

SUMMER INTERSHIP PROGRAM

At

The Health Convo, Jaipur



“Doctor Engagement and Healthcare Service Outreach”

From May 13th, 2025 to July 25th, 2025

A Report by

Rauneet Kaushik

IIHMR-U/02/2024-2026/0687

Master of Business Administration

(Pharmaceutical Management)

Roll No: 0687

2024-26

(MBA PM – 16)

Under the Mentorship of

Dr. Ashok Kumar Peepliwal

(Professor)





CERTIFICATE
THE HEALTH CONVO

This is to proudly certify that **Mr. Rauneet Kaushik** 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: *Good*

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. Rauneet Kaushik** of academic year 2024-26 of **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.

A handwritten signature in blue ink, appearing to read 'Ashok', with a horizontal line underneath.

Dr. Ashok Peepliwal

Professor

Date : 28/07/2025

ABOUT THE ORGANIZATION

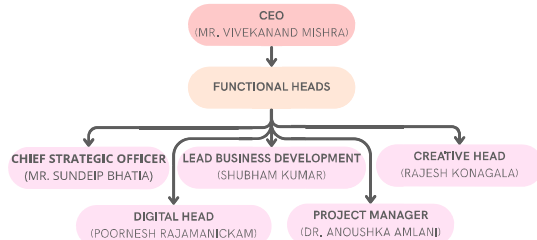
The Health Convo is a healthcare consulting platform focused on helping doctors and clinics manage their practice efficiently. While physicians focus on clinical care, The Health Convo supports the business side—marketing, finance, digital identity, and operational optimization. The goal is to make healthcare 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.

Reporting Format (Weekly)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

Stream: MBA Pharmaceutical Management

Week no: **From:** 12/05/2025 **To:** 17/05/2025

Activity Done	• Attended an orientation session to understand the company's mission, vision, and intern responsibilities. • Received training on sales pitching, doctor profiling, and lead generation. • Learned how to identify potential clients, with a focus on female gynaecologists and dermatologists. • Went on a field visit on Friday and interacted with 1 out of 3 targeted doctors. • Reported to the office on Saturday for a weekly review meeting with seniors.
Linking theory (Classroom learning) with practice at your organisation	• Gained a basic understanding of healthcare business consulting. • Improved my skills in sales pitching and client profiling. • Experienced direct field interactions and learned effective professional communication.
Gaps identified on the working area.	• Faced difficulty in finding some doctors during field visits due to the absence of scheduled appointments. • Found limited online information for doctor profiling, which made the initial approach more challenging. • Some doctors were either hesitant or unaware of how digital platforms could benefit their practice.
Suggestions for improvement	• Plan field visits in advance by taking appointments or confirming availability to save time. • Use a structured doctor profiling sheet to help customize sales pitches more effectively.

	• Add more role-plays or mock sessions during training to build confidence for real interactions.
Plan for the next week	Continue field visits with a goal of meeting at least 30 doctors during the week.

Signature of the Student

Rauneet Kaushik MBA PM-16

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly 2)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

Stream: MBA Pharmaceutical Management

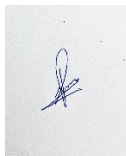
Week no: **From:** 19/05/2025 **To:** 24/05/2025

Activity Done	• Ongoing field visits and interactions with medical practitioners including Gynaecologists, Dentists, and Dermatologists. • Received training on sales pitching, doctor profiling, and lead generation. • Learned to identify potential clients, targeting female Gynaecologists and Dermatologists. • I conducted a field visit, engaging with 11 doctors, and successfully garnered 4 positive responses, showcasing promising leads and potential collaborations. • Attended a weekly review meeting with seniors at the zoom meeting on Saturday.
Linking theory (Classroom learning) with practice at your organisation	• Developed foundational knowledge in healthcare business consulting. • Mastered effective professional communication through field interactions. • Enhanced sales pitching and client profiling skills.
Gaps identified on the working area.	• Some doctors were hesitant or unaware of digital platforms' benefits for their practice. • Limited online information for doctor profiling, complicating initial outreach. • Difficulty finding doctors during field visits due to lack of scheduled appointments.
Suggestions for improvement	• Incorporate role-plays in training to boost confidence in real-world interactions. • Utilize a structured doctor profiling sheet for tailored sales pitches.

	• Schedule field visits in advance to ensure doctor availability.
Plan for the next week	• Continue field visits with a goal of meeting at least 30 doctors during the week.

Signature of the Student

Rauneet Kaushik MBA PM-16



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Reporting Format (Weekly 3)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

Stream: MBA Pharmaceutical Management

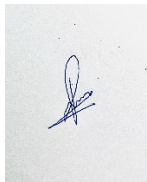
Week no: **From:** 26/05/2025 **To:** 31/05/2025

Activity Done	- Continued lead generation by visiting new physicians across various specialties. - Scheduled online meetings with supervisors to improve client handling skills. - Met potential clients and pitched our services. - Discussed a demo with Dermatologist Dr. Neha Agarwal, who requested a customized video editing service.
Linking theory (Classroom learning) with practice at your organisation	- Appreciated the strategic nature of B2B relationships in real-world applications. - Successfully applied consultative selling techniques learned from marketing seminars. - Implemented foundational project management principles through Dr. Vikram's plan, gaining practical experience.
Gaps identified on the working area.	- Inefficient field visits due to lack of scheduled appointments. - Need for more structured approach to sales pitches and client profiling.
Suggestions for improvement	- Develop a standardized doctor profiling template for consistent data collection. - Conduct role-playing exercises to simulate real-world interactions and build confidence. - Establish clear follow-up protocols for leads and potential clients.

Plan for the next week	• Collaborate with Dermatologist Dr. Neha Agarwal via calls and WhatsApp to share data and progress updates. • Continue conducting frequent field trips to generate new leads and explore business opportunities.
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Signature of the Student

Rauneet Kaushik MBA PM-16



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Reporting Format (Weekly 4)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

Stream: MBA Pharmaceutical Management

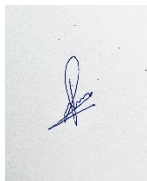
Week no: **From:** 02/06/2025 **To:** 07/06/2025

Activity Done	• Conducted 22 initial meetings with doctors, resulting in 6 positive responses indicating potential interest in collaboration. • Initiated follow-up with Dr. Neha Agarwal, coordinating the delivery of requested video resources. • Continued in-depth field research and discussions with new doctors to identify further collaboration opportunities. • Performed follow-up communications with doctors who showed positive interest from the previous week's engagements.
Linking theory (Classroom learning) with practice at your organisation	• Received direct training from Shubham Sir on crafting effective proposals for outreach to medical professionals. • Utilized expertise in sales and interpersonal skills to effectively coach staff and manage prospective clients. • Demonstrated strong mentoring and leadership abilities, aligning with organizational behavior principles, to guide team members.
Gaps identified on the working area.	• The launch and implementation of new service verticals currently lack a standardized procedure, which can lead to inefficiencies. • Maintaining clear and up-to-date records of current client duties and project statuses is essential for effective operations.
Suggestions for improvement	• Foster ongoing training and skill enhancement for staff, particularly in areas like proposal writing and advanced sales techniques.

	• Refine the process for timely and effective follow-ups with doctors, especially those showing positive initial interest.
Plan for the next week	• Prioritize follow-ups with the 6 doctors who responded positively this week to advance potential collaborations. • Ensure the video is successfully sent to and confirmed received by Dr. Neha Agarwal.

Signature of the Student

Rauneet Kaushik MBA PM-16



Approved by the IIHMR University's Mentor

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Reporting Format (Weekly 5)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

Stream: MBA Pharmaceutical Management

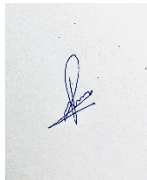
Week no: **From:** 09/06/2025 **To:** 14/06/2025

Activity Done	• Conducted 18 initial meetings with doctors, resulting in 5 positive responses indicating potential interest in collaboration. • Conducted regular visits with doctors across various specializations to expand our network and explore collaboration opportunities. • Executed follow-up strategies to present detailed proposals to previously engaged physicians. • Successfully scheduled appointments and disseminated price proposals via email to a number of prospective clients.
Linking theory (Classroom learning) with practice at your organisation	• Applied classroom-learned sales negotiation skills directly in face-to-face price negotiation sessions. • Utilized CRM principles to maintain organized records and manage follow-up communications effectively. • Employed various communication strategy models to deliver personalized and impactful messages.
Gaps identified on the working area.	• Arranging in-person meetings with geographically distant clients remains a significant challenge. • Delayed responses from doctors are extending our sales cycles and impacting closure rates. • Physicians continue to express some confusion regarding the precise scope and details of our services.
Suggestions for improvement	• Implement a system to set specific follow-up dates for all outstanding inquiries and unanswered questions. • Establish clear weekly targets for both deal closures and proposal submissions to enhance accountability and drive results.

Plan for the next week	• Our primary focus for the upcoming week is to secure at least one conversion of a doctor to our services.
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Signature of the Student

Rauneet Kaushik MBA PM-16



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Reporting Format (Weekly 6)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

Stream: MBA Pharmaceutical Management

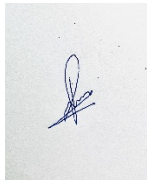
Week no: **From:** 16/06/2025 **To:** 21/06/2025

Activity Done	• Conducted 18 initial meetings with doctors, resulting in 1 positive responses indicating potential interest in collaboration. • Presented new and revised proposals according to the needs and suggestions of the client. • Visited the field and relied on Instagram outreach and direct contact to get new leads. • Primary focus is on converting doctors into clients for our services.
Linking theory (Classroom learning) with practice at your organisation	• Applied marketing concepts like value-based pricing and market segmentation. • Utilized objection handling and consumer psychology frameworks. • Contributed through leadership and communication skills.
Gaps identified on the working area.	• The high price point is a significant obstacle to recruiting mid-tier physicians. • We currently lack service bundling options for different pricing tiers.
Suggestions for improvement	• Introduce a tiered system to align with varying financial capabilities of physicians. • Create short graphic explainers to enhance clarity of our offerings and streamline the sales pitch. • Provide trial packages and service customization to lower entry barriers for new clients.

Plan for the next week	• Our primary focus for the upcoming week is to secure at least one conversion of a doctor to our services.
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Signature of the Student

Rauneet Kaushik MBA PM-16



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Reporting Format (Weekly 7)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

Stream: MBA Pharmaceutical Management

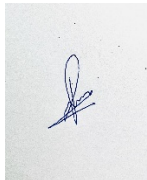
Week no: **From:** 23/06/2025 **To:** 28/06/2025

Activity Done	• Conducted 9 initial meetings with new doctors, resulting in 1 positive responses indicating potential interest in collaboration. • Followed up on proposals, noting high pricing as a key reason for doctor rejections. • Offered AI-based solutions to Dr. Kanika Choudhary, a gynaecologist, to address her camera consciousness. • Continued engaging doctors to gather insights on service perception and pricing.
Linking theory (Classroom learning) with practice at your organisation	• Applied personalization and segmentation in B2B marketing strategies. • Utilized strategic communication models for high-potential leads. • Focused on prioritization and multitasking as vital for corporate growth.
Gaps identified on the working area.	• Lacks an efficient template system, making it tedious. • High-interest doctors often postpone or don't confirm meetings.
Suggestions for improvement	• The process of proposal customisation is long and does not have a streamlined template system. • Other physicians show a great interest but put the appointment or confirmation on hold.
Plan for the next week	• Focus efforts on converting high-potential physicians, specifically Drs. Neha and Kanika. • Re-schedule meetings and provide updates or comments based on previously given suggestions.

	• Work with internal teams on pitch training and develop flexible pricing presentations to address common objections.
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Signature of the Student

Rauneet Kaushik MBA PM-16

A small, square image showing a handwritten signature in blue ink on a light-colored background. The signature is stylized and appears to be the name 'Rauneet Kaushik'.

Approved by the IIHMR University's Mentor

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Reporting Format (Weekly 8)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

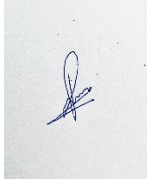
Stream: MBA Pharmaceutical Management

Week no: **From:** 30/06/2025 **To:** 05/07/2025

Activity Done	• Initiated the process of identifying and linking with new doctor leads within the sector. • Initiated visits to new medical practitioners in order to investigate possible collaboration prospects. • Identified and reached initial understandings with doctors who are set to utilize our services in the future.
Linking theory (Classroom learning) with practice at your organisation	• Applied personalization and segmentation in B2B marketing strategies. • Utilized strategic communication models for high-potential leads. • Focused on prioritization and multitasking as vital for corporate growth.
Gaps identified on the working area.	• Lacks an efficient template system, making it tedious. • High-interest doctors often postpone or don't confirm meetings.
Suggestions for improvement	• The process of proposal customisation is long and does not have a streamlined template system. • Other physicians show a great interest but put the appointment or confirmation on hold.
Plan for the next week	• Re-schedule meetings and provide updates or comments based on previously given suggestions. • Work with internal teams on pitch training and develop flexible pricing presentations to address common objections.

Signature of the Student

Rauneet Kaushik MBA PM-16



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Reporting Format (Weekly 9)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

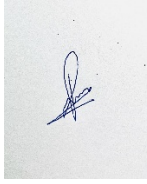
Stream: MBA Pharmaceutical Management

Week no: **From:** 07/07/2025 **To:** 12/07/2025

Activity Done	• Conducted meetings with new doctors at leading hospitals including Fortis and Narayana. • Sent proposals to interested doctors to advance potential collaborations. • Arranged and participated in meetings with doctors alongside senior team members.
Linking theory (Classroom learning) with practice at your organisation	• Applied personalization and segmentation in B2B marketing strategies. • Utilized strategic communication models for high-potential leads. • Focused on prioritization and multitasking as vital for corporate growth.
Gaps identified on the working area.	• Lacks an efficient template system, making it tedious. • High-interest doctors often postpone or don't confirm meetings.
Suggestions for improvement	• The process of proposal customisation is long and does not have a streamlined template system. • Other physicians show a great interest but put the appointment or confirmation on hold.
Plan for the next week	• Re-schedule meetings and provide updates or comments based on previously given suggestions. • Work with internal teams on pitch training and develop flexible pricing presentations to address common objections.

Signature of the Student

Rauneet Kaushik MBA PM-16



Approved by the IIHMR University's Mentor

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Reporting Format (Weekly 10)

Name of the Organisation: The Health convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

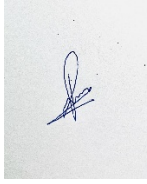
Stream: MBA Pharmaceutical Management

Week no: **From:** 14/07/2025 **To:** 19/07/2025

Activity Done	• Focus on re-engaging doctors who showed strong initial interest but delayed confirmation. • Begin creating efficient templates to reduce customization time for proposals. • Arranged and participated in meetings with doctors alongside senior team members.
Linking theory (Classroom learning) with practice at your organisation	• Applied personalization and segmentation in B2B marketing strategies. • Utilized strategic communication models for high-potential leads. • Focused on prioritization and multitasking as vital for corporate growth.
Gaps identified on the working area.	• Lacks an efficient template system, making it tedious. • High-interest doctors often postpone or don't confirm meetings.
Suggestions for improvement	• The process of proposal customisation is long and does not have a streamlined template system. • Other physicians show a great interest but put the appointment or confirmation on hold.
Plan for the next week	• None

Signature of the Student

Rauneet Kaushik MBA PM-16



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On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Compiled Reporting Format

Name of the Organisation: The Health Convo

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

Name of the Student: Rauneet Kaushik

Roll no: 0687

Stream: MBA Pharmaceutical Management

Activity Done	• Engaged in over 100+ meetings with doctors across various specialties including gynecology, dermatology, and dentistry. • Participated in field visits, proposal submissions, follow-ups, and organized doctor-onboarding discussions. • Attended internal meetings, assisted the CEO and leadership team in strategic planning and pitch optimization • Developed pricing decks, service proposals, and supported training materials for team communication.
Linking theory (Classroom learning) with practice at your organisation	• Applied principles of B2B marketing, consultative selling, and CRM. • Practiced segmentation, targeting, and positioning learned in marketing courses. • Utilized business communication strategies for client handling and negotiation. • Applied concepts of organizational behavior while managing collaboration between internal and external stakeholders. • Integrated project planning and service operations knowledge from classroom theory.
Gaps identified on the working area.	• Difficulty scheduling doctor appointments due to lack of prior planning and confirmation. • Repeated delays in client responses, affecting deal closure cycles. • Proposal customization lacked standardized formats, consuming time and effort. • High service pricing led to rejections, especially from mid-tier practitioners. • Digital understanding gap among doctors affecting adoption.

	• Lack of formal intern orientation and fieldwork tools for productivity.
Suggestions for improvement	• Introduce a structured orientation program for future interns to align expectations and responsibilities. • Develop a centralized digital calendar and template system for tracking meetings, proposals, and logistics. • Launch tier-based service offerings to meet the financial comfort of various doctor segments. • Offer demo or trial packages for new doctors to improve onboarding confidence. • Adopt basic field CRM tools and geo-mapping apps to streamline route planning and follow-ups. • Conduct regular one-on-one feedback sessions with interns to monitor growth and address challenges.
Key Learnings	• Gained confidence in conducting cold visits, pitching services, and following up strategically. • Learned to adapt communication styles depending on doctor profiles and responses. • Improved time management and multitasking across reporting, outreach, and strategic assignments. • Understood grassroots healthcare delivery challenges and business development frameworks. • Developed leadership and problem-solving skills while coordinating with doctors, MRs, and senior leaders. • Discovered the importance of adaptability, especially in unpredictable field conditions.

Signature of the Student-



Approved by the IIHMR University's Mentor (Report should be maximum of 10-12 pages excluding the weekly reports and poster.)