

SUMMER INTERNSHIP PROGRAM

at

Winglobe Healthcare Pvt Ltd



From 01/05/2024 to 30/06/2024

A REPORT BY

Shubham Verma
Master of Business Administration
Pharmaceutical Management
2023-25

under the mentorship of
Dr. Hemant Kumar Mishra
Assistant Professor



Appendix E: Completion Certification

CERTIFICATE

This is to certify that **SHUBHAM VERMA** in partial fulfilment of the requirements for the award of the degree of MBA (Hospital and Health Management)/MBA (Pharmaceutical Management)/MBA (Development Management) from the IIHMR University, Jaipur has successfully completed his internship at **WINGLOBE HEALTHCARE PVT LTD** during **May 01 - June 30, 2024**.



Preceptor/Head of the Organization: **KUNAL KISHORE, CEO**

Name of the organization: **WINGLOBE HEALTHCARE PVT LTD**

Place: Bangalore

Date: 30-06-2024

IIHMR University Faculty Mentor Approval

This is to certify that Mr. SHUBHAM VERMA of academic year 2023-25 of School of Pharmaceutical Management has prepared a poster with respect to his summer internship held during May-June 2024. He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 22nd July 2024


(Signature of Faculty Mentor)

Name: Dr. Hemant Kumar Mishra
Designation: Assistant Professor

Creating Brand Awareness of the product

BRIEF HISTORY ABOUT WINGLOBE HEALTHCARE

Winglobe is an indigenous medical device company established in 2016 by an elite team of industry stalwarts. It's headquarter is located in Bangalore.

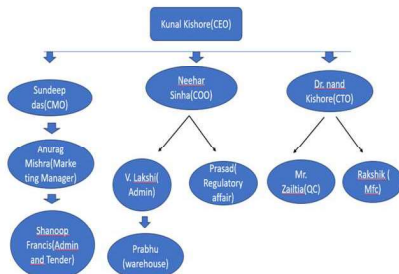
MISSION

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

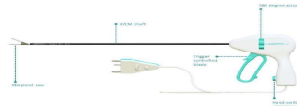
VISION

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

Organization Structure



Product Ligapro VS



PRACTICAL EXPOSURE

Acquired hands on knowledge on how to operate the product and how to communicate about the product while understanding the surgeons requirements.

THEORITICAL UNDERSTANDING

Involves comprehending market dynamics, regulatory requirements, and the unique needs of healthcare providers to effectively position and promote devices.

STRENGTH

- Winglobe products have CE certification which is a benchmark.
- Advanced technology products.

WEAKNESS

- Smaller workforce compared to competitor.
- New product in the market therefore less known.

SWOT

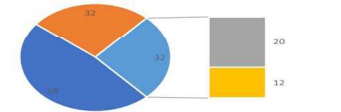
OPPORTUNITIES

- Products have advanced technologies which are few in the market.

THREATS

- Some MNC's provide the same technology products.
- Indian companies provide less cost but low quality alternatives.

Chart Title



■ Total Hospital Visit ■ Total Surgeon Visited ■ No requirement ■ Possible Lead

Challenges faced

- Finding out qualifiable leads.
- Appointment with doctor.
- Limited time with surgeons.

Key Learning

This experience has enhanced my understanding of market penetration and engaging target audiences, enhancing my strategic thinking in competitive landscapes. By going to the field and meeting the customer I was able to understand customer preferences and tailoring marketing efforts accordingly.

USEFULLNESS OF INTERNSHIP

- Field exposure.
- Interaction with field expert.
- Interaction with different departments.
- Getting to know how medical device sales function.

Suggestions for Improvement

- Actively engage on social media platforms to share industry news, product updates, and customer success stories.
- Explore new distribution channels as it will provide wider reach and improved product availability in the market
- Build partnerships with healthcare institutions, research organizations, and industry influencers as it will enhance credibility of the product.

SIP Weekly Report

Week 1

Name of Organization: Winglobe Healthcare Pvt Ltd

Project of Summer Internship Program: Creating brand awareness about esu devices (medical device) like elektriz 2.0 and strom 2.0 platform among surgeons.

Name: Shubham Verma

Mentor: Hemant Mishra

Roll No: 0578

Stream: Pharmaceutical Management

Week No: 1

From: 1/5/24 to 4/5/24

About Winglobe

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

1. Activity Done

I arrived at Winglobe Healthcare headquarter in Bangalore on May 1st to receive training for the products till May 4th 2024.

2. Next Week Plan

To meet the surgeons and if possible, have a demo of the esu device by the surgeon in OT.

Signature of the Student

Approved by the IIHMR University's Mentor

SIP Weekly Report

Week 2

Name of Organization: Winglobe Healthcare Pvt Ltd

Project of Summer Internship Program: Creating brand awareness about esu devices (medical device) like elektriz 2.0 and strom 2.0 platform among surgeons.

Name: Shubham Verma

Mentor: Hemant Mishra

Roll No: 0578

Stream: Pharmaceutical Management

Week No: 2

From: 6/5/24 to 11/5/24

1. Activity Done

I went on the field to meet the surgeons to discuss about the technology provided by the Winglobe in their esu devices for better surgical procedures.

2. Linking Theory

I was able to apply my classroom learning of market segmentation which is segmentation, targeting and positioning to practice in real time.

3. Gaps Identified

Since Winglobe is a decade old company which is fairly new when compared to others, so, many surgeons have not heard about it's products and how good their technology is when compared to others.

4. Suggestion

Focus should be to create awareness about the company, it's products and their technology.

5. Next Week Plan

To meet the surgeons and if possible, have a demo of the esu device by the surgeon in OT.

Signature of the Student

Approved by the IIHMR University's Mentor

SIP Weekly Report

Week 3

Name of Organization: Winglobe Healthcare Pvt Ltd

Project of Summer Internship Program: Creating brand awareness about esu devices (medical device) like elektriz 2.0 and strom 2.0 platform among surgeons.

Name: Shubham Verma

Mentor: Hemant Mishra

Roll No: 0578

Stream: Pharmaceutical Management

Week No: 3

From: 13/5/24 to 18/5/24

1. Activity Done

My role as Marketing Executive is to create brand awareness so I went on the field to meet the surgeons to discuss about the technology provided by the Winglobe in their esu devices for better surgical procedures and to let them know that their product is one of the best in the market.

2. Linking Theory

I was able to apply my classroom learning of market segmentation which is segmentation, targeting and positioning to practice in real time and how to communicate effectively about the product.

3. Gaps Identified

Since Winglobe is a decade old company which is fairly new when compared to others, but the technology their machine has is one of the best in the market, so, hospitals that have a low standard or substandard esu device can be targeted.

4. Suggestion

Focus should be to create awareness about the company, its products and their technology and to target the hospitals using old or substandard esu devices.

5. Next Week Plan

To meet the surgeons to generate leads and if possible, have a demo of the esu device by the surgeon in OT.

Signature of the Student

Approved by the IIHMR University's Mentor

SIP Weekly Report

Week 4

Name of Organization: Winglobe Healthcare Pvt Ltd

Project of Summer Internship Program: Creating brand awareness about esu devices (medical device) like elektriz 2.0 and strom 2.0 platform among surgeons.

Name: Shubham Verma

Mentor: Hemant Mishra

Roll No: 0578

Stream: Pharmaceutical Management

Week No: 4

From: 20/5/24 to 25/5/24

1. Activity Done

As a marketing executive, one of my responsibilities is to raise awareness of the brand. To that end, I went out into the surgical community to speak with surgeons about the technology Winglobe offers in their esu devices, which enables improved surgical outcomes, and to inform them that Winglobe's product is among the best available.

2. Linking Theory

I was able to apply my classroom learning of market segmentation which is segmentation, targeting and positioning to practice in real time and how to communicate effectively about the product.

3. Gaps Identified

Winglobe is a relatively new firm, having only been around for ten years, but their machine boasts some of the best technology available, therefore hospitals with subpar or low-quality esu devices could be their target market.

4. Suggestion

Focus should be to create awareness about the company, its products and their technology and to target the hospitals using old or substandard esu devices.

5. Next Week Plan

To meet the surgeons to generate leads and if possible, have a demo of the esu device by the surgeon in OT.

Signature of the Student

Approved by the IIHMR University's Mentor

SIP Weekly Report

Week 5

Name of Organization: Winglobe Healthcare Pvt Ltd

Project of Summer Internship Program: Creating brand awareness about esu devices (medical device) like elektriz 2.0 and strom 2.0 platform among surgeons.

Name: Shubham Verma

Mentor: Hemant Mishra

Roll No: 0578

Stream: Pharmaceutical Management

Week No: 5

From: 27/5/24 to 31/5/24

1. Activity Done

Increasing brand recognition is one of my duties as a marketing executive. In order to achieve this, I reached out to the surgical community and told surgeons that Winglobe's product is among the best on the market and that the technology it delivers in their esu devices allows for better surgical outcomes.

2. Linking Theory

I was able to put what I had learned in the classroom about market segmentation—which includes segmentation, targeting, and positioning—to use by practicing real-time product communication.

3. Gaps Identified

Although Winglobe is a relatively young company—it has only been in business for ten years—its machine has some of the best technology on the market, therefore hospitals that currently use inferior or low-quality esu devices may be their target market.

4. Suggestion

The company's products, technology, and awareness-raising efforts should be concentrated on hospitals that use outdated or subpar esu devices.

5. Next Week Plan

To meet with surgeons in order to develop leads and, if feasible, to have an OT surgeon demonstrate the esu device.

Signature of the Student

Approved by the IIHMR University's Mentor

SIP Weekly Report

Week 6

Name of Organization: Winglobe Healthcare Pvt Ltd

Project of Summer Internship Program: Creating brand awareness about esu devices (medical device) like elektriz 2.0 and strom 2.0 platform among surgeons.

Name: Shubham Verma

Mentor: Hemant Mishra

Roll No: 0578

Stream: Pharmaceutical Management

Week No: 6

From: 3/6/24 to 8/6/24

1. Activity Done

A part of my job as a marketing professional is to raise brand awareness. Towards this end, I made contact with the surgical community and informed them that Winglobe makes some of the greatest products available and that the technology in their esu devices improves surgical results.

2. Linking Theory

Through real-time product communication, I was able to apply the concepts of market segmentation—which encompass segmentation, targeting, and positioning—that I had learned in the classroom.

3. Gaps Identified

Winglobe has only been in operation for ten years, but even so, their machine has some of the best technology available, thus hospitals who employ subpar or low-quality esu devices now might be their target market.

4. Suggestion

The corporation should target hospitals that utilize out-of-date or substandard esu devices with its products, technologies, and awareness-raising campaigns.

5. Next Week Plan

To meet with surgeons in order to develop leads and, if feasible, to have an OT surgeon demonstrate the esu device.

Signature of the Student

Approved by the IIHMR University's Mentor

SIP Weekly Report

Week 7

Name of Organization: Winglobe Healthcare Pvt Ltd

Project of Summer Internship Program: Creating brand awareness about esu devices (medical device) like elektriz 2.0 and strom 2.0 platform among surgeons.

Name: Shubham Verma

Mentor: Dr. Hemant Mishra

Roll No: 0578

Stream: Pharmaceutical Management

Week No: 7

From: 10/6/24 to 14/6/24

1. Activity Done

As a marketing expert, increasing brand recognition is a component of my job. In order to achieve this, I reached out to the surgical community and told them that Winglobe produces some of the best goods out there and that the esu devices they use have technology that enhances surgical outcomes.

2. Linking Theory

Through real-time product communication, I was able to apply the concepts of market segmentation—which encompass segmentation, targeting, and positioning—that I had learned in the classroom.

3. Gaps Identified

Despite being in business for just ten years, Winglobe's machine has some of the best technology on the market, therefore hospitals that currently use inferior or low-quality esu devices may be their target market.

4. Suggestion

The corporation should target hospitals that utilize out-of-date or substandard esu devices with its products, technologies, and awareness-raising campaigns.

Strength: Utilization of the latest medical technologies and state-of-the-art facilities ensures high-quality patient care and efficient operations.

Weakness: Winglobe Healthcare operates in a limited geographic area, it may restrict market reach and growth opportunities.

Opportunity: Entering new geographic regions or expanding services in existing areas can drive growth and increase market share.

Threats: The healthcare sector is highly competitive, with numerous established players and new entrants striving to capture market share.

5. Next Week Plan

To meet with surgeons in order to develop leads and, if feasible, to have an OT surgeon demonstrate the esu device.

Signature of the Student

Approved by the IIHMR University's Mentor

SIP Weekly Report

Week 8

Name of Organization: Winglobe Healthcare Pvt Ltd

Project of Summer Internship Program: Creating brand awareness about esu devices (medical device) like elektriz 2.0 and strom 2.0 platform among surgeons.

Name: Shubham Verma

Mentor: Dr. Hemant Mishra

Roll No: 0578

Stream: Pharmaceutical Management

Week No: 8

From: 17/6/24 to 21/6/24

1. Activity Done

Increasing brand recognition is one of my responsibilities as a marketing specialist. To do this, I made contact with the surgical community and informed them that Winglobe manufactures some of the greatest products available and that the esu devices they use are equipped with technology that improves surgical results.

2. Linking Theory

Through real-time product communication, I was able to apply the concepts of market segmentation—which encompass segmentation, targeting, and positioning—that I had learned in the classroom.

3. Gaps Identified

Despite being in business for just ten years, Winglobe's machine has some of the best technology on the market, therefore hospitals that currently use inferior or low-quality esu devices may be their target market.

4. Suggestion

The corporation should target hospitals that utilize out-of-date or substandard esu devices with its products, technologies, and awareness-raising campaigns.

Strength: Utilization of the latest medical technologies and state-of-the-art facilities ensures high-quality patient care and efficient operations.

Weakness: Winglobe Healthcare operates in a limited geographic area, it may restrict market reach and growth opportunities.

Opportunity: Entering new geographic regions or expanding services in existing areas can drive growth and increase market share.

Threats: The healthcare sector is highly competitive, with numerous established players and new entrants striving to capture market share.

5. Next Week Plan

To have meetings with surgeons to generate leads and, if possible, to have an OT surgeon show off the esu device.

Signature of the Student

Approved by the IIHMR University's Mentor



Compiled Report on Summer Internship Program

Name of the Organisation: Winglobe Healthcare Pvt Ltd

Area/Department/Project of Summer Internship Program: Creating brand awareness about ESU devices (medical device) like Elektriz 2.0 and Strom 2.0 platform among surgeons.

Name of the Student: Shubham Verma

Roll no: 0578

Stream: Pharmaceutical Management

Activity Done

As a Marketing Executive Intern my role at Winglobe Healthcare Pvt Ltd involves:

1. **Target customers:** Surgeons /Hospital Admin. /Biomedical Head/ OT Attendants in Mid-sized Hospitals/Nursing homes doing surgical procedures in Gynae/ Urology / Gastro enterology and General surgery speciality and are using Vessel Sealing Equipment in surgery.
2. Promote to them range of product offerings – Elektriz 2.0, Strom 2.0, Ligapro VS- create brand awareness.
3. Reporting weekly to the industry mentor.

Linking theory (Classroom learning) with practice at your organisation

1. **Pharmaceutical Marketing Management:** I was able to implement these learnings to assist in the planning and execution of market segmentation and positioning for healthcare products.
2. **Regulatory Affairs:** This course helped me understand what type of standard certifications a product should have to ensure patient safety.
3. **Customer Behaviour:** By going to the field and meeting the customer I was able to understand customer preferences and tailoring marketing efforts accordingly.
4. **Sales and Distribution Management:** It helped me in understanding sales and distribution channels to ensure effective product availability and reach as it was one of my roles.

Gaps identified on the working area

1. **Brand Awareness:** Low brand visibility and recognition in the medical devices market.
2. **Regulatory Knowledge:** Limited understanding of regulatory requirements for marketing medical devices.
3. **Sales and Distribution Channels:** Explore new distribution channels to ensure wider reach and availability of products.
4. **Training and Development:** Provide ongoing training and development programs to ensure the marketing and sales teams have a deep understanding of the products and the market.

Suggestions for Improvement

1. **Leverage Social Media:** Actively engage on social media platforms to share industry news, product updates, and customer success stories.
2. **Optimize Sales and Distribution Channels:** Explore new distribution channels as it will provide wider reach and improved product availability in the market.
3. **Training and Development:** Ensuring that the team is well-informed and can effectively communicate product benefits to customers.
4. **Competitive Analysis:** Staying ahead of competitors by identifying and leveraging unique selling points.
5. **Partnerships and Collaborations:** Build partnerships with healthcare institutions, research organizations, and industry influencers as it will enhance credibility of the product.

Signature of the Student

Approved by the IIHMR University's Mentor