

Internship Report

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By

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WINGLOBE HEALTHCARE PVT. LTD.

INTERNSHIP REPORT

Introduction

This report details my comprehensive internship experience at Winglobe Healthcare, a prominent med- tech solutions company based in Bengaluru, India. The internship spanned three months, during which I engaged in various projects and activities that provided deep insights into the medical technology industry, particularly in the development and marketing of advanced surgical equipment. This experience was invaluable in bridging the gap between theoretical knowledge and practical application in a real-world corporate environment.

Objectives of Internship

The primary objectives of my internship at Winglobe HC were multifaceted and designed to maximize learning and professional development:

- 1. Practical Knowledge Acquisition:** To gain hands-on experience and a deeper understanding of the medical technology sector, specifically focusing on the development, testing, and marketing of advanced surgical devices.
- 2. Industry Insight:** To comprehend the operational dynamics of a leading med-tech company, including its strategic decision-making processes and market positioning.
- 3. Project Contribution:** To actively contribute to ongoing projects, thereby enhancing my skills in research, analysis, and project management.
- 4. Skill Enhancement:** To develop and refine my technical, analytical, and communication skills in a professional setting.

Organizational Profile

Winglobe HC, established in 2016, has quickly risen to prominence in the med-tech industry, specializing in the development and marketing of innovative surgical technologies. The company is dedicated to improving surgical outcomes through its range of high-quality, cost-effective products. Winglobe HC's product portfolio includes advanced Electrosurgical Units (ESUs) and state-of-the-art imaging platforms.

- **Electrosurgical Units:** The Elektriz & Strom range of ESU systems are designed to provide precise and efficient tissue cutting and coagulation, enhancing surgical efficiency and safety.
- **Imaging Platforms:** The Argus 4K endoscopic camera system offers high-resolution imaging capabilities, crucial for complex surgical procedures.

Winglobe HC's mission is to deliver reliable, innovative solutions that meet the evolving needs of the global healthcare market. The company's commitment to excellence and innovation is reflected in its continuous investment in research and development.

Services Provided by Organization

Winglobe HC offers a wide range of services designed to support healthcare professionals and enhance surgical outcomes:

- 1. Development and Manufacturing:** Winglobe HC is involved in the entire lifecycle of its products, from initial design and development to manufacturing and quality assurance. This ensures that all products meet stringent safety and efficacy standards.
- 2. Market Analysis:** The company conducts thorough market research to identify trends, demands, and opportunities in the surgical technology sector. This helps in developing products that are not only innovative but also relevant to current market needs.
- 3. Customer Support:** Winglobe HC provides extensive training and technical support to healthcare professionals, ensuring they can effectively use the company's products. This includes in-person training sessions, online tutorials, and comprehensive user manuals.
- 4. Research and Development:** The company is heavily invested in R&D to continually improve its product offerings and stay ahead of technological advancements in the med-tech industry.

Key Activities/Projects Undertaken Other than Dissertation

During my internship, I had the opportunity to engage in several key activities and projects, which significantly enriched my learning experience:

- 1. Market Research:** I was involved in conducting detailed market research to identify trends and opportunities in the surgical technology sector. This research was instrumental in shaping the company's product development strategies and marketing plans.
- 2. Customer Engagement:** I collaborated with the customer support team to address queries from healthcare professionals. This involved understanding their concerns, providing solutions, and gathering feedback to improve the products.
- 3. Technical Documentation:** I helped prepare technical manuals and user guides for new products. This required a deep understanding of the products' functionalities and the ability to communicate complex information clearly and concisely.

In addition to these activities, I was assigned two major projects:

Expanding Distribution Footprint:

This project involved identifying relevant distributors using platforms like India Mart and systematically telecalling to engage potential distributors. I also followed up by sending company and product profiles and setting up final meetings with senior management. Additionally, I met purchase heads in hospitals to identify potential dealers for Winglobe Healthcare.

Market Promotion of Ligapro Vs:

This project required identifying hospitals and Gynae, onco, uro, paediatric and general surgeons via internet searches and referrals. I conducted initial screenings to verify leads, visited hospitals to promote Ligapro Vs, and convinced surgeons to evaluate the product in their operating theatres. Post-evaluation, I collected feedback and drove towards product sales.

These activities provided a well-rounded experience, allowing me to understand various aspects of the business and develop a diverse skill set.

Key Learnings from Internship

My internship at Winglobe HC was a transformative experience that provided numerous key learnings:

- 1. Industry Insights:** I gained a comprehensive understanding of the medical technology industry's dynamics, including the challenges and opportunities faced by companies in this sector. This included insights into regulatory requirements, market trends, and competitive strategies.
- 2. Technical Knowledge:** Working closely with the development team enhanced my technical knowledge of ESU systems and endoscopic technologies. I learned about the underlying principles of these technologies, their applications in surgery, and the importance of continuous innovation.
- 3. Project Management:** I developed strong project management skills, learning how to plan, execute, and monitor projects effectively. This included managing timelines, coordinating with team members, and ensuring that project objectives were met.
- 4. Communication:** The internship improved my communication skills, both written and verbal. I learned how to convey technical information clearly, collaborate with colleagues from different departments, and present findings to senior management.
- 5. Problem-Solving:** I faced various technical and logistical challenges during my internship, which enhanced my problem-solving abilities. I learned to approach problems systematically, analyze different solutions, and implement the most effective one.

Overall, this internship provided a solid foundation for my future career in the medical technology field, equipping me with the knowledge, skills, and the experience need to excel.