

Medical Plus Digital for HCP's

THE HEALTH CONVO
Name : SHIVANSH MEHROTRA
Roll No: 0710
Batch: MBA PM'16

BUSINESS DEVELOPMENT
University Mentor: Dr. Rahul Sharma
Organization Mentor – Dr Sundeip Bhatia

LIHMR UNIVERSITY

ABOUT COMPANY

THE HEALTH CONVO is a healthcare business consulting firm based in Hyderabad, focused on digital transformation for doctors and clinics. It provides strategic guidance, marketing, and technology solutions tailored for the healthcare sector.

Vision: Bridge healthcare and technology.

Mission: Empower healthcare professionals with digital tools.

Structure: Team of consultants, analysts, and digital marketers

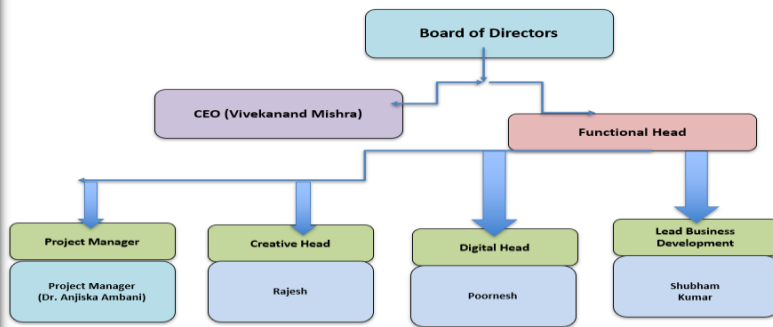
VISION

To be the most trusted and influential business consulting firm for healthcare professionals empowering doctors with the strategic, digital, and operational excellence needed to revolutionize patient care and establish thriving medical practice

MISSION

At **The Health Convo**, our mission is to transform healthcare by equipping doctors and healthcare professionals with the tools, strategies, and insights needed to build thriving, patient-centric practices. We believe that excellent medical care should be complemented by efficient practice management, ethical marketing, and cutting-edge digital solutions.

ORGANIZATION STRUCTURE



TOWS ANALYSIS

TOWS Matrix

	Opportunities (O)	Threats (T)
Strengths (S)	SO Strategies: - Leverage expert-led content to partner with clinics & NGOs. - Use strong UX and growing community to expand into nutrition & mental health	ST Strategies: - Highlight evidence-based content to stand out from misinformation. - Emphasize platform security and expert moderation to build user trust
Weaknesses (W)	WO Strategies: - Collaborate with influencers to boost awareness despite a small marketing team. - Develop a simplified version of the app for less tech-savvy users	WT Strategies: - Strengthen compliance/legal advisory to navigate regulations. - Invest in backend security to address privacy concerns despite small dev team

LEARNING & VALUE ADDITIONS

- ❖ Practical experience differed from classroom learning.
- ❖ Learned real-world client handling, digital consulting, and pitching services.
- ❖ Developed communication, persuasion, and problem-solving skills.

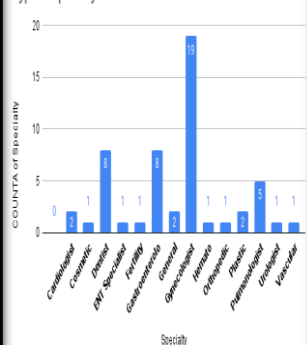
CHALLENGES FACED

- ❖ Digital resistance from doctors
- ❖ Language barriers
- ❖ Infrastructure gaps
- ❖ Time constraints

SUGGESTIONS TO THE ORGANIZATION

- ❖ Use local-language brochures
- ❖ Provide follow-up support
- ❖ Train interns in objections handling
- ❖ Partner with local associations for outreach

Type of specialty visited



Theoretical Understanding Practical Exposure

Understanding	Practical Exposure
emphasizes ideal, structured communication techniques	Required adapting to each doctor's language, mood, and digital comfort
Uses planned CRM models and lifecycle management strategies	Relationship-building needed empathy, trust, and repeated personal follow-ups
Assumes digital tools naturally improve efficiency	Faced real hesitation and low tech-literacy among doctors in non-metro areas
Relies on strategic frameworks like SWOT	Required quick thinking and practical improvisation during

Strengths

: Niche expertise, client focus

Weakness

Low rural reach

SWOT Analysis

Opportunities
Growing digital healthcare

Threats
Growing digital healthcare