

SALES & MARKET DEVELOPMENT OF LIGAPRO VS TO GYNAE. SURGEONS

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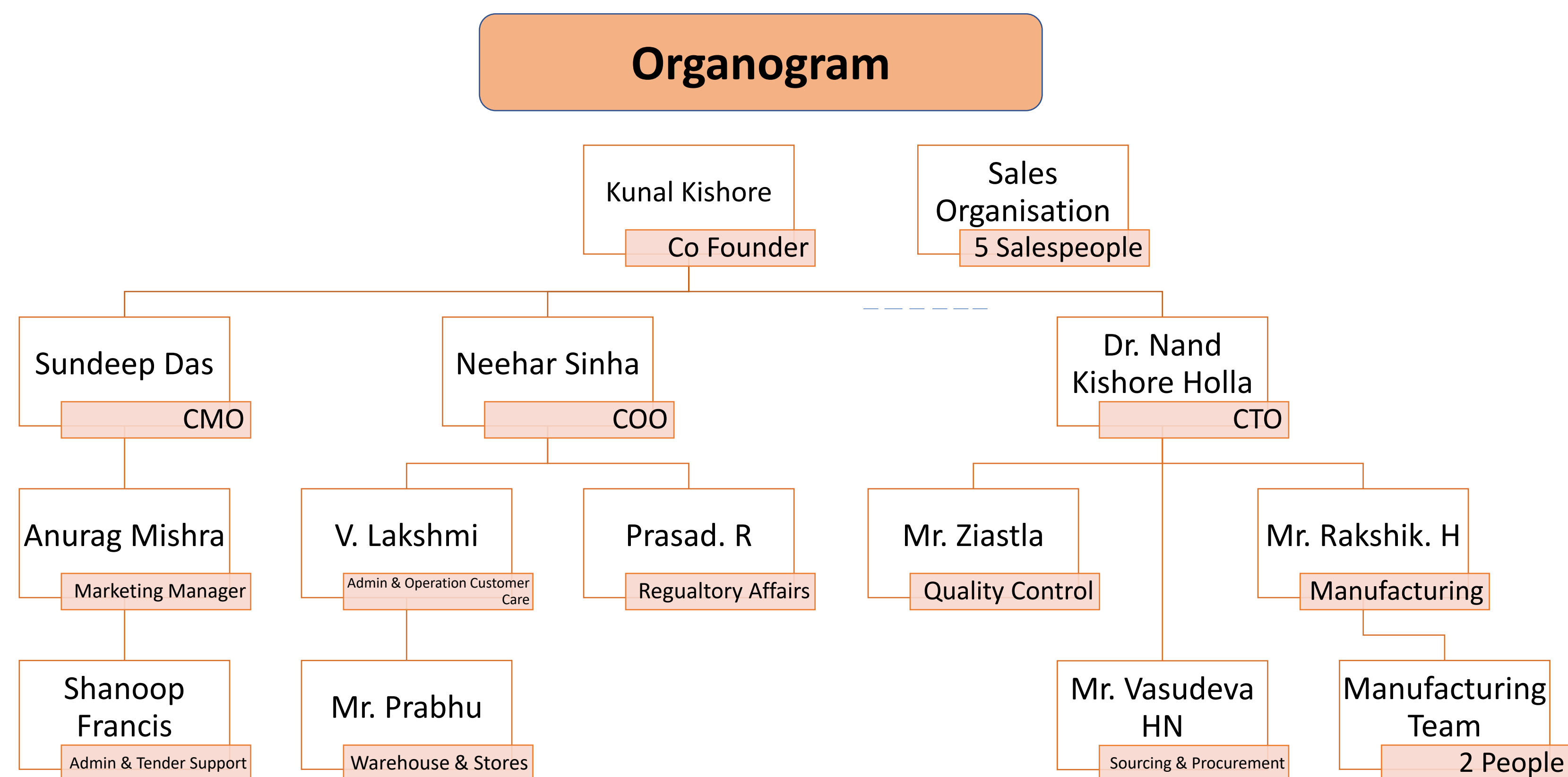
WINGLOBE HC is one of the premier med-tech solutions company, with its innovation center & corporate office in Bengaluru, India. Winglobe HC currently focuses on the development, manufacturing, and marketing of the Elektriz® & Strom® range of ESU systems and the Argus 4k Imaging platform. Founded in 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 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

Expanding Distribution footprint

- Involved identification of relevant distributors using India Mart (keyword search)
- Systematic tele calling to identified distributors (tele-calling techniques) & engaging them by sending company & product introductory profiles (follow-up- sales)

Market Promotion of Ligapro Vs to Gynae. Surgeons

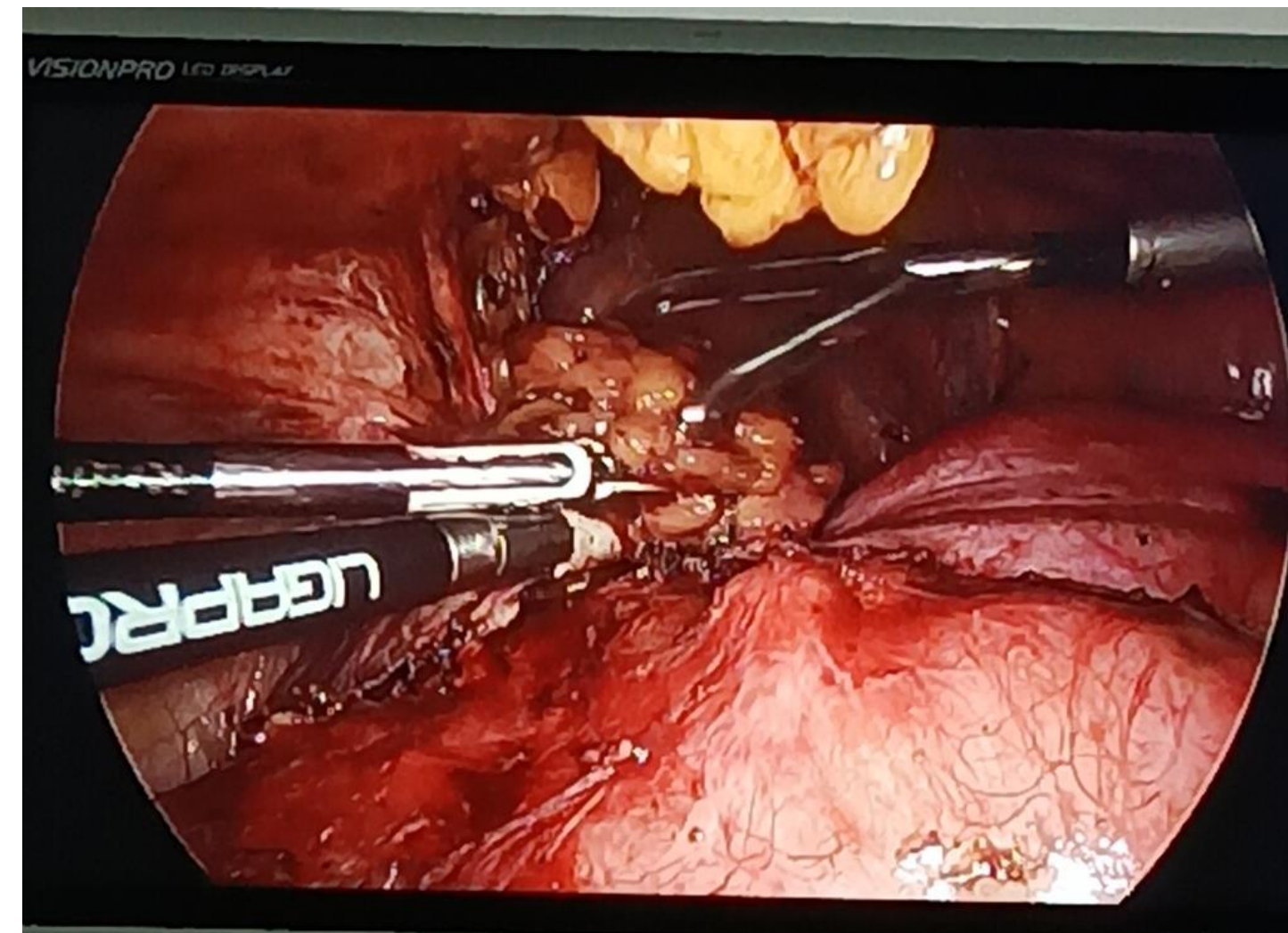
- Hospital identification via the internet & around respective locality & contact-based referrals.
- Initial screening of identified hospitals to verify them as qualifiable leads.
- Visit these hospitals and meet the gynae. surgeons to promote Ligapro vs & convince them for an OT evaluation of the product
- Post product evaluation – fill & complete the feedback form.
- Drive towards the objective of product sale.

Working & collaborating with existing distributor

- Calls to surgeons convincing them to try Ligapro vs, OT evaluations with these surgeons & product sales- Ligapro vs

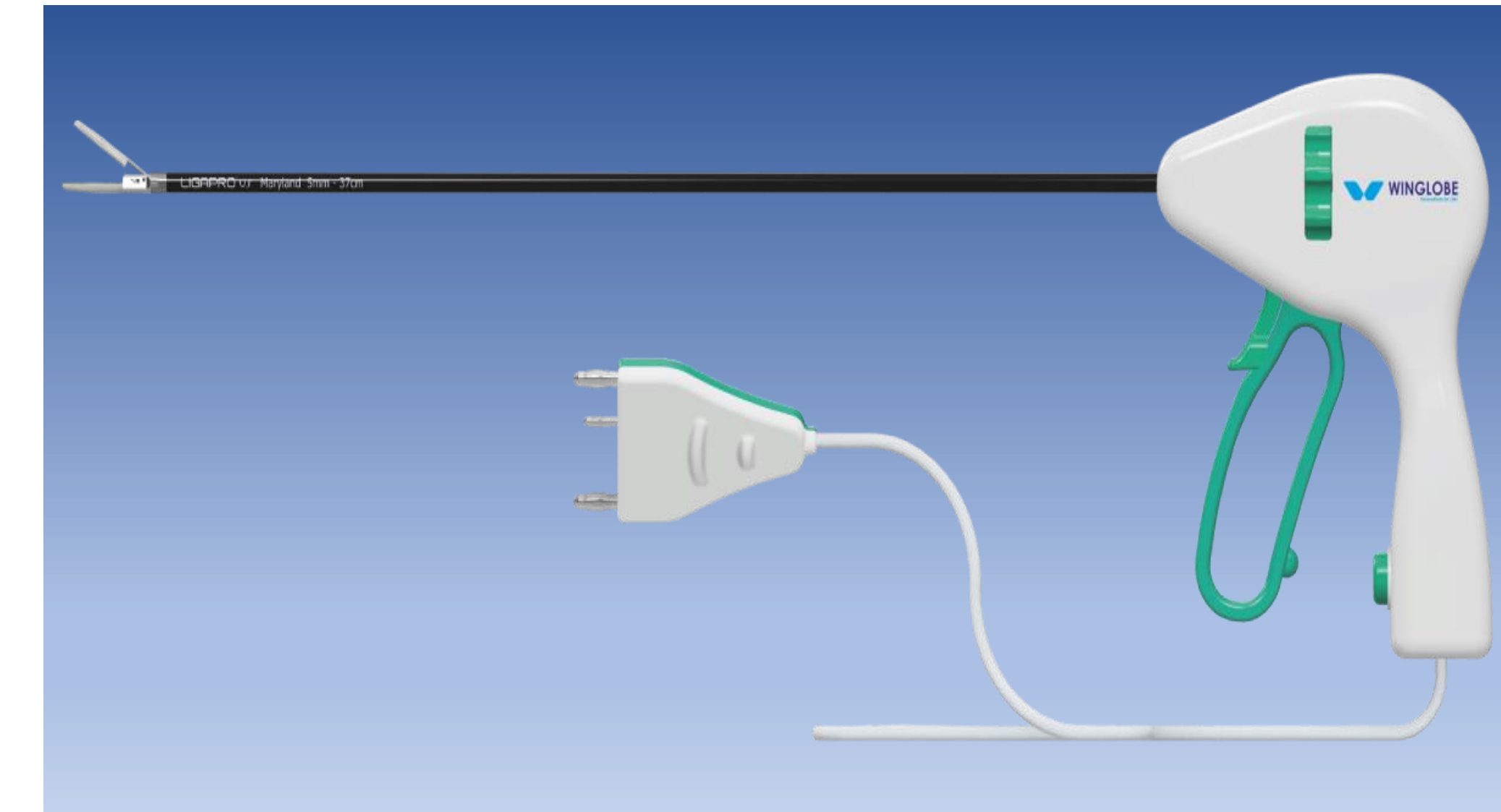
Work done in 2 months:

Covered **60** hospitals
Made **123** calls
Found **16** qualifiable leads
9 OT evaluations

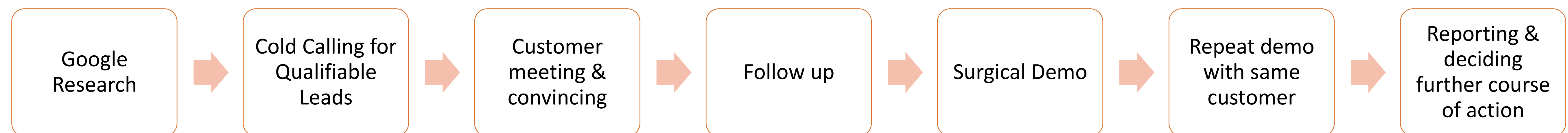


Product Description

- Ligapro VS 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.
- Collectively these features enhance the dynamics of vessel sealing with the ease of procedural steps by minimizing eschar buildup, low tissue adherence, and less lateral thermal damage by maintaining a low-temperature profile.
- It is one of the most ergonomic devices available with light weight for easy handling & can be connected with any other Indian vessel sealer device.



Sales Process



SWOT Analysis

Strength

- Unique features: Micro blockers for uniform & optimum jaw pressure
- Competitive Pricing: Ligapro vs is competitively priced compared to similar devices in the market (Ligasure).
- Coagulation property: This device has a highly commendable coagulating property which ensures efficient wound closure.

Weakness

- Learning curve: Using Ligapro requires a learning curve for surgeons who are unfamiliar with the device
- Limited market reach: Lacks distribution channels in certain regions, it may face limitations in market penetration and reach.
- Cost per surgery: It's cost per surgery is high as compared to competitor's device (Ligasure)

Opportunities

- Growing demand: There is an increasing demand for minimally invasive surgical instruments.
- Surgeon training & education: Offering comprehensive training for surgeons to familiarize themselves with Ligapro Vs can create an opportunity to increase adoption and usage.
- Market Expansion: Ligapro Vs can explore opportunities to expand its market reach by establishing partnerships with distributors, targeting new geographical regions, or entering emerging markets.

Threat

- Competition: The presence of strong competitors with similar devices or alternative solutions poses a threat to Ligapro Vs
- Technological Advancements: Rapid advancements in surgical technology pose a threat if new devices or techniques outperform Ligapro vs in terms of innovation, effectiveness, or cost-effectiveness.
- Economic Factors: Cost-cutting measures in healthcare systems can impact the purchasing decisions of hospitals, posing a threat to the adoption of Ligapro Vs.

LIGAPRO^{VS} WINGLOBE



Challenges faced during internship

- Convincing some surgeons was challenging because of strong competitors in the market.
- Faced a conflicting situation with a doctor and it was challenging to overcome it and convince her after.
- Faced demo malfunction and convincing surgeons to give the device another chance was difficult.

Usefulness of Internship

- I got exposure of the field which would further help me in my career as a marketing professional.
- I learned about the consultative selling process, which includes engaging customers, discovering needs, magnifying customers, positioning solutions, & gain commitment.
- I learned about numerous marketing techniques that are distinct from traditional pharmaceutical marketing during my journey into the Medtech industry.

Suggestions

- The overall quality of the product can be improved.
- The availability of the device can be better by improving the distribution channel in some areas.