UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING (BA240)

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INDUSTRIAL TRAINING REPORT AT

AIHEALTH MALAYSIA SDN BHD

NAME: SITI KHADIJAH BINTI MOHAMMED SHAH

STUDENT ID: 2022850324

PROGRAMME: BA 240

ADVISOR: MADAM AEMILLYAWATY BINTI ABAS

SURAT KEBENARAN

Tarikh : 7 JAN 2025

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Nama Pelajar	SITI KHADIJAH BINTI MOHAMMED SHAH		
No. Matriks	2022850324	**Nama Program**	BA240
Tajuk Laporan	SWOT ANALYSIS OF AIHEALTH MALAYSIA SDN BHD	**Nama Syarikat**	AIHEALTH MALAYSIA SDN BHD

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Yang Benar

.....
Nama Pegawai : MR LIM CHONG YANN
Jawatan : SENIOR PROJECT MANAGER
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

AiHealth Malaysia Sdn. Bhd. 1566740-T

EXECUTIVE SUMMARY

The six months of internship training at AiHealth Malaysia Sdn Bhd give me a tangible experience of the reality of life, it also teaches me what it feels like to be in the phase of adulthood. I am doing my Internship Training at AiHealth Malaysia Sdn Bhd, Q Sentral, Jalan Stesen 2 Kuala Lumpur. The internship training started on 12th August 2024 and was ended on 24th January 2025. For the first time in my life without any experience in a work field, I began doing an internship at this firm. Basically, all time spent so far, and all following generally at my firm, are of great importance to me in regard to the reason for the experiences in the future. During my internship period, I was allocated to the Marketing department, which was very beneficial for me because I was able to obtain new knowledge and improve my abilities in marketing skills. Through my work during the internship, I was able to get general knowledge of Marketing. Top management also exposed me to the professional route by sharing their expertise in this sector. Overall, I had a positive internship because of a helpful supervisor, caring towards interns, and congenial coworkers. It is my honor to recommend AiHealth Malaysia Sdn Bhd for future undergraduates as a place to pursue their internship.

This report is divided into six major parts. The report is starting with the introduction of Student Profile which contains of student's latest resume. Next, it is followed by the company profile, which included a short briefing about the company, organizational structure, corporate vision, mission, objective, and goals of company, and the product and services offered by AiHealth Malaysia Sdn.Bhd. Moreover, the report will focus on the reflection of student training that includes details of the activities, benefits gained, and knowledge. In addition, the crucial part in this report is SWOT analysis, and it will follow by the recommendations and discussion based on the listed analysis. In the last part, a conclusion is summarized from the analysis of the entire study.

TABLE OF FIGURE

ACKNOWLEDGEMENT

First and foremost, I would like to thank Allah SWT for His guidance and blessings, due to Him, I managed to complete this report even though I have been through tons of hardship in finishing this report since I must work and at the same time, I am responsible for this report. This report is for subject of Internship (MGT666), which is the final evaluation requirement to end my journey towards this bachelor's degree.

This report has helped me gained tons of knowledge as I must analyze the company based in the SWOT Analysis. Moreover, in this industrial training, it helped me to prepared me to face the working force and slightest meaning of adulthood. Also, I would like to convey my heartfelt appreciation and gratitude to my advisor Madam Aemillyawaty binti Abas because I have gained guidance that can assist me through the difficulty and responsibilities of preparing and completing the report.

Furthermore, I am very grateful to my supervisor, Mr Lim Chong Yann, for the chance and his faith on me to participate as Marketing Intern in the company. Also, I received cooperation from a handful of individuals while finishing this industrial training. Thus, I would like to express my gratitude to Dr. Murali and Mr Kah Tong for their valuable support and guidance throughout my internship.

From the moment I arrived, my co-workers were willing to introduce themselves and make me feel comfortable. They were always willing to share their expertise and knowledge and they were very patient in answering all my questions and assisting me in better understanding the company and industry. I am delighted for the opportunity to work with such a committed and professional team.

PART 2: STUDENT PROFILE

RESUME

SITI KHADIJAH BT MOHAMMED SHAH

MARKETING STUDENT

CONTACT

SKILLS

- Computer skills (Microsoft Office) — Advanced
- Problem solving — Advanced
- Multi tasking
- Verbal & Written communication

AWARDS

2020 - 2022
Dean List Award
- Achieved CGPA of 3.5 and above from semester 2,3,4, and 5.

LANGUAGE

Malay ●●●●●●●
English ●●●●●○○
Arabic ●●○○○○○

REFERENCES

Dr. Nornajihah Nadia Binti Hasbullah
- Pensyarah Akademik Marketing

A.Jagabar Bin Abdul Hamid
- Syarikat Halmezah Trading

PROFESSIONAL PROFILE

An independent and self-motivated student that looking for a marketing internship I'm used to working under pressure and eager to secure roles that require the use of skills acquired during my studies and past career.

EDUCATION

March 2024 - Present

Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka
- Degree in Marketing studies
- CGPA 3.31

June 2019 - Feb 2022

Universiti Teknologi Mara (UiTM) Kampus Rembau
- Diploma in Banking Studies
- CGPA of 3.62

May 2022

Malaysia University English Test (MUET)
- Band 3.5

2018

Sekolah Menengah Kebangsaan Bahau
- Sijil Pelajaran Malaysia (SPM)
- 2A, 5B, 2C

WORK EXPERIENCES

Syarikat Halmezah Trading

February 2019 - April 2019

Sales Assistant
- In charge of providing sales assistance and customer care for the sale of Muslim clothes, yard fabric, curtains, mats, and other items.
- Stock, replenish, precisely inventory arrange, and tidy the sales area
- Assists an average of 40 customers per day by responding to their product-related questions and recommending the finest textiles for their needs

Figure 1: Latest resume

PART 3: COMPANY PROFILE

COMPANY BACKGROUND

Figure 2: AiHealth Malaysia Sdn Bhd

AiHealth Malaysia Sdn. Bhd. located at Q Sentral; Kuala Lumpur is a strategic subsidiary of aiMai.ai Inc. AiHealth Malaysia is an AI-driven healthcare provider based in the United States. As a key player in the healthcare technology industry in Southeast Asia, AiHealth Malaysia aims to innovate and transform healthcare delivery using artificial intelligence and automation to improve patient outcomes and empower the healthcare professional its goal is to help make advanced healthcare solutions more accessible, efficient, and effective, particularly in the Malaysian healthcare system and beyond.

AiHealth Malaysia aims to revolutionize the local healthcare industry using AI with their flagship products pocK and PocBetter, which consist of a portfolio of AI-based tools for different aspects of medical care optimization. These encompass advanced patient care solutions, emergency triage systems, automated medical documentation, integrated health record management systems, and billing solutions. AiHealth Malaysia also addresses crucial problems in this sector such as processes that have inefficiencies, administrative burdens, and clinical delivery that lacks personalized care by these advanced solutions.

The AiHealth platform can complement current healthcare systems and provide easy access to advanced AI technology for the healthcare industry and their patients. It offers healthcare professionals features to improve workflows, data-driven decision-making, and operational efficiency. For patients, it provides a variety of health tracking, personalized recommendations, and preventive care tools to empower individuals to take charge of their health and wellness in a data-driven way.

VISSION

"To transform healthcare, not only by enhancing efficiency within clinical settings but also by creating a health ecosystem that is more consumer-centric."

This is accomplished through an integrated platform meant to give healthcare professionals with information to help with decision-making and diagnosis, as well as tools for health-conscious individuals to track their well-being.

MISSION

"Emphasizes delivering actionable insights, personalized recommendations, and continuous support to both patients and medical professionals."

This approach aims to foster an informed and proactive health community, promoting both preventive care and effective disease management.

OBJECTIVE

To revolutionize the healthcare industry by transitioning from traditional method practices to an advanced, AI-driven system

GOALS

*"To enhance the global visibility and adoption of **pocK** and **pocBetter**, with a strategic focus on markets beyond the United States, China, and Europe, while establishing Malaysia as a central hub for innovation."*

ORGANIZATIONAL STRUCTURE

Figure 3:Organizational Chart

The organizational structure of AiHealth Sdn.Bhd reflects a well-defined hierarchy that promotes efficiency and collaboration. At the top is Dr. J Edward Sang, the Founder, supported by Motoroi Imaseki as the Director, both of whom provide strategic guidance and leadership. The core leadership team includes Choong Yann Lim and Dr. Murali Ganesen as Senior Project Managers, Leong Kah Tong as a Product Manager, Sally Khoo and Susan Thian as Executive Assistants handling business operations and human resource management. Supporting this leadership is a robust internship program that nurtures young talent across Information Technology Management and Marketing Management domains. The IT team includes interns such as Luqman Hazim, Ahmad Baihaqi, Isma Fitri, Muhammad Hazim, Wong Si Jun, and Syariful Azharuddin, while the marketing team comprises individuals like Imam Zulhakim, Ros Ezzati, Siti Khadijah, Muhammad Ismail, Ahmad Faiz, Faris Imran, and Noor Ihsan. This structure demonstrates a multidisciplinary approach aimed at driving innovation, operational excellence, and growth within the organization.

PRODUCTS AND SERVICES

pocBetter by AiHealth Malaysia is leading the revolution in healthcare with next-generation AI-driven solutions. These specialized products, powered by next-level technology focused on the needs of solutions, are designed to streamline processes while improving patient care and provider outcomes. All products in the pocBetter ecosystem contribute significantly to the modernization of healthcare systems by encouraging smooth integration and outcome improvement at all levels. The flagship products consist of:

1. pocK

pocK is an Artificial Intelligence-based, highly intelligent patient-oriented application that provides health-potential, predictions, recommendations, and insights focused on a specific person's health characteristics. pocK analyzes the patient's medical history, lifestyle choices, environmental factors, and other such data to provide patients with better decision-making insights for their health. This enables people to take charge of their wellness, pursue a healthier lifestyle, and interact with healthcare professionals in a more meaningful and informed way. pocK, with its intuitive interface and data-driven approach, serves as an ultimate tool to enhance patient health outcomes.

2. pocTriage

This new initiative of pocTriage is a big leap in emergency treatment management. The AI models will help with triaging patients, allowing healthcare providers to prioritize patients by severity of illness. pocTriage leverages more sophisticated algorithms to parse symptoms, vitals, and medical histories in real-time, giving health professionals aid to make quicker, more accurate decisions, leading to faster, more effective interventions. This tool improves the efficiency of emergency departments, providing better patient treatment and lowering the chances of critical patients suffering from delays in treatment. Its execution is especially important in high-pressure situations where everyone second matters.

3. pocScribe

pocScribe is an AI-powered transcription and documentation solution that transforms the way medical records are written and organized. pocScribe automates the transcription of doctor-patient conversations and clinical notes, relieving healthcare professionals of the administrative burden and enabling them to focus more on their patients. It offers unparalleled accuracy and efficiency, helping to reduce human error in medical documentation. Moreover, pocScribe fully supports integration with current electronic health record (EHR) systems, allowing for the archival of all patient records under one platform quickly and easily. This leads to an overall better quality of medical documentation workflow allowed in the healthcare delivery domain.

4. pocMedical Records (pocEMR)

pocMedical Records is an integrated health records management system that allows for cross-institution access to patient data. pocMedical Records synchronizes clinical histories, medication schedules, and authoritative diagnostics in one place, making sure that healthcare professionals have easy access to the most up-to-date patient information when they need it the most. This enables collaborative care among multiple providers, as different providers can securely share and review patient data, thus improving care coordination and continuity. In addition, its powerful security protections guard sensitive health information, resulting in compliance with top-tier data privacy and patient confidentiality requirements. The result is a more coordinated healthcare journey, where informed choices translate into improved patient outcomes.

5. pocBilling

Automated billing is the key feature of pocBilling for smooth payments in healthcare. pocBilling streamlines operational processes reduces the chances of error, improves cash flow, and guarantees that all billing processes are taking place transparently and accurately by automating manual billing tasks. It automatically generates invoices, processes payments, and integrates with insurance providers, cutting administrative overhead and accelerating the reimbursement process. pocBilling service allows healthcare providers to process complex billing activities with limited attention and focus.

PART 4: TRAINING REFLECTION

My industrial training, which took place from **12 August 2024 to 24 January 2025**, where I was assigned to the **Marketing Department.** This experience provided me with a comprehensive understanding of the professional world and helped me develop both technical and interpersonal skills.

ROLES, RESPONSIBILITIES, AND ASSIGNMENTS

I had a variety of roles and assignments during that training, and it all greatly enhanced my development as a person and as a professional. These include:

1. Social Media Management and Content Creation

My position involved managing and producing content across different social media platforms, fostering a powerful online presence, and interacting well with various audiences. For TikTok account, I am led two TikTok accounts which is **@dearelara** and **@wellnessbyal_.**

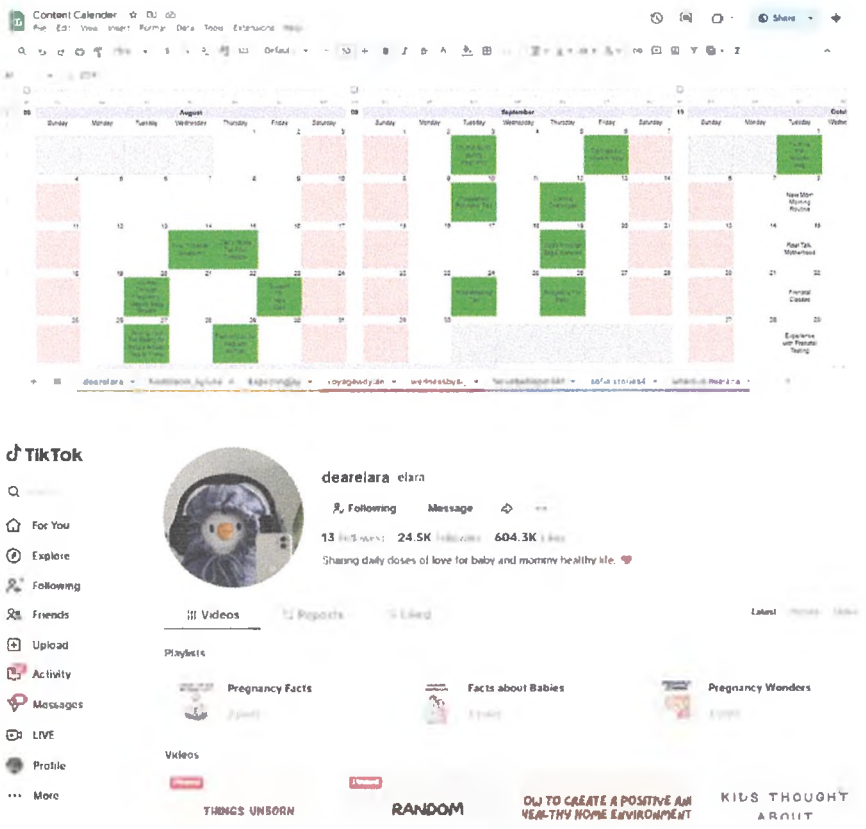

Figure 4: @dearelara TikTok account

Content creation and strategy to promote content for **@dearelara** on pregnancy-related topics including educational posts, tips for pregnant women and their partners, and interactive material to engage audiences. The aim was to offer a nurturing online environment sharing relatable and useful content with expectant mothers. By regularly posting and developing content strategies to engage with the audience, I was able to increase the account's exposure as well as help develop a community of followers.

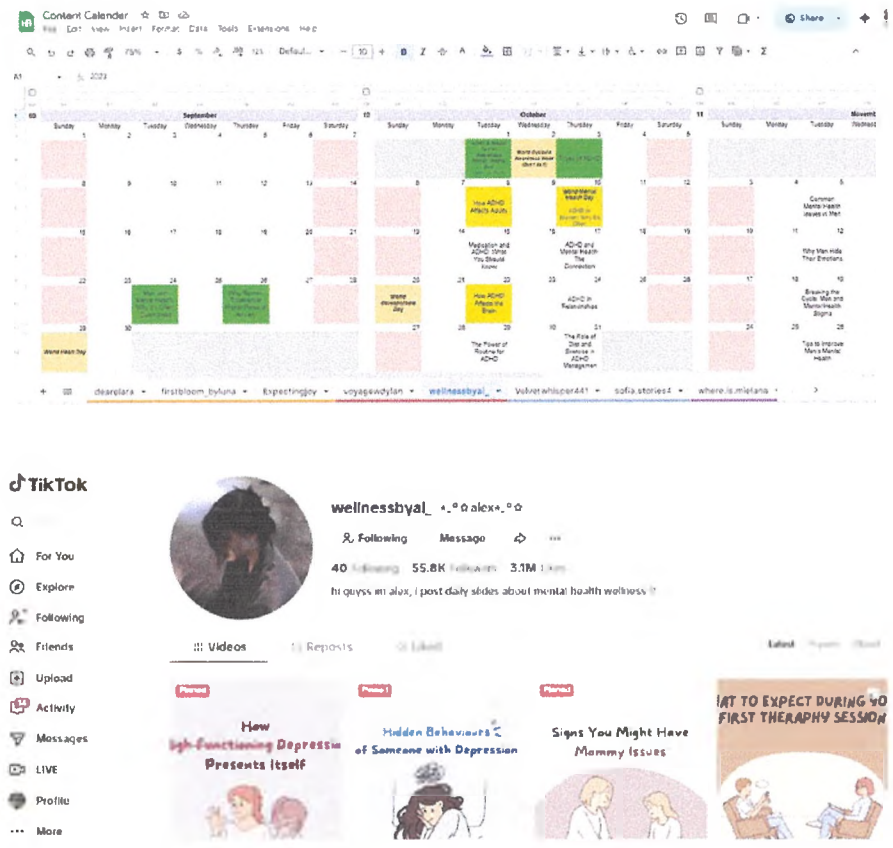

Figure 5: @wellnessbyal_ TikTok account

Meanwhile, **@wellnessbyal_** is content that is geared towards promoting mental health awareness. This included discussing crucial but sometimes stigmatized issues in mental health, sharing tools for emotional wellness, and offering motivational posts to inspire and motivate followers. I successfully positioned **@wellnessbyal_** as a go-to account for information and support within the mental health community by tailoring content to align with the interests and needs of the audience.

Figure 6: Content draft in Miro

In addition, I drafted ideas for the company's Facebook, Instagram, and X (formerly Twitter) presence in Miro website. Although I didn't post daily, I conceptualized and strategized content for all these platforms, keeping the ideas consistent with the company's overall messaging guidelines. I've had to pay careful attention to tailor the content to each platform based on things like voice, format, and engagement style. This allowed the team to build a foundation to produce content both consistent with our brand and interesting to a broader audience on driven channels.

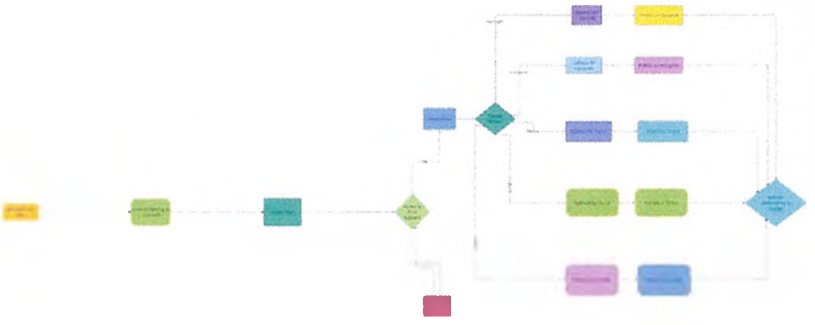

Figure 7: Content flowchart in Miro

I also built a full flowchart that helped structure the content process from idea to publication. This tool created a clear and well-defined outline so that the team could work together more effectively to minimize wasted time and produce quality content. In addition, it provided newer team members a resource to follow along, making onboarding and task management easier.

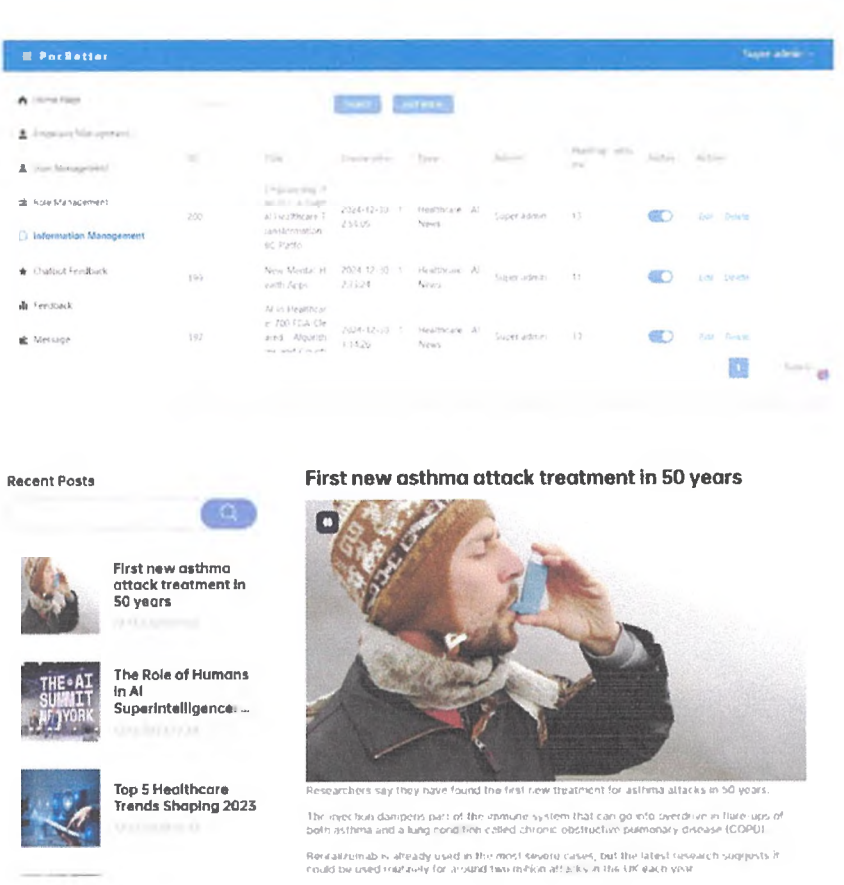

Figure 8: pocBetter blog

Along with managing social media, I also posted frequently on our AI Healthcare blog which should soon be published on the company web when it is ready to use. The blog is dedicated to providing informative, researched-based articles on AI-driven healthcare innovations, establishing the company as a leader in thought in the fast-changing field.

2. Performance Tracking and Analytics

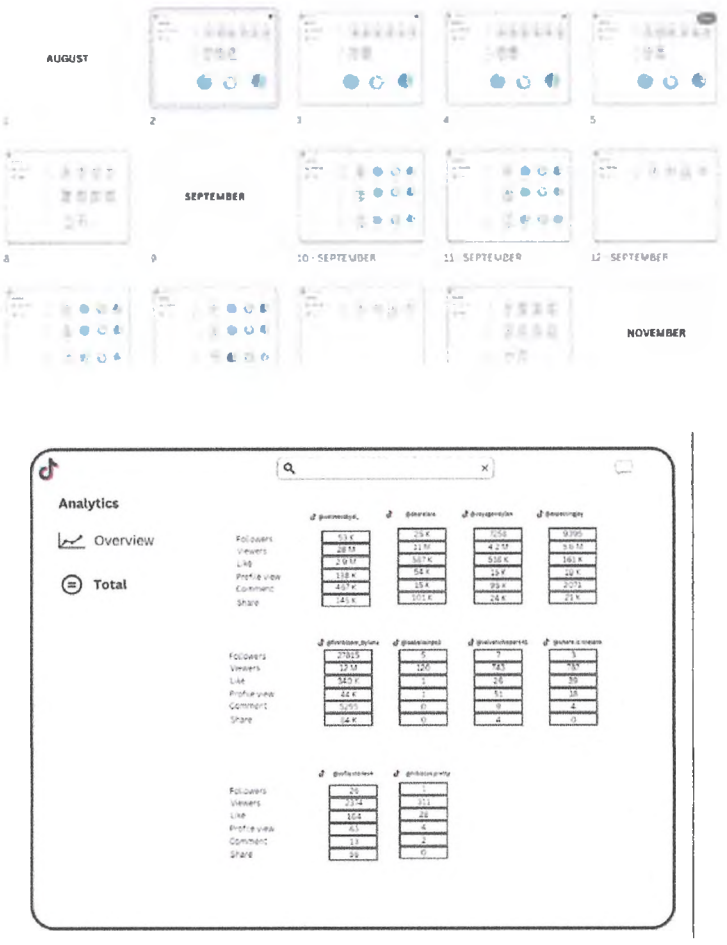

Figure 9: TikTok monthly performance

I also tasked to analyze and optimize social media performance. I performed monthly deep dives into TikTok's algorithm, considering things such as audience engagement, trending topics, and content visibility. I compared the results to find ways to increase reach and engagement such as optimizing post schedule, testing creative formats, and using platform-appropriate resources like trending sounds and hashtags.

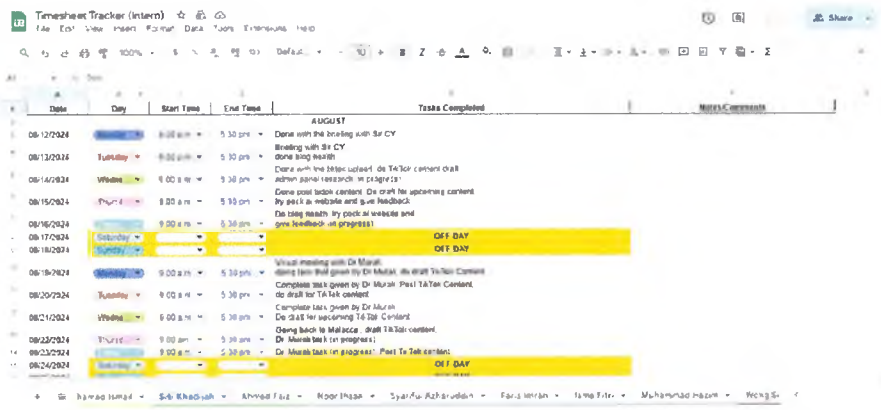

Figure 10: Timesheet daily tracker

Along with monthly reviews, I was also tasked to do daily updates to ensure we met our task goals and validated interns' efforts. With this guidance, I could find where those additional measures were needed for team members to support each other or where guidance was necessary to ensure that work was being achieved efficiently and in alignment with project objectives. This resulted in 20% better performance across the team which translates into higher throughput and better productivity.

3. Data Collection and Research

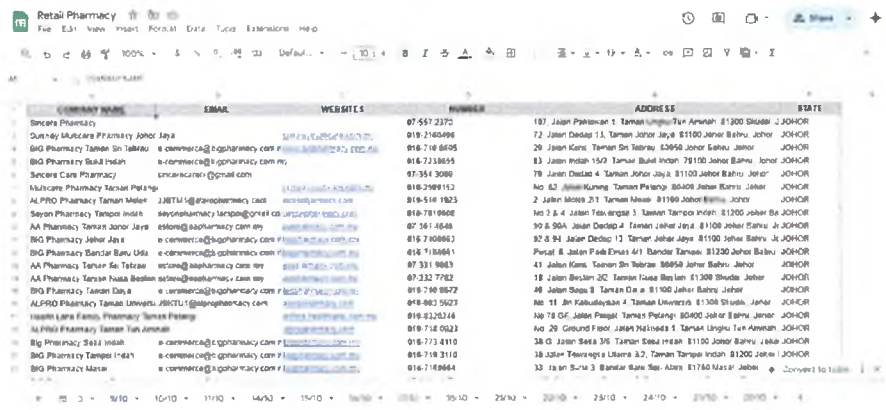

Figure 11: Retail Pharmacy

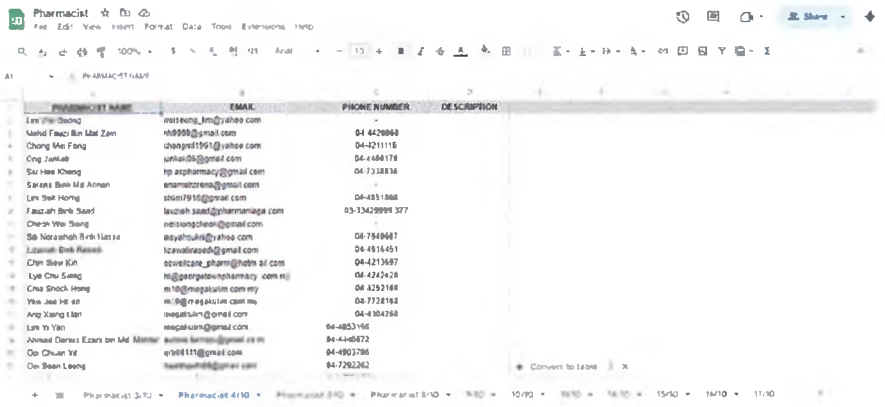

Figure 12: Pharmacist

Figure 13: Pharmacy company

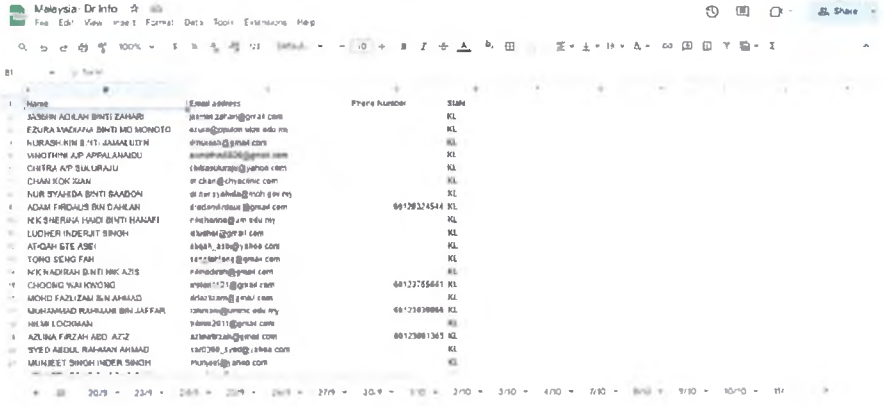

Figure 14: Dr Info (Malaysia)

Figure 15: Medical/Lab Product Manufacturer

My role involved a lot of research and data collection that supported the company's strategic initiatives and business development. I collected detailed data of the healthcare professionals, such as doctors, pharmacies, pharmacists, medical equipment suppliers and pharmaceutical manufacturers in Malaysia. These types of databases helped provide insight in working with businesses and finding potential partnerships.

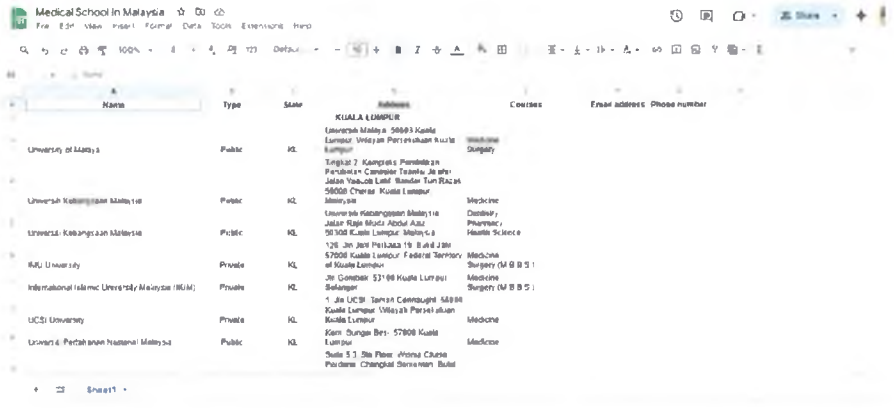

Figure 16: Medical School (Malaysia)

I also researched medical universities in the Kuala Lumpur and Selangor areas, looking for potential areas of collaboration, training, and AI-based projects. My research surfaced potential partners and initiated discussions on potential academic and research partnerships that aligned with the company's goals.

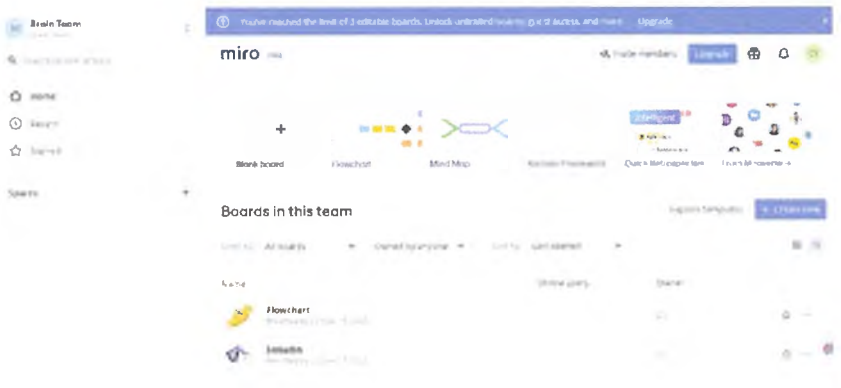

Figure 17: Miro website

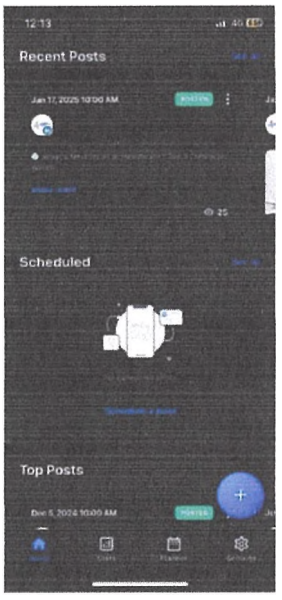

Figure 18: Hookle Apps

I also analyzed more advanced AI content generation tools to keep abreast with modern technologies that the company could leverage for its marketing functions. Some of this research served as a basis for developing high-performing, inventive solutions in digital campaigns.

Figure 19: PMC Hospital Marketing Strategy

As one of the key projects, I performed the in-depth marketing analysis project for Hospital Putra Medical Centre (PMC). This included analyzing the hospital's current market position, determining its strengths and weaknesses, and finding growth opportunities. I summarized these findings into an overview of the company that could be leveraged when building targeted marketing plans and PMC's competitive advantage.

4. Marketing and Design Projects

In my multinational professional experience, I provided extensive advisory and assistance to a wide range of plans for improvement in marketing and design. I specialized in designing impactful and relevant content that fortified the brand message and highlighted its principles.

Figure 20: Internship brochure placement

Designing and developing brochures to attract top-tier interns was one of my primary contributions. These pamphlets also carefully elaborated the company mission, culture, and workplace to sell the advantages of joining the company. Using a clean, engaging design and natural, the brochures managed to communicate the company's unique value proposition clearly and concisely to potential interns. The result was a visually engaging and informative piece that not only caught the eye but engaged budding professionals looking for a forward-thinking and dynamic place to work.

Figure 21: Business card

Also, besides brochures, I designed professional business cards for other staff members, each card conveying AiHealth branding in a polished, sophisticated way. They were done so that the cards would suit the visual identity of the company and were aimed at giving an integrated and professional appearance for networking opportunities at corporate events, meetings, and other business-related encounters. These cards played an important role in making a great first impression with prospective partners, clients, and collaborators, which increased the company's professional presence in its early stages.

Figure 22: PMC Hospital Slide

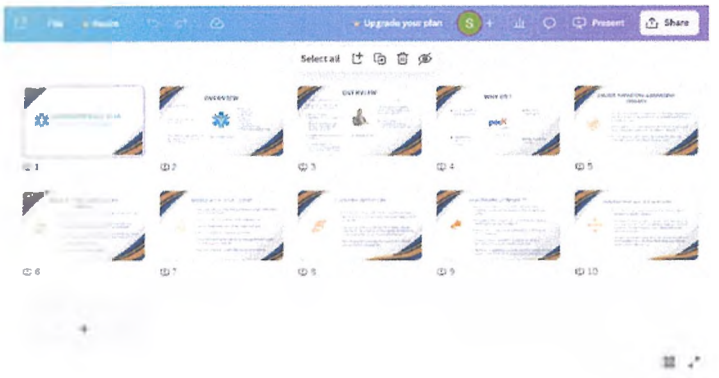

Figure 23: Livestemcell.asia Slide

Figure 24: Menarini Slide

I also assisted in designing visually striking PowerPoint presentations that served a range of needs. That included writing the company profile presentation outlining the company's vision, mission, and service offerings in a meaningful, visually appealing way. Custom fast-moving consumer goods (FMCG) and Health presentations for clients like Putra Medical Centre,

livestemcell.asia, and Menarini. Each slide was crafted with a thorough understanding of the unique audience members, their interests, and challenges, creating messaging that was both succinct and convincing, while catering to the client or partner's specific goals. PowerPoint presentations gave executives a chance to leave a strong impression on clients through stunning slides, concise messages, and relevant material.

5. Product Testing

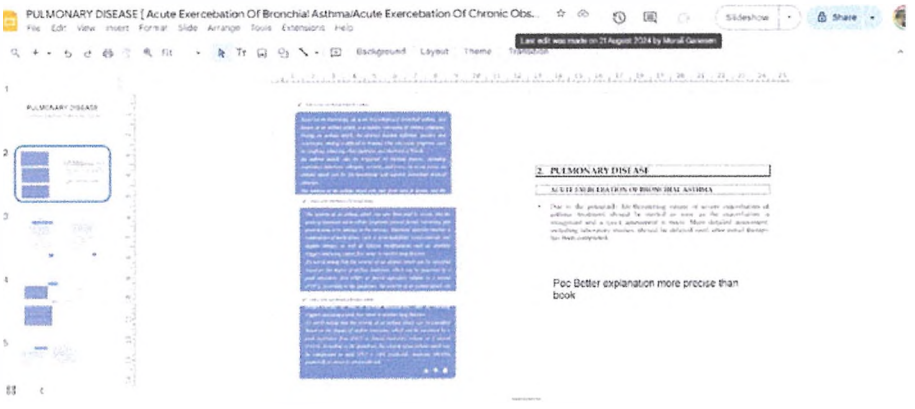

Figure 25: pocK slide review

I also actively assisted in advancing the company's product development efforts. I reviewed the design and usability of the pocK website and apps. My ideas were integrated into the website to better reach and serve the target audience.

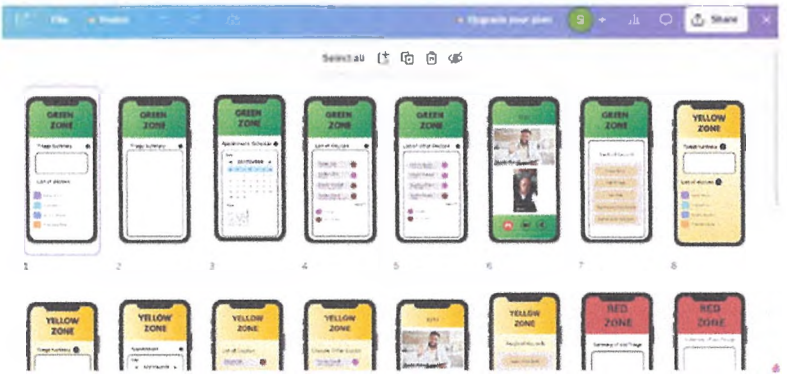

Figure 26: pocTriage dummy

Furthermore, I worked with the Information Technology team to build a mock version of the pocTriage app. I looked at what it had to offer, rhythm-tested it, and discovered areas it could like

to upgrade. This tactile engagement led to a more robust, reliable product that aligned with the company's mission of improving healthcare using AI technology.

6. Engagement and Networking

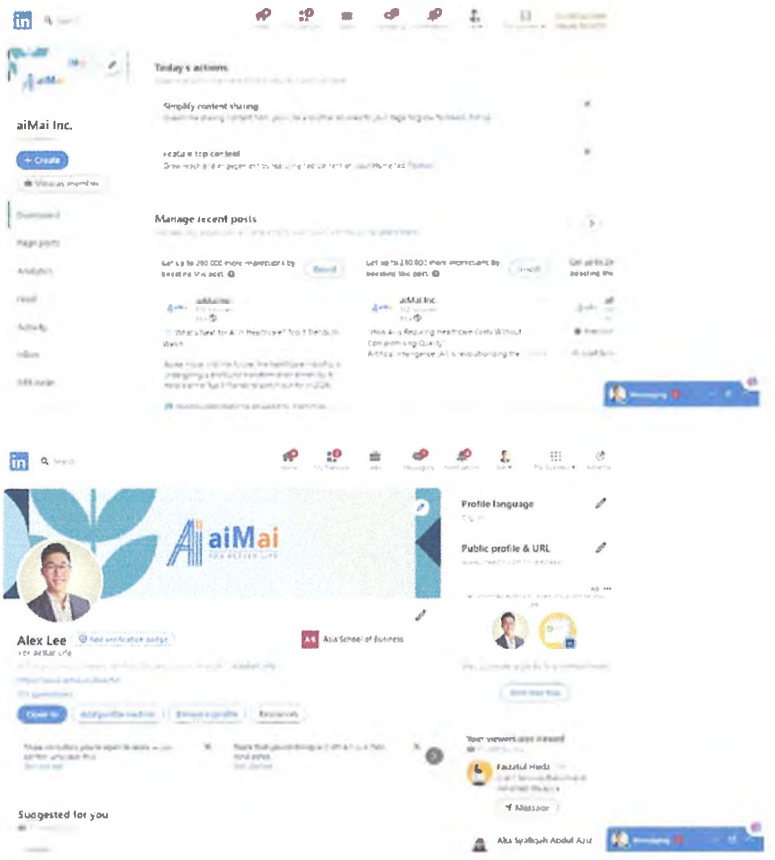

Figure 27: LinkedIn company account

Understanding that professional networking plays a quite vital role in extending the company's reach and establishing industry connections, this is when I took measures to bolster the company's professional presence. I set up LinkedIn accounts for both employees, and the company itself, and tweaked each profile to make sure that their expertise, background, and achievements within their respective fields in medicine, and AI were very much on display. I also used tailored summaries with key achievements and industry-related keywords to improve the visibility of individual team members and our team overall through these profiles. The project also enhanced our professional image, allowing us to engage with potential customers, suppliers, and other stakeholders in a more valuable and strategic way.

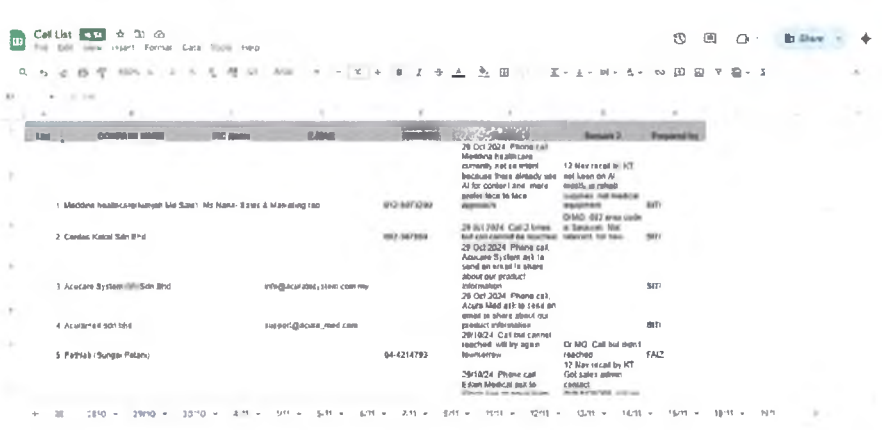

Figure 28: Cold Calling update

In addition to digital outreach, I also focused on direct outreach to medical and lab equipment suppliers. Thus, I thoroughly collected and organized contact pocket information for sales representatives and other decision-makers. This was essential to extending the network of the company, we built relationships with potential partners through this which contributed to business partnerships, product purchases, etc. which aided in supporting our company's growth. These combined efforts allowed me to turn a social digital footprint into a physical one and it helped me grow both ours as a company and my reach to directly support the more strategic goals of increased visibility and a strengthening of the relationships in the industry.

BENEFITS AND SKILLS ACQUIRED

I have been received an allowance of **RM 1,000**, which eased my financial burdens and allowed me to focus on learning and contributing effectively.

My industrial training has provided me the opportunity to build and develop numerous knowledge and technical skills that apply directly to this professional field. Not only have these skills deepened my understanding of various business functions, but they have also helped operationalize many key tasks and strategic initiatives across multiple departments, including:

1. **Social Media Management**

It was during this time that I received in-depth, practical training in social media account management, optimization, content creation, scheduling, and performance analysis. I managed and created TikTok posts for the account @dearelara, geared towards sharing content about pregnancy, and @wellnessbyal_, geared towards mental health awareness. It surely called upon my creativity while allowing me to add informative engaging, platform-specific content. This helped me gain a good understanding of audience engagement metrics and use this data to adjust our content strategy to increase engagement and grow our followers. On top of that, I also introduced different content types like educational videos, quick tips, and personal anecdotes that significantly connected with the target audience and nurtured a sense of community.

2. **Data Analysis and Reporting**

I learned a lot about performance tracking and data analysis during my training, which is an important part of marketing and social media strategy. Part of my job was to compile detailed monthly performance reports for our TikTok accounts, tracking performance across key metrics such as views, likes, shares, comments, and audience demographics. I additionally kept track of intern performance with regular updates on progress and goal completion. Not only did these reports aid in helping the team understand what was working but also identified areas in need of optimization. This drive for action allowed me to learn to leverage data as a strategic weapon where I could both make recommendations for action and then improve our methodology for creating content and growing an audience.

3. **Research and Data Collection**

I developed expertise in research and data collection for critical data-driven decision-making and supporting strategic business initiatives. This involved extensive research into medical universities in the regions of Kuala Lumpur and Selangor and identifying potential academic partnerships and collaboration opportunities. I also created a full database of doctors, pharmacists, and medical equipment suppliers in Malaysia so we can reach out to them once we are ready. It took this because there were so many details to be collected accurately and I had to provide the team with the data that was easy to reach out to. This exhibited the need for extensive research and how it aids in smooth business functioning and seeks prospective opportunities.

4. **Content Creation and Design**

During my industrial training, I added to my creativity and skills in content creation and design, especially in digital marketing, and brand development. I was responsible for creating attractive marketing materials, such as internship placement brochures and corporate PowerPoint presentations. I collaborated with the marketing team to ensure the visual identity and messaging were consistent on every platform, using font selection, color schemes, and image quality thoughtfully. This opportunity allowed me to further explore and realize visuals, all while instilling a broader knowledge of design concepts, like visual hierarchy and cohesive branding, not to mention gaining a critical eye for design aesthetics that appeal to specified audiences.

5. **Website and Product Evaluation**

Along with my training, I was assigned practical website usability testing, in which I gave constructive feedback on the user experience on the pocK website. Through analysis of website navigation and functionality, I made the test journey intuitive and usable in terms of accessibility. What I ended up doing was recording an abundance of observations and tips, and then compiled my findings into a thorough PowerPoint of potential opportunities to improve the site's usability. Through this experience, I learned the nuances of optimizing an online presence and the need to provide visitors with a positive user experience that keeps them coming back for more. I also have experience in performing competitor analysis, which

enabled me to identify trends and best practices that could be leveraged to enhance the design and overall functionality of the website.

6. **Marketing and Strategic Planning**

This industrial training taught me the fundamentals of marketing strategies for market surveys and positioning. For that I performed a thorough market landscape for PMC Hospital and who are their competitors and how they operate. My assessment of PMC's strengths and weaknesses enabled me to recommend changes to the hospital's positioning so that it could better differentiate itself in a highly competitive healthcare landscape. Understand how to reach specific demographics through targeted messaging and strategies Ultimately, this was an experience that further honed my appreciation of how market research can inform strategic direction for organizations and where organizations can get better at meeting such needs.

7. **Networking and Communication Tools**

These qualities are extremely critical for business development and outreach. My duties involved setting up LinkedIn profiles for employees and also the official LinkedIn account for the company. I optimized these profiles to enhance the visibility of the expertise, accomplishments, and industry presence of the organization and its personnel. I also did some outreach work where I am tasked to made initial contact with some clinicians, suppliers, and other potential partners. This experience helped polish my communication skills and also enlightened me to use LinkedIn and other professional software as tools for networking, relationship-building, and business development

8. **Project Management and Documentation**

Through this industrial training, I gained strong skills in project management and organization, both of which were essential in ensuring seamless workflows and timely task completion. As I designed a content-creating flow chart to keep the social media management process standardized, this helped fill the gap between the content production function and the content distribution timeline. Using this tool helped me to communicate as a team. Moreover, it was there that I realized the significance of documentation and keeping records where a practice that ensures accountability and promotes transparency within the team. It helped me realize as an experienced project manager, this knowledge can not only help but also go a long way in increasing the efficiency of a team.

These experiences have prepared me with a diverse skill set, blending creative, analytical, and organizational skills, that I believe will be an asset in any work setting.

Personal Development Through Industrial Training

The industrial training was a unique and indispensable learning opportunity that allowed me to develop several key skills required for thriving in any professional environment. I spent this time working in different areas that allowed me to learn about the sectors and increase my potential, both on a technical level and as a person. It was an innovative phase of learning that helped me understand effective workplace dynamics and decision-making processes and overcome challenges that led me to:

1. **Multitasking and Organizational Skills**

Through my internship, I was able to manage multiple projects at once, greatly enhancing my organizational and time management skills. For instance, I recently collaborated with the social media accounts @dearelara & @wellnessbyal_ to assist with content creation. In the meantime, I was assigned to generate data collection reports for pharmacies and medical suppliers in Malaysia while developing interesting and relevant content for these platforms. My job was to complete both tasks by the deadlines without sacrificing the quality of either work. To complete these tasks, I developed a system for learning. I managed my time in a better way, creating a rubric for priorities at a high level to ensure that I did not miss deadlines. It helped me not only develop organization skills but also deal with conflicting priorities in a way that I was able to achieve whatever I wanted to within a short period without compromising the quality of the output.

2. **Adaptability and Learning Agility**

Adapting and learning quickly were skills I had to develop in a fast-paced and constantly changing work environment. I was often asked to quickly learn new tools, software, and ideas to get my job done. One experience that tested my adaptability was when I was responsible for giving feedback on the pocK website. I had never been trained in evaluating website user experience but learned to approach the website from the angle of a user. My goal was to let the data show me best practices in UX design and where I improve the site and work hard to put together a constructive report. This significant learning moment as well has also emphasized that if one is willing to step into Unknowns and tackle new skills, adaptability will reward new roles, responsibilities, and future opportunities.

3. **Teamwork, Communication, and Collaboration**

Working within a diverse team helped me to improve my ability to communicate and work in a group setting. Through collaboration with colleagues across departments and backgrounds, I gained valuable lessons on the art of good communication and active listening. I made contributions of creative and innovative ideas for the team's implementation when brainstorming for the company's social media strategy and helped meet team objectives while also strengthening the plan. I experienced how to balance differing perspectives and arrive at a compromise, giving our strategy a boost in the process. Furthermore, that experience taught me the value of respect and compromise amongst each other in a team. I also learned how to navigate group dynamics and contribute meaningfully to collective goals, a skill that is critical in any professional setting.

4. **Problem-Solving and Decision-Making**

During my internship, I encountered multiple ideas that forced me to think critically and act fast. One of the most valuable experiences I had there was when I was asked to make a mock version of the pocTriage app, which would help expedite the triage process for patients. During this app development, I quickly realized I could patch holes in the function and UI that could affect the app's overall execution. During the observation prompted me to suggest multiple design changes and functionality improvements to fix these problems. They took my recommendations and made some tweaks to the product that ended up making it more user-friendly. This experience has me in a problem-solving mindset where I need to analyze all aspects of the issue and come up with a practical solution. I also learned to trust my judgment, confirm the right action to be taken based on this judgment and confidently implement it despite uncertainty or insufficient information

5. **Time Management, Punctuality, and Prioritization**

Time management is another skill that is important for any career and my industrial training helped me learn the importance of being on time and managing my priorities. During my internship, I needed to deliver daily performance reports and work on monthly reports, and all of these were built on a high level of organization. One of the biggest learning experiences was figuring out how to divide big projects into smaller, manageable tasks and whether or not to give a time frame for each part. This helped keep me in line and made sure I finished everything on

time without being too stressed. For instance, when we were writing extensive reports for medical suppliers and pharmacies, I created a system where I dedicated a certain period where I would gather data, analyze the data, and write up the report. By committing myself to a structured timeline, I accomplished deadlines all while creating detailed reports. And it forced me to prioritize what was urgent and important and make sure that I was giving time to the most important projects. It taught me that learning to balance competing priorities is an important skill and that being on time for meetings is a good personal trademark to have lumbering on with.

6. **Interpersonal Communication and Networking**

Networking and stakeholder engagement was an important aspect of my internship. During my internship, I had the chance to interact with medical and lab equipment suppliers, as well as develop relationships and learn the ins and outs of the professional world These suppliers would need to be mapped so I would reach out to them, collect contact information for their sales staff and open conversations that would aid in expanding that network for the company. This approach helped me in either building my reflexes to convey things to people effectively and negotiate or grow professional relationships with people. I gained confidence in my ability to communicate and ways of building and utilizing networks in the context of future business. I also learned the value of active listening and how to ask the right questions to gain meaningful insights in conversations with stakeholders.

7. **Leadership, Initiative, and Confidence**

Thus, I took on more leadership responsibilities which helped in develop a sense of initiative and self-confidence when I got to lead the making of the company profile PowerPoint presentation. It involved collecting and collating information from different departments, choosing visuals that matched the messaging, and also taking care to keep the presentation consistent with the company's branding guidelines. I owned the task completely, breaking the work down into checklists of steps and deciding for myself questions related to content and design. This experience taught me how to take the lead on a project, make unilateral decisions, and produce a quality product following professional standards. I learned the balance between creativity and practicality, as well as how to manage expectations, both with my team and senior stakeholders. This project also helped me gain more confidence in my capacity to lead initiatives as well as make decisions that stay in line with organizational goals.

8. **Creativity, Innovation, and Design Skills**

It involved the composition of catchy copy, creative thinking, and stylistic design of material that would effectively reach the target demographic. For example, brochures, business cards, and social media flowcharts to support other marketing strategies I was in charge of. Following some new input, I revamped the internship recruitment brochures. Using design theory including color theory, typography, and layout, I designed materials that were both functional and visually appealing. This was an amazing experience that improved my creativity and helped me realize how design can affect marketing efficiency. I also learned to strike a balance between innovation and brand consistency, making sure that the materials I produced resonated with the company's identity.

9. **Self-Discipline, Responsibility, and Accountability**

I was assigned multiple projects that called for a high level of personal responsibility during my internship. My previous roles included marketing research for PMC Hospital, I took extreme care to collect data that was accurate, organized, and represented in a clear and user-friendly format. This data drove the team to respond with decisions grounded in research. While they made me responsible for these tasks, I learned not just self-discipline but how to own my work. It taught me to be focused, organized, and proactive so that I meet all expectations and be a part of the success of team goals.

PART 5: SWOT ANALYSIS

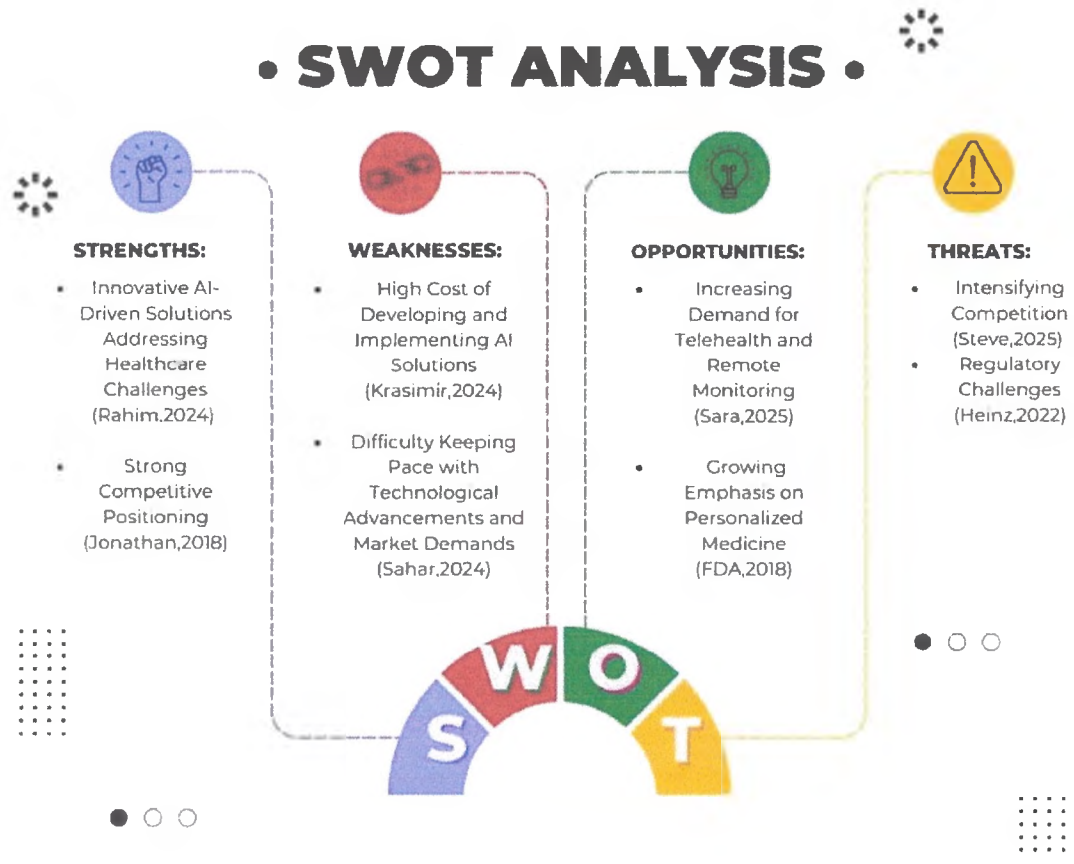

Figure 29: SWOT Analysis

PART 6: DISCUSSION & RECOMMENDATION

STRENGTH
INNOVATIVE AI- DRIVEN SOLUTION ADDRESSING HEALTHCARE CHALLENGES

AI technologies, such as machine learning algorithms and Natural Language Processing (NLP), are enabling the healthcare industry to move towards more actionable solutions to address major medical problems, such as diagnostic errors, delayed treatment, and administrative inefficiency (Rahim, 2024). Most of these challenges hit hard on traditional systems, leading to poor patient outcomes and inefficiencies in the system. On the other hand, AI technology could automate repetitive tasks, process enormous volumes of data with unparalleled accuracy, and enable real-time surveillance of patients. For instance, IBM's Watson Health has demonstrated significant advancements in cancer diagnosis and treatment with the help of data-driven insights. In the same way, AI-enabled diagnostic instruments during the COVID-19 epidemic have been instrumental in enhancing testing precision and speeding decision-making using the diagnostic instruments called Apolo D Smartcheck AI (maHTAS,2020).

AI is also transforming how healthcare groups monitor patients and handle administrative tasks. Wearable devices equipped with AI algorithms track key health indicators 24/7, alert clinicians of irregularities that may signal health issues, and enable timely interventions. This is particularly beneficial for managing chronic diseases and elderly populations (Jon,2024). Administratively, it helps optimize tedious duties such as scheduling, invoicing, and managing medical records (Delani,2024). For instance, Natural Language Processing (NLP) technologies can streamline medical paperwork, and machine learning models predict patient admissions to better manage hospital resources. These innovations help alleviate pressure on healthcare workers, enabling them to spend more of their time caring for patients.

With a growing demand for healthcare worldwide, AI can provide scalable and accessible alternatives that alleviate previously unmet needs, particularly in marginalized communities. (Hovan,2023) Remote diagnostics, telemedicine platforms, and virtual consultations broaden access to healthcare in regions with lower infrastructure (Hovan,2023). By solving long-standing inefficiencies of traditional systems, AI makes it possible for healthcare providers to achieve better patient outcomes, optimize their operations, and embrace a patient-centric approach. AI is ready to shape the future of healthcare by tackling current and emerging problems and offering smarter, faster, and equitable care to everyone.

RECOMMENDATION: EXPAND PARTNERSHIPS WITH SPECIALIZED CLINICS & REGIONAL HOSPITALS

As the technology evolves and clinical demand is even greater, effective collaboration with specialist healthcare can further enhance AiHealth Malaysia's competitive advantage and cyber market positioning sitting at specialty healthcare centers such as cancer centers, pediatrics, rehabilitation, and specialized medical institutions. Such agreements would allow the company to collaborate with and improve AI-driven tools tailored to the unique demands of specific medical industry, ultimately bolstering the value proposition for products like pocK and pocBetter. In addition, AI-driven tools in oncology could enhance disease-specific imaging techniques to support early cancer detection, as well as the integration of patient data with ongoing clinical research so that tailored treatment plans emerge, and their effectiveness can be measured while patients receive real-time care and changes can be made to improve outcomes (Wenya,2019).

AiHealth Malaysia actively combines its AI solutions with those of the clinics to deliver tailored tools that meet the unique needs of intensive medical fields. In pediatrics, AI might help with the early detection of developmental symptoms or rare diseases, in rehabilitation centers, it might provide real-time tracking of progress and therapy optimization for patients recovering from strokes or surgery. These specialized solutions not only address critical gaps in healthcare delivery, but position AiHealth Malaysia as a trusted partner for healthcare providers seeking innovative technology to enhance both patient care and operational efficiency.

Targeting specialized clinics, also allows AiHealth Malaysia to tap into high-demand through making specialized AI applications work and proving them in specialized contexts for particular types of use cases will undoubtedly enhance AiHealth Malaysia's credibility and establish it as a leader in AI-driven healthcare innovation. This plan would enable AiHealth Malaysia to expand its presence across the healthcare ecosystem while boosting the adoption of its products and services in regional hospitals and large healthcare networks.

STRONG COMPETITIVE POSITIONING

The ability of AiHealth Malaysia to differentiate its services from competitors is vital in building trust with healthcare providers and ensuring widespread adoption of its solutions. AiHealth Malaysia has been able to differentiate itself by building very focused solutions that solve real pain points in the healthcare industry compared to generic AI tools which give high level of capability. These feature broadening access to treatment in underserved regions, continuing complex procedures in high-volume establishments, and streamlining resources in amenities with restricted staffing or facilities. By tailoring solutions, AiHealth Malaysia aligns itself as a partner that understands the challenges that healthcare providers face and delivers solutions that address their unique needs.

For instance, the company's artificial intelligence solutions may address significant access gaps to experts in the context of rural healthcare area through remote diagnostics, virtual consultations, and telemedicine platforms (Jonathan,2018). These solutions ensure that patients in rural or underserved areas get timely and accurate care, reducing travel costs and minimizing delays to treatment. Likewise, the company could also leverage its AI-powered workflow optimizations tools are also to automate administrative tasks such as scheduling and documentation in urban hospitals with high patient volume, enabling health care personnel to concentrate on delivering excellent treatment.

AiHealth Malaysia AI platform that improves privacy, security, and accuracy of health data which is another added benefit. The company's products are intuitive and user friendly, unlike those of rivals. During deployment, this eliminates distraction, shrinks the timeframe for healthcare professionals on-the-job learning the AI, and has the effect of making the transition to AI-power workflows easier and significantly more effective. Moreover, AiHealth Malaysia commitment to ongoing support and collaboration with healthcare providers fosters trust and strengthens long-lasting relationships. On these lines, such a powerful competitive positioning does not just help with adoption rates but creates the image of an organization that's at the frontier of AI-enabled healthcare innovation, making scalable and effective solutions available to practically every scenario the client could face.

RECOMMENDATION: FOCUS ON EMERGING MARKET

AiHealth Malaysia has enormous growth potential in emerging markets available in the regions of Southeast Asia, Africa, and South America. These groups often suffer structural problems like limited access to healthcare services, high patient-to-doctor ratios, and poor infrastructure that result in healthcare delivery disparities (Varisha, 2024). Creating products such as pocBetter tailored to these locations will enable AiHealth Malaysia to capture significant market share and address key global health disparities. AI-based solutions focused on these areas can potentially be game changers as they enable access to healthcare, improve diagnosis, and maintain a strained infrastructure.

Building AI systems that perform in resource-constrained environments is one critical strategy to making sure AI is successful in emerging countries. For instance, offline AI models, or ones that need minimal internet access, can make healthcare services accessible in remote and rural areas where there's usually a lack of reliable network infrastructure. By providing remote diagnostics, virtual consultations, and automated triage, these tools can help healthcare practitioners to extend their reach and deliver timely care to marginalized communities. Moreover, the integration of elements such as energy-efficient devices and ways to scale to ensure these technologies remain practical and sustainable for regions with uncertain electricity supply or insufficient funding.

Moreover, gaining entry to these countries offers long-term growth opportunities as healthcare expenditure and need grow alongside economic progress. Strategic partnerships with local healthcare providers, NGOs, and governments can help AiHealth Malaysia navigate regional regulatory landscapes and build trust in these areas. As a result, by demonstrating tangible benefits to its AI algorithms, in terms of reducing treatment delays, improving diagnostic accuracy, and improving resource allocation, AiHealth Malaysia could not only capture part of the emerging market, but will firmly position itself as a leader in AI healthcare innovation. Focusing on early-stage countries enables AiHealth Malaysia to create meaningful, expandable solutions contributing towards both social good and corporate profit.

WEAKNESS

HIGH COST OF DEVELOPING AND IMPLEMENTING AI SOLUTIONS

The costs of developing and implementing AI, including hardware, software and experts, are a huge weakness for AiHealth Malaysia. High-performance computing hardware like GPUs and specialized servers, while sometimes expensive, is also a crucial requirement for processing large datasets and training AI models (Krasimir,2024) Furthermore, the expense associated with acquiring and maintaining specialized software specific to healthcare applications, such as diagnostic tools and predictive analytics, will contribute to the overall cost. Startup healthcare organizations, often do not have the budget to buy such devices. In addition, the use of AI in antiquated healthcare systems requires a complete overhaul, which dramatically increases the cost of both securing the data and making the systems compatible.

The myriads of AI professionals found between data scientists, data engineers, healthcare IT specialists, etc., only worsen these costs it is because it will grapple with worldwide manpower shortages. This comes at a high cost both in terms of time and money to effectively train healthcare personnel on how to use these technologies. Many healthcare organizations are unable to stay abreast of the ongoing expenses associated with operational needs such as routine updates to the software, cybersecurity measures, server health, and so on. The financial consequences of the COVID-19 pandemic are pushing hospitals in industrialized countries to postpone the introduction of AI, and smaller clinics in Southeast Asia often cancel the plans altogether. Consequently, most healthcare facilities are deprived of leveraging AI's potential to enhance clinical operations (Siyan,2024).

If these financial roadblocks are not cleared, the use of AI in healthcare will only be available in the best-funded institutions, worsening disparities in the quality and breadth of healthcare. The advanced will leave the underserved clinics further behind, and smaller providers if not cautious may also be left behind. Cooperative funding alternatives, such as public-private partnerships or government from local, state, or federal subsidies, are crucial to bridging this gap. Moreover, AI solutions that are scalable and reasonably priced for smaller providers will likely also expand the technology's accessibility. By solving these problems, company can ensure that the revolutionary benefits of AI are distributed more equitably across health care, improving patient outcomes everywhere.

RECOMMENDATION: STREAMLINED DEPLOYMENT STRATEGIES

AiHealth Malaysia can tackle this issue by packaging modular and scalable solutions for marker to streamline deployment tactics. Such as pocK could be made with a basic version moving to a tiered functionality approach, so a customer can start with the minimum viable pocK then move to predictive analytics, process automation, etc. This phased-in model lowers the upfront financial burden and enables customers to grow with the technology, which is an attractive option for resource-pressed healthcare institutions.

A form of cost-cutting method is advancing from store-based framework to cloud-delivered methods of payment such as PayPal, Apple Pay and Google Pay (Gwen,2024). On-premises systems require heavy investments in powerful computers, data storage, and maintenance. AiHealth Malaysia can address such requirements by offering pocK as a cloud-based service, which can bring substantial savings in operating costs to its clients. Another key benefit of cloud-based solutions is scalability, clients can only pay for the resources that are required and scale up or down as necessary. This pay-per-use model makes it particularly attractive for smaller clinics or healthcare providers that want to cut their expenses while still gaining access to the latest AI innovations.

Moreover, AiHealth Malaysia can offer multiple payment options which will appeal to price-sensitive consumers. Introducing solutions such as subscription-based pricing schemes, allow clients to defer expenditures over time as opposed to incurring a large up-front expenditure. Providing financing options or tiered payment plans can relieve some of the financial strain and better enable AI solutions to appeal to a broader range of healthcare providers. Moreover, these strategies not only help lower expenditure but also help AiHealth Malaysia extend its reach to foreign markets especially to cost-sensitive countries such as those in the SEA region and underdeveloped countries. If AiHealth Malaysia positions itself as a flexible, client-centric supplier, they can experience adoption, penetration, and availability of their solutions across the wide range of healthcare institutions around the world

DIFFICULTY KEEPING PACE WITH TECHNOLOGICAL ADVANCEMENT & MARKET DEMANDS

The rapid development of technological advancements in artificial intelligence has become a major constraint for healthcare organizations especially new entrants such as AiHealth Malaysia. The AI technology landscape continues to evolve, with new algorithms, tools, and frameworks emerging every other week in hopes of achieving better efficiency, accuracy, and scalability. To stay ahead of these advancements, AiHealth Malaysia needs to significantly invest in R&D, skilled personnel, and modern infrastructure. But, as a new player in the industry, AiHealth Malaysia may also have less experience and fewer resources than more established health tech giants like IBM Watson Health and Google Health DeepScribe (John,2024). With decades of expertise, substantial R&D budgets, and a large network of collaborators, these organizations have a clear advantage in quickly commercializing and deploying disruptive innovations.

AiHealth Malaysia not only has to keep pace with technological advancements but also needs to meet ever-evolving expectations in the market. Healthcare providers are increasingly looking for AI solutions that go beyond accuracy and predictive capacity. They seek solutions that are simple, intuitive, and integrate well with existing healthcare infrastructure, making them easy to embed into their workflows. With healthcare practitioners aiming to improve decision-making and patient outcomes with instant access to relevant data (Sahar,2023), the importance of real-time insights has only grown. Building solutions to meet such complex and evolving demands is not just about technical expertise, it requires a deep understanding of healthcare workflows and customers' pain points. The failure to meet these standards can lead to decreased client satisfaction and missed revenue opportunities.

Moreover, innovations like personalized medicine and real-time analytics add new complexity to business (Davide,2019). AI systems are challenged with vast amounts of raw patient data on an individual level to provide personalized insights, requiring supercomputing capabilities and highly specialized algorithms. By contrast, real-time analytics, require low-latency systems that can process and share insights while events unfold, a technological challenge that requires significant R&D and infrastructure investment. For AiHealth Malaysia to be competitive in this sector, it needs to be extremely agile, iterating rapidly and improving its solutions. In an intensely competitive landscape where AiHealth Malaysia can quickly find itself obsolete without

a tissue of its competitive advantage, these proactive approaches to embrace and adapt the technological growth and business evolution become relevant.

RECOMMENDATION: AGILE DEVELOPMENT FRAMEWORK

AiHealth Malaysia needs to adopt agile development frameworks so that it can quickly react to technical breakthroughs and changing market needs, to be competitive in the fast-growing AI healthcare sector. Agile processes that are designed around iterative development, frequent feedback, and cross-functional collaboration will allow organizations to respond to change more rapidly and reduce time-to-market for both new products and enhancements. For example, AiHealth Malaysia should have cross-functional, specialized teams for pocK and pocBetter, where professionals such as AI developers, healthcare specialists, business collaboration managers, and customer service agents can come together to discuss the product. These teams can work together to reduce product development timelines, allow faster delivery of updates, and ensure an uninterrupted flow of innovations to meet consumer demands.

As it pulls AI-powered analytics, AiHealth Malaysia also needs to enhance this capability to stay ahead of industry trends. By keeping a close eye on market trends, consumer feedback, and industry progress, AiHealth Malaysia can identify emerging needs and focus on features that align with those demands. Building real-time analytics capabilities into pocK could potentially address the growing demand for actionable information at the point of care, enabling healthcare providers to make timely, informed decisions and interoperability features are incorporated into its products to ensure they can work with existing healthcare systems, addressing one of the biggest challenges for many providers (Austin, 2025). The upgrades will not only improve product functionality but also enhance AiHealth Malaysia's positioning of being a customer-centric and innovative organization.

Another effective technique to ensure product relevance and usability is to collaborate with healthcare experts during the development process. Bringing together the physicians, nurses, and administrators to co-create solutions allows AiHealth Malaysia to receive relevant insights on the daily clinical work challenges faced. This partnership could help AiHealth Malaysia better create solutions, which are user-focused and customized for real-life environments, which would be more palatable for end users. Based on the current trend in AI, AiHealth Malaysia would need to prioritize agility, putting users at the center of the design, and continuous evolution to maintain

its competitive advantage in a dynamic market. Through agile development procedures, strategic partnerships, and market-driven innovations, AiHealth Malaysia can position itself as a leading AI healthcare company capable of innovating meaningful solutions that serve the future-ready population.

OPPORTUNITY
INCREACING DEMAND FOR TELEHEALTH & REMOTE MONITORING

The global healthcare sector is experiencing a significant transformation, fueled by rising demand for telehealth and remote monitoring services (Sara,2025). This transition, forced by the COVID-19 pandemic, is now a lasting part of modern healthcare systems. Telehealth is using digital communication technology for consultations between patients and healthcare practitioners over video consultation, or online treatment. This means that it can be immensely more convenient because it doesn't require people to make a physical visit, which Individuals who have limited mobility, chronic diseases, or who live in rural areas can have a tougher time doing (Mayo Clinic,2024). Also during the pandemic, telehealth is essential in reducing the risk of infectious disease transmission by minimizing the risks associated with face-to-face consultations.

The global telehealth market is projected to grow to $559.52 billion by 2027, according to Frost & Sullivan, advancing at a compound annual growth rate (CAGR) of 25.2%. This massive surge is being fueled by several factors, most notably increasing smartphone use and widespread availability of broadband internet. This growing acceptance is due to an increasing awareness by patients and healthcare practitioners of the benefits of telehealth (Mariana,2020). In addition, the COVID-19 epidemic prompted many countries' regulatory authorities to relax some telemedicine standards and payment legislation, thus making telehealth services available and inexpensive to broader communities (Jorge,2020).

Increasing AI, machine learning, and data analytics are all predicted to enhance telehealth and remote monitoring technologies. The innovations including AI-powered diagnostic tools, predictive health analytics, and tailored treatment plans will improve patient results and reduce healthcare costs. Patient's willingness to use these technologies, combined with the healthcare industry's continued investment in telehealth infrastructure and development of more sophisticated wearable devices, shows that the industry is committed to adopting these technologies.

RECOMMENDATION: BUILD AN ALL-IN-ONE TELEHEALTH PLATFORM

Following the trend, AiHealth Malaysia should build a full-fledged telehealth platform for patient, health practitioners, and health administrator engagements. This online platform will have offers such as video consultations, appointment bookings, e-medications, and AI-based health risk assessment. Additionally, the integration of telehealth with AI-enhanced remote monitoring devices, like wearable health devices or connected glucometers, can facilitate better management of chronic diseases by both patients and healthcare professionals (Piyush,2024)

To promote AiHealth Malaysia as a popular platform, tiered subscription plans must be introduced along with a free basic package for general consultation, with premium options available for distinguished services such as AI-based health analytics. To cater to Malaysia's diverse community, AiHealth Malaysia can improve accessibility via a mobile app offering multiple languages such as Malay, English, Chinese, and Tamil.

This strategic relationship will also matter by insurance companies collaborating with AiHealth Malaysia to offer telehealth coverage for patients and thus reduce the cost of services. Collaborating with local clinics and hospitals in urban and rural areas will help increase the use of telehealth solutions. Working closely together with healthcare professionals can be used to improve trust, ensuring the platform meets their clinical needs and offers a seamless experience. This platform was to be piloted in remote areas with limited access to healthcare, this may also help in showcasing the usefulness of the initiative and gathering important information for further development based on ground needs.

GROWING EMPHASIS ON PERSONALIZED MEDICINE

Precision medicine also known as personalized medicine is revolutionizing contemporary healthcare by tailoring medical treatments to the individual characteristics of patients. This approach contrasts with traditional medicine's one-size-fits-all philosophy, which fails to account for genetics, lifestyle, environmental factors, and other variables. Personalized medicine which incorporates advanced technology like genetics, big data, and artificial intelligence will enhance diagnosis, treatment, and preventive aspects (FDA, 2018). It leads to better outcomes for patients and increases the accuracy, efficacy, and safety of medical therapies, all of which can be attributed to personalized medicine above all because it can define individual variability. Oncology, cardiology, and rare illnesses have already benefited greatly from such tailored medicines, which limit side effects and improve survival.

By analyzing vast quantities of data, spotting patterns, and providing actionable insights, AI is key to realizing the promise of personalized medicine. In the field of oncology, AI has been used to analyze genetic information, recognize specific mutations, and recommend therapies tailored to these unique genetic profiles, such as trastuzumab for HER2-positive breast cancer, or imatinib for chronic myeloid leukemia (Yue,2024). Besides therapy, AI systems enable early identification of illness, prediction of treatment response, and continuous health monitoring through wearables and mobile applications (Dana,2024) Integrating this technology with electronic health record systems not only accelerates clinical decision-making, it also a step towards preventative care by identifying patients at risk and recommending targeted therapy.

Furthermore, these days both governments and healthcare organizations are also making big investments in research and infrastructure toward personalized medicine, which could reduce treatment inefficiency. Due to the progress in AI, biotechnology, and increased demand for tailored healthcare solutions, globally, the personalized medicine market will expand from $72.5 billion in 2023 to $168.3 billion by 2032 (Laura,2024).

RECOMMENDATION: PRIORITIZE DEVELOPING AI-POWERED PLATFORM

AiHealth Malaysia should build AI-based systems that would analyze patient data and provide personalized treatment recommendations. In the product, the company should include both genetic data and personal medical histories extracted from GP records as well as information about lifestyle and work practices. Utilizing advanced AI technology, AiHealth Malaysia can also emerge as a pioneer in precision medicine, providing tailored healthcare solutions to an increasingly demanding population. Partnerships with academia and research institutes would be crucial for having access to the latest developments in genomics and precision medicine. These partnerships can provide exposure to leading research, access to seasoned individuals, and the ability to co-develop pioneering AI models tailored to Malaysia's specific healthcare challenges (Kathy,2024).

Engaging strategic partnerships with pharmaceutical companies to develop customized prescription protocols and companion diagnostic modalities will help AiHealth Malaysia create a broader patient care influence. These collaborations can use AI to help match people with appropriate clinical trial participants, speeding up the development of medicines and making them more effective. To achieve broad acceptance, large hospitals and clinics must integrate AiHealth Malaysia's personalized medicine solutions into their workflows. Providing tailored solutions as well as training and technical support for healthcare professionals will facilitate the shift to AI-enabled precision medicine and enhance trust in the technology.

THREAT
INTENSIFYING COMPETITION

With rapid technological advances increasing global demand for effective healthcare solutions, and the acceleration of digital transformation of the healthcare industry, the AI healthcare industry continues to grow at an incredible pace (Steve,2025). General companies such as DeepScribe and Ambience AI have become the leaders in the specialized niches of medical transcribers and AI-powered Triage tools due to huge investments in the R&D and technology team backed up by strategic collaboration. Both their continued innovation and relative market saturation allow them to act as gatekeepers against new competition.

A wave of newcomers, from nimble startups to multinational giants, have entered the market each with unique technologies and aggressive marketing strategies to win share. Not only are these companies bringing out new AI solutions at breakneck speed, but they are also activating targeted marketing to increase visibility and client adoption.

The growth of AI adoption in healthcare is happening in Malaysia, as government initiatives like MyDigital Blueprint promote the development of digital health solutions (MyDigital,2023). However, this market remains highly fragmented, with several local and regional players competing for the market share. This heterogeneous market presents both challenges and opportunities for AiHealth Malaysia products, PocTriage and PocScribe as they strive to cement their position in a saturated industry. The fast pace of technology innovation and the existence of well-capitalized competitors means that organizations must continuously innovate while also succinctly communicating the unique value proposition of their products to the market.

RECOMMENDATION: SPECIALIZATION & DIFFERENTIATION

As the competitive landscape within healthcare telemedicine increases, AiHealth Malaysia should bolster its efforts towards differentiation and specialization to better carve its unique niche in the market. PocTriage AI can be positioned as an ultra-specialized triage tool for hospital emergency rooms, with all the features needed for differentiation like minimizing congestion in the emergency room, improving patient movement in the hospital, helping to make real-time decisions, and integrating in the hospital ecosystem. Localization is another essential method for gaining traction in the Malaysian healthcare space. This can add extra support for local languages, culture differences, and medical practices into PocK and PocBetter, providing AI solutions customized to the explicit wants of Malaysian healthcare practitioners. Localization helps the usability of a product and builds trust among local clients by putting products in their respective operational environments.

By partnering strategically with a large healthcare provider, like Putra Medical Centre (PMC) or popular Malaysian hospitals like Aurelius, etc, they will have some benefits. These partnerships can serve as test beds to showcase the real-world effectiveness of PocTriage AI and PocScribe. AiHealth Malaysia can develop exciting case studies for itself that will establish its reputation and win over new customers by showing the quantitative impact of its products, such as by reducing patient turnaround times or making fewer mistakes on paperwork. Furthermore, AiHealth Malaysia might conduct specific webinars, workshops, and training events specifically targeted at healthcare professionals to educate potential clients on the revolutionary nature of its AI technologies. Showing both how PocScribe will reduce documentation errors, streamline workflows, and save healthcare providers time to see their patients would further bolster its value proposition.

Moreover, product innovation will be needed to support a competitive advantage. Adopting user feedback, integrating nascent technology like natural language processing (NLP), and achieving adherence to the latest healthcare standards and practices enable the workplace to be ahead of the innovation curve (Shuroug,2023). New features are another way to differentiate the products like automatic compliance checks or advanced analytics. Marketing efforts and targeting of specific market segments like government hospitals, private healthcare chains, and specialist clinics can also help the organization expand its reach (Andri,2020). Using online channels like LinkedIn and attending healthcare expos and industry conferences will raise brand recognition and draw in potential new clients.

REGULATORY CHALLENGES

Regulatory oversight for AI in healthcare is becoming ever more stringent regarding data privacy, patient safety, and the ethical use of AI technology (Heinz,2022). Governments and regulatory bodies are tightening their grip to ensure that AI-based healthcare solutions offer innovative benefits and adhere to the highest standards of safety and accountability. As this landscape changes, it creates huge challenges and new opportunities for organizations operating in this space. These dynamic plays an immense challenge and prospect for AiHealth Malaysia, which has its operation in that domain.

The Healthcare industry in Malaysia is governed by the Personal Data Protection Act (PDPA), which enforces strict adherence to data privacy laws, making it imperative to protect sensitive patient data. According to the PDPA, healthcare organizations must adopt strong data management practices that safeguard data storage, make it accessible only to people who need to do so, and process it transparently (Halim,2024). Failure to comply with these laws can lead to significant fines, legal actions, and damage to reputation, making it an area of major concern for companies that are implementing AI in the field of healthcare.

At a global level, regulations like ISO 13485 for medical equipment and FDA regulations in the United States require AI-powered healthcare solutions to undergo rigorous testing, validation, and certification processes (Compliance Quest,2023). Such laws are designed to ensure that AI systems meet high safety, quality, and performance requirements before launching to market. ISO 13485 certification is specialized in medical device-specific quality management systems, ensuring that all aspects of the product lifecycle from design, development, manufacturing, and post-market monitoring also comply with globally recognized standards. Likewise, FDA guidelines for software as a medical device (SaMD) require thorough documentation, risk assessment, and clinical evidence to confirm the efficacy and safety of AI technology.

RECOMMENDATION: CENTRALIZED REGULATORY COMPLIANCE

As regulatory hurdles can cause significant delays, AiHealth Malaysia should establish a dedicated compliance unit to ensure that product launches, including PocK and PocBetter, comply with Malaysia's Personal Data Protection Act (PDPA) and international healthcare guidelines such as ISO 13485. AiHeallth Malaysia compliance activities should be spearheaded by this specialized unit as the step of a methodical strategy to negotiating complicated regulatory landscapes. AiHealth Malaysia can standardize all of the activities, which can help speed up compliance-related processes, and decrease the likelihood of monitoring by centralizing all of these efforts. This unit ought to work together with product development teams to integrate compliance in the early stages of the design process.

Engaging with Malaysia's Ministry of Health (MOH) and other relevant regulatory bodies during the various development phases of PocScribe and PocTriage will further ensure alignment with local requirements. Bringing regulatory authorities from the beginning allows AiHealth Malaysia to identify potential compliance issues, address them proactively, and build trust together. By actively soliciting feedback, it will shorten approval time, avoid delays in deployment, and maximize the likelihood of a successful product launch. Frequent meetings and clear communications with the Ministry of Health will also allow AiHealth Malaysia and represent itself as a collaborative partner in nurturing healthcare innovation, which boost market credibility as well.

Reducing the reliance on middlemen and utilizing recent technologies like Blockchain can significantly enhance data safety while building trust in the system among health professionals as well as patients (Andrew,2023). By providing a decentralized, tamper-proof method for storing and sharing sensitive data, blockchain technology may do a great job of maintaining the integrity of the data. For example, PocTriage AI that records patients might be securely stored with blockchain protocols to decrease the possibility of data breaches and unauthorized access. The transparency and immutability of the blockchain can provide an additional layer of assurance, giving stakeholders the confidence that their data is safe and accurate.

PART 7: CONCLUSION

This industrial training is a great journey for me. During my internship, I was involved in several tasks that developed my technical, analytical, and communication skills. I was able to explore every aspect of marketing, from social media management to content creation, tracking performance, and analyzing data. It also helped hone my solving pressure skills and taught me how to do teamwork effectively.

Especially when juggling concurrent projects with deadlines, I learned to multitask and prioritize efficiently. Adapting quickly was crucial to my work since I constantly needed to learn various tools, software, and concepts to carry out my responsibilities. Overall, this internship was not only a great learning experience in gaining professional insights into marketing strategies, but it also enhanced my critical thinking and decision-making skills, considering that these abilities are significant for devising solutions to complex problems in the work environment.

Also, this experience picked on the importance of time management, punctuality, and priority setting. I accepted padded deadlines and just learned how to piece large projects into sections, and set smaller deadlines, that allowed me to complete all assignments. My confidence and leadership skills received a boost through my ability to take initiatives such as designing visually relevant marketing content and flow charts to simplify workflows. I am also confident that the combination of skills I was able to acquire through these experiences will greatly benefit me in my future career.

I aim to become an all-around marketing specialist who designs data-informed strategies and leads game-changing campaigns as a seasoned professional with growth in all aspects that align with my vision is to be in a leading management role where I can lead and implement futuristic and innovative ideas and strategies for business growth. I want to be on top of the industry trends so I am always learning and can remain competitive in the fast-paced world of marketing. All in all, this experience has only fueled my love for marketing even more and inspired my goal of building a fulfilling and positive career in the years that lie ahead.

PART 8: REFERENCES

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PART 9: APPENDICES