

WINGLOBE

- WINGLOBE HC is one of the premier med-tech solutions company, having its innovation centre & corporate office located out of Bengaluru, India. Winglobe HC currently focuses on the development, manufacturing and marketing of Elektriz® & Strom® range of ESU systems and the Argus 4k Imaging platform.
- Founded in 2016 by an elite team of Industry stalwarts, Winglobe HC has been constantly pursuing meaningful technological advancements to improve the outcomes & efficiency of the surgical procedure thereby offering superior clinical benefits for the operating room.

MISSION

- Preferred choice for surgeon using Energy based devices and intelligent camera systems to positively impact surgeon outcomes for more patients.

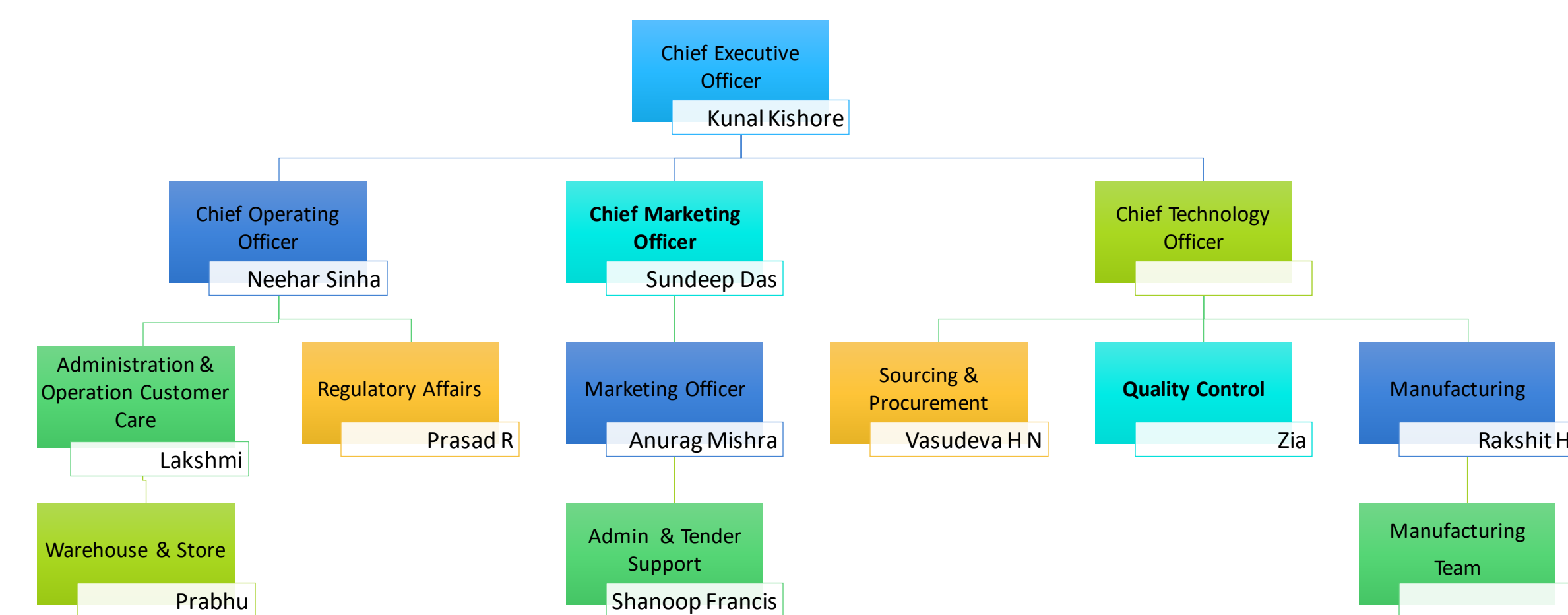
VISION

- To be recognized as a comprehensive surgical solution provider for innovative technologies for patients worldwide.

Core Values

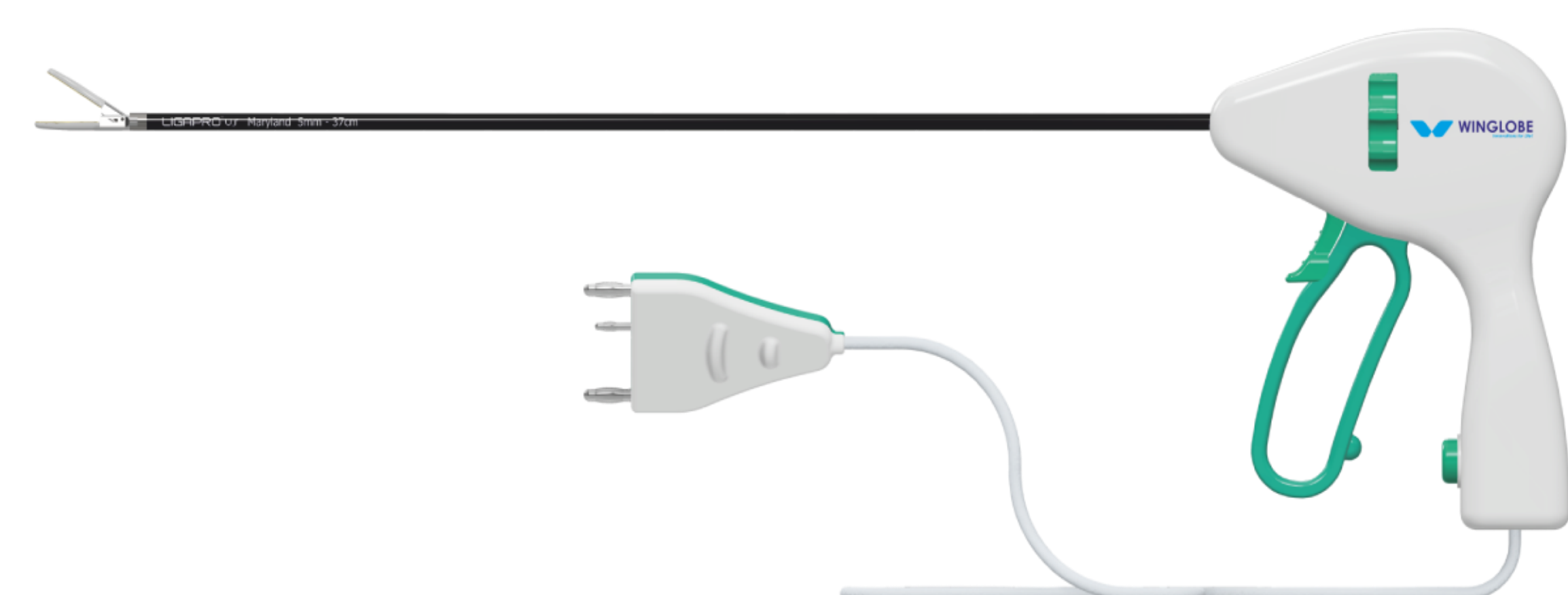
- Innovation ,
- Quality
- Care.

ORGANIZATION STRUCTURE



BRIEF DESCRIPTION ABOUT LIGAPRO VS

- Ligapro VS Maryland Jaw is a vessel sealing instrument designed for sealing and dissecting vessels up-to and including 7mm, tissue bundles and lymphatics. It is equipped with a proprietary coating and advanced micro blockers to achieve optimum temperature and uniform pressure distribution for assured and permanent vessel sealing.

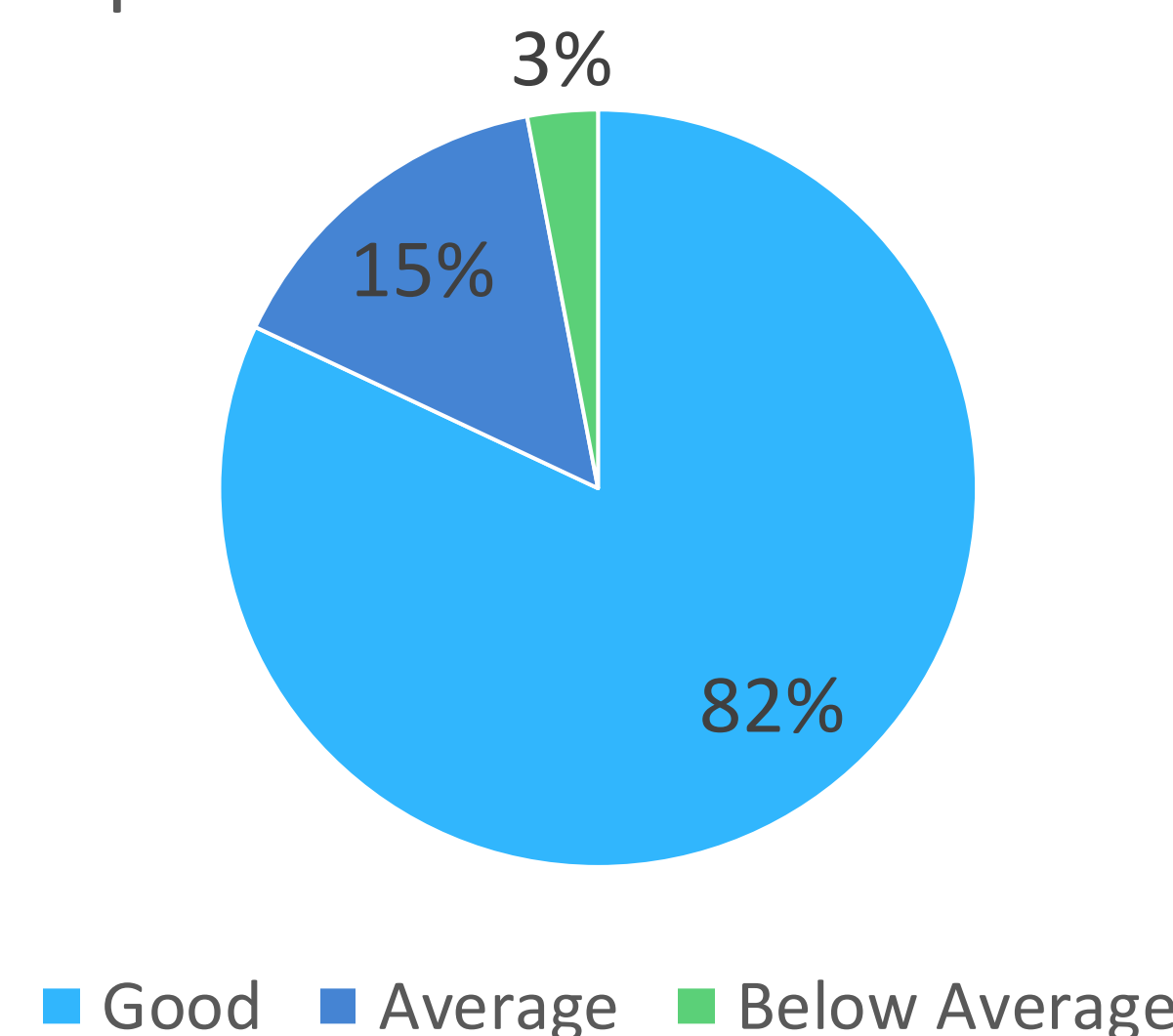


LEARNING & VALUE ADDITIONS

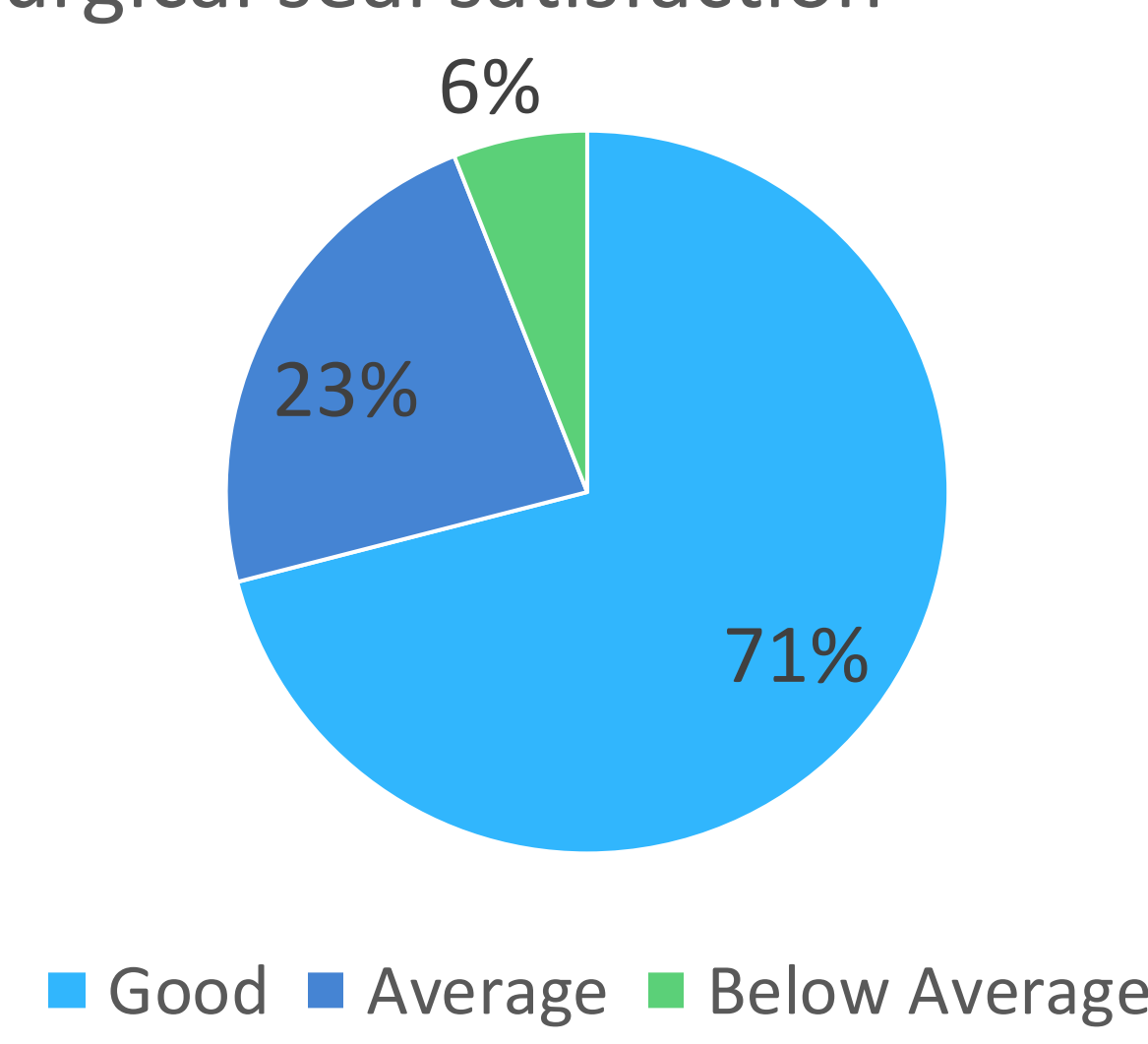
- ❑ The key learning from this experience also include conducting market research, expanding the distribution reach to dealers and promoting Ligapro to gynecologist surgeons, I developed a strong understanding of the importance of market penetration and target audience engagement. This experience enhanced my strategic thinking and marketing skills, allowing me to effectively promote products in a competitive environment.
- ❑ Creating a promotional marketing video for Ligapro, Elektriz, and Ultima taught me the impact of multimedia content in capturing audience attention.
- ❑ Conducting customer feedback analysis and representing it visually on charts provided valuable insights into customer preferences, satisfaction levels, and areas of improvement. This experience strengthened my analytical skills and gave me a data-driven approach to decision-making, allowing me to contribute to product development and marketing strategies more effectively.
- ❑ Completing the telemarketing project targeting dealers for Elektriz enhanced my interpersonal and communication skills. It provided me with firsthand experience in building relationships with key stakeholders ,which are essential skills.
- ❑ Creating a video on work culture and testimonials provided me a valuable insights into the strengths of the organization's culture, foster employee engagement, attract top talent, and contributing in employer branding efforts.

FEEDBACK ANALYSIS - DOCTORS

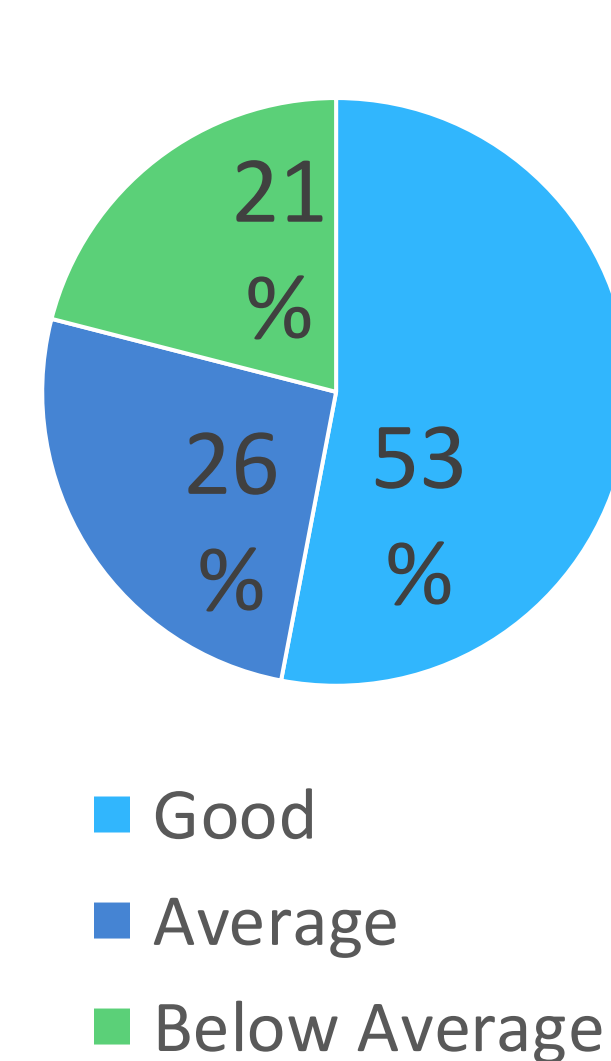
VS Speed



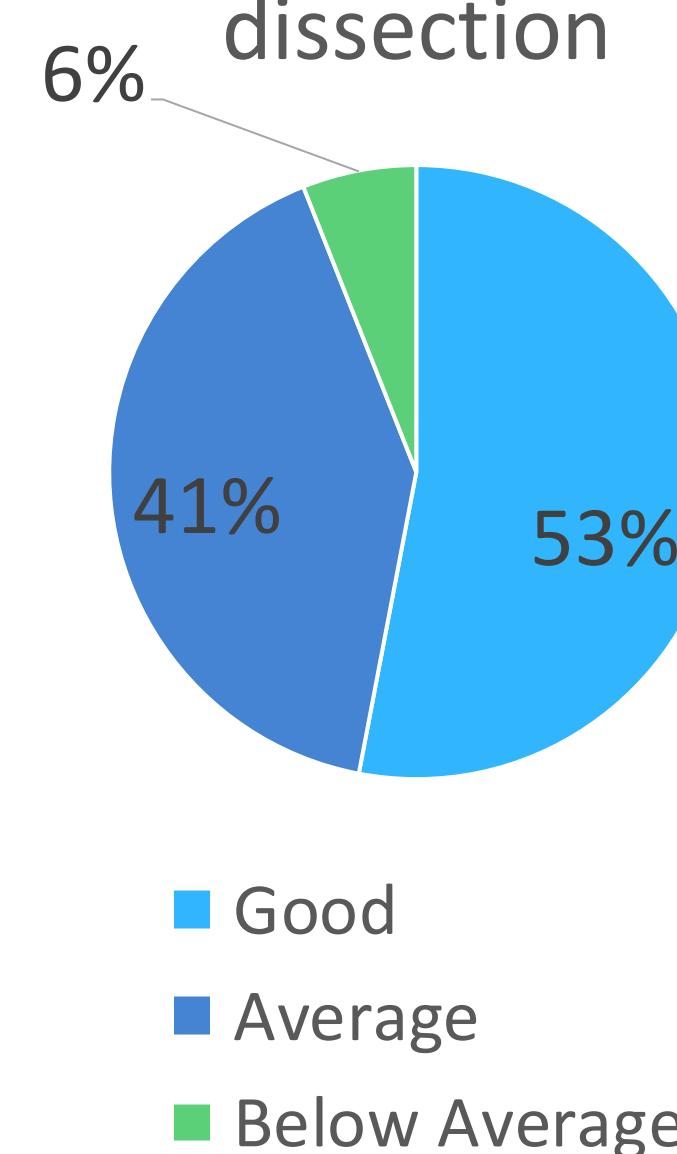
Surgical seal satisfaction



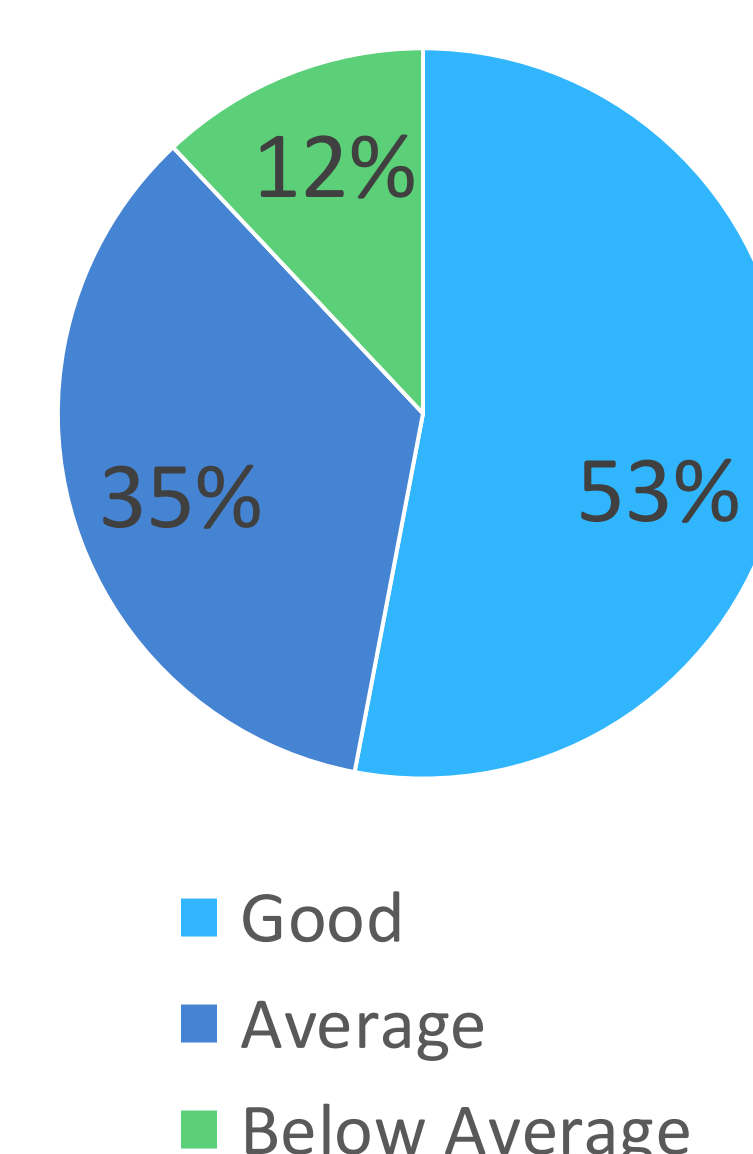
Blade Movement



Ease of blunt dissection

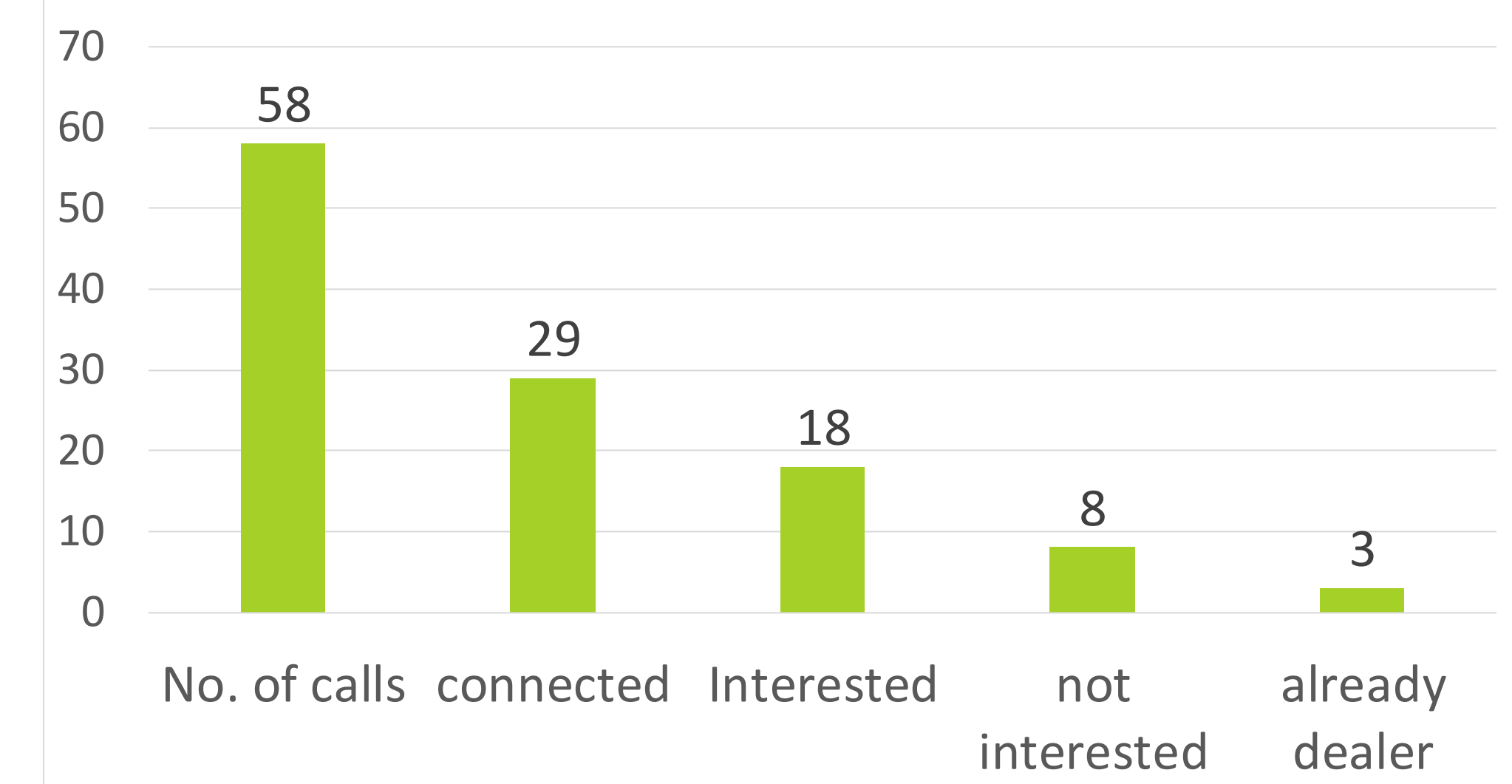


Blade Sharpness



TELE CALLS ANALYSIS

Dealers -Tele Calls



PRODUCT RANGE



OUTCOMES

Overall, these experiences provided me with a range of skills and knowledge, including market research, communication and persuasion, feedback analysis, visual communication, lead management, product observation, content creation, customer query management, and telemarketing skills.

CHALLENGES

- It was challenging to identify the right hospitals to visit and find leads that meet the criteria for potential customers.
- Developing effective marketing collateral requires clear and concise communication, as well as attention to detail in providing accurate information.
- Conducting telemarketing calls was be challenging due to potential rejections or objections from customers, requiring strong interpersonal and sales skills to overcome objections and build report.

SUGGESTION

- After the theoretical training , Filed training can be be given for better understanding of the market scenario.

SWOT ANALYSIS

Strength

- Company has its own R &D team, manufacturing unit.
- First Indian medical device company to manufacture true Vessel sealer hand instrument .

Weakness

- Limited product range.
- Less Man power.

Opportunity

- 4K Camera System to be launched.
- Ligapro Vs has only one competitor

Threats

- Other Indian companies providing cost effective but quality compromised products.
- Other Vessel Sealing instrument such as Harmonic ,Bipolar, Monopolar