

INTERNSHIP AT DR B LAL CLINICAL LABORATORY PRIVATE LIMITED

Internship Submitted to



The IIHMR University, Jaipur

for the partial fulfilment for the award of the degree of

Master of Business Administration

in

Pharmaceutical Management

by

NAVEEN KUMAR

Under the Supervision and Guidance of

DR. AKSHAY KUMAR MISHRA

2025

OVERVIEW OF A COMPANY

Dr. B. Lal Clinical Laboratory Pvt. Ltd. was established in 1991 with a motive of Serves Best, Serves All and since then it has been working uninterrupted to provide Pathological and Diagnostic solutions that incorporate the best infrastructural and technological advancements in the world of the health sector. Our passion is to deliver the best quality healthcare services combined with the uncompromised trust shown by doctors and patients in our services have made us a distinguished preference over the last 30+ years. Dr. B. Lal Clinical Laboratory Pvt. Ltd. is a leader in reputed pathology lab networks. We are the fastest growing Pathology Lab Network that has more than 150+ Collection Centre's throughout Rajasthan and a highly sophisticated state-of-the-art Central Processing Laboratory with 12 Regional Laboratories at Ahmedabad, Ajmer, Alwar, Bhilwara, Bharatpur, Bikaner, Chittorgarh, Jodhpur, Kotputli, Kota, Sri Ganganagar and Sikar. Currently, we offer more than 1500+ different tests in Clinical Pathology & Biochemistry, Haematology, Microbiology, Serology and Molecular Biology. These tests are conducted in a most professional environment using high-end technology BSL-2 and we have the biggest team of experts in Rajasthan who work together to eliminate any scope for inaccuracies or errors. At Dr. B. Lal Clinical Laboratory, we have always been in the incorporation and application of new and advanced technologies in the field of pathology and thereby have always lived up to our motto.

- 60 lakh + tests per year
- 32+ years Of Diagnostics Services Expertise
- 100+ collection center across Rajasthan
- 10 Regional Labs
- NABL certified clinical laboratory
- Qualified & specialist team Of Medical Experts And Technicians
- Fully Automated Laboratory with Advanced Technology
- Fastest Turn Around Time

Our Vision:

To become India's leading healthcare partner, recognized for delivering highest customer satisfaction.

Our Mission:

We are committed to deliver excellence in healthcare services through self-led team, innovation and advanced technology.

OBJECTIVES OF THE INTERNSHIP

The objectives of this internship were designed to align both with my academic curriculum and the operational needs of the B2I department at Dr. B. Lal Clinical Laboratory. The following goals were pursued throughout the internship period:

1. To gain practical exposure to the real-world workings of corporate sales in the diagnostics sector.
2. To understand the strategies and execution process of B2I (Business-to-Institution) marketing and institutional client engagement.
3. To assist in planning, organizing, and executing wellness camps and health awareness programs.
4. To participate in field visits and client meetings for direct business development and lead generation.
5. To learn proposal development, client pitching, and follow-up communication with HR/Admin departments.
6. To experience the coordination involved between various departments like logistics, phlebotomy, and reporting to ensure smooth camp delivery.
7. To enhance business communication, reporting skills, and team collaboration in a professional healthcare environment.
8. To develop an understanding of customer relationship management and service excellence.

SERVICES PROVIDED BY THE ORGANIZATION

Dr. B. Lal Clinical Laboratory Pvt. Ltd. is a leading diagnostic service provider in Rajasthan, offering a wide range of clinical testing and health-related services. The organization is known for its commitment to quality diagnostics, accuracy, and customer-centric service delivery. The services provided by the organization can be broadly classified into the following categories:

1. **Pathology and Laboratory Services:**
 - Biochemistry, Hematology, Immunology, and Clinical Pathology tests
 - Automated and manual diagnostic testing with NABL accreditation
 - Sample collection centers across Rajasthan and nearby states
2. **Radiology Services:**
 - X-ray (PA/AP views), Chest X-ray, and other general radiographic investigations
 - ECG, Ultrasound, and Echo services.
3. **Preventive Health Check-up Packages:**
 - Custom wellness check-up plans for individuals and institutions
 - Annual health screenings for employees, executives, and families
 - Pre-employment and periodic check-up panels

4. Corporate and Institutional Services (B2I):

- Health camp organization at client sites (industries, schools, hotels, etc.)
- Tailored diagnostic solutions for bulk testing and institutional tie-ups
- Employee wellness dashboards and engagement tools

5. Home Sample Collection Services:

- Online booking and sample pickup from patient's location
- Real-time tracking of sample collection and reporting status

6. Digital Services:

- Online report access via web portal and mobile app
- SMS/email updates for report status
- CRM-integrated tools for client servicing and feedback

7. Customer Support and Feedback Handling:

- Dedicated helpline for test inquiries and reporting issues
- Feedback system to improve service delivery and satisfaction

KEY ACTIVITIES PERFORMED DURING THE INTERNSHIP

During my internship at Dr. B. Lal Clinical Laboratory Pvt. Ltd., I was assigned to the B2I (Business-to-Institution) department, where I was involved in various field and coordination-based responsibilities. These activities were designed to expose me to the real-time functions of corporate healthcare marketing and diagnostics sales.

1. Corporate Client Visits and Lead Generation:

I actively visited corporate offices, educational institutions, industrial units, and hotels to pitch diagnostic services and initiate potential tie-ups. I introduced the lab's offerings to HR/Admin heads and shared tailored corporate wellness packages.

2. Proposal Preparation and Sharing:

Based on client discussions, I prepared customized proposals for health checkup packages and services. I coordinated with the sales manager to finalize package pricing and shared these proposals through email and WhatsApp.

3. Health Camp Planning and Execution:

One of my major responsibilities included coordinating the logistics of wellness camps. I ensured materials, forms, and phlebotomist schedules were aligned. On camp day, I assisted in setting up booths, registering attendees, and ensuring smooth sample collection.

4. Calling and Follow-Up:

I conducted regular follow-up calls with prospective and existing clients to confirm meetings, remind them about camp schedules, and collect feedback post-service. I maintained a call log and response status for internal reporting.

5. Client Relationship Management:

post-service, I ensured that clients received timely reports and addressed any queries related to the tests. I documented feedback and ensured complaints or delays were reported to the concerned department.

6. **Documentation and Reporting:**

Maintained lead tracking sheets, camp feedback reports, and daily performance summaries. I updated daily call status, camp confirmations, and field visit outcomes.

7. **Coordination with Internal Teams:**

Liaised with departments like sample logistics, phlebotomy, and the reporting team to ensure timely and coordinated service delivery for institutional clients.

8. **Support in Special Drives:**

I also supported region-specific campaigns like the Bhilwara Industrial Camp Drive, where I helped identify companies, initiate contact, and facilitate health camp bookings.

KEY LEARNINGS FROM THE INTERNSHIP

The three-month internship at Dr. B. Lal Clinical Laboratory Pvt. Ltd. was a transformative experience that helped bridge the gap between classroom theories and on-ground business practices in the diagnostic healthcare industry. It provided me with a platform to understand how B2I sales operate in a real-time environment, how clients are approached, serviced, and retained, and how different departments work together to deliver value to institutional clients.

Below are the in-depth learnings categorized into professional, technical, and personal development:

1. **End-to-End Understanding of B2I Sales Process:**

I developed a clear understanding of the full sales lifecycle — from identifying prospective clients, initiating first-level interactions, developing proposals, negotiating deals, to converting leads into actual business through wellness camps or panel tie-ups. This gave me a practical view of strategic sales in the diagnostic space.

2. **Client Handling and Relationship Building:**

The internship enhanced my ability to interact confidently with HR and Admin officials of various institutions. I learned how to build trust through follow-ups, clear communication, personalized support, and timely service delivery — key to maintaining long-term client relationships.

3. **Proposal Structuring and Presentation:**

I became proficient in preparing professional, well-structured corporate proposals tailored to the needs of companies from different sectors. This included choosing suitable test packages, pricing them correctly, and conveying the value proposition effectively.

4. **Project and Camp Management Skills:**

Organizing wellness camps involved logistical planning, team coordination, and real-time problem-solving. I learned to anticipate challenges, manage resources, and deliver services under time-bound conditions.

5. **Reporting and Documentation:**

I regularly maintained lead sheets, camp execution logs, and client feedback records. This taught me the value of accuracy in documentation and how systematic reporting supports management in strategic decision-making.

6. **Understanding Consumer Behavior in B2I Context:**

By observing client responses and patterns in deal closures, I gained insights into what institutions look for in a diagnostic partner — such as speed, quality, personalization, and post-service support.

7. **Digital Tools and Sales Analytics:**

I worked with Excel trackers, Google Forms, and internal templates that helped monitor sales

progress, client engagement, and campaign performance. This sharpened my data handling and analytical skills.

8. **Team Collaboration and Interdepartmental Coordination:**

I worked closely with sample collection, logistics, and report delivery teams. This helped me understand how internal efficiency translates into customer satisfaction, and why communication within departments is key in service industries.

9. **Time and Territory Management:**

Managing multiple client visits across different locations, while ensuring timely reporting and task closure, helped me improve personal discipline, time allocation, and route planning skills.

10. **Adapting Theory to Practice:**

I was able to directly apply my academic knowledge from marketing, sales strategy, and CRM in real-world scenarios. Whether it was pitching a value-based product, segmenting clients, or drafting a compelling proposal, this internship helped reinforce learning through practical application.

11. **Confidence Building and Professional Exposure:**

Fieldwork, daily client interactions, and participation in official meetings gave me exposure to corporate culture and improved my presentation, negotiation, and communication skills.