

SUMMER INTERNSHIP PROGRAM

At



From 02/05/24 to 05/07/24

A REPORT BY

Adarsh kale

Master Of Business Administration

(Pharmaceutical Management)

2023-25

Under the Mentorship of

Dr. Rahul Sharma

Associate Professor

School of pharmaceutical management

IIHMR university Jaipur.





TO WHOMSOEVER IT MAY CONCERN

Date: 5th July 2024

This is to certify that **Adarsh kale** has successfully completed his Internship as **Intern- Inside Sales** from **2nd May 2024** to **5th July 2024** at Impact Guru Technology Ventures Pvt. Ltd.

We wish him all the very best for his future endeavors.

A handwritten signature in black ink, appearing to read "Akhlaque", with a horizontal line drawn underneath it.

Regards,
Akhlaque Khan
AVP – Human Resource
Impact Guru Technology Ventures Pvt.Ltd.

Impact Guru Technology Ventures Private Limited (CIN:U74900DL2015PTC409015)

Registered Address : 158, Ansal Chamber - II, 6 Bhikhaji Cama Place, New Delhi - 110066

Corporate Office: 3rd Floor, A-Wing, Vaman Techno Centre, Makwana Road, Marol, Andheri East, Mumbai 400059

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Adarsh Kale** of academic year 2023-25 of the **School of Pharmaceutical Management** has prepared poster with respect to his summer internship held during May – July 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date : 07-08-2024

A handwritten signature in blue ink, appearing to be 'R. Sharma'.

Dr. Rahul Sharma
Assistant Professor
IIHMR University Jaipur

Weekly Reporting

Name of the Organization: Impact Guru (Mumbai)

Area/Department/Project of Summer Internship Program: Inside sales intern- Doctor Relations

Name of the Student: Adarsh Kale

Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 1

From: 02/05/2024-04/05/24

Activity Done	1)Assigning Roles/ regions of different doctors in Specialties like oncology, urology, nephrology, cardiology, neurosurgery, pediatrician and neontologist 2)Conducting Data sourcing for finding POCs (point of contact) by chrome extensions Utilization Using Websites Like- Practo, Sehat, National Medical Commission and Official Hospital websites to identify potential doctors for collaboration.
Linking theory (Classroom learning) with practice at your organization	Professionalism and Ethics: - business ethics include the significance of professionalism, confidentiality, and moral behavior in corporate operations.
Gaps identified in the working area.	Limited Resources are available for Data Sourcing
Suggestions for improvement	None so far
Plan for Next Week	Data sourcing for finding POCs in Kolkata, Bhubaneshwar Region.

ADARSH

Signature of the Student

Approved by the IIHMR University's Mentor

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Name of the Student: Adarsh Kale

Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 2

From: 06/05/24-12/05/24

Activity Done	1) Data sourcing for Finding POCs (Point of Contact) of doctors in different regions like Bhubaneshwar, Kolkata in different specialties. 2) Like doctor contact number, date of birth, email for potential collaboration. 3) Participating in Lead Generation processes
Linking theory (Classroom learning) with practice at your organization	Management of Tasks: Planning our strategy, collaborating with team members, and ensuring that work is done on time. for managing the process of gathering and organizing data for POCs.
Gaps identified in the working area.	Data Accuracy: Inaccurate or incomplete information on doctors.
Suggestions for improvement	Sensor verification of doctor's details/ demographics through third party apps like true caller, email verifier.
Plan for Next Week	Sheets And Tracker Update

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Weekly Reporting

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Name of the Student: Adarsh kale

Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 3

From: 13/05/24-19/05/24

Activity Done	1)Managing doctor profiles: Worked on onboarded doctors sheet maintained by team sorted the correct details of Hospital names, doctors centre, also updated the onboarded doctors DOB for enhancing Doctor engagement activity. Prepared a list of searched new doctors on given format by mentor (Ex: Doctor Name, Contact number, Hospital Name, Email Id, Specialization, Qualification and No. of year experience).
Linking theory (Classroom learning) with practice at your organization	Customer Relationship Management (CRM): Acquire knowledge of CRM capabilities and how to handle customer interactions with these systems. Implementation: To maintain doctor profiles, use CRM software such as lead squared. Data Entry: Enter and update doctor profiles accurately, making sure that all necessary information is up to date.
Gaps identified in the working area.	Not having proper data base storage facilities (recently introduced Lead squared)
Suggestions for improvement	Introduction of CRM Tool (customer relationship management) for increasing efficiency of doctor relations and improve communication.
Plan for Next Week	Onboarding New Doctors.

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Weekly Reporting

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Area/Department/Project of Summer Internship Program: Inside sales intern- Doctor Relations

Name of the Student: Adarsh Kale

Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 4

From: 20/05/2024-26/05/24

Activity Done	Doctor Onboarding 1)Approaching Doctors via Call/WhatsApp: Initiating direct contact with doctors through personalized calls and WhatsApp messages. This outreach aims to introduce Impact Guru's services, discuss potential partnerships, and address any inquiries or concerns the doctors may have. 2)Pitching/Proposal: Presenting the value proposition and benefits of the platform to doctors Creating compelling ideas and pitches that are suited to the unique requirements and preferences of doctors.
Linking theory (Classroom learning) with practice at your organization	Communication Skills: Professional Interaction: -Throughout the onboarding process, communicate with doctors in a straightforward and consistent way. Use formal language and tone in calls and emails
Gaps identified in the working area.	Trust issue (Transparency and communication issue) Lack of clear communication about terms, expectation and benefits.
Suggestions for improvement	Regular Follow up with doctors Maintain ongoing communication
Plan for next Week	Lead sourcing From Onboarded Doctors.



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Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 5

From: 27/05/24-01/06/24

Activity Done	Lead Sourcing Actively sourcing leads through various channels including online databases, professional networks, and referrals. Asking doctors for new cases via Call or WhatsApp.
Linking theory (Classroom learning) with practice at your organization	Customer Relationship management (CRM) Track doctor interactions, handle follow-ups, and examine data on engagement using CRM tools. Track doctor interactions, handle follow-ups, and examine data on engagement using CRM tools.
Gaps identified in the working area.	Not having proper data base storage facilities (recently introduced Lead squared) But this software is not Working efficiently for tracking doctors' interactions.
Suggestions for improvement	Introduction of CRM Tool (customer relationship management) for increasing efficiency of doctor relations and improve communication. E.g. Salesforce, HubSpot.
Plan for next Week	Follow-up with doctors and Participating in Lead Generation processes.

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Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 6

From: 03/06/2024-08/06/24

Activity Done	Follow-up with doctors Taking updates about Running cases and Regular asking for new cases Track doctor interactions, handle follow-ups, and examine data on engagement using CRM tools. Track doctor interactions, handle follow-ups, and examine data on engagement using CRM tools.
Linking theory (Classroom learning) with practice at your organization	Doctor Interaction: I gained experience in engagement activity with doctors
Gaps identified in the working area.	Follow-ups may become less focused if insufficient information is obtained during first interactions.
Suggestions for improvement	Inquire more thoroughly at the beginning to learn about the doctor's concerns, preferences, and expectations.
Plan for next Week	Conducting data sourcing for a doctor in Manipal Hospital all branches in Bangalore For initiating new doctors onboarding processes.

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Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 7

From: 10/06/2024-15/06/24

Activity Done	Conducting data sourcing for a doctor in Manipal Hospital all branches in Bangalore Finding their POCs for initiating new doctors onboarding processes. 1)Approaching Doctors via Call/WhatsApp: Initiating direct contact with doctors through personalized calls and WhatsApp messages. This outreach aims to introduce Impact Guru's services, discuss potential partnerships, and address any inquiries or concerns the doctors may have. 2)Pitching/Proposal: Presenting the value proposition and benefits of the platform to doctors Creating compelling ideas and pitches that are suited to the unique requirements and preferences of doctors.
Linking theory (Classroom learning) with practice at your organization	Sales and Business Development strategies Making Effective Sales Pitches: Presenting the value proposition and benefits of the platform to doctors.
Gaps identified in the working area.	Trust issue (Transparency and communication issue) Lack of clear communication about terms, expectation and benefits.
Suggestions for improvement	Maintaining proper follow up with doctors.
Plan for next Week	Conducting Post Onboarding activities

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Name of the Student: Adarsh kale

Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 8

From: 17/06/2024-22/06/2024

Activity Done	Conducting Post Onboarding activities: - Sharing Success Stories Communicating success stories to keep doctors motivated and engaged. This helps build credibility, trust, and confidence among potential partners. Participating in conducting interesting Instagram Live events to engage with Doctors, talk about current healthcare issues, exchange industry insights, and advertise Impact Guru's projects Birthday greetings and congratulations on achievements Add a personal touch to communications with doctors by sending birthday greetings and congrats on career milestones. establishing a friendly atmosphere, expressing gratitude, and strengthening connections beyond business relationships
Linking theory (Classroom learning) with practice at your organization	Relationship management To build trust and confidence among potential doctors.
Gaps identified in the working area.	Gaining Attention from Doctors: At times, it was difficult to capture the full attention of doctors due to their busy schedules and time constraints.
Suggestions for improvement	None so far
Plan for next Week	Taking feedback from doctors to improve services



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Name of the Student: Adarsh kale

Roll no: 0472

Stream: Pharmaceutical-MBA

Week no: 9

From: 24/06/2024-02/07/2024

Activity Done	Gathering feedback from doctors by conducting online survey like making google responses form and asking questions like; - 1)Service Quality: To what extent are they satisfied with the services they receive now? 2)Areas for Improvement: According to them, what needs to be improved? 3)Operational Efficiency: What steps may be taken to make the processes quicker and more effective? The main Aim of this survey to improve service strategies.
Linking theory (Classroom learning) with practice at your organization	Participated in enhancing Business development strategies.
Gaps identified in the working area.	Not having efficient CRM tools for Relationships management
Suggestions for improvement	Using efficient CRM tools like salesforce

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Compiled Reporting

Name of the Organisation: Impact Guru

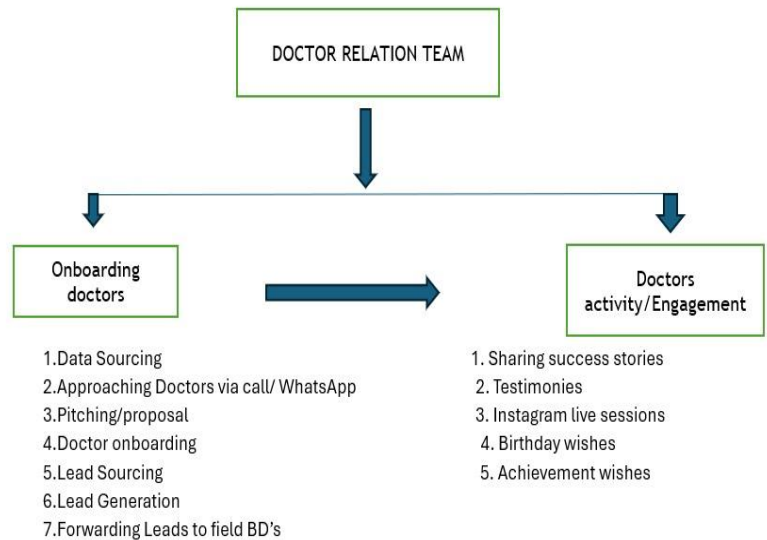
Area/ Department/ Project of Summer Internship Program: Inside sales intern- Doctor Relations

Name of the Student: Adarsh Kale

Roll no: 0472

Stream: Pharmaceutical-MBA

Activity Done	Market research/ data sourcing: - Conducted market research by chrome extensions Utilization Using Websites Like- Practo, Sehat, National Medical Commission and Official Hospital websites to identify potential doctors for collaboration. In Different Specialties like oncology, gastroenterology, Nephrology, pediatricians and Neurosurgery and Cardiothoracic Surgeons. IN Different Region of India like; - 1) Bangalore 2) Mangalore 3) Hyderabad 4) Visakhapatnam 5) Bhubaneshwar 6) Kolkata 7) Lucknow 8) Kanpur 9) Mysore 10) Delhi To Identify Potential Doctors for Collaboration
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DOCTOR RELATION TEAM

The Doctor Relation Team is responsible for both onboarding new doctors and maintaining ongoing engagement with them. The onboarding process involves several steps, from data sourcing to forwarding leads to field business development representatives. Post-onboarding, the team focuses on engaging with doctors through various activities to keep them connected and satisfied.

1)ONBOARDING DOCTORS

a) Data Sourcing: Charged with locating precise and thorough data about doctors. This entails compiling the contact details, practice specifics, specializations, and other pertinent information needed for efficient outreach and engagement.

b) Approaching Doctors via Call/WhatsApp: Initiating direct contact with doctors through personalized calls and WhatsApp messages. This outreach aims to introduce Impact Guru's services, discuss potential partnerships, and address any inquiries or concerns the doctors may have.

c)Pitching/Proposal: Presenting the value proposition and benefits of the platform to doctors Creating compelling ideas and pitches that are suited to the unique requirements and preferences of healthcare professionals. These suggestions emphasize Impact Guru's distinct value propositions, show how our products might advance their field of expertise, and suggest potential joint ventures

d)Doctor Onboarding: Completing the process of adding new doctors to the system. If they Accept Our Proposal.

e) Lead Sourcing: Actively sourcing leads through various channels including online databases, professional networks, and referrals. Simply Asking doctors for new cases who needs financial help.

f) Lead Generation: If doctor give the cases the lead sourcing is converted into lead generation.

g) Forwarding Leads to Field BD's: for the further actions and to facilitate efficient follow-up and relationship development.

2)POST ONBOARDING ACTIVITIES

a) Sharing Success Stories: Communicating success stories to keep doctors motivated and engaged. This helps build credibility, trust, and confidence among potential partners, showcasing tangible results and positive outcomes.

b) Approaching Doctors for Instagram Live Sessions and Testimonies:

Participating in conducting interesting Instagram Live events to engage with Doctors, talk about current healthcare issues, exchange industry insights, and advertise Impact Guru's projects. These meetings provide an opportunity for promoting community involvement and highlighting our areas of expertise.

c) Birthday greetings and congratulations on achievements:

Add a personal touch to communications with doctors by sending birthday greetings and congrats on career milestones. establishing a friendly atmosphere, expressing gratitude, and strengthening connections beyond business relationships.

d) Gathering feedback from doctors to improve services.

by conducting online survey like making google responses form and asking questions like; -

Service Quality: To what extent are they satisfied with the services they receive now?

Areas for Improvement: According to them, what needs to be improved?

Operational Efficiency: What steps may be taken to make the processes quicker and more effective?

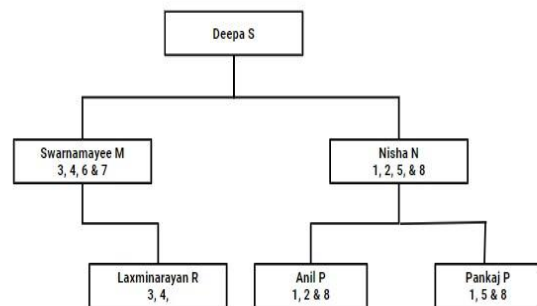
Sheets And Tracker Update

Sensor verification of doctor's details/ demographics through third party apps like true caller, email verifier.

Prepared a list of searched new doctors on given format by mentor (Ex: Doctor Name, Contact, Hospital Name, Email Id, Specialization, Qualification and No. of year experience).

Worked on onboarded doctors sheet maintained by team sorted the correct details of Hospital names, doctors centre, also updated the onboarded doctors DOB for birthday wish activity to support doctor relation team.

Team Structure (along with zone wise allocations):



Zone Details:

Zone 1 -Mumbai

Zone 2 – Chennai

Zone 3 – Bangalore

Zone 4 -Hyderabad

Zone 5 -New Delhi

Zone 6 – Kolkata

Zone 7 – Kochi

Zone 8 – MP and other states

Linking theory (Classroom learning) with practice at your organization	1. Communication Skills Use these abilities when speaking with doctors and other healthcare professionals your communication is professional and clear by adjusting it to Our needs. 2. Relationship management and engagement activities Building a Relationships with a Healthcare professionals and take participation in doctor engagement activities like sharing success stories to doctors to build credibility, trust, and confidence among potential doctors. Participated in Setting up and conducting interesting Instagram Live events to engage with Top healthcare specialist, talk about current healthcare issues. Add a personal touch to communications with physicians by sending birthday greetings and congrats on career milestones. establishing a friendly atmosphere.
Gaps identified on the working area.	1)Not having proper data base storage facilities (recently introduced Lead square) 2)Proper training for new employees for making effective Sales pitches. 3)Data accuracy concerns
Suggestions for improvement	1)Introduction of CRM Tool (customer relationship management) for increasing efficiency of doctor relations and improve communication and for proper database storage. 2) Adaptation of continuous learning environment so the employees are stay updated with new technology and trends

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