

Internship Report

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Enrollment No.: IIHMR-U/02/2023-25/0540

Program: MBA in Pharmaceutical Management

Internship Duration: 10th March 2025 to 31st May 2025

Organization: Winglobe Healthcare

Role: Energy Device Consultant Management Trainee

Dissertation Topic: Trends in the Adoption of Minimally Invasive Surgical Devices
in Indian Healthcare

1. Introduction

Introduction

As a part of my MBA (Pharmaceutical Management) program at IIHMR University, I undertook my internship at Winglobe Healthcare, Bangalore, in the domain of Market Research and Strategic Insights. The internship duration was from March 10, 2025, to June 30, 2025. The focus was on assessing the adoption trends of minimally invasive energy surgical devices in the Indian healthcare system, with a specific case study from Bhopal.

2. Objectives of Internship

- To study the current landscape of **energy-based minimally invasive devices** in Indian hospitals.
- To assess the key **drivers and barriers** influencing their adoption.
- To understand the **role of training, cost, and vendor support** in device acceptance.
- To provide strategic **recommendations for device penetration** in Tier-2 markets.

3. Organizational Profile

Winglobe Healthcare is a leading player in the Indian medical devices industry, focused on **innovative surgical solutions** and **energy-based technologies**. The company collaborates with hospitals to provide **cutting-edge tools** that enhance surgical outcomes and improve patient care. Its focus lies in **training, service, and product innovation** across diverse healthcare settings.

4 Services Provided by Organization

- Manufacturing & Distribution of minimally invasive surgical devices.
- Technical support and clinical training workshops for surgeons and biomedical staff.
- Strategic market penetration through Tier-2 city outreach programs.
- Collaborations with hospitals and OT departments for device trials and adoption.

5. Key Activities/Projects Undertaken Other Than Dissertation

- Participated in hospital outreach and data collection initiatives in Bhopal.
- Supported the training sessions and observed live demonstrations of devices.
- Conducted interviews with biomedical engineers and OT staff to understand adoption barriers.
- Assisted in preparing sales insights and competitor benchmarking reports..

6. Key Learning from Internship

- Understood the real-world challenges in surgical device adoption in public vs. private healthcare.
- Gained insights into the role of clinical evidence, surgeon preference, and hospital budget in procurement decisions.
- Learned the value of field research and multi-stakeholder engagement in strategy formulation.
- Developed communication, analytical, and strategic thinking skills within the medical device marketing domain.

7. Conclusion

My internship at Winglobe Healthcare provided a deep and practical understanding of the medical device industry, particularly in the area of minimally invasive surgical technologies. Through extensive fieldwork, interactions with healthcare professionals, and active participation in research and training initiatives, I gained valuable insights into the adoption patterns, operational challenges, and strategic opportunities in Tier-2 healthcare markets like Bhopal.

This experience not only strengthened my domain knowledge in healthcare marketing and device adoption, but also enhanced my abilities in data collection, analysis, and stakeholder communication. The exposure to real-world industry practices and collaboration with cross-functional teams has equipped me with the skills and confidence to contribute meaningfully in the pharmaceutical and medical device sectors.

Overall, the internship was an enriching journey that bridged academic learning with industry expectations and laid a strong foundation for my professional growth.