

WINGLOBE is One of the top providers of medical technology solutions, HC has its corporate headquarters and innovation centre in Bengaluru, India. A current area of interest for Winglobe HC is the Elektriz® & Strom® family of ESU systems as well as 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

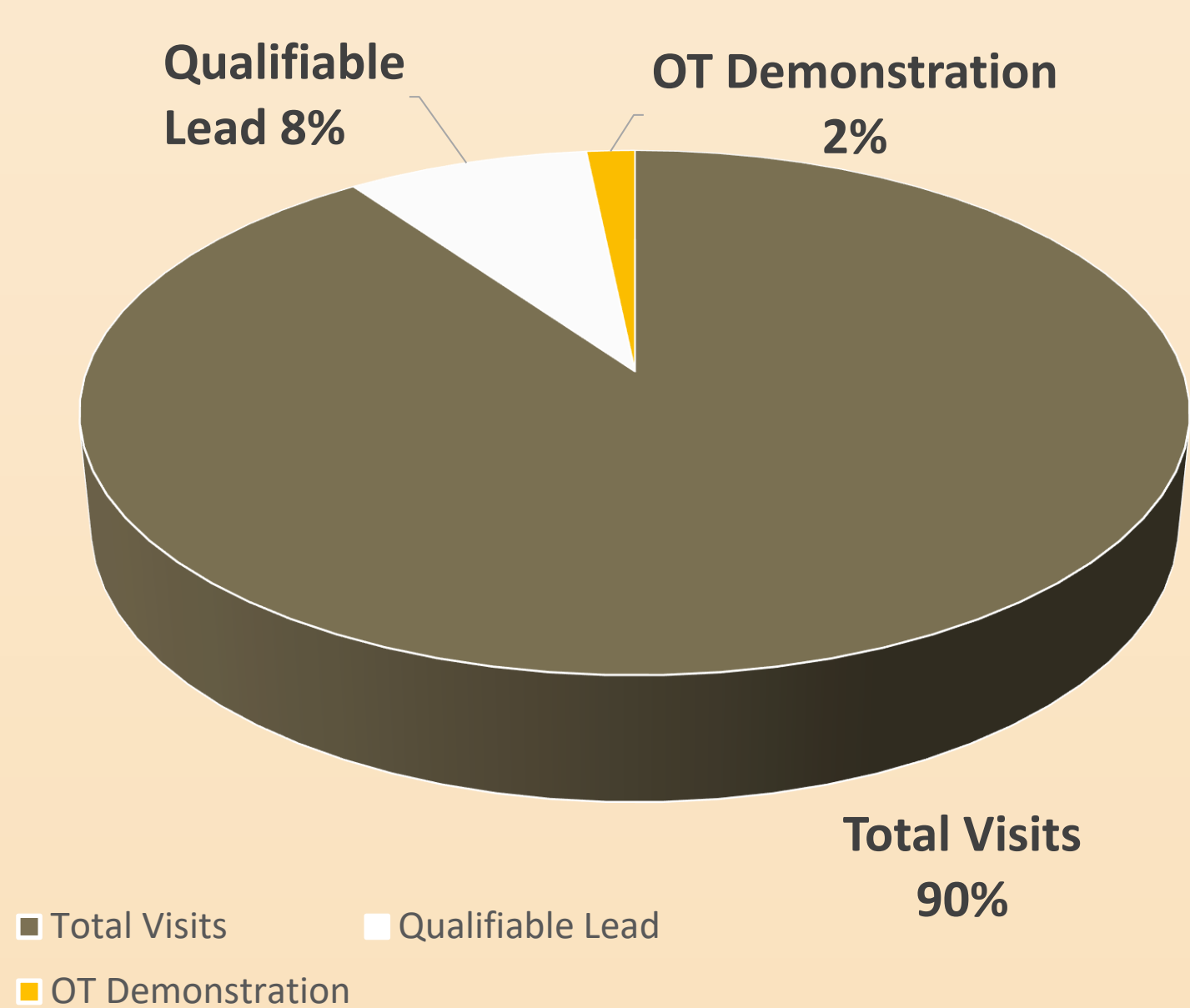
Preferred choice for surgeons using Energy based devices and intelligent camera systems to positively impact surgical outcomes for more patients.

VISION:

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

Brief description about Project

- Expansion of the Distribution Network
 - Used India Mart to find relevant distributors (keyword search).
 - Follow up sales by telephoning identified distributors (tele-calling techniques) & sending them company and product introductions (telemarketing techniques).
- Ligapro Vs Market Promotion to Gynae Surgeons
 - Identification of hospitals via the internet & in localities and referrals based on contacts.
 - To verify that identified hospitals are qualified leads, initial screening is conducted.
 - Meet the gynecologists at these hospitals. Promote Ligapro vs & convince surgeons to perform an OT evaluation
- Fill out the feedback form after evaluating the product.
 - Drive towards the objective of product sales.
 - Collaborating and working with existing distributors
- Contact with surgeons to recommend Ligapro vs, OT evaluations with these surgeons, and product sales



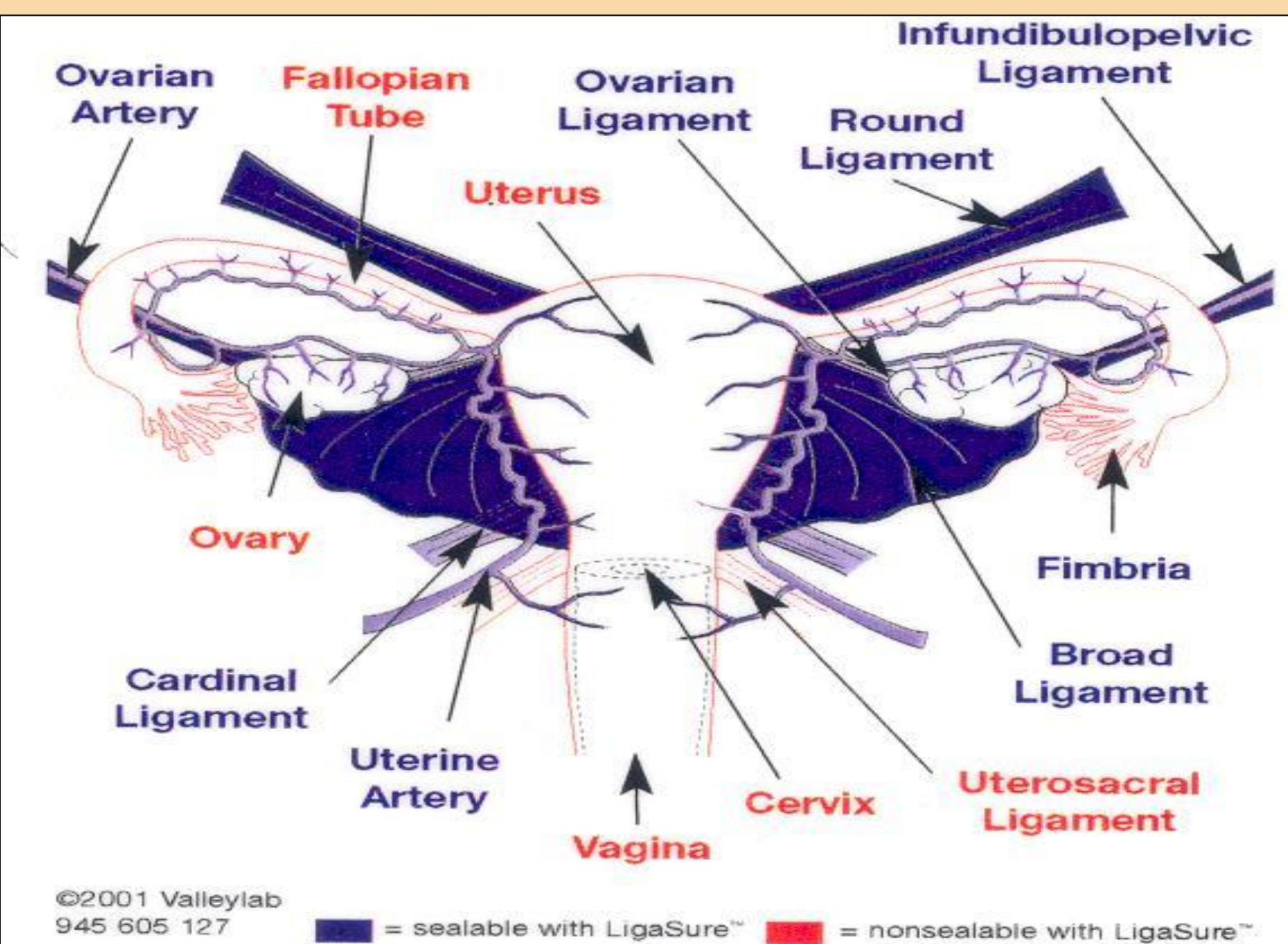
- Visited 110 Hospitals in 2 months
- Found 6 Qualifiable leads
- Organized 2 OT Demonstrations

- OT Demonstrations at:-
- 1-Sunshine IVF
- 2-Rising Medicare Healthcare

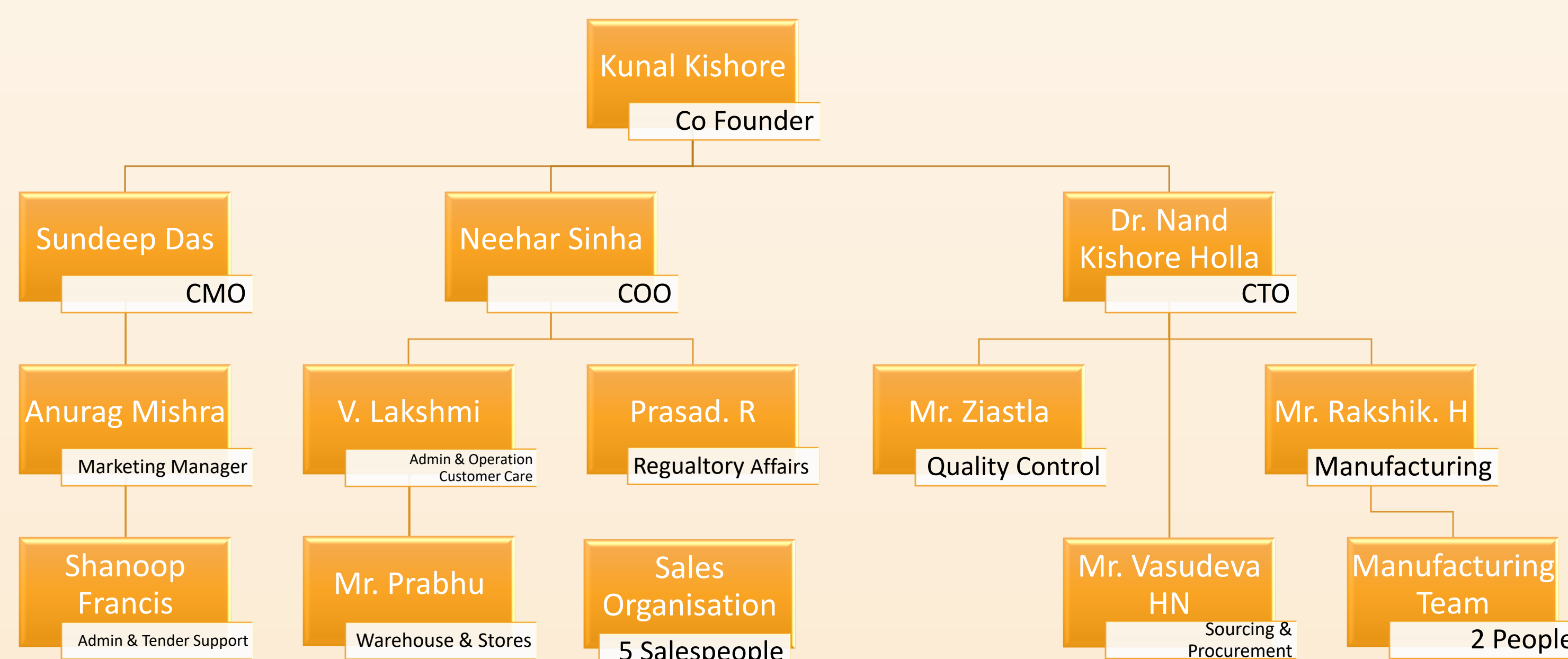
Product Description

- Ligapro VS** is a vessel-sealing instrument designed for sealing and dissecting vessels up to and including 7mm, tissue bundles, and lymphatics.
- In order to achieve ideal temperature and uniform pressure distribution for guaranteed and long-lasting vessel sealing, it is outfitted with a special coating and innovative micro blocks.
- By reducing eschar accumulation, promoting low tissue adhesion, and preserving a low temperature profile, these aspects work together to improve the dynamics of vessel sealing with a reduced number of procedural steps.
- It is one of the most ergonomic devices on the market, lightweight for simple handling, and compatible with any other vessel sealer equipment made in India.

- Total Laparoscopic Hysterectomy
- LAVH
- Vaginal Hysterectomy
- Abdominal Hysterectomy
- Salpingo Oophorectomy



Organization Structure



Challenges faced during internship

- I had some difficulties while conducting the initial hospital screening for this market development internship because several hospitals only gave me inaccurate details regarding the availability of Gynae Surgeons, operating rooms and laparoscopic surgery equipment.
- Several individuals who were OT staff alongside staff members when communicated with them gave false information concerning their cautery machines.
- Additionally, I have had difficulties at meetings with clients.

Usefulness of Internship

- During this internship I have learned Learned about how to deliver a good sales pitch, how to effective product detailing.
- Learned how to use effective consultative selling skills to potential customers.
- Learned about customer behaviours, necessity of effective communication to interact with hospital staff.
- Learned to report daily workings in share drive,
- Experienced surgical demonstrations of Total Laparoscopic Hysterectomy.
- During internship period I gained market insights of medtech products.

SWOT ANALYSIS

Strengths

- Cheaper cost in comparison.
- The product is compatible with all vessel sealers made in India.
- Experienced and qualified team of professionals

Opportunities

- Rising demand for high-tech vessel sealers with user interface profile management.
- Expansion into new markets.



Weaknesses

- Reliance on a few key clients.
- Limited international presence.
- The total cost of a surgery is slightly greater.

Threats

- Surgeons have more confidence on Harmonic Scalpel and Medtronic's LIGASURE.
- The increasing competition from Chinese medical device companies.

Suggestions

More work to be done on sharpness of the cutting blade and the coating of jaw.

The organization has to setup a good distribution channel.

The length and width of the jaw should be optimum.

