

M&T Intern Fellowship Report

1DocWay (*healthcare, technology, telemedicine*)

Summer 2015, New York

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This past summer I was fortunate enough to work at 1DocWay, a healthcare technology startup focused on telemedicine. Co-founded by 3 Penn alum, one of which is an M&T alum, 1DocWay acts as both a software provider for clinics and hospitals to mediate telepsychiatry appointments and as a health service provider, connecting individuals in rural or medically-underserved areas with psychiatrists via their platform. After hearing about a classmate's exciting time interning at 1DocWay a few summer prior, I took a chance and applied directly for their business development internship on their website. I heard back from them in January, and went through 3 major rounds of interviews, the last of which included researching, designing, and presenting a business expansion proposal before I received my offer.

Though my internship was generally filed under business development, I worked on 3 major projects. The first involved analyzing Medicaid reimbursement data for telepsychiatry for each state and estimating additional revenues for clinics and hospitals as a result of using 1DocWay's telepsychiatry platform. Beyond analyzing this data, I designed a web tool to convey these estimates based on various parameters, and worked with our developer to manage the project to completion. The second involved developing a marketing and media strategy on a general level for 1DocWay. The third was quite design-heavy, where I designed a web tool for patients to access 1DocWay's web platform directly and helped present this new tool to United Behavioral Health for use in California. In between these projects, I worked on various marketing and investor materials as well.

My internship with 1DocWay this summer definitely helped me develop insights on my future career path. I have realized that there are many capacities in which I can be involved with healthcare—and a company like 1DocWay melts healthcare IT with innovative health services approaches together really well. These are both aspects of the healthcare industry I am interested in, and these areas continue to have a lot of space for innovation and improvement. Coming into the summer, I was uncertain of how I would fare in a less structured, more autonomous environment. However, I found that the independence I had in working on my projects, and the trust my coworkers placed in me while speaking to clients or making recommendations was something I really appreciated. My bosses were invested in my success, and took my opinions and work very seriously—every project I worked on this summer has had real impact on the company in some way. It's a great feeling to work with a small company filled with passionate individuals, and I would highly recommend underclassmen reach out directly to alumni to see how they can help.