

# Healthcare Entrepreneurship and Operations Management in Digital Age

Organised by ATOM, under IQAC Initiative

## Event Details:

- **Title:** Guest Lecture by Mr. Kunal Bharti
- **Organized by:** ATOM, The Operations Club of IMI-Kolkata
- **Date:** 03/07/2024
- **Time:** 05:00 PM to 06:00 PM
- **Venue:** RPSG Auditorium IMI-Kolkata



## Guest Speaker:

**Name:** Mr. Kunal Bharti (Founder & CEO, Alexa Healthcare; Honorary Vice Chairman, HT Foundation; Cofounder & CEO, GetPhysio)

## Background:

- Engineering degree from Birla Institute of Technology, Mesra
- 7 years at Cognizant, working on diverse technology projects
- Founder and CEO of Alexa Healthcare since 2018
- Focus on leveraging technology for healthcare innovation
- Passionate about improving patient outcomes and driving strategic vision

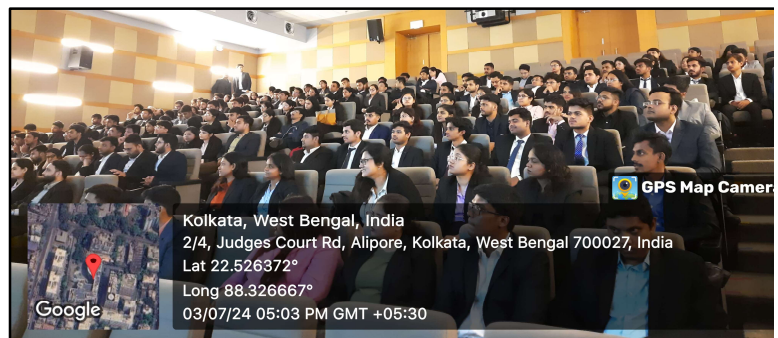


## Event Summary:

The Guest Lecture was organized by ATOM, The Operations Club of IMI-Kolkata, featuring Mr. Kunal Bharti, a prominent figure in the healthcare technology industry. The event aimed to provide students with insights into the intersection of technology and healthcare, highlighting the innovative approaches undertaken by Alexa Healthcare.

## Key Highlights:

- Mr. Kunal Bharti was introduced by ATOM club members, who highlighted his significant contributions to healthcare technology.
- Mr. Bharti shared his path from an engineering graduate at Birla Institute of Technology, Mesra, to founding and growing Alexa Healthcare, emphasizing the role of innovation and technology.



- He discussed the cutting-edge technologies used by Alexa Healthcare, such as AI-driven diagnostics and telemedicine platforms, and their impact on patient outcomes and operational efficiency.
- Mr. Bharti spoke about his CEO role, focusing on strategic vision, fostering a culture of excellence, and adapting to industry changes.
- The session ended with a Q&A where Mr. Bharti offered practical advice on entrepreneurship and encouraged students to pursue their passions.



### Outcomes:

- **Knowledge Enhancement:** Students gained a deeper understanding of how technology can transform healthcare and the critical role of innovation in this sector.
- **Career Inspiration:** Mr. Bharti's journey and insights inspired many students to consider careers in healthcare technology and entrepreneurship.

### Conclusion:

The Guest Lecture by Mr. Kunal Bharti was a resounding success, offering valuable insights into the intersection of technology and healthcare. The event not only enriched students' knowledge but also inspired them to explore innovative career paths.

