

SYNOPSIS

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

2. Introduction:

The healthcare landscape is evolving with the integration of digital solutions aimed at streamlining operations, enhancing patient care, and boosting efficiency. However, the transition from digital innovation to practical adoption within hospitals is fraught with challenges, including resistance to change, workflow disruptions, and skepticism regarding new technologies. Overcoming these barriers requires not only technical solutions but also strategic communication and field-based engagement.

Sales enablement teams play a crucial role in bridging this gap, providing personalized, technically sound demonstrations, addressing client-specific concerns, and guiding hospital staff through the onboarding process. Unlike traditional sales roles, these professionals act as mediators between technological promise and operational reality.

During my internship at Vigorous Healthtech Pvt. Ltd. (Chikitsa), a healthcare technology firm focused on digital transformation, I actively participated in hospital onboarding, product demonstrations, and client relationship management. This report captures the practical strategies and challenges encountered while driving digital health adoption in real-world hospital settings.

3. Problem Statement: This study explores the effectiveness of field-based sales enablement strategies in overcoming barriers to digital health adoption within hospitals. It examines the methods used to address hospital staff objections, align solutions with operational needs, and ensure successful onboarding and sustained engagement.

4. Research Questions:

1. How do field sales representatives influence hospital decision-makers during the adoption of digital platforms?
2. What are the most common objections raised by hospital clients during digital onboarding, and how are they overcome?
3. What operational and logistical challenges arise in field-based digital health adoption efforts?

5. Objectives:

1. To document the sales enablement and onboarding process for digital health products in hospital settings.
2. To identify specific challenges and objections faced during onboarding and product demonstrations.
3. To analyze the strategies employed to tailor pitches and communication to hospital-specific workflows.
4. To assess the impact of field-based interactions on overcoming resistance and driving digital adoption.

6. Hypotheses:

- **H1:** Field-based product demonstrations enhance onboarding success rates for digital health solutions in hospitals.
- **H2:** Personalized communication and proactive follow-ups improve hospital engagement and reduce resistance to digital adoption.

7. Materials and Methods:

- **Study Design:** Observational field study combining internship experiences, weekly logs, and performance summaries.
- **Study Setting:** Chikitsa, with field visits to multiple partner hospitals.
- **Duration:** March 17, 2025 – June 17, 2025 (3 months).
- **Data Sources:** Internship weekly reports, CRM records, client interaction logs, feedback summaries, and mentor evaluations.
- **Data Collection:** Continuous documentation of field activities, noting client feedback, tracking technical issues, recording onboarding outcomes, and reflecting on challenges faced.

8. Data Analysis Plan:

- A comprehensive review of weekly reports and client interactions to identify recurring challenges and strategies.
- Comparative analysis of onboarding outcomes, objections raised, and successful resolutions.
- Synthesis of field-based insights into a thematic framework highlighting effective practices and barriers to digital health adoption.

9. **Ethical Considerations:** This study is based solely on personal internship experiences and internal organizational observations. No sensitive hospital data or patient information was used. Data has been anonymized, and all internal documents are cited with proper acknowledgment. References will adhere to the **Vancouver referencing style**.

10. Implications of Research: The findings of this report emphasize that successful digital health adoption requires more than just robust technology. It depends on personalized, field-based strategies that address operational concerns, overcome resistance, and foster long-term trust. Sales enablement professionals must blend technical expertise with strong communication skills and adaptability to bridge the gap between innovation and implementation.

These insights are relevant for **healthtech firms, sales teams, medico-marketing agencies, and hospital administrators** looking to drive digital transformation effectively in healthcare environments. The report demonstrates how **real-world fieldwork** can inform best practices and enhance digital adoption strategies.

11. References: A carefully curated list of references from academic journals, industry reports, and internal documentation will be compiled, following the **Vancouver referencing style**.