



A COMPREHENSIVE STUDY ON DIABETIC ULCERS MANAGEMENT & TREATMENT STRATEGIES

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Introduction:

FIBROHEAL WOUNDCARE PVT. LTD: It is a biotech and healthcare start-up that focuses on using silk proteins as a biomaterial for wound healing. They specialize in developing innovative, advanced, and active wound care products to heal acute, chronic, non-healing, slow-healing, or difficult-to-heal wounds.

Vision:

Our mission is to be the most innovative biotech Indian company that delivers clinical excellence, superior patient outcomes and value-based partnerships.

Mission:

To provide value-added advance and active wound care products and services derived from silk proteins; while at the same time, remaining humble and responsible towards society and ensuring that every aspect of our business is conducted with integrity and excellence. Our ambition is to develop products & services that enhance quality of life of the people. We are constantly striving to provide superior wound care solutions with optimal balance between efficacy, accessibility, tolerance and cost-effectiveness.

About the project:

This project seeks to provide a thorough understanding of **Diabetic Foot Ulcers (DFU)** and their management, studying different therapeutic modalities and advancement in the field. It will add to the corpus of knowledge and possibly help healthcare providers (HCP) use evidence-based techniques for better DFU wound care results.

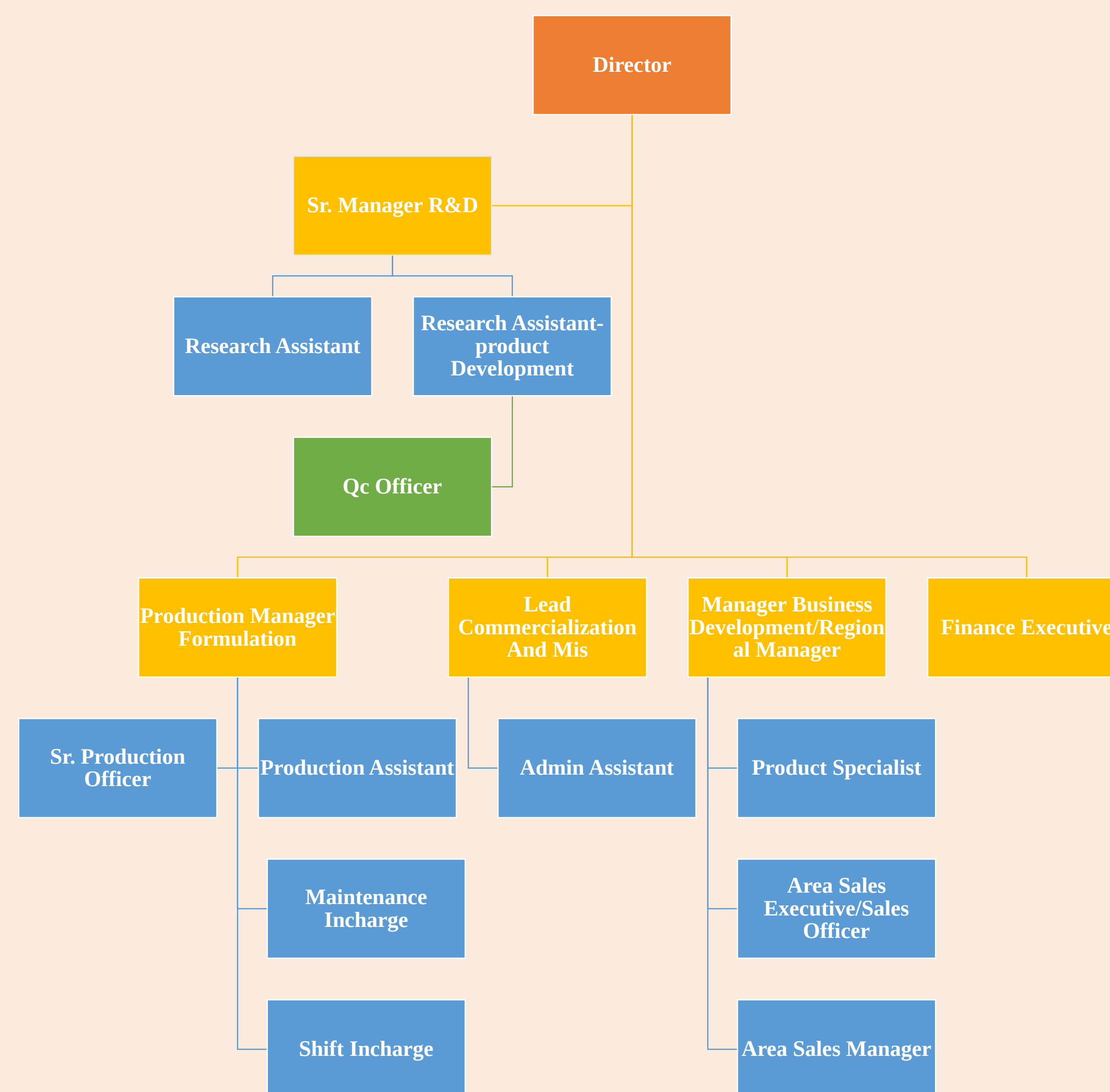
About DFU:

Diabetic ulcers are open sores that occur on the skin of people with diabetes. They typically develop on the feet but can also occur on other parts of the body. These ulcers are caused by a combination of factors, including nerve damage, poor circulation, and high blood sugar levels. If left untreated, they can lead to serious infections and even amputations.



The usefulness of the internship:

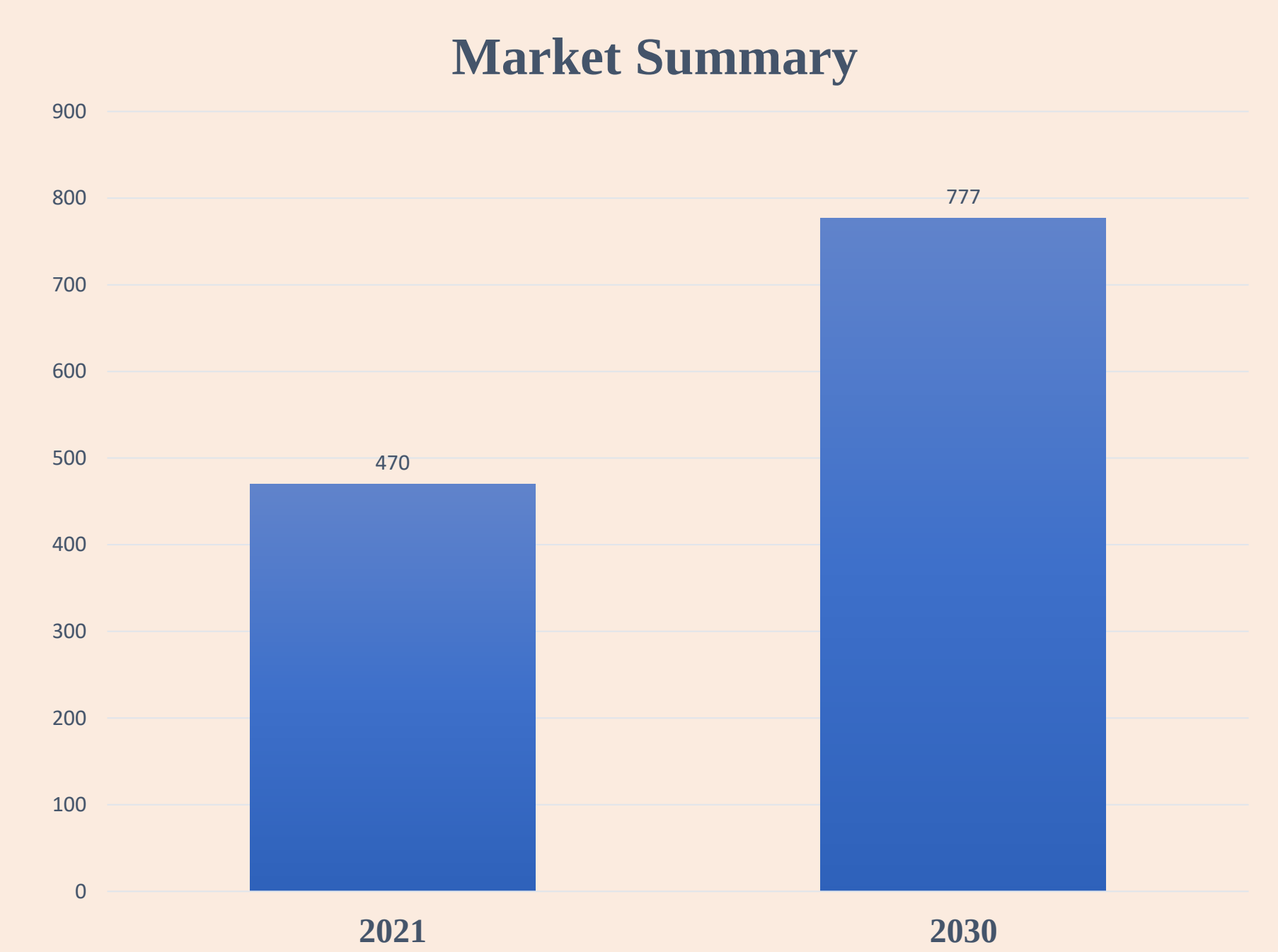
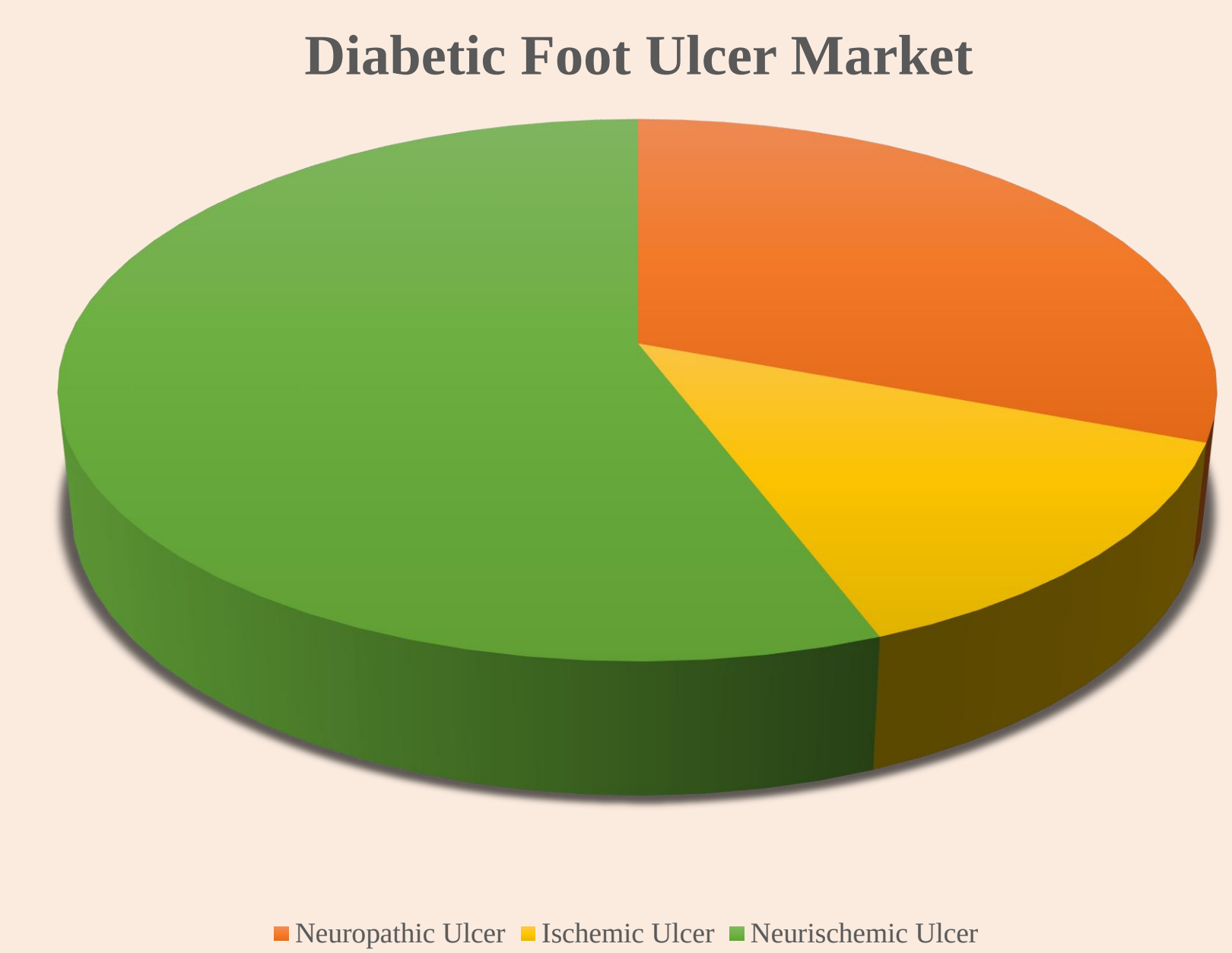
- Got a feel for the work environment.
- Boosted in confidence
- Increased motivation
- Improved CV



Task assigned:

The assigned role includes gathering in-depth product information, considering various sales strategies, visiting doctors, and intensively investigating competitors and the biomaterials currently.

Market research & Analysis:



Difference between practical and theoretical exposure:

- Practical exposure needs more time management.
- More formal communications in que than the theoretical.
- Emotional control is needed during the practical exposure rather than theoretical.
- Learnings are different compared to theoretical like soft skills, technical skills, and organizational etiquette

Challenges faced:

- Difficulty in traveling due to remoteness of workplace
- Adapting to changing market dynamics
- Different tasks simultaneously
- In the initial days due to multiple works and communication with Doctors, it seems scary but later everything got handled.

Suggestions:

- More teams are required for different work for efficient & effective growth.
- Focus more on Product differentiation.
- Focus on Brand names differentiation.

Learnings and value addition:

- Understanding the sales process
- Understanding the target audience
- Market research & Analysis
- Sales & Marketing strategies
- Customer relationship management
- Collaboration and teamwork