

ABOUT THE ORGANIZATION

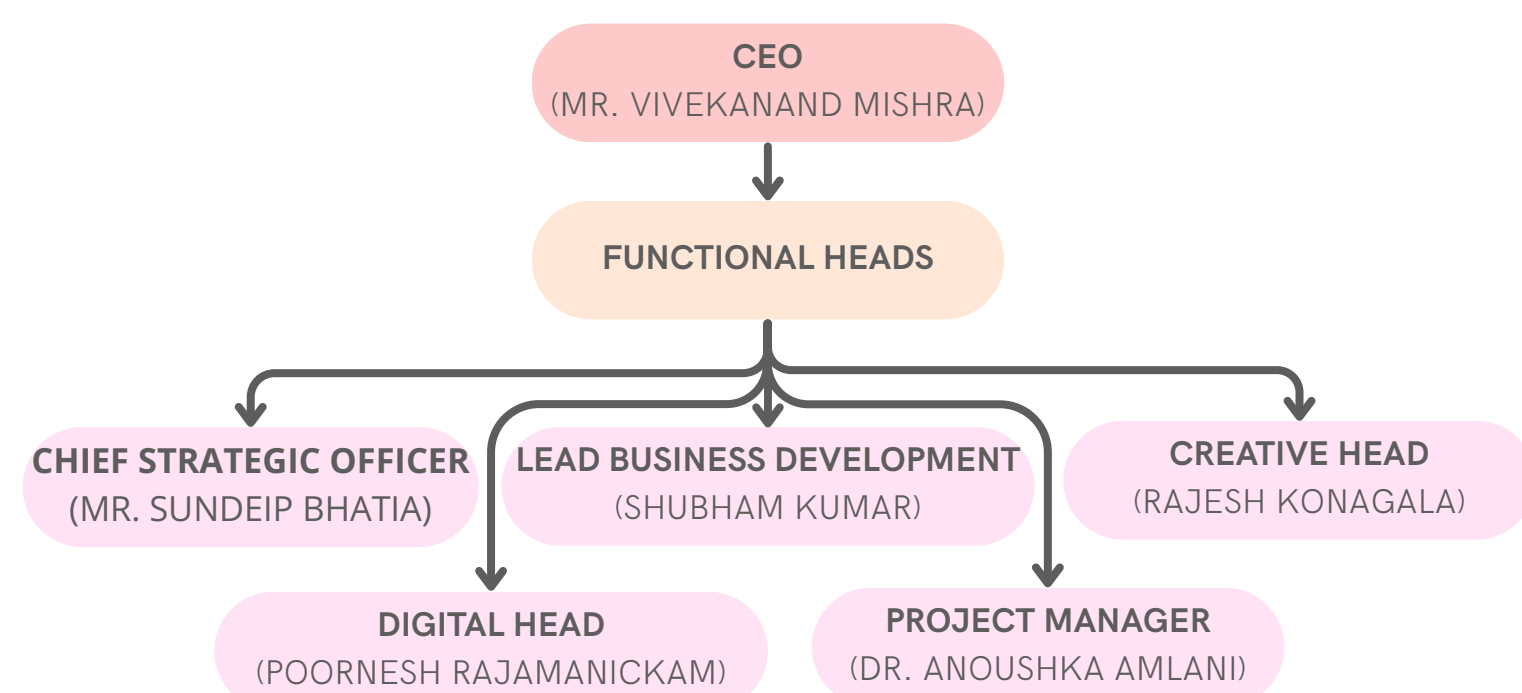
The Health Convo is a healthcare consulting platform focused on helping doctors and clinics manage their practice efficiently. While physicians focus on clinical care, The Health Convo supports the business side—marketing, finance, digital identity, and operational optimization. The goal is to make healthcare practices sustainable, efficient, and ready for future challenges. By bridging the gap between medicine and business, The Health Convo acts as a strategic partner in improving patient care and transforming the healthcare ecosystem.

MISSION & VISION

Mission The Health Convo empowers doctors with tools, strategies, and insights to build patient-centric, well-managed, and digitally advanced practices, transforming healthcare with trust, quality, and accessibility.

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

ORGANIZATIONAL CHART



OVERVIEW OF THE PROJECT

This project focused on understanding the business side of healthcare through doctor engagement, service outreach, and operational strategy. It offered hands-on experience in healthcare marketing, field planning, and aligning insights with organizational goals. The internship helped bridge academic learning with real-world healthcare practices.

Objectives

- Understand field-level healthcare operations
- Learn effective doctor engagement strategies
- Support business planning and outreach
- Apply classroom knowledge in a real-world setup

SWOT ANALYSIS

STRENGTH	WEAKNESS
• Personalised treatment to each doctor based on his/her online personality and field of specialisation. • Young, dynamic team having experience in the field. • Startup flexibility- able to adjust pitch styles and bundles within a short period.	• The present pricing plans are more suited towards the high-end clientele. • Physicians' misperception of digital marketing and business consulting. • The industry is not well-versed about physician consulting support.
OPPORTUNITY	THREATS
• There is a large pool of mid-segment doctors who are yet to be tapped. • Increasing awareness of healthcare workers on personal branding. • The creation of health tech and doctor-led content creates more potential in the area of service.	• Consumers are getting confused by their brands by well-known digital marketing firms. • Other segments of doctors are cost-conscious. • It is not easy to reach popular doctors without references.

CHALLENGES FACED

- Frequent delays or cancellations in doctor appointments
- High service cost not suitable for mid-segment clinics
- Harsh weather conditions during field visits
- Difficulty in managing timely follow-ups across locations

PRACTICAL EXPOSURE

- Engaged directly with doctors to understand real-world communication dynamics
- Supported service outreach through field visits and strategic follow-ups
- Observed leadership decision-making and planning processes closely
- Learned to create and customize proposals for doctors to present service offerings

DIFFERENCE BETWEEN PRACTICAL AND CLASSROOM LEARNING

- Engaged directly with doctors to understand real-world communication dynamics
- Supported service outreach through field visits and strategic follow-ups
- Observed leadership decision-making and planning processes closely
- Learned to create and customize proposals for doctors to present service offerings

MAJOR LEARNINGS

From Doctor Interactions:

- Developed confident, clear, and empathetic communication skills
- Understood doctors' expectations from healthcare service partners
- Learned how to present value propositions effectively in limited time

From CEO Shadowing:

- Gained exposure to strategic decision-making in healthcare
- Understood how to align field insights with business goals
- Learned the importance of clarity, leadership, and adaptability

SUGGESTIONS FOR THE ORGANIZATION

- Consider a dual pricing strategy of mid- and premium doctors.
- Improve the analogy of digital marketing and consultancy
- Improve the capability of CRM tools to track the effectiveness of social media and outreach.