

Breaking Barriers: Field-Based Strategies for Digital Health Adoption in Hospitals

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By

NITIN MADHAV RODGE

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Under the Supervision and Guidance of

Mr. Ashok Peepliwal

Assistant Professor

(School of pharmaceutical Management),

IIHMR University, Jaipur

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1. Introduction

This internship provided a real-world lens into the digital transformation efforts reshaping healthcare delivery across India. Positioned as a **Business Development Intern at Vigorous Healthtech Pvt. Ltd. (Chikitsa)**, I was directly involved in field visits, client demos, onboarding support, and stakeholder engagement across hospitals in Maharashtra. The goal was to accelerate digital health adoption—an area full of promise but riddled with real-world barriers.

Through hands-on interactions with doctors, hospital admins, and clinical staff, I experienced the nuanced resistance toward technology—not due to lack of availability, but because of fear, workflow disruption, and trust deficits. This field-led experience gave me strategic and emotional clarity on what it truly takes to help hospitals move from paper to platform.

2. Organization Profile

Vigorous Healthtech Pvt. Ltd. (Chikitsa) is a growing SaaS healthtech company specializing in digital hospital solutions. The company offers software modules such as:

- OPD/IPD management
- Billing and inventory control
- EMR/EHR systems
- Reporting dashboards for analytics

Chikitsa's mission is to empower small and mid-sized hospitals with efficient, affordable digital workflows. Its core strength lies in **localized onboarding, customizable templates, and strong field support**—especially designed for Tier 2 and Tier 3 markets where digital penetration is low but the potential is immense.

3. Project Overview

The primary objective of my internship was to **identify, educate, and onboard hospitals** onto Chikitsa's platform using field-based sales enablement strategies. My role required both soft skills (communication, persuasion, objection-handling) and strategic planning (tailored pitches, workflow mapping, CRM management).

Key responsibilities included:

- Field visits to clinics and hospitals
- Conducting product demos
- Understanding objections & adapting pitch strategy
- Supporting onboarding via digital and in-person touchpoints
- CRM tracking and feedback loops

The scope spanned across small independent clinics, multi-specialty hospitals, and diagnostic centers—each presenting unique behavioral and operational challenges.

4. Key Deliverables

1. Hospital Outreach & Demos

- Conducted more than 20 product walkthroughs across hospitals
- Adapted demo format based on hospital specialty (lab, OPD, pharmacy etc.)
- Created simplified pitch decks for field use

2. Objection Management & Customization

- Logged and categorized objections (tech fear, ROI uncertainty, staff resistance)
- Created trial plans with step-wise rollouts (e.g., start with pharmacy billing)
- Provided language and workflow-specific customizations for smaller clinics

3. Onboarding Support

- Assisted during platform set-up and first-use training
- Provided help videos, checklists, and WhatsApp support to hospital staff
- Initiated feedback calls and created onboarding summary notes

4. CRM Reporting & Client Retention

- Maintained visit reports and follow-up records in CRM
- Revived cold leads through personal callbacks and re-demos
- Recommended timeline-based engagement strategies

5. Key Learnings

- **Digital readiness is about psychology, not just infrastructure.**
Most hospitals didn't reject the tool—they rejected change. Fear of complexity and unfamiliar workflows were the true barriers.
- **Every hospital is different.**
A general pitch didn't work. Understanding their **existing paperwork, staff culture, and pain points** made all the difference.
- **Presence matters.**
Hospitals trusted us more when someone was physically present—not just calling or emailing. **Face-to-face comfort led to digital trust.**

- **Small wins lead to big outcomes.**
Starting with one department or use case made hospitals more confident and reduced pressure on staff.
- **Post-demo follow-up is the real pitch.**
Most clients who converted didn't do it after the first meeting—they did it after a second call, a simplified explanation, or a training video.

6. Skills Developed

- Field sales & hospital onboarding
- Digital health solution pitching
- CRM documentation and tracking
- Objection handling & adaptive communication
- Basic localization of tech demos
- Process documentation and feedback logging
- Stakeholder relationship building
- Empathy-driven consultative selling

7. Conclusion

This internship was a reality check and a growth experience. It taught me that **digital health adoption is not just about “tech enablement”**—it's about **trust enablement**. Hospitals are willing to change, but only when guided patiently, consistently, and respectfully.

At Vigorous Healthtech, I saw the **human side of healthtech**—a space where sales, education, and service blend into a single role. I learned how to adapt under field pressure, how to listen deeply to hospital staff, and how to communicate without jargon.

Above all, I discovered that even a small clinic, when empowered with the right tools and support, can evolve into a more efficient, confident care provider. That's the true power of digital health—and I'm grateful I was part of enabling that change.