddy, Gurgaon

STUDY POPULATION - Employees from different industries, who have taken annual Health check

SELECTION CRITERIA -

Inclusion criteria - Employees from various industry sectors who have participated in their organization's annual health checkup program.

Exclusion criteria - Employees holding senior leadership positions, including those in strategic planning roles, regional heads, and associate directors

SAMPLE SIZE – 100

SAMPLING METHOD - Convenience sampling

STUDY TOOL - Semi structured questionnaire containing closed and open questions (for feedback)

The tool includes questions for individuals who have undergone health checkups.

METHOD OF DATA COLLECTION – The Google form was circulated among the participants and their responses were recorded and stored in MS Excel Spreadsheet

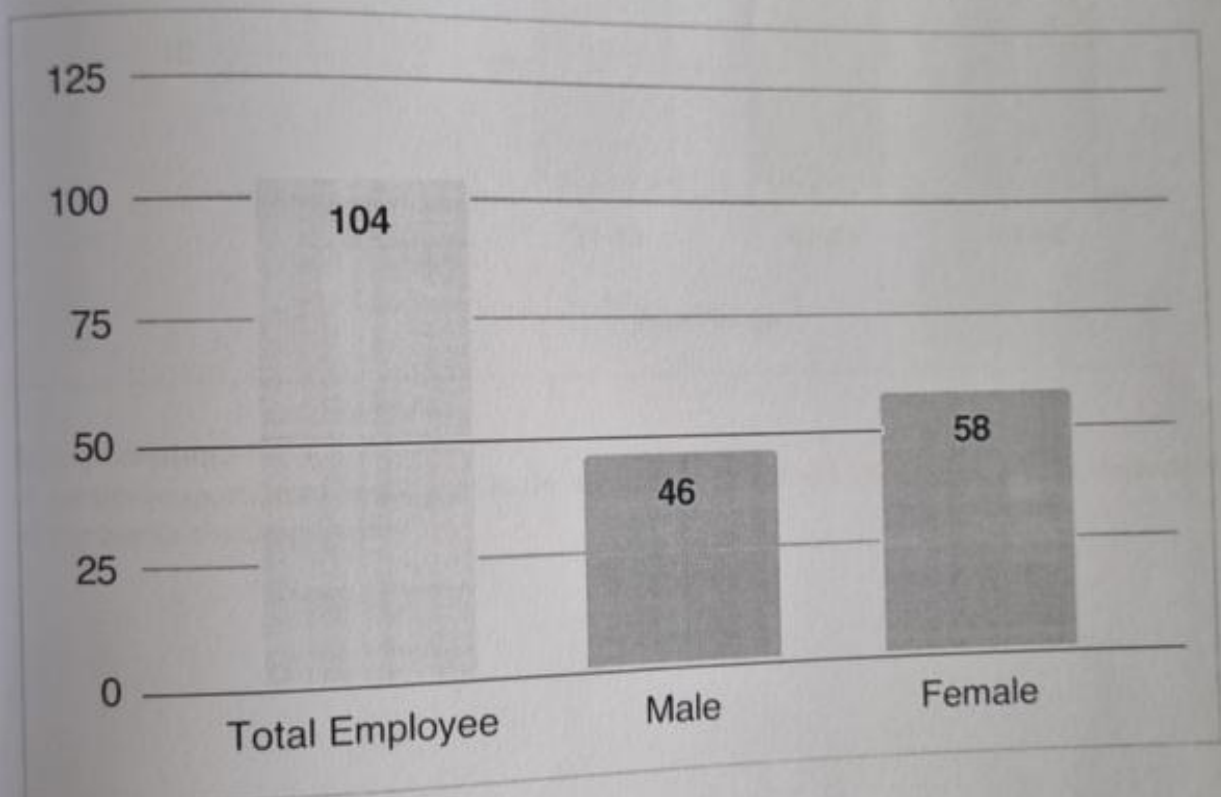
ANALYSIS PLAN - The Data Analysis would be done on MS Excel.

RESULT & ANALYSIS

The result and analysis are based on the questionnaire asked from employees of . The questions were asked in order to gain the knowledge, attitude and perception of an employee. The analysis is being done keeping in mind about the inclusion / exclusion criteria. There were about 10 questions in a questionnaire and was being asked from sample size ($n = 100$).

The Questions and Analysis of each question asked are analysed on basis of different parameters:

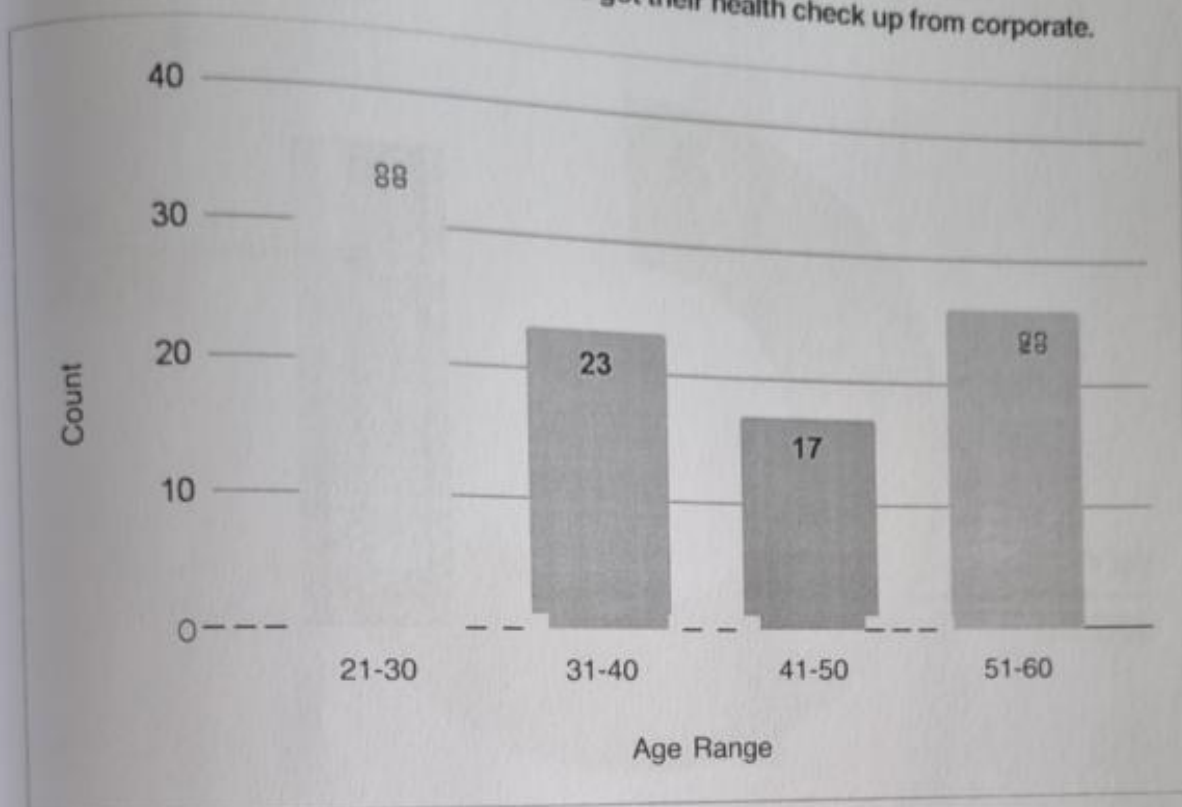
1. Gender wise analysis of those employee who got their health check up from corporate.



Interpretation:-

A higher proportion of female employees (55%) have participated in the health checkup program compared to their male counterparts (45%)

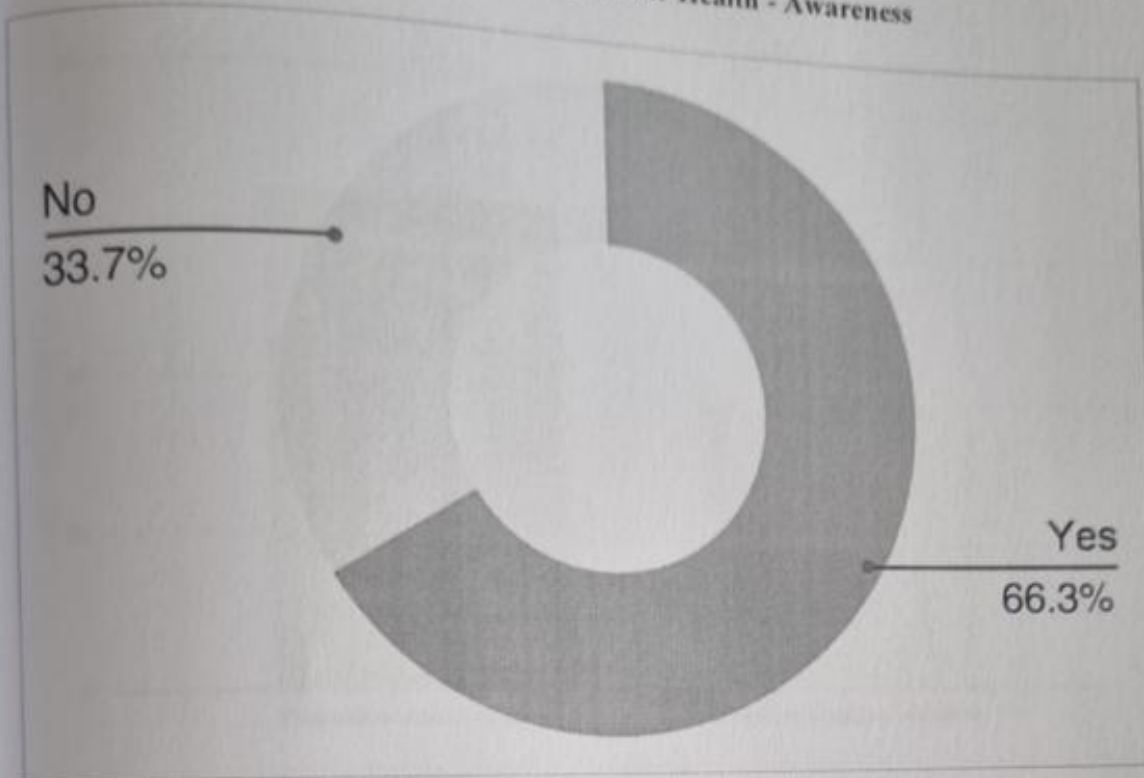
2. Age wise analysis of those employee who got their health check up from corporate.



Interpretation:-

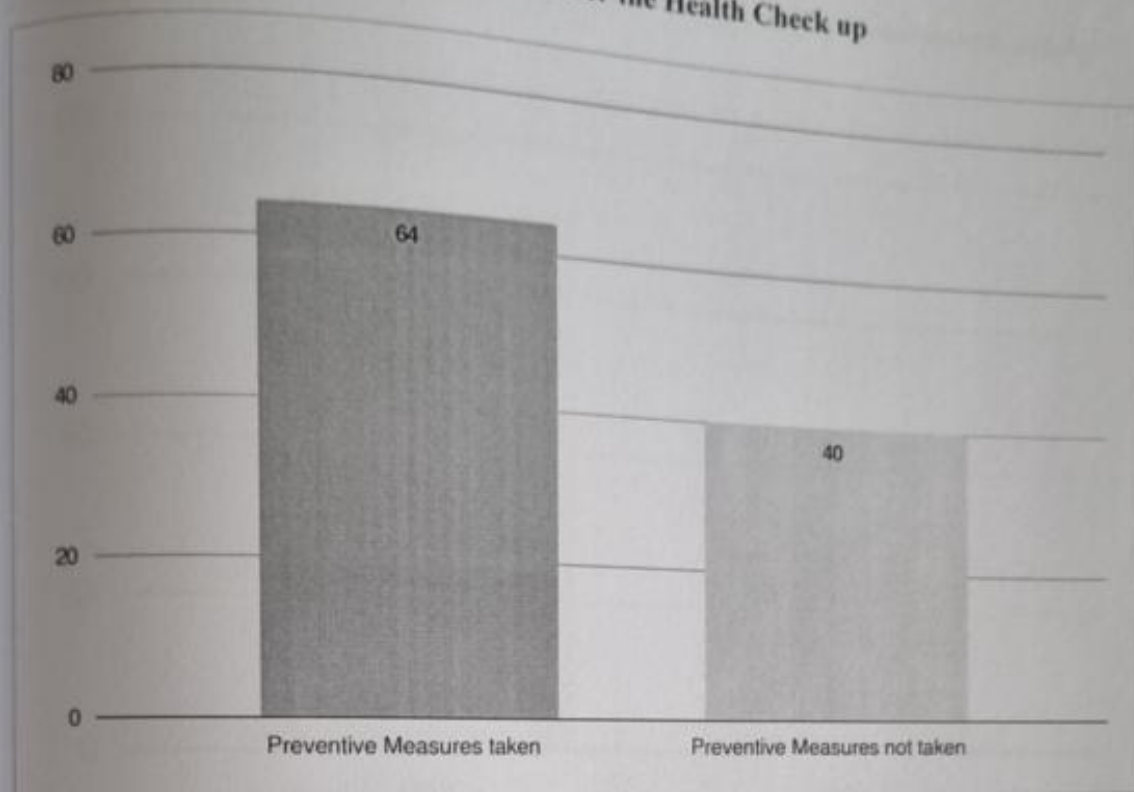
A greater proportion of employees in the age groups 21-30 and 51-60 years availed themselves of the health checkup facility

3. How many employees are concerned about their Health - Awareness

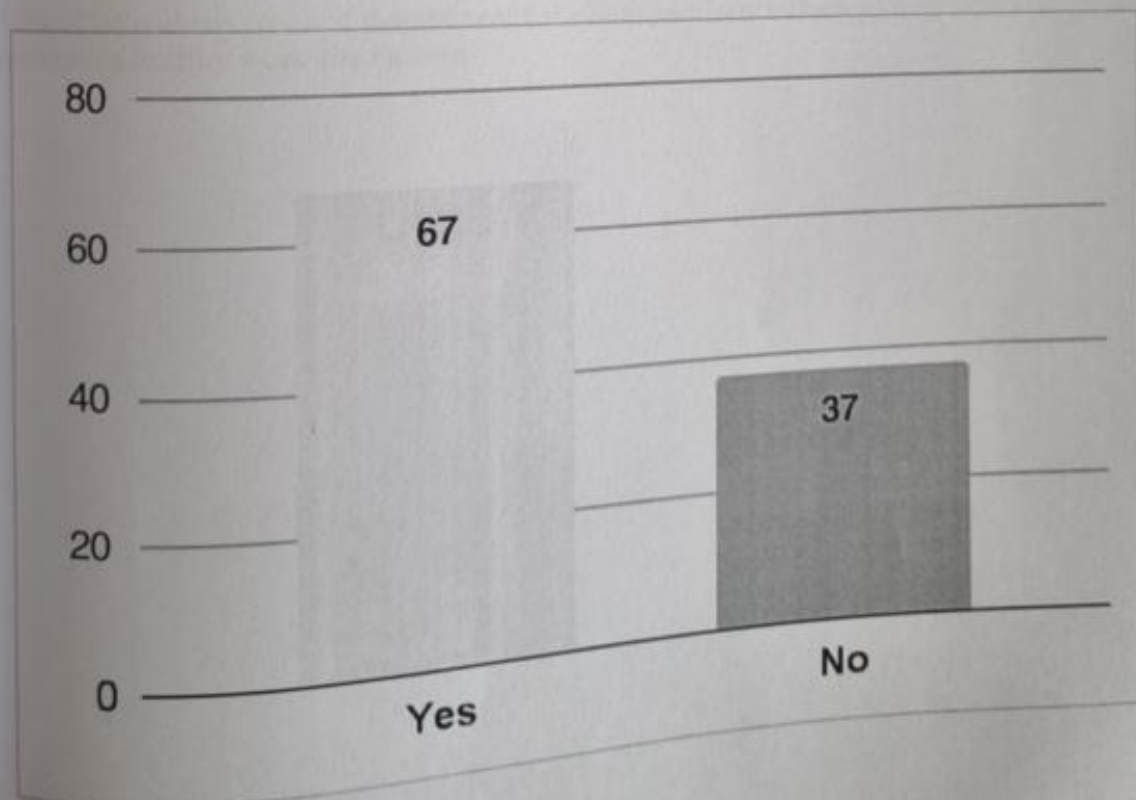


"66% of participants reported increased awareness of their health concerns following the Annual Health Checkup (AHC)."

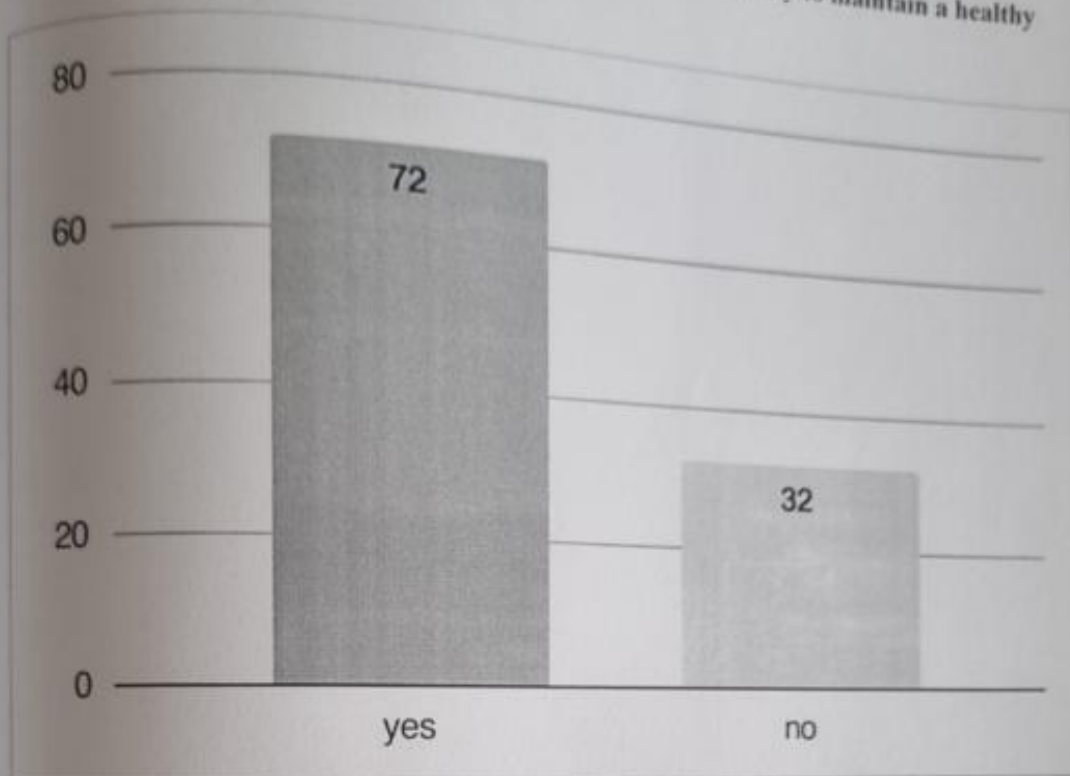
4. People who took preventive measures after the Health Check up



5. Encouraged for healthier lifestyle

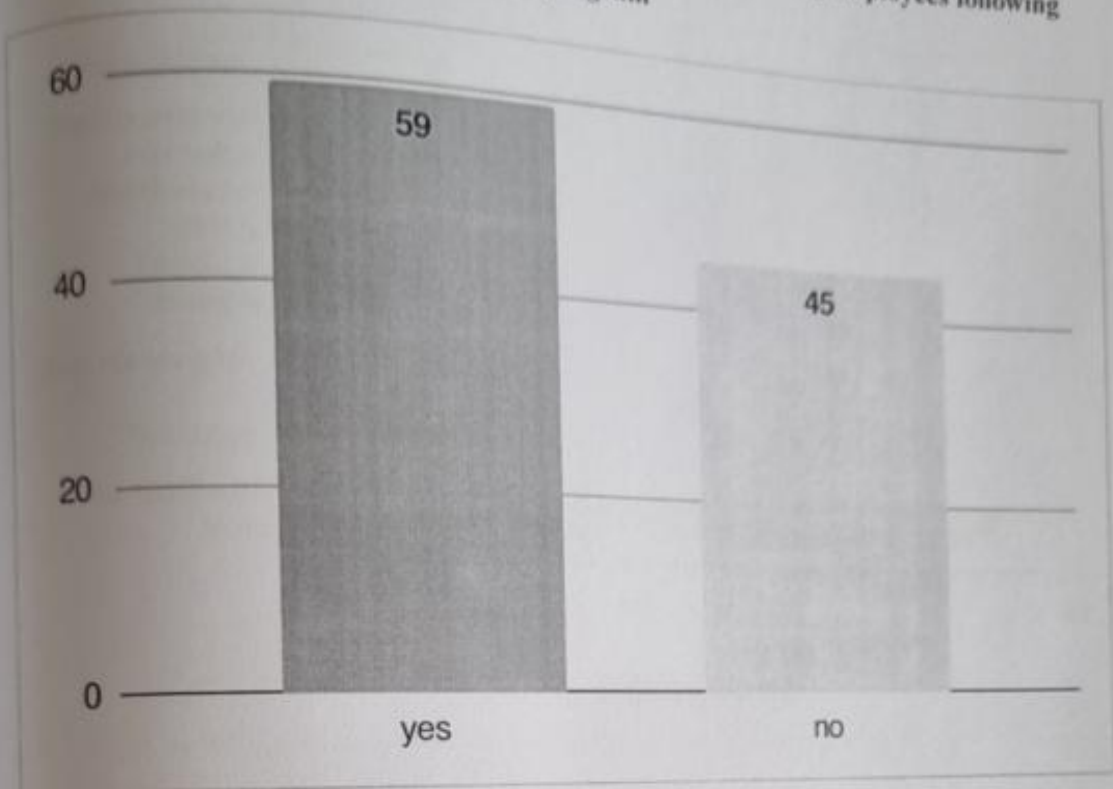


6. Did the annual health checkup positively influence your ability to maintain a healthy work-life balance



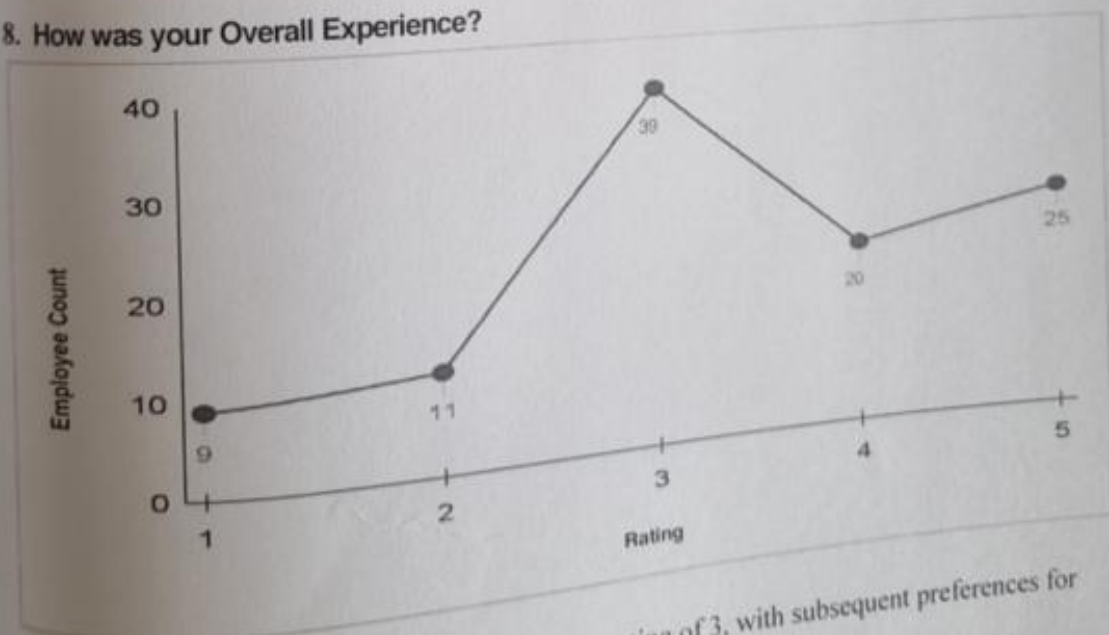
69% of individuals reported that the health checkup positively influenced their ability to maintain a healthy work-life balance

7. A reduction in health-related absenteeism was observed among employees following their participation in the health checkup program



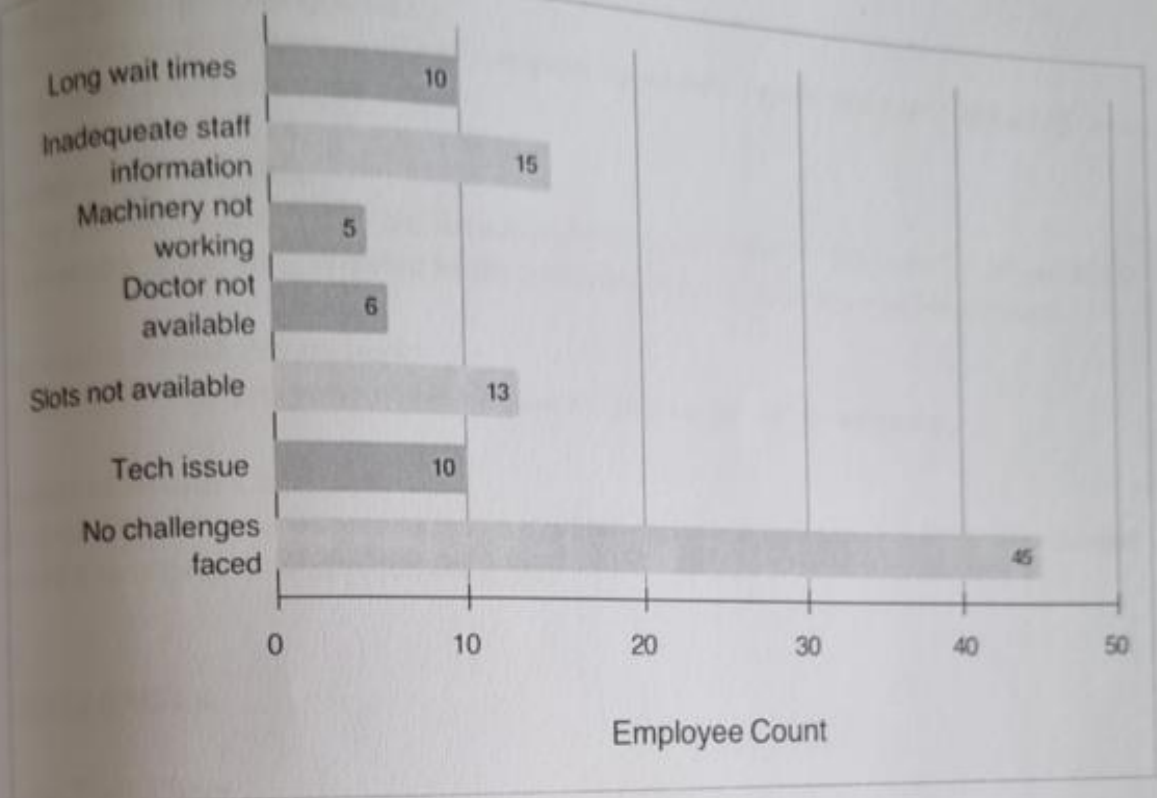
Employees who participated in the annual health checkup demonstrated a 13.6% reduction in absenteeism

8. How was your Overall Experience?



The majority of employees provided an average rating of 3, with subsequent preferences for ratings of 4 and 5.

9. Have you faced any challenges, If yes, please mention?



A significant proportion of employees reported facing no issues, followed by those who were unaware of the annual health checkup services offered by their organization.

DISCUSSIONS

1. Health Checkup Participation:

68% of employees have utilized company-sponsored health checkups, indicating good engagement, while 34% have not.

2. Gender & Age Insights:

Out of 104 respondents, 56% are female and 44% male. Majority fall in the 21-30 and 51-60 age brackets, suggesting targeted health awareness may be needed for mid-age groups.

3. Preventive Health Awareness:

64 employees take preventive health measures, showing moderate awareness.

4. Impact of Health Checkups:

67 employees felt encouraged to lead a healthier lifestyle post-checkup, and the same number linked it to improved workplace wellbeing.

CHALLENGES

1. Long Wait Times

Patients experience significant delays before receiving care or consultation.

2. Inadequate Staff Information

Staff may lack up-to-date or complete information to assist patients effectively.

3. Machinery Not Working

Essential medical equipment is frequently out of order or unavailable.

4. Doctor Not Available

Patients are unable to consult with doctors due to their unavailability or scheduling issues.

5. Slots Not Available

Appointment slots are fully booked, leading to difficulty in securing timely consultations.

6. Technical Issues

System errors, app glitches, or IT problems disrupt service and scheduling.

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DISCUSSIONS

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