



Raising Awareness of Advanced Surgical Solutions

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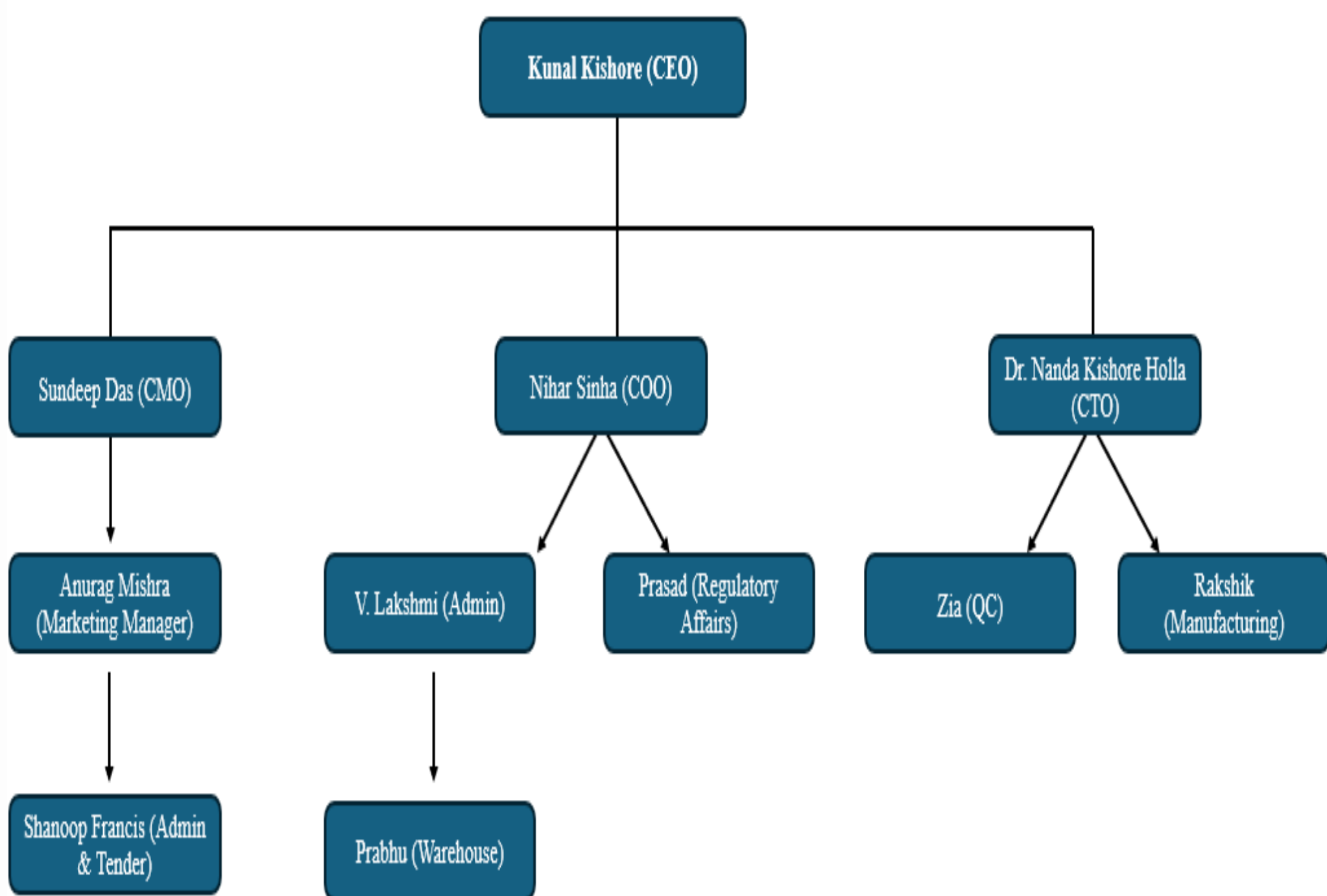
Winglobe healthcare

Is a premier med-tech solutions company headquartered in Bengaluru, India. Established in 2016 by a team of industry veterans, the company focuses on the development, manufacturing, and marketing of advanced medical devices, including the Elektriz and Strom ranges of Electrosurgical Units (ESU) and the Argus 4K Imaging platform.

Vision: To be recognized as a comprehensive surgical solutions provider, delivering innovative technologies to patients globally.

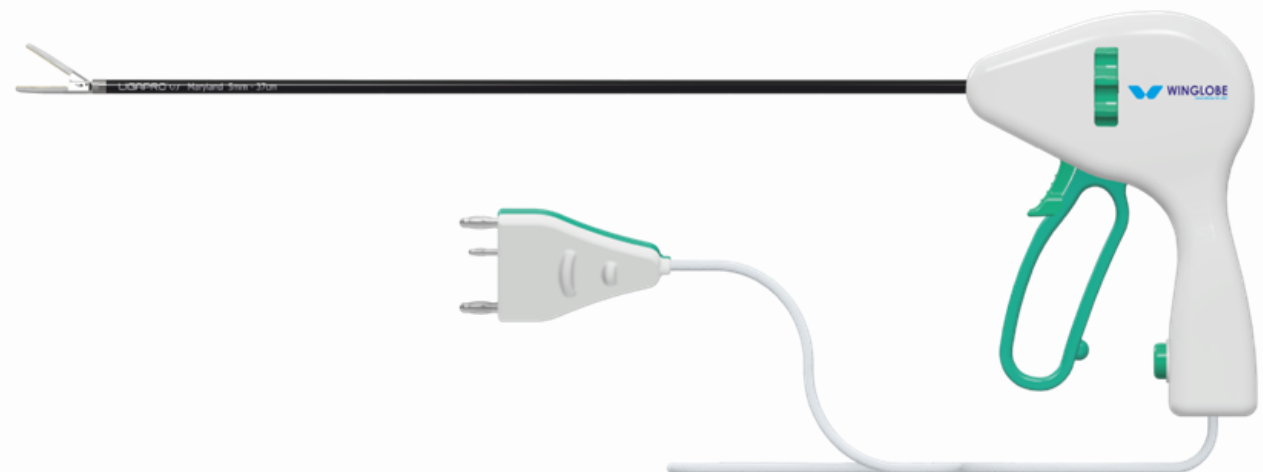
Mission: To be the preferred choice for surgeons utilizing energy-based devices and intelligent camera systems, positively impacting surgical outcomes for an increasing number of patients.

Organisation structure



Product

Ligapro VS Maryland Jaw 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.



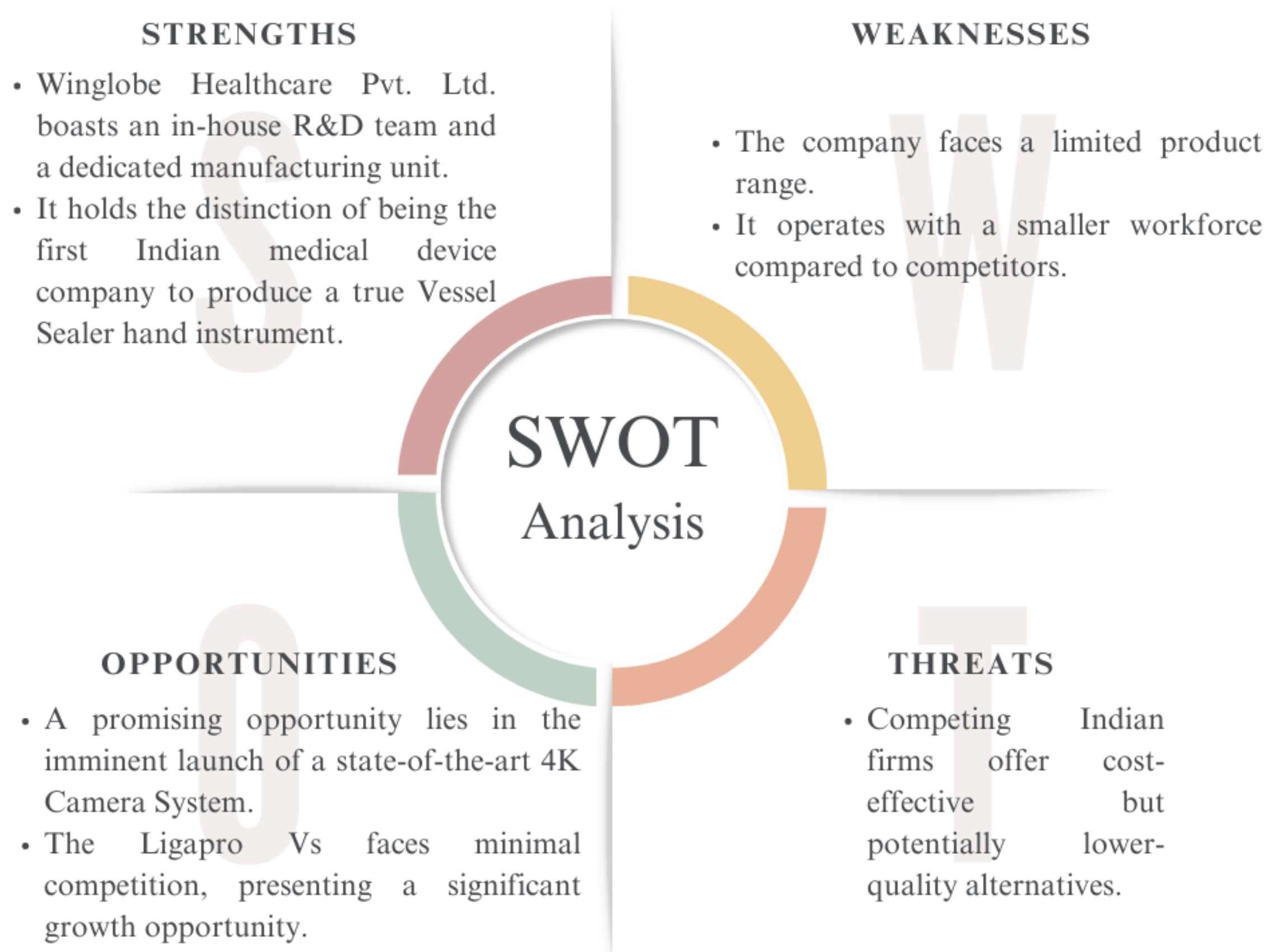
Strom 2.0 is advance 400W ESU which helps in vessel sealing and it is also compatible with simple monopolar and bipolar resection. Strom 2.0 have PRECQM and STST technology which helps in fast and efficient vessel sealing. It different power mode settings for different surgical procedures.



Product Range

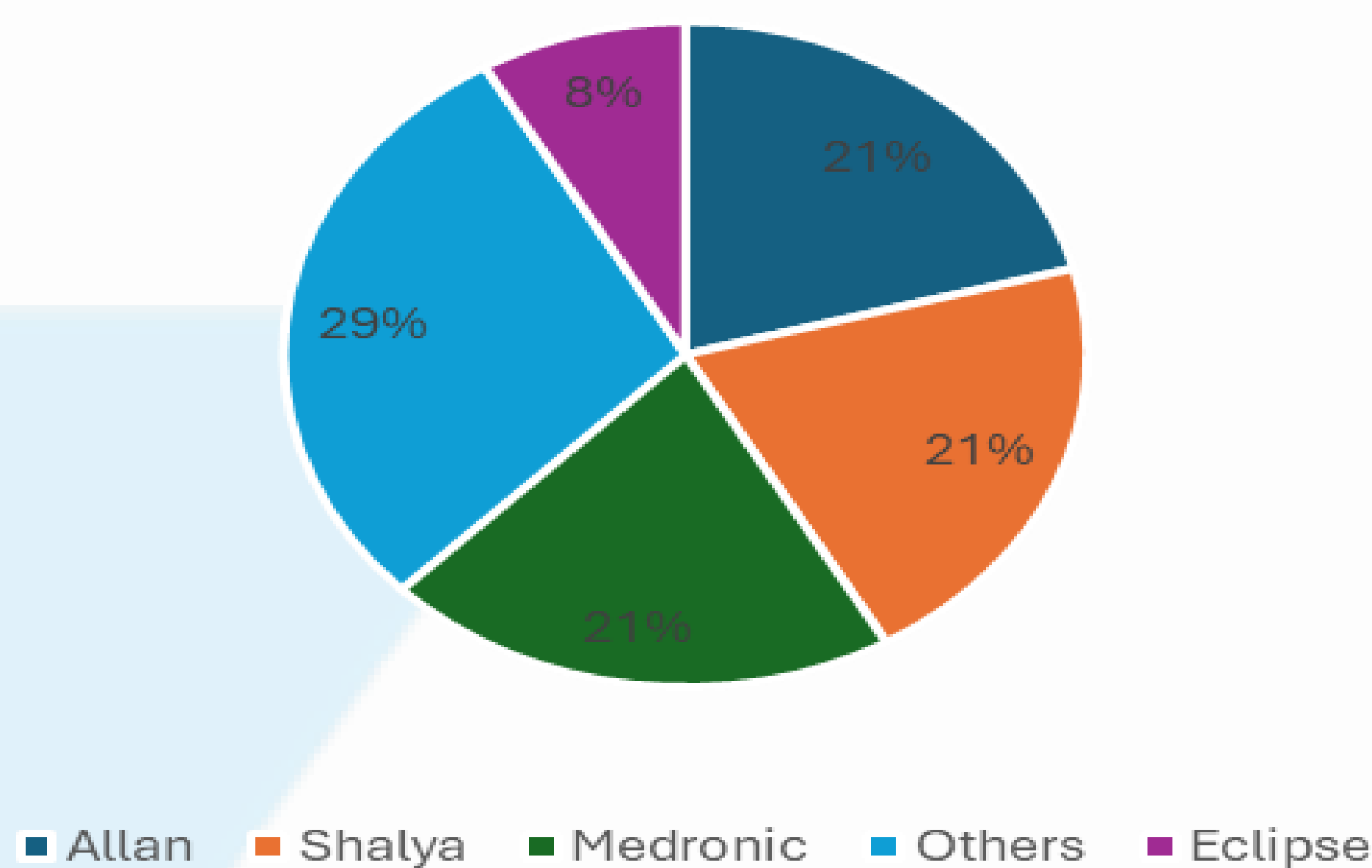


SWOT Analysis



Results

Market Distribution



Market Distribution of Electro-surgical Devices in Thane, Mulund, and Bhandup (Mumbai & Thane)

Learning

Through this experience, I gained valuable insights into conducting market research, expanding distribution channels to reach dealers, and promoting Ligapro to gynaecologist surgeons. It has enhanced my understanding of market penetration and engaging target audiences, enhancing my strategic thinking and marketing proficiency in competitive landscapes.

Challenges

Identifying Potential Hospitals and Leads: It was challenging to identify the right hospitals to visit and find leads that met the criteria for potential customers. This required extensive research and careful selection to ensure that our efforts were targeted and effective.

Limited Time with Surgeons: The waiting time to meet doctors was usually very long, and after the extended wait, I often had only 5 minutes to talk with surgeons. This limited time frame made it difficult to effectively convey the benefits of our products and persuade them to consider our offerings.

Suggestions

More work force should be employed, as lack of manpower hinders spreading of awareness regarding our product. Conducting frequent conference for Surgeons and free demonstration of products in medical colleges.