

Internship Report

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Roll no. 0447

1. Introduction:

- Organization Name: Winglobe Healthcare Pvt. Ltd.
- Duration of the internship: 3 months (April to June 2024)
- Department: Sales & Marketing
- Role: Marketing Executive

2. Objectives of Internship:

- To gain practical experience in sales within the medical device industry.
- To understand the market dynamics of medical devices in India.
- Understanding India's current usage and acceptance level of medical devices is one of the goals.
- To learn about brand communication development and execution.
- To determine the extent to which healthcare professionals favor the use of medical devices and how these devices impact the ease and outcomes of surgical procedures, in comparison to traditional medicine, while also evaluating the reliance on imported medical devices and the preference for locally manufactured alternatives.

3. Organizational Profile:

Winglobe HC is a premier med-tech solutions company, located out of Bengaluru, India, which primarily focuses on the development and marketing of ESU systems and imaging platforms. Founded in 2016, the company primarily focuses on the design, development, and manufacturing of Elektriz & Strom Range of ESU Systems providing affordable and high-quality medications across various therapeutic segments including gynecology, cardiovascular, gastrointestinal, anti-infectives, and pain management.

Key highlights:

- **Product Portfolio:** Winglobe Healthcare offers a broad range of products including Elektriz® 2.0, Strom® 2.0, Strom® 2.0 VS, Strom® 2.0Br10, Strom® 2.0Br10VS, Ultima®, Ligapro® VS catering to diverse surgical needs.
- **Market Presence:** The company has a significant presence in the Indian medical device market and is expanding its footprint globally.
- **Quality Standards:** Committed to maintaining high standards of quality, the company adheres to stringent manufacturing practices and regulatory requirements.
- **Innovation and Growth:** With a focus on innovation, Winglobe Healthcare invests in research and development to bring new and effective technologies to the market.

Winglobe Healthcare has grown steadily over the years, establishing itself as a reliable name in the Indian medical device industry.

4. Services Provided by Organization:

Winglobe Healthcare Pvt. Ltd. offers a variety of services and products primarily focused on the medical device sector. Here are the key services and offerings provided by the company:

1. Design and Development of Medical Devices:

Modern design services are provided by WinGlobe Healthcare, which produces cutting-edge medical equipment that satisfies the highest performance and quality requirements. The company's design team creates dependable, efficient, and user-friendly gadgets by utilising the newest technology and processes.

WinGlobe collaborates closely with stakeholders and healthcare providers to provide personalised medical devices that meet unique demands. By working together, we can make sure that the gadgets are customised to meet the specific needs of different medical settings.

2. Manufacturing Excellence:

WinGlobe Healthcare runs state-of-the-art production facilities furnished with cutting-edge equipment and technology. These facilities make it possible to produce medical equipment of the highest calibre that adhere to strict international requirements.

Throughout the manufacturing process, the company focuses a high priority on quality control and assurance. Strict testing and inspection protocols guarantee that every product satisfies the highest requirements for efficacy and safety.

3. Comprehensive Product Line:

To accommodate a range of surgical demands and preferences, Elektriz & Strom offers a choice of types and configurations. Every model offers strong performance and user-friendly interfaces since it was created with the user in mind.

4. Research and Development (R&D):

To maintain its leadership in medical technology, WinGlobe makes significant investments in research and development. The R&D team is committed to investigating novel technologies and creating creative fixes that enhance patient care.

5. Customer Support and Service:

WinGlobe offers comprehensive technical support services to help clients with any problems they could run across. The support staff can assist with direction, troubleshooting, and maintenance recommendations.

The company provides thorough after-sale support, which includes routine upkeep, repairs, and upgrades. This guarantees that the gadgets will keep performing at their best for the duration of their lives.

6. Training and Education:

To make sure medical practitioners are competent in handling WinGlobe's medical devices, the company offers training programmes. These courses address best practices, safety procedures, and device functioning.

In order to inform healthcare professionals on the most recent advancements in medical technology and the advantages of utilising cutting-edge medical devices in clinical practice, the company frequently hosts workshops and seminars.

By offering these all-inclusive services, WinGlobe Healthcare hopes to transform the medical device sector, enhance patient outcomes, and assist healthcare professionals in providing top-notch treatment.

5. Key Activities/Projects Undertaken Other than Dissertation:

- Analysed the needs and preferences of healthcare providers, hospitals, and clinics to tailor sales strategies effectively.
- Assisted in product evaluation
- Conducted product presentations and demonstrations to showcase the features, benefits, and applications of WinGlobe's Strom Range of ESU Systems.
- Managed assigned sales territories.
- Provided feedback to the product development and R&D teams based on customer insights and market trends to support continuous improvement of products.