Host: MIT Medical - Cambridge, MA

Team:
- Artemiy Shlyaptsev; HKS MPA '23
- Diya Verghese; Sloan MBA '23
- Shuo Wang; Harvard Graduate School of Design MLA '23

Challenge: MIT Medical is working to adapt to changing patient behaviors and desires as we enter the third year of the Covid-19 pandemic

Goal: Our goal is to help MIT Medical increase awareness about their services and to retain patients

1. Marketing Initiative

2. Customer Relationship Management

Key Themes of our project: