



A FUSION OF “MEDICAL PLUS DIGITAL” FOR HCP’S

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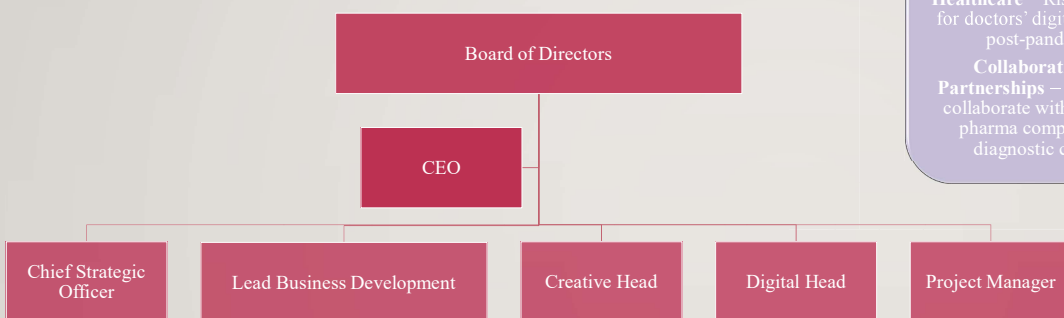
The Health Convo empowers doctors to build **sustainable, future-ready** practices by handling the business side of healthcare. While doctors focus on healing, we **streamline operations, boost digital presence, and drive strategic growth**. Our tailored solutions **unburden healthcare professionals from administrative challenges**, helping them deliver better care with confidence. We're not just consultants—we're **partners in transforming the healthcare ecosystem**.

Vision- To be the most trusted and influential business consulting firm for healthcare professionals, empowering doctors with strategic, digital, and operational excellence.

Mission- To transform healthcare by equipping doctors with tools, strategies, and insights to build thriving, patient-centric practices. We support efficient management, ethical marketing, and cutting-edge digital solutions.



ORGANIZATIONAL CHART



Theory Understanding	Practical Exposure
1. Market segmentation and customer profiling	1. Direct customer identification on-field
2. Managerial styles and leadership theories	2. Applied managerial skills in the field
3. Problem-solving models and tools	3. On-spot objection handling
4. Data collection methods and tools	4. Ground-level market observation
5. Time management techniques	5. Time management during field visits

Major Learnings During Internship

- **Client Interaction Skills** – Developed confidence in presenting and handling live client objections.
- **Sales and Pitching Experience** – Learned to adapt pitch strategies based on doctor specialization.
- **Field Resilience** – Learned to stay positive and consistent despite rejections and setbacks.
- **Time & Resource Management**: Developed better planning and time management skills for field visits.
- **Negotiation & Conflict Resolution**: Learned how to negotiate, handle objections, and overcome resistance to new service.
- **Professional Etiquette** – Understood the importance of respect, clarity, and brevity in client interactions

Challenges Faced During Internship

- **Doctor Availability Issues** – Doctors were often busy with patients, making it hard to get meeting time.
- **Existing Partnership** – Some doctors were already tied with other agencies and not open to new services.
- **Objection Handling** – Doctors questioned pricing, service value and concession.
- **Delayed Conversions** – Interested doctors often needed multiple follow ups before deciding.

Suggestions For The Organization

- **CRM Implementation**: Use CRM tools to efficiently track doctor interactions, follow-ups, and conversion progress.
- **Hybrid Outreach Strategy**: Combine field visits with digital introductions via WhatsApp or email to warm up leads..
- **Training for Interns**: Implement structured training programs for new interns, this would boost their confidence and effectiveness
- **Focus on Untapped Markets**: Target less digitized mid range doctor, create a different price segment for mid range doctor and as well premium level doctor.

