

SUMMER INTERNSHIP PROGRAM

at

THE HEALTH CONVO

From 13th May 2025 to 26th July 2025

A REPORT BY

Shivansh Mehrotra

Master of Business Administration

Pharmaceutical Management

Roll no-0710

2024-26

under the Mentorship of

Dr. Rahul Sharma
(Asst. Professor)

IIHMR University, Jaipur





CERTIFICATE
THE HEALTH CONVO

This is to proudly certify that **Mr. Shivansh Mehrothra** 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: *Poor*

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. Shivansh Mehrotra of academic year 2024-26 of School of Pharmaceutical Management, IIHMR University, Jaipur, Rajasthan 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.

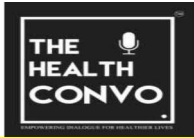
Date: 29/07/25

A handwritten signature in blue ink, appearing to be 'Rahul Sharma', written over a horizontal line.

(Signature of Faculty Mentor)

Name: **Dr. Rahul Sharma**

Designation: **Assistant Professor,
IIHMR University, Jaipur**



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

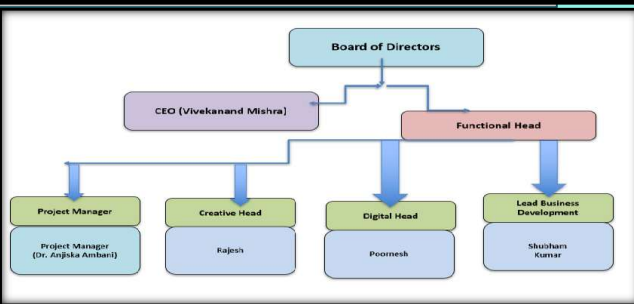
VISION

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.

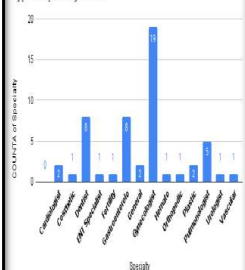
CHALLENGES FACED

- ❖ 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

Theoretical 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

Reporting Format (Weekly)

Name of the Organisation: The Health Convo

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

Name of the Student: Shivansh Mehrotra

Roll no: 0710

Stream: MBA Pharmaceutical Management

Week no: 1

From:.....13th May.....to.....17th May.....

Activity Done	1) Introduced to the organisation's culture and work 2) Sales pitch was provided 3) Memorising and understanding sales pitch 4) Guided and mentored by Mr.Sundeip Bhatia 5) Visited some doctors
Linking theory (Classroom learning) with practice at your organisation	Classroom learning was very much beneficial in this- Organising could be the core principle through which I was able to arrange different tasks
Gaps identified on the working area.	As it was the 1 st week – Some Gaps were identified like problem in multitasking, identification of areas with maximum doctors
Suggestions for improvement	More focus on improvising the sales according to regional language
Plan for the next week	In the 2 nd week the major focus would be on – Visiting more and more Gynaecologists with a thorough information about the service offered



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Roll no: 0710

Stream: MBA Pharmaceutical Management

Week no: 2

From:....19th May.....to.....24th May.....

Activity Done	1)Some changes in the sales pitch according to different region 2) An Excel Sheet in which we had to fill the details of doctors like speciality, email,contact no,remarks 3)Visited some gynaecologists
Linking theory (Classroom learning) with practice at your organisation	Decision making can be regarded as the core principle linked to this week as there were decisions related to identification of doctors and the area.
Gaps identified on the working area.	The problem and gaps identified this weeks were like approaching the doctors in the correct time slot, time management .
Suggestions for improvement	Suggestions were like deciding on the list of doctors of doctors to be visited on the next day a day before and working on that time slot.
Plan for the next week	Plan for the 3 rd week is to visit more number of doctors



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Roll no:0710

Stream: MBA Pharmaceutical Management

Week no: 3

From:...26th May.....to...31st May.....

Activity Done	1)Analysing feedback of different doctors and mentor 2) Focusing more on gynaecologists and dentists as it has prehistory of more conversions 3) Visiting 5-6 doctors every day.
Linking theory (Classroom learning) with practice at your organisation	Strategic thinking can be regarded as the best linking theory to this week. Applying different strategies to analyse the area with maximum doctors and to analyse which doctors would be interested in the service
Gaps identified on the working area.	In this week there were several gaps which were identified like problems in approaching doctors in big corporate hospitals, and identifying the speciality to be focused.
Suggestions for improvement	There were various for improvement like visiting big hospitals in the last working hours so that the core time is fully utilised
Plan for the next week	In the 4 th week- The basic vision is to convince doctors for sales and conversion.



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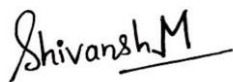
Roll no: 0710

Stream: MBA Pharmaceutical Management

Week no: 4

From: ...2nd June.....to.....7th June.....

Activity Done	1) Visiting 5-6 doctors per day. 2) Sending business proposals to the interested doctors 3) Analysing the feedback of mentors 4) Discussing with other interns about their problems
Linking theory (Classroom learning) with practice at your organisation	Customer Orientation can be regarded as the best linking theory to this week because doctors are our customers and we need to identify the major service in which they are interested in majority.
Gaps identified on the working area.	The problems identified this week were more closely understanding the pricing model of the company so as to convince the customer
Suggestions for improvement	Suggestions for improvement in this week were focusing more on the marketing and convincing skills to bring sales on the table.
Plan for the next week	In the 5 th week- The plan is to meet less new doctors but to take follow up of the existing positive responses.



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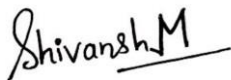
Roll no: 0710

Stream: MBA Pharmaceutical Management

Week no: 5

From:.....9th June.....to.....14th June.....

Activity Done	1)Taking follow up of the positive responses. 2) Meeting some new doctors in the area with specific speciality 3) Providing daily feedback 4)Working towards more sales and conversions
Linking theory (Classroom learning) with practice at your organisation	Motivational theory can be regarded as the best linking theory to this week as there were many ups and down but the only motivation was to sell the service to an interested customer.
Gaps identified on the working area.	The gaps identified this week that few doctors that were interested previously denied the offer statng that they were already preoccupied with another company.
Suggestions for improvement	The suggestions for improvement in this week that keeping more in contact with the interested doctors so that they feel important and loyal towards the company.
Plan for the next week	Plan for the 6 th week- To focus more on the clinics with less online presence and continue taking follow ups.



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Roll no:0710

Stream:MBA Pharmaceutical Management

Week no:6

From:.....16th June.....to.....21st June.....

Activity Done	1) Sending proposals to some of the doctors with positive responses. 2) Taking follows ups 3) Meeting few new doctors focused on their speciality 4) Working more towards sales and conversions
Linking theory (Classroom learning) with practice at your organisation	Goal setting can be regarded as the best linking theory to this week as the whole week was targeted at a specific objective and each day was aimed to achieve a specific goal.
Gaps identified on the working area.	The gap identified this week in the working area were that the weather conditions in the city and sudden slot change of the doctor also affects the preplanned work
Suggestions for improvement	The suggestions for this week were meeting more new doctors also and simultaneously taking the follow up of the positive responses.
Plan for the next week	Plan for 7 th week-Continue taking follow ups of the remaining number of doctors and striving for conversions.



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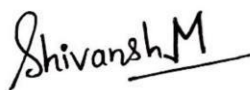
Roll no:0710

Stream:MBA Pharmaceutical Management

Week no:7

From:.....23rd June.....to.....28th June.....

Activity Done	1) Working towards sales and conversions 2) Sending specified proposals to doctors 3) Meeting some new doctors 4) Customising the package according to doctor.
Linking theory (Classroom learning) with practice at your organisation	Accountability can be the best linking theory to this week that is taking the full responsibility of my achievements and also the things which could have been done in a better way.
Gaps identified on the working area.	The Gaps identified in the area were the limited scope and generalised packages so to fill this gap we started the customised packages for different doctors.
Suggestions for improvement	The suggestions for improvement are customising more number of packages according to doctor and convincing more doctors for conversions
Plan for the next week	For the 8 th week- Meet specific doctors who are ready for buying the services and if necessary customise the packages for them.



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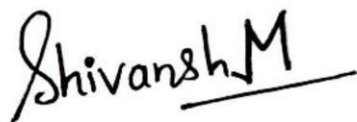
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Stream: MBA Pharmaceutical Management

Week no: 8

From:.....30th June.....to.....5th July.....

Activity Done	1) Meeting specific identified doctors 2) Customising the packages for doctors 3) Working towards sales and conversions 4) Convincing the future potential customer
Linking theory (Classroom learning) with practice at your organisation	Strategic thinking can be the best linking theory in this week because there was a use of many strategies in convincing the doctors and negotiation regarding the packages.
Gaps identified on the working area.	The gaps identified this week in the working area were lack of accessibility to the doctors due to their working slots and bad weather
Suggestions for improvement	The suggestion for improvement for this week are better management of time and conducting online meeting with the doctors if physical meetup is not possible.
Plan for the next week	For the 9 th week- Striving hard towards sales and conversions and making future customers for the company.



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Roll no : 0710

Stream: MBA Pharmaceutical Management

Week no: 9

From:.....7th July.....to.....12th July.....

Activity Done	1) Working towards sales and conversions 2) Convincing the future potential customer 3) Meeting the target number of doctors daily 4) Including the feedback of doctors with negative feedback 5) Personal Branding
Linking theory (Classroom learning) with practice at your organisation	Branding can be regarded as the best linking theory as mostly in this week I tried to build connections with the doctor and personal branding. Explaining my basic profile to doctors and tried to build relationships
Gaps identified on the working area.	The gap identified in the working area this week is inconvenience in physical meetup with all doctors due to extreme bad weather.
Suggestions for improvement	The suggestions for improvement this week are conducting more and more online meeting with doctors and focusing more on sales and conversions
Plan for the next week	The plan for the 10 th week- Proper closure of sales for the last week.



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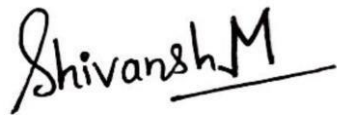
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Stream: MBA Pharmaceutical Management

Week no: 10 From: ...21st July.....to... ..26th July.....

Activity Done	This week focused on consolidating all previous field interactions and compiling a summary report. I followed up with doctors previously pitched, gathered feedback on their interest in digital solutions, and worked on a structured report to share with my mentor at THE HEALTH CONVO. I also created a presentation and poster for final internship evaluation.
Linking theory (Classroom learning) with practice at your organisation	Concepts from service marketing and customer relationship management learned at IIMMR were directly applied this week. My knowledge of healthcare consumer behavior and segmentation was used while analyzing responses from different types of doctors.
Gaps identified on the working area.	• Interns need more structured mid-internship feedback to course-correct early. • Limited documentation of past projects within the organization made onboarding slightly slower. • Need for better documentation templates and tracking mechanisms.
Suggestions for improvement	• Introduce mid-internship review checkpoints. • Maintain a digital library of case studies and previous intern work.

	• Provide an orientation kit or briefing document for future interns.
Plan for the next week	• Internship completed. Final documentation, report submission, and presentation shared. Awaiting final review from IIHMR University.



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Compiled Reporting Format

Name of the Organisation: The Helath Convo

Area/ Department/ Project of Summer Internship Program:

Business Development

Name of the Student: Shivansh Mehrotra

Roll no: 0710

Stream: MBA Pharmaceutical Management

Activity Done

1. Pitched digital healthcare solutions to doctors in Prayagraj.
2. Conducted field visits and follow-ups with HCPs.
3. Worked on developing outreach strategies.
4. Created reports, posters, and feedback summaries.
5. Attended internal review meetings and feedback sessions.
6. Collected insights on local healthcare market readiness.
7. Delivered a presentation and project summary.
8. Supported backend coordination for client tracking.

Linking theory (Classroom learning) with practice at your organisation

- 1) Applied healthcare marketing concepts in field pitches.
- 2) Used CRM strategies for relationship building with doctors.
- 2) Leveraged consumer behavior theories in messaging.
- 4) Practiced B2B service marketing from classroom modules.
- 5) Observed strategic consulting practices in real-time.
- 6) Implemented SWOT analysis for outreach strategy.
- 7) Gained experience in digital transformation frameworks.
- 8) Used communication skills developed during coursework.

Gaps identified on the working area.	1. Lack of formal follow-up systems post pitch. 2. No multilingual content for local doctors. 3. Limited field data tracking tools. 4. Inconsistent communication material. 5. Resistance from senior practitioners. 6. Lack of visual aids for demos. 7. Unclear role definitions during outreach. 8. Absence of structured intern feedback.
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Suggestions for improvement	1. Develop local-language brochures and demo scripts. 2. Create structured intern onboarding guide. 3. Designate roles more clearly during outreach. 4. Implement a follow-up CRM tool. 5. Introduce digital success stories in presentations. 6. Offer basic sales and objection handling training. 7. Build a centralized dashboard for intern tracking. 8. Conduct feedback sessions midway through internship.
Key Learnings	1. Consulting requires patience, empathy, and clear communication. 2. Real-world work differs significantly from theory. 3. Field constraints shape strategy decisions. 4. Understanding doctor behavior is key to success. 5. Listening is more powerful than pitching. 6. Every market needs localized solutions. 7. Collaboration improves execution quality. 8. Preparedness and adaptability go hand-in-hand.



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