

SUMMER INTERNSHIP PROGRAM

at

Winglobe Healthcare PVT. LTD.

From 01 May 2024 to 30 June 2024

A REPORT BY

Deepesh Gaikwad

Master of Business Administration

Pharmaceutical Management

2023-25

under the Mentorship of

Dr. Sudhinder Singh Chowhan



Appendix E: Completion Certification**CERTIFICATE**

This is to certify that **DEEPESH DHANANJAY GAIKWAD** 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

Winglobe Healthcare Pvt. Ltd.

Reg. Office:

No. 1783, 2nd Floor, Phoenix House, 19th Main Road,
1st Sector, HSR Layout, Bengaluru - 560 102 KA

Corporate Office:

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IIHMR University Faculty Mentor Approval

This is to certify that **Deepesh Gaikwad** 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: 23/07/24



(Signature of Faculty Mentor)

Dr. Sudhinder Singh Chowhan
Associate Professor
IIHMR University Jaipur

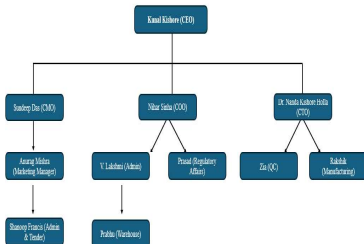
Winglobe healthcare

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.



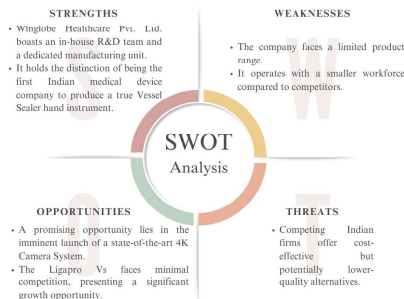
Strom 2.0 is advance 400W ESU which helps in vessel sealing and it is also compatible with simple monopolar and bipolar resection. Strom 2.0 have PRECQM and STST technology which helps in fast and efficient vessel sealing. It different power mode settings for different surgical procedures.



Product Range

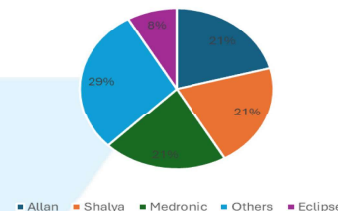


SWOT Analysis



Results

Market Distribution



Market Distribution of Electrosurgical 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.

Weekly report 1

I reported to Winglobe Healthcare Pvt. Ltd. On 1st May 2024, my training session duration was between 1st May 2024 to 4th May 2024, where I had theoretically knowledge plus hands on experience of Strom 2.0, Elektriz 2.0, Ligapro VS and Ultima. Our training to begin at 9 am sharp and continues till 6:30 pm. During training sessions, we were able to understand the product thoroughly and were taught how to pitch the doctors about our products. I had practice sessions with industrial mentor about how to pitch product and how to demonstrate the product.

Next Week

Next week I will reporting to my location Mumbai and my role is spread awareness of our product while analysing the technologies doctors have and finding the technological gap. Lead generation, finding the potentials customers by analysing technologies they have.

Weekly report 2

This week I had visited multiple surgeons in super specialty hospitals, discussed the technology we offered through our products. Technologies such as STST (Smart Tissue Sensing Technology) measure the impedance between tissue at very fast speed and accordingly modulates the waveforms while delivery energy through ESU. PRECQM which ensure the patient safety by measuring the quality of contact between patient plate and patient, cuts the energy moment the contact is less than 50%. Our product is powered by ARM core processor for fast and precise energy delivery, with PER (Power efficiency Ratio) of 98%.

My role is spread awareness of our product while analysing the technologies doctors have and finding the technological gap. Lead generation, finding the potentials customers by analysing technologies they have.

Next week Plan: To analyse market and developing strategies to spread awareness and generating genuine leads.

Weekly report 3

This week, I visited multiple surgeons in super specialty hospitals to discuss the advanced technologies offered by our products. Our technologies include Smart Tissue Sensing Technology (STST), which measures the impedance between tissues at very high speeds and modulates waveforms accordingly during energy delivery through ESU. We also offer PRECQM, which ensures patient safety by measuring the quality of contact between the patient plate and the patient, cutting off energy if the contact falls below 50%. Our product is powered by an ARM core processor, providing fast and precise energy delivery with a Power Efficiency Ratio (PER) of 98%.

My role involves spreading awareness of our product, analyzing the technologies currently used by doctors, and identifying technological gaps. I am responsible for lead generation and finding potential customers by evaluating their existing technologies.

Next week's plan includes analyzing the market and developing strategies to increase awareness and generate genuine leads.

Weekly report 4

This week, I met with surgeons at leading hospitals to showcase our advanced surgical technology suite. Our products include Smart Tissue Sensing Technology (STST), which offers real-time tissue analysis and adapts energy delivery during procedures. Additionally, our Patient Return Quality Monitoring (PRECQM) system ensures patient safety by monitoring the connection between the patient and the surgical table, automatically stopping energy delivery if necessary. All our products are powered by efficient ARM core processors for precise and fast energy control.

In my role, I raise awareness of our technologies, assess current surgical practices, and identify areas for improvement. This includes generating leads and qualifying potential customers based on their existing equipment. Looking ahead, I'll be analyzing the market to develop strategies for increasing brand awareness and generating qualified leads.

Next week's plan includes analyzing the market and developing strategies to increase awareness and generate genuine leads.

Weekly Report 5

This week, I engaged with multiple surgeons at super specialty hospitals to discuss the advanced technologies our products offer. These include Smart Tissue Sensing Technology (STST), which measures tissue impedance at high speeds and adjusts waveforms accordingly during energy delivery through the ESU. We also provide PRECQM, a feature that ensures patient safety by monitoring the contact quality between the patient plate and the patient, cutting off energy if contact quality falls below 50%. Our products are powered by an ARM core processor, enabling fast and precise energy delivery with a Power Efficiency Ratio (PER) of 98%.

My role involves raising awareness about our products, analyzing the technologies currently in use by doctors, and identifying technological gaps. I am responsible for lead generation and evaluating existing technologies to find potential customers.

Next week's plan includes conducting market analysis and developing strategies to increase awareness and generate genuine leads

Weekly report 6

This week, I met with multiple surgeons at super specialty hospitals to discuss the advanced technologies our products offer. These include Smart Tissue Sensing Technology (STST), which measures tissue impedance at high speeds and adjusts waveforms during energy delivery through the ESU, and PRECQM, which ensures patient safety by monitoring the contact quality between the patient plate and the patient, cutting off energy if contact quality falls below 50%. Our products are powered by an ARM core processor, enabling fast and precise energy delivery with a Power Efficiency Ratio (PER) of 98%.

My role involves raising awareness about our products, analyzing the technologies currently used by doctors, and identifying technological gaps. I am responsible for lead generation and evaluating existing technologies to find potential customers.

Next week, I plan to conduct market analysis and develop strategies to increase awareness and generate genuine leads.

Weekly Report 7

This week, I met with multiple surgeons at super specialty hospitals to discuss the advanced technologies our products offer. These include Smart Tissue Sensing Technology (STST), which measures tissue impedance at high speeds and adjusts waveforms during energy delivery through the ESU, and PRECQM, which ensures patient safety by monitoring the contact quality between the patient plate and the patient, cutting off energy if contact quality falls below 50%. Our products are powered by an ARM core processor, enabling fast and precise energy delivery with a Power Efficiency Ratio (PER) of 98%.

My role involves raising awareness about our products, analyzing the technologies currently used by doctors, and identifying technological gaps. I am responsible for lead generation and evaluating existing technologies to identify potential customers.

Next week, I plan to conduct market analysis and develop strategies to increase awareness and generate genuine leads.

Weekly Report 8

In the final week of my internship, I met with multiple surgeons at super specialty hospitals to discuss the advanced technologies our products offer. These include Smart Tissue Sensing Technology (STST), which measures tissue impedance at high speeds and adjusts waveforms during energy delivery through the ESU, and PRECQM, which ensures patient safety by monitoring the contact quality between the patient plate and the patient, cutting off energy if contact quality falls below 50%. Our products are powered by an ARM core processor, enabling fast and precise energy delivery with a Power Efficiency Ratio (PER) of 98%.

My role involved raising awareness about our products, analyzing the technologies currently used by doctors, and identifying technological gaps. I was responsible for lead generation and evaluating existing technologies to identify potential customers.

All the potential leads generated during my internship have been forwarded to my industrial mentor. The marketing and sales team will now work on these leads further.

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Name of the Organisation: Winglobe Healthcare Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing Executive

Name of the Student: Deepesh Gaikwad

Roll no: 0502

Stream: MBA Pharmaceutical Management

Introduction to Winglobe Healthcare

Company Overview: Winglobe healthcare (HC) 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. Winglobe HC is dedicated to continuous technological innovation to enhance surgical outcomes and efficiency, providing superior clinical benefits for operating rooms worldwide.

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.

Executive Team:

Kunal Kishore, Co-Founder & CEO: At Winglobe HC, Kunal Kishore serves as both the CEO and a founding partner. Kunal has experience in sales and marketing from a reputable international surgical device firm, which he adds to his entrepreneurial endeavors with Winglobe HC. He has a master's degree in business administration and a bachelor's degree in biotechnology. His goal is to launch an Indian medical device manufacturing business that will produce cutting-edge, reasonably priced goods on a worldwide scale. Kunal's broad market knowledge and strategic and tactical approach are what fuel Winglobe HC's dedication to providing high-quality, customer-focused solutions.

M T Naidu, Co-Founder & Director: MT Naidu is a director and a co-founder of Winglobe HC. Having worked in the medical technology field for more than 30 years, he has a wealth of expertise starting and growing companies, especially in the fields of neuro-spine and interventional cardiology. Naidu has effectively moved a number of companies from distribution to production. He is a mentor for several Indian healthcare entrepreneurs in new product development and holds a master's degree in commerce in addition to a bachelor's degree in law.

Neehar Sinha, Co-Founder & COO: Neehar Sinha is a co-founder and chief operating officer of Winglobe HC. Neehar concentrates on expanding and improving Winglobe HC's product line in response to client needs. He has experience in sales, market development, and product training at international medical device businesses. She makes sure that the company's technologies are represented by well-trained team members and seamless operations. Neehar has a master's degree in technology.

Chief Marketing Officer Sundeep Das: With almost thirty years of expertise in the medical device industry, Sundeep Das is in charge of Winglobe HC's strategic growth on a national and international level. His experience includes senior positions in laparoscopic, cardiac, and interventional cardiology at Medtronic and Covidien. Sundeep has a master's degree in business management and a bachelor's degree in pharmacy.

Chief Technology Officer Dr. Nanda Kishore Holla: As the CTO of Winglobe HC, Dr. Holla is a skilled project manager and scientist with thirty years of expertise in R&D, technological strategy, and production. He oversaw GE Healthcare's Global NPI program integration before. Dr. Holla wants to expand Winglobe HC's R&D and manufacturing capabilities to produce innovative products built on "Meaningful Innovations." He is a Ph.D., M.Tech, and B.E. holder.

Our Products:

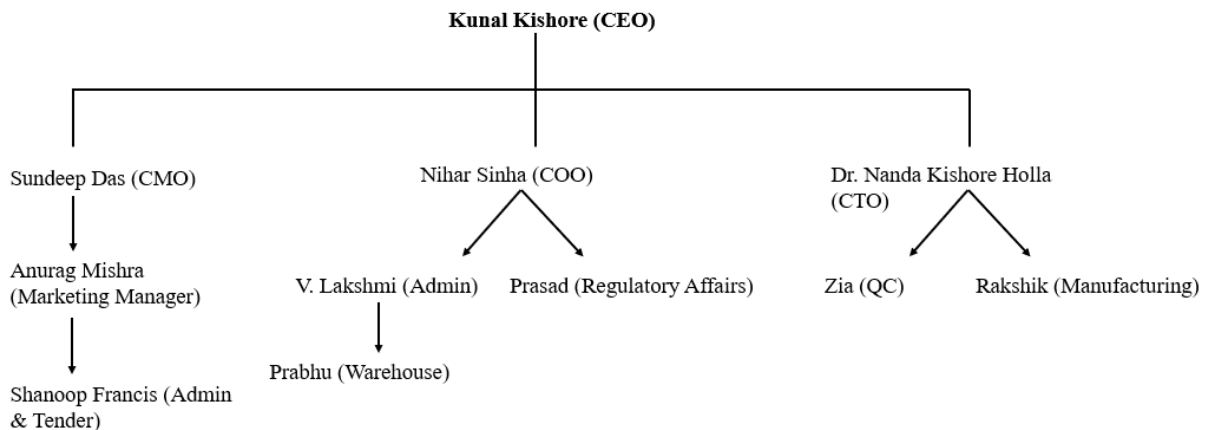
- 1 **Elektriz 2.0:** The Elektriz 2.0 is an electrosurgery device powered by an ARM CORE processor. This 300-watt ESU offers monopolar, bipolar, and monopolar resection in glycine, providing integrated energy functionalities for various surgical applications.
- 2 **Strom 2.0 Series:** The Strom 2.0 series represents an advanced range of electrosurgery devices equipped with intelligent Smart Tissue Sensing Technology, powered by an ARM Core processor. This technology ensures enhanced and reliable tissue effects with real-time monitoring and adjustment of energy delivery. The series includes models such as Strom 2.0, Strom 2.0 VS, Strom 2.0 Br10, and Strom 2.0 Br10VS, each offering precise energy control and comprehensive patient safety features like Patient Return Electrode Contact Quality Monitoring (PRE-CQM).
- 3 The **Ligapro VS** Maryland Jaw vessel sealing instrument is designed to enhance surgical precision and efficiency. This versatile tool allows medical professionals to grasp, cut, dissect, and permanently seal vessels up to 7mm in diameter, including lymphatics and tissue bundles. It features a faster seal time, minimal thermal spread, reduced adherence, low eschar, and decreased surgical smoke.
 - The Ligapro VS Maryland Jaw ensures uniform pressure across tissues or vessels with its spring-loaded handle and advanced micro-blockers in the jaw, providing a reliable and consistent seal. An inbuilt mechanical blade, controlled by a single-action trigger, simplifies tissue transection and minimizes instrument exchange, enhancing ease of use.
 - The instrument's multi-layered proprietary jaw design, combined with a non-stick coating, reduces cool-off time and minimizes thermal spread, tissue adherence, surgical

smoke, and cleaning requirements. The outer jaw insulation protects against unintended thermal injury, ensuring enhanced patient safety. Additionally, advanced serrations on the inner jaw prevent tissue or vessel slippage, securing the vessel firmly for improved surgical outcomes.

- With its lightweight and ergonomic design, the Ligapro VS Maryland Jaw reduces user fatigue. Its 360-degree actuator allows for accurate jaw placement, while the curved and tapered end of the Maryland jaw design provides better visualization and improved control for blunt tissue dissection.
- 4 **Ultima** is an advanced bipolar laparoscopic hand instrument designed to significantly enhance the speed and efficiency of bipolar tissue sealing and dissection procedures. Drawing on extensive clinical insights from our devices, Winglobe continuously refines the Ultima hand instrument to meet specific clinical needs more effectively. Meticulously crafted for optimal surgical efficiency, precision, and safety, Ultima features innovative design elements that empower surgeons to perform complex and demanding procedures with greater control and confidence. This ongoing development ensures improved patient outcomes in the realm of bipolar tissue sealing and dissection.

Winglobe HC is committed to advancing medical technology and improving surgical outcomes with innovative, reliable, and high-quality products, striving to be a global leader in the medical device industry.

Organization Structure



Job Role & Responsibility

My role at Winglobe Healthcare Pvt. Ltd. is multifaceted and essential for the promotion and adoption of our cutting-edge medical devices, specifically Ligapro VS, Strom 2.0, and Elecktriz 2.0. These products represent the pinnacle of our technological innovation and are designed to enhance surgical precision and efficiency, particularly in the fields of gynecology and urology.

My responsibilities are diverse and geared towards ensuring that these advanced products are well-received by experienced and renowned surgeons.

One of my primary duties is spreading awareness about our products. This involves personally meeting with surgeons to introduce them to the advanced features and benefits of Ligapro VS, Strom 2.0, and Elecktriz 2.0. These interactions are crucial as they provide an opportunity to showcase how our devices stand out in terms of technological sophistication and practical application in surgical procedures. By engaging directly with surgeons, I can demonstrate the unique capabilities of our products and how they can address specific needs within their practices. These face-to-face meetings are also instrumental in building trust and rapport, as they allow me to answer questions, provide detailed explanations, and offer hands-on demonstrations.

In addition to raising awareness, a significant part of my role involves analyzing the current technologies used by surgeons. This analysis is critical for identifying gaps and opportunities where our products can offer significant improvements. By understanding the existing technological landscape, I can tailor my presentations to highlight how our devices can seamlessly integrate into their practices and provide superior outcomes. This involves not only understanding the technical specifications of the products currently in use but also recognizing the pain points and limitations that surgeons face. Through this thorough analysis, I can position our products as the ideal solutions that can overcome these challenges and enhance surgical performance.

Another important aspect of my responsibilities is highlighting how Winglobe Healthcare's technologies meet international standards. Our commitment to quality is reflected in our adherence to stringent international certifications, including the European CE certification. This certification is a testament to the high standards of quality and reliability that our products maintain. By emphasizing this, I can assure surgeons of the safety and efficacy of our devices. This is particularly important in the medical field where adherence to international standards is a crucial factor in product adoption. By showcasing our compliance with these standards, I can build confidence in our products and reassure potential customers of their superior quality.

Lead generation is another critical component of my role. This involves identifying potential customers and generating leads through a detailed evaluation of their existing technological setups. By understanding the specific needs and requirements of surgeons, I can demonstrate how our products can significantly enhance their surgical practices. This involves not only highlighting the advanced features of our devices but also providing practical examples of how they can improve surgical outcomes. By offering tailored solutions that meet the unique needs of each surgeon, I can generate strong interest and drive the adoption of our products.

Building strong relationships with surgeons is at the heart of my role. By fostering these relationships, I aim to drive the adoption of Winglobe Healthcare's innovative solutions. This involves continuous engagement with surgeons, providing them with the necessary support and information to make informed decisions. By maintaining an open line of communication, I can ensure that any concerns or questions are promptly addressed, thereby building trust and confidence in our products. These relationships are crucial for long-term success as they not only

facilitate the adoption of our current products but also pave the way for future collaborations and innovations.

Product SWOT analysis

Strengths:

- Winglobe Healthcare Pvt. Ltd. boasts an in-house R&D team and a dedicated manufacturing unit.
- It holds the distinction of being the first Indian medical device company to produce a true Vessel Sealer hand instrument.

Weaknesses:

- The company faces a limited product range.
- It operates with a smaller workforce compared to competitors.

Opportunities:

- A promising opportunity lies in the imminent launch of a state-of-the-art 4K Camera System.
- The Ligapro Vs faces minimal competition, presenting a significant growth opportunity.

Threats:

- Competing Indian firms offer cost-effective but potentially lower-quality alternatives.

Learning & Value addition

My experience in this role has provided several key learnings that have been invaluable to my professional development. One of the foremost lessons has been the importance of conducting thorough market research. Understanding the market landscape is crucial for identifying opportunities and challenges. By analyzing market trends, customer needs, and competitor strategies, I was able to tailor our approach to better meet the demands of our target audience. This research provided critical insights that informed our marketing strategies and helped us position our products more effectively.

Expanding our distribution reach to dealers was another significant aspect of my learning. By broadening our network, we could ensure that our products were available to a wider audience, thereby increasing market penetration. Working with dealers required building strong relationships and understanding their needs and challenges. This experience taught me the value of effective communication and collaboration in achieving business goals. By supporting our dealers and providing them with the necessary resources and information, we could enhance their ability to promote our products and drive sales.

Promoting Ligapro to gynecologist surgeons was a focused effort that underscored the importance of target audience engagement. By directly interacting with these specialists, I gained a deeper understanding of their specific needs and preferences. This allowed me to tailor our promotional strategies to address their unique concerns and highlight the benefits of our products in a way that resonated with them. Engaging with gynecologists on a personal level helped build trust and credibility, which are essential for successful product adoption.

Through these activities, I developed a strong understanding of market penetration and the critical role it plays in business success. Ensuring that our products reach the right audience and are perceived as valuable solutions is key to driving sales and achieving market leadership. This experience enhanced my strategic thinking, enabling me to devise and implement effective marketing strategies that align with our business objectives.

Furthermore, this role significantly improved my marketing skills. Promoting products in a competitive environment requires a deep understanding of the market dynamics and the ability to differentiate our offerings from those of competitors. By leveraging the insights gained from market research and direct interactions with our target audience, I could craft compelling marketing messages and campaigns that effectively communicated the value of our products.

This experience also highlighted the importance of adaptability and continuous learning. The medical device industry is constantly evolving, and staying updated with the latest advancements and trends is crucial for maintaining a competitive edge. By continuously refining our strategies and staying attuned to the changing needs of our customers, we could ensure that our products remained relevant and desirable.

In conclusion, my role in promoting Ligapro VS, Strom 2.0, and Elecktriz 2.0 provided me with valuable insights into market research, distribution expansion, and target audience engagement. These experiences have not only enhanced my strategic thinking and marketing skills but also underscored the importance of market penetration in achieving business success. By effectively promoting our products and building strong relationships with our target audience, I was able to contribute to the growth and success of Winglobe Healthcare in a competitive market environment.

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.

Developing Effective Marketing Communication and Strategy:

Creating compelling marketing communication and strategies to convince surgeons was a difficult task. It required a deep understanding of their needs and preferences, as well as the ability to clearly articulate the advantages of our products within a very short period.

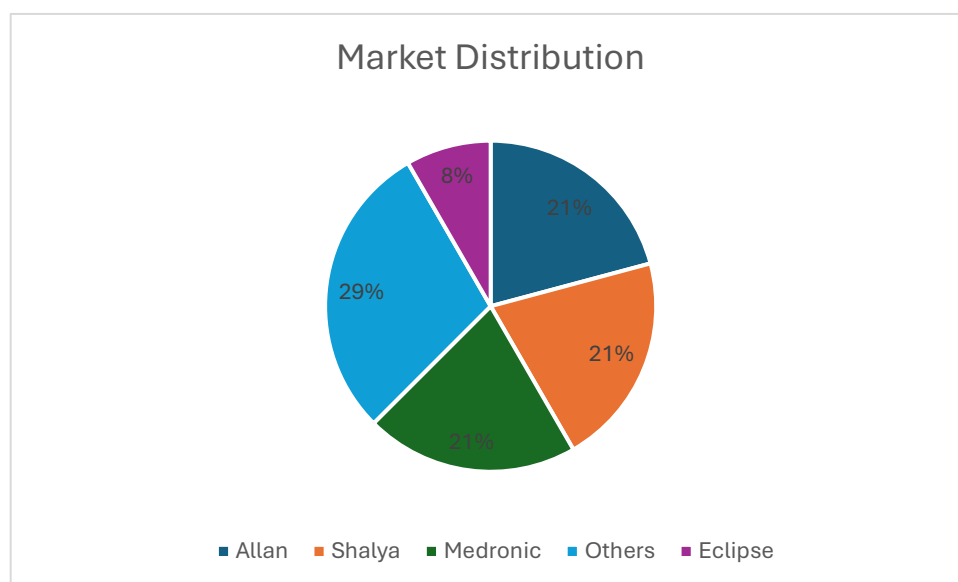
Challenges in Conducting Telemarketing Calls:

Conducting telemarketing calls presented its own set of challenges due to potential rejections or objections from customers. Overcoming these objections required strong interpersonal and sales skills to build rapport, address concerns, and persuade potential customers to consider our products.

Outcome

Market Distribution of Electrosurgical Devices in Thane, Mulund, and Bhandup (Mumbai & Thane)

1. **Market Share:** The market for electrosurgical devices in Thane, Mulund, and Bhandup is predominantly captured by three major companies: Allan, Shalya, and Medtronic, which together hold a 71% market share.
2. **Multispecialty Hospitals:** Multispecialty hospitals with significant capital investments typically use Medtronic electrosurgical devices due to their advanced technology and reliable performance.
3. **Private Clinics:** Private clinics operated by reputed surgeons often prefer Allan and Shalya electrosurgical devices. These brands are trusted for their quality and effectiveness.
4. **Local Clinics:** Local clinics, on the other hand, tend to use locally manufactured electrosurgical devices that are priced very low. However, these devices usually lack reputed safety certifications, which raises concerns about their reliability and safety.



Suggestion:

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