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Doctors Relationship
management for sales and
business development approaches

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ABOUT

ImpactGuru is a crowdfunding platform based in India. Non-profit organizations, and social enterprises to raise funds for various causes such as medical expenses, surgeries and more. Recently ImpactGuru also offers a platform for individuals and organizations to run fundraising campaigns using the concept of crowdfunding. ImpactGuru provides various features and tools to help campaign creators maximize their fundraising efforts. These include personalized campaign pages, social media integration, fundraising coaching, and marketing support.

VISION

Empower patients by connecting them with the best medical professionals and resources.

MISSION

By connecting people, intelligence, and innovation in a never-ending drive to improve human health and help you push the boundaries of what's possible in healthcare. To make healthcare more accessible and affordable through innovative technology and partnerships.

SWOT ANALYSIS

STRENGTHS

- 1) Strong brand recognition and reputation in the crowdfunding industry.
- 2) Easy to use: The platform is easy to use and navigate, even for people who are not familiar with crowdfunding.
- 3) 30 LAKH+ donors' community.
- 4) 80G tax benefit for the donors.
- 5) Collaboration with top hospitals like apollo and fortis.

WEAKNESS

- 1) Competition from other crowdfunding platforms in the market like Ketto and Milaap.
- 2) Dependency on Trust Relies heavily on the trustworthiness and transparency of campaigns to attract donors.

OPPORTUNITIES

- 1)Leveraging social media and digital marketing strategies to increase visibility and reach.
- 2) Diversification of Services:- Offering additional services such as financial planning for medical expenses
- 3) Expansion into new geographical regions to reach a wider Audience

THREATS

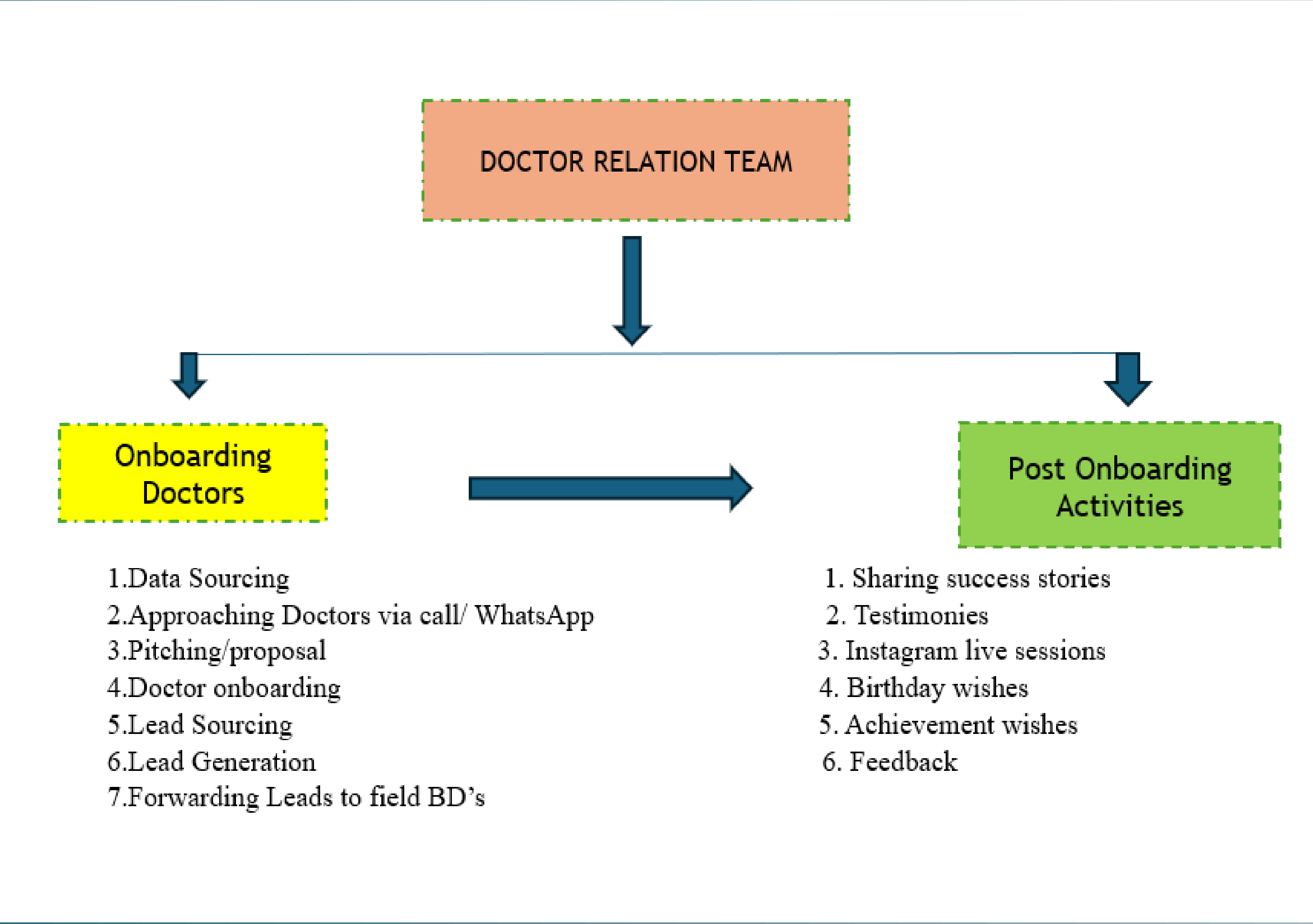
- 1)social stigma cases
- 2)Public Perception:-Negative incidents or misuse of funds by campaigns could tarnish the platform's reputation.
- 3) Changes in donor preferences or shifts in societal priorities affecting campaign success.

DOCTOR RELATION TEAM

Purpose

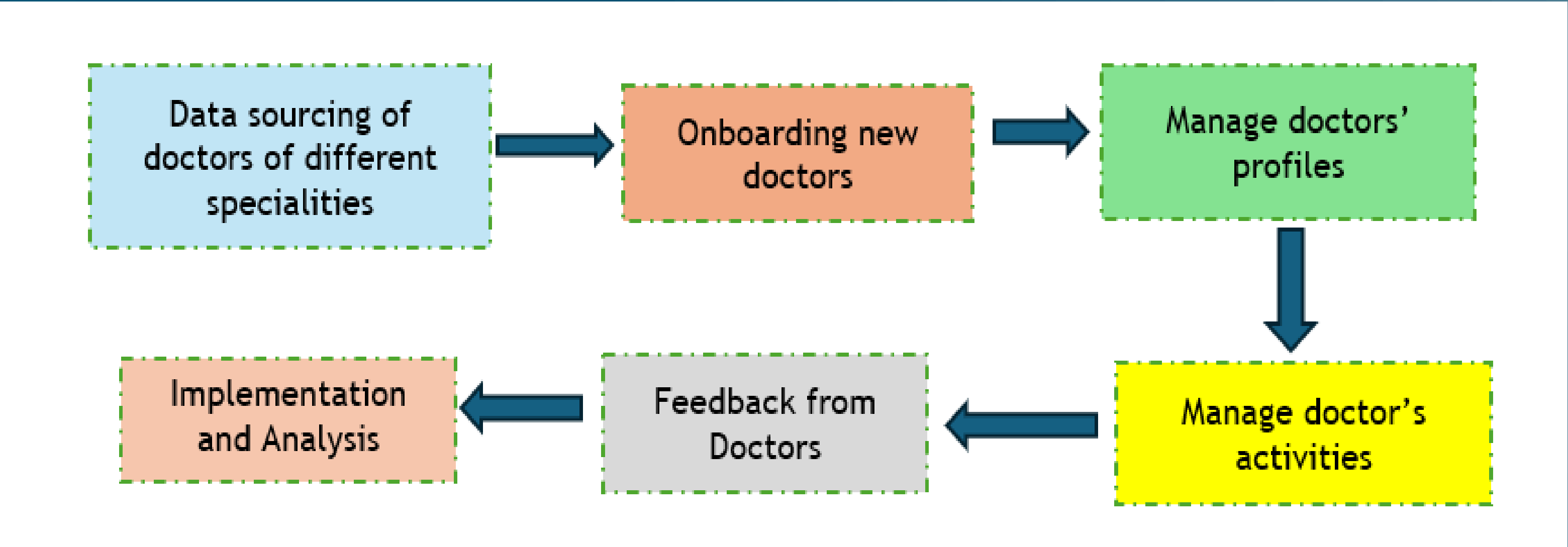
- 1) Build and maintain strong relationships with healthcare professionals.
- 2) Ensure doctors are effectively integrated into the Impact Guru platform.

WORKING STRUCTURE



TASK PERFORMED DURING INTERNSHIP

- 1)Data sourcing of doctors of different specialties i.e. paediatrician, oncologist,neurosurgeons,nephrologist,and gastroenterologist. In 10 cities for finding their POCs (point of contact) by extreme chrome utilization using websites like NMC, Practo, Sehat, and official hospital websites.
- 2) Onboarding new doctors by Outreach and pitching the benefits of the platform.
- 3) Managing doctor profiles and ensuring accurate information's like doctors contact number , department, specialization, date of birth , Email id and years of experience in a doctor onboarding sheet.
- 4) Follow-up and MOU: Conducted follow-up calls and emails after the meetings to maintain communication and nurture relationships. and facilitated the process of establishing Memorandums of Understanding (MOUs).
- 5)Managing doctors' activities: sending success story to the doctors, birthday wishes and approaching for testimonies and Instagram live sessions.
- 6)Gathering feedback from doctors to improve services.



CHALLENGES

- 1) Interns at Impact Guru may face a high workload, as they are often involved in multiple projects and tasks simultaneously.
- 2)Working with limited resources.

SUGGESTIONS

Develop a mobile application for convenience and Provide personalized support to users.