

SUMMER INTERNSHIP PROGRAM

at

The Health Convo

13th May 2025 to 25th July 2025

A REPORT BY

Tanoy Maji

Master of Business Administration

Pharmaceutical Management

Roll no- 0721

2024-26

under the Mentorship of

Saurabh Kumar Banerjee

Dean & Associate Professor- School of Pharmaceutical Management

IIHMR UNIVERSITY, JAIPUR





CERTIFICATE
THE HEALTH CONVO

This is to proudly certify that **Tanoy Maji** has successfully completed a **75-day internship** at **The Health Convo** in the capacity of **Business Development Intern**, from **13th May 2025** to **25th July 2025**.

Throughout the internship tenure, he demonstrated active engagement in diverse facets of business development, including strategic lead generation, client communication, pipeline nurturing, and conversion tracking. The role demanded initiative, persistence, and adaptability — all of which were met with commendable dedication.

We are pleased to acknowledge his performance, specifically in terms of measurable conversion outcomes and client engagement, and assign the following overall performance rating:

Performance Rating: *Excellent*

We extend our appreciation for his efforts and commitment during the internship and wish him continued growth and success in future professional endeavors.

With best wishes,
Mr. Vivekanand Mishra
Co-founder & CEO
The Health Convo

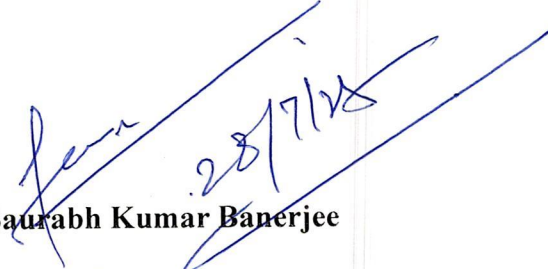


IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Tanoy Maji** of the academic year 2024-26 **School of Pharmaceutical Management** has prepared a poster with respect to his summer internship held during May-July 2025.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 29/07/2025

A handwritten signature in blue ink, appearing to read 'Saurabh', followed by the date '28/7/25' and a large diagonal stroke.
Dr Saurabh Kumar Banerjee

Dean

School of Pharmaceutical Management,

IIHMR University Jaipur



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

Presented by – Tanoy Maji

Roll No. 0721(MBA PM)

University Mentor – Saurabh Kumar Banerjee

Organization Mentor – Mr. Sundeip Bhatia

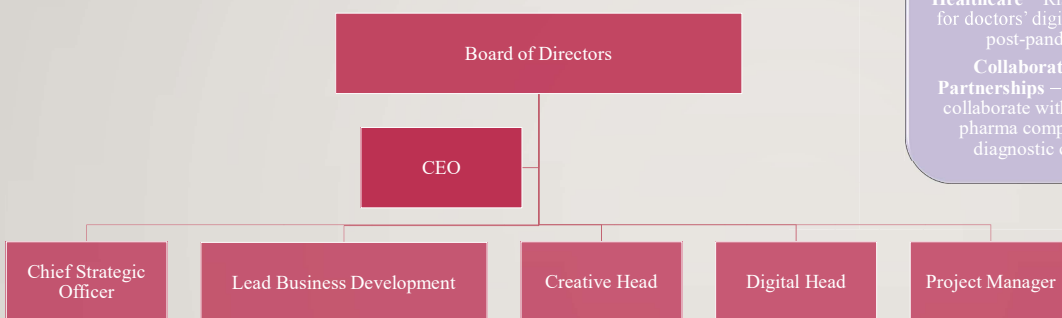
The Health Convo empowers doctors to build **sustainable, future-ready** practices by handling the business side of healthcare. While doctors focus on healing, we **streamline operations, boost digital presence, and drive strategic growth**. Our tailored solutions **unburden healthcare professionals 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.



Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 01

From: 13/05/2025 to 17/05/2025

Activity Done	Attended an orientation session which mainly covered the company's mission, vision and responsibilities as an intern. Then Received a sales pitch which I had to practice of delivering it in front of doctor. After practicing the pitch, I visited different hospitals and clinics in my allocated area. In field visit I got many positive responses, and they wanted to connect with the further process for closing the deal.
Linking theory (Classroom learning) with practice at your organization	Professionalism and communication skills which I have learned and inculcated during my classes. Gained practical hand experience in the ground level engagement and healthy conversation with the doctors.
Gaps identified on the working area.	Reaching out to the doctors is difficult during field visits due to the lack of appointment-based scheduling. Dependency on the online platform to identify doctors which has some cases lack of information.
Suggestions for improvement	Schedule field visits with proper appointment and efficient time management. More practice about the pitch which I must deliver in front of doctors to boost ground level confidence.
Plan for the next week	Identify 12 doctors and meet at least 6 doctors in a day and give information about what services we are providing to optimize their business and growth their patient outreach.

Signature of the Student

Approved by the IIMMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 02

From: 19/05/2025 to 24/05/2025

Activity Done	This week I visited various hospitals and clinics in my allocated area. In field visit I got many positive responses, and they were wanted to connect with the further process for closing the deal.
Linking theory (Classroom learning) with practice at your organization	Gained practical in hand on experience in the ground level engagement and healthy conversation with the doctors.
Gaps identified on the working area.	Reaching out to the doctors is difficult during field visits due to the lack of appointment-based scheduling. Dependency on the online platform to identify doctors which has some cases lack of information.
Suggestions for improvement	Schedule field visits with proper appointment and efficient time management. More practice about the pitch which I must deliver in front of doctors to boost ground level confidence.
Plan for the next week	Identify 10 doctors and meet at least 5 doctors in a day and give information about what services we are providing to optimize their business and growth their patient outreach.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 03

From: 26/05/2025 to 31/05/2025

Activity Done	This week I had targeted various hospitals and clinics in my allocated area. In the field visit firstly I had identified our customers then went their clinics & hospitals for briefing and there I got many positive responses as well as one of the among customer was wanted to connect with the further process of closing the deal.
Linking theory (Classroom learning) with practice at your organization	Gained practical hand-on experience in ground level engagement and healthy conversation with the doctors
Gaps identified on the working area.	Reaching out to the doctors is difficult during field visits due to the lack of appointment-based scheduling. While briefing some doctors were saying they have already invested so they didn't show their interest.
Suggestions for improvement	Schedule field visits with proper appointment and efficient time management. More practice about the pitch which I must deliver in front of doctors to boost ground level confidence. Always use a laptop while briefing it helps to attract customer interest.
Plan for the next week	I will be following up the positive response of customers and know their thoughts and opinion about our services also about what services they are interested in based on this deal will be closed.

Signature of the Student

Approved by the IIHMR University's Ment

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 04

From: 02/06/2025 to 07/06/2025

Activity Done	This week I had Attempted 29 doctors also targeted various hospitals and clinics in my allocated area. In these attempted doctors I was able to physically meet 19 doctors and from these 6 are positive customers which I must follow up in the next weeks. In these 6 positive customers most of them interested in Social Media management and one customer requires search engine optimization.
Linking theory (Classroom learning) with practice at your organization	Effective communication, proper understanding and gained practical hand-on experience in ground level engagement and healthy conversation with the doctors.
Gaps identified on the working area.	Reaching out the doctors is difficult when there is heavy patient footfall so automatically waiting time will increase. While briefing some doctors were saying they have already invested so they didn't show their interest.
Suggestions for improvement	Identified the date or time in which the patient footfall will lower or take appointment from the doctor. More practice about the pitch which I must deliver in front of doctors to boost ground level confidence.
Plan for the next week	I will be following up with the positive response of customers and know their thoughts and opinion about our services also about what services they are interested in based on this deal will be closed.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 05

From: 09/06/2025 to 14/06/2025

Activity Done	This week I had Attempted 28 doctors for follow up whom all are positive customer in my allocated area. In these attempted doctors I was able to follow up 16 doctors and from these doctors 1 positive customer who is new identified doctor and 13 old positive customers showed their interest and some of them said to come next week because they were busy in this week whom all I must follow up in next week.
Linking theory (Classroom learning) with practice at your organization	An effective management, proper understanding and gained practical hand on experience in the ground level engagement and healthy conversation with the doctors.
Gaps identified on the working area.	Reaching out to the doctors is difficult when there is heavy patient footfall so automatically waiting time will increase.
Suggestions for improvement	Identified the date or time in which the patient footfall will lower or take appointment from the doctor. More practice about the pitch which I must deliver in front of doctors to boost ground level confidence.
Plan for the next week	I will be following up with the positive response of customers who gave next week's meeting date and know their thoughts and opinion about our services also about what services they are interested in based on this deal will be closed.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 06

From: 16/06/2025 to 21/06/2025

Activity Done	This week I had Attempted 26 doctors for follow up whom all are positive customer in my allocated area. In these attempted doctors I was able to follow up 20 doctors and from these doctors 3 positive customers who are new identified doctors, and 17 old positive customers showed their interest and from these old positive customers some said that they need few months after few months they will contact us as well as some are not planning to open their own clinic.
Linking theory (Classroom learning) with practice at your organization	Time management, proper understanding and gained practical hand on experience in ground level engagement and healthy conversation with the doctors.
Gaps identified on the working area.	Reaching out to the doctors is difficult when there is heavy patient footfall, and some customers changed their minds so when I went for follow up, they back out that time.
Suggestions for improvement	Identified the date or time in which the patient footfall will lower or take appointment from the doctor. The interval between the first meeting and second call for follow-up should be decrease.
Plan for the next week	I will be following up with the positive response of customers who gave next week's meeting date and know their thoughts and opinion about our services also about what services they are interested in based on this deal will be closed.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 07

From: 23/06/2025 to 28/06/2025

Activity Done	This week I had Attempted 29 doctors for follow up whom all are positive customer in my allocated area. In these attempted doctors I was able to follow up 17 doctors and from these doctors 2 positive customers who is new identified doctor, and 15 old positive customers showed their interest and from these old positive customers some said that they need few months after few months they will contact us as well as some are not planning to open their own clinic.
Linking theory (Classroom learning) with practice at your organization	Two-way communication style, proper understanding and gained practical hand-on experience in ground level engagement and healthy conversation with the doctors.
Gaps identified on the working area.	Reaching out to the doctors is difficult when there is heavy patient footfall, and while briefing some doctors were not listening to our services because they already invested their money in these services.
Suggestions for improvement	Identified the date or time in which the patient footfall will lower or take appointment from the doctor. Improvement of customer identification and before approaching doctors proper research should be made.
Plan for the next week	I will be following up with the positive response of customers who gave next week's meeting date and know their thoughts and opinion about our services also about what services they are interested in based on this deal will be closed.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 08

From: 30/06/2025 to 05/07/2025

Activity Done	This week I had Attempted 25 doctors for meeting whom some are positive customer and some new identified in my allocated area. In these attempteddoctors I was able to meet 14 doctors and from these doctors 2 positive customers who are new identified doctors, and 6 old positive customers showed their interest and from these old positive customers some said that they need few months after few months they will contact us as well as some are not planning to open their own clinic.
Linking theory (Classroom learning) with practice at your organization	Proper understanding and gained practical hand on experience in ground level engagement, Managerial style and healthy conversation with the doctors.
Gaps identified on the working area.	Reaching out to the doctors is difficult when there is heavy footfall, and while briefing some doctors were not listening to our services because they already invested their money in these services.
Suggestions for improvement	Identified the date or time in which the patient footfall will lower or take appointment from the doctor. Improvement of customer identification and before approaching doctors proper research should be made.
Plan for the next week	I will be following up with the positive response of customers who gave next week's meeting date and know their thoughts and opinion about our services also about what services they are interested in based on this deal will be closed.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 09

From: 07/07/2025 to 12/07/2025

Activity Done	This week I had Attempted 17 doctors for meeting among them some are positive customer and some new identified in my allocated area. In these attempts, I was able to meet 11 doctors and among them were 2 positive customers whom I have new identified and 4 were old positive customers who showed their interest among them one dermatologist who was already on board, but I had to meet to discuss her billing cycle and strategies to move forward.
Linking theory (Classroom learning) with practice at your organization	Proper understanding of client handling and gained practical hand on experience in ground level engagement, Managerial style.
Gaps identified on the working area.	Doctors do not show their interest while I am meeting that doctor frequently, and while briefing some doctors were not listening to our services because they already invested their money in these services.
Suggestions for improvement	The frequency of meeting with doctors should not be more than once a week. Improvement of customer identification and before approaching doctors proper research should be made.
Plan for the next week	I will be following up the positive response of customers, those who gave next week's meeting date, more focus on the client conversion and know their thoughts and opinion about our services also about what services they are interested in based on this deal will be closed.

Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Week no: 10

From: 14/07/2025 to 19/07/2025

Activity Done	This week I had Attempted 14 doctors who were positive potential in my list. I focused only on positive potential customers following up and converting them into our client. I met 3 gynecologists, among them 2 showed their interest towards social media management and they said they want some time to settle their clinic after that they will contact us for further process. One dermatologist was having a problem regarding the prices of the package, but me and my superior had solved that problem so now she is our client, and we made a deal.
Linking theory (Classroom learning) with practice at your organization	Managerial style, proper understanding and gained practical hand on experience in ground level engagement and healthy conversation with the doctors.
Gaps identified on the working area.	Reaching out the doctors is difficult when there is heavy patient footfall, and some customers changed their mind so when I went for follow up, they backout that time.
Suggestions for improvement	Identified the date or time in which the patient footfall will lower or take appointment from the doctor. The interval between the first meeting and the second call for follow-up should be decrease.
Plan for the next week	I will be following up my remaining positive response to those who gave next week's meeting date and along with I will be meeting with a few new identified customers.

Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program: Business Development

Name of the Student: Tanoy Maji

Roll no: 0721

Stream: Pharmaceutical Management

Activity Done	In these 10 weeks of internship at The Health Convo, I have been immensely occupied with the business development training targeted at doctors in the outlying area. I approached and attempted to arrange meetings with about 120 plus doctors & was able to meet with 70 plus of them in person. My duties basically consisted of customer profiling, pitching the company's products and services, overcoming rebuttals, and converting prospects into patients. I followed up on a regular basis, engaged in billing discussions for ongoing procedures, and assisted doctors with inquiries about discounts, fees, and treatment options.
Linking theory (Classroom learning) with practice at your organization	I applied managerial principles such as relationship management, customer handling, and sales procedures that I learned through classroom instruction. Actual interaction with healthcare professionals provided hands-on experience with customer engagement, concession, and request understanding. This enhanced my practice in communication strategies and interpersonal skills, reflecting the theoretical concepts of healthcare marketing and client segmentation.
Gaps identified on the working area.	Several gaps were observed during my internship such as difficulty in reaching doctors who are our main customers because of higher case footfall, lack of interest from doctors because already they associated with the similar services from other organizations, contradictory in maintaining follow-up timelines, and effects in gathering previous ground information before approaching potential customer. Also, constant visits without proper filtering led to minimal resource application.

Suggestions for improvement	Informed by hands-on fieldwork, my recommendation goes deeper into pre-visit exploration and client profiling to populate high-implicit leads. The frequency of visits should also be optimized and, at best, limited to once a week to avoid repetitiveness. Meetings scheduled over low-footfall hours or against an earlier appointment can increase conversion classes. A further data-driven approach in mapping doctor-chambers and their conditions can support delivering more customized results.
Key Learnings	➤ Experience in negotiations and dealing with clients in a healthcare setting in an ultrapragmatic way. ➤ Enhanced communication and concession skills by maintaining regular customer relationships. ➤ Taught the essence of patience, persistence, and strategic follow-up in business development. ➤ Gathering insights leads to conversion in the healthcare industry. ➤ Learning how to align organization services with client needs via feedback and objection handling. ➤ Create a structured pathway towards client profiling, follow-ups, and deal closure.

Approved by the IIHMR University's Mentor

Report should be maximum of 10-12 pages excluding the weekly reports and poste...