

SUMMER INTERNSHIP PROGRAM

At
Medisage



From 12th May 2025 to 21st July 2025
A REPORT BY

Pushkaraj Patil
Master of Business Administration
Pharmaceutical Management
Roll No. – 0680
Batch (2024-2026)

Under the mentorship of
Dr. Ashok Peepliwal
Professor
IIHMR Jaipur



Internship Completion Certificate

This is to certify that

Pushkaraj Patil

has successfully completed his Internship at MediSage
for 11 weeks during 2025



Mr. Bhagwat Dhingra
Founder, MD



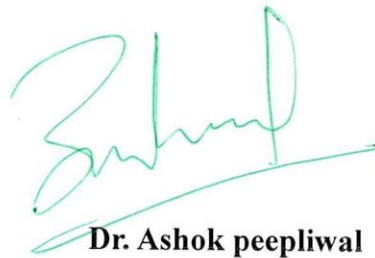
Mr. Anurag Dhingra
Director

IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Pushkaraj Patil** 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: 28/07/2025

A handwritten signature in green ink, appearing to read 'Ashok', with a long horizontal stroke extending to the right.

Dr. Ashok peepliwal

Professor

IIHMR University, Jaipur

Medisage

Medisage is a global knowledge platform for doctors and by doctors where the best medical minds come together for knowledge sharing and medical collaboration. Medisage is building a one of its kind global community of doctors to drive the next era of healthcare transformation. Medisage serving with 200 employees on board and was founded in year 2019.

CO-Founder:- Anurag Dhingra.

CEO:- Bhagwat Dhingra.

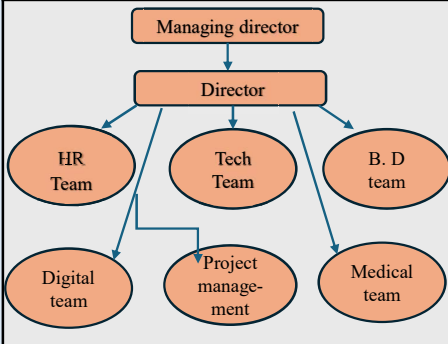
Vision

- Leading platform for medical knowledge and collaboration on medical scale.
- Providing doctors with latest information and tools.
- Knowledge sharing and collaboration.

Mission

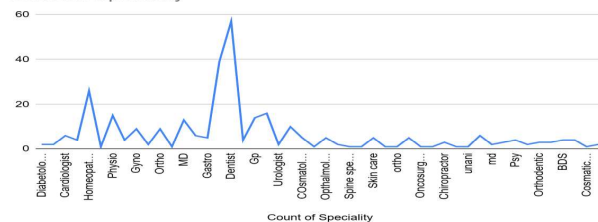
Keep medical community informed about the latest trends and research.
Sharing of medical knowledge and fostering collaboration among doctors.
Helping healthcare industry to digitalize and gain patients trust online.

Organization hierarchy

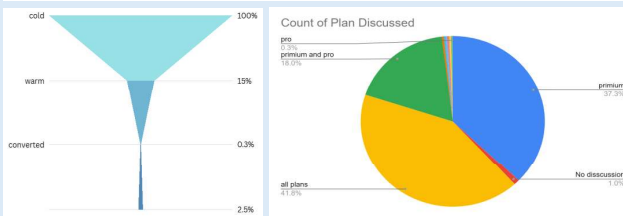
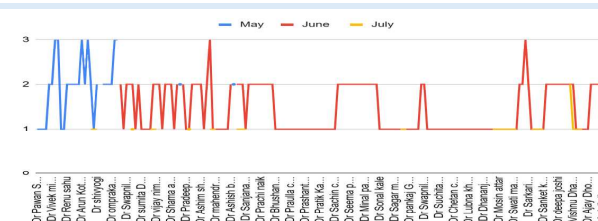


Organization hierarchy

Count of Speciality



Count of Speciality



Result

- Total 320 visits to Doctors was conducted in 73 days.
- In which total 192 individual doctors were involved and rest of the visited were done as follow-ups.
- I generated total 48 warm leads and made a conversion of 1 doctor.

Strength

- 1) Google partner.
- 2) Advance SEO optimisation.
- 3) Book online option Realtime
- 4) Smart clinical AI.

Weakness

- 1) Premium prices
- 2) Time consuming.

Opportunities

- 1) Daily 1 crore plus patients search for doctors online.
- 2) Huge market and only 2 major competitors.

Threats

- 1) Local free lancers.
- 2) Competitors new discount Strategies.
- 3) New competitors.

Difference between practical and theoretical understanding

Practical

- Pitching the doctors.
- Negotiation with doctors.
- Analyzing their problem.
- Realtime problem solving.
- Collaborating with professionals.
- Utilizing practical tools.

Theory

- L.A.P.R.O frame work.
- Listening.
- Acknowledge.
- Proof
- Reframe
- Offer.

Challenges faced during internship

- Pitching to the doctors in limited time.
- Negotiating with doctors and finding a middle ground.
- Strategizing and perfect execution.
- Ensuring a healthy work life balance despite the pressure of multiple responsibilities and tight schedule

Usefulness of internship

- Networking
- Understanding competitive landscape.
- Improve communication skills through pitching and identifying their need and negotiating.
- Handson sales experience.

Compiled report final.

Name of the Organisation: Medisage

Area of Summer Internship Program: Business development associate.

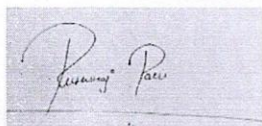
Name of the Student: Pushkeraj Patil.

Roll no: 0680 Stream: PM

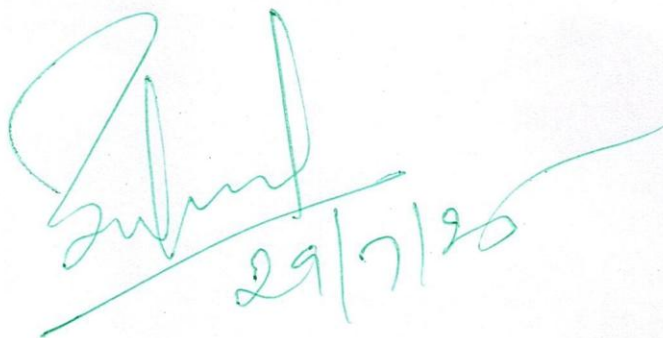
Week no: 10 weeks reports.

Activity Done	Over the course of the internship (May – July 2025), I undertook systematic sales and business development activities. This included: • Extensive field visits to doctors (across cities like Nashik and Jaipur), targeting both new and follow-up meetings. • Attending induction and sales technique trainings. • Conducting digital presence analysis of doctors. • Pitching Medisage's products and services, gathering feedback and observing competitor offerings. • Executed follow-ups that led to the successful conversion of several doctors to basic and premium plans and completed digital profile setups. • Regular participation in review meetings and feedback sessions with supervisors.
Linking theory (Classroom learning) with practice at your organisation	Applied major classroom concepts such as: • Sales techniques and effective communication tailored to the healthcare sector. • Strategic targeting and segmentation of customers (doctors). • On-ground execution of sales strategies. • SWOT analysis to identify market positioning and demand. • Real-time identification and adaptation of business strategies based on market feedback and competition. • Demonstrated strategies such as planning and revising pitches based on responses and competitor insights.
Gaps identified on the working area.	Consistently identified a significant gap: • Medisage was not offering any form of free user trial or basic freemium services to doctors, whereas many competitors provided free basic setups for their digital profiles. • The product/service was perceived as time-consuming and somewhat overpriced by target doctors. • No other major operational gaps were reported.

Suggestions for improvement	Regularly suggested actionable improvements: • Introduce a freemium plan or selective free trial for doctors to experience Medisage's unique features before purchase. • Conduct detailed demo sessions with doctors showing value proposition and workflow. • Introduce additional/targeted discounts for various subscription plans. • Target new doctor segments, especially those with no/low digital presence, for highly personalized onboarding.
Key learnings	Main takeaways: • Strong understanding of sales processes in healthcare and SaaS sectors. • The importance of adapting pitches and strategies according to customer profile and market feedback. • Real-world application of SWOT and competitor analysis. • Building professional relationships and consultative selling skills. • Perseverance, time management, and dealing with field challenges. • Strategic thinking and creativity in overcoming market resistance. - The value of regular feedback and self-improvement for professional growth.



Signature of the Student



Approved by the IIHMR University's Mentor

Reporting Format Week 1

Name of the Organisation: Medisage

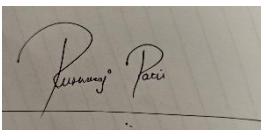
Area Summer Internship Program: Business development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 Stream: PM

Week no: 1 From 12 May to 16 May.

Activity Done	• 12 May :- Induction for the apprentice online. • 13 May:- Gained insights about Medisage, its platform, and key objectives • 14 May:- Attended a training session on effective sales Technique and communication with doctors. • 15 May:- visited 4 doctors and begin Initial interaction. • 16 May:- Visited 8 doctors, applying sales techniques and observing response
Linking theory (Classroom learning) with practice at your organisation	• Sales technique and pitching to the doctors. • Strategy Development regarding doctor targeting.
Gaps identified on the working area.	• No gapes currently were identified this week
Suggestions for improvement	• No suggestions currently
Plan for the next week	• Re-visiting the doctors for follow up and specifically targeting the doctors are interested in the service.



Signature of the Student.

Reporting Format Week 2

Name of the Organisation: Medisage

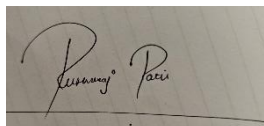
Area/ Department/ Project of Summer Internship Program: Business development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 **Stream:** PM

Week no: 2 **From 19 May to 24 May.**

Activity Done	• 19 May :- Visited and pitched to 8 doctors. • 20 May:- Visited 4 doctors in morning. • 21 May:- Change in location to Nashik and visited 5 doctors in the evening. • 22 May:- visited 9 doctors of different speciality. • 23 May:- successfully visited and engaged with 10 doctors • 24 May:-Had a meeting with Anurag sir, followed by visiting 4 doctors in the evening
Linking theory (Classroom learning) with practice at your organisation	• Strategy making and executing it properly.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors.
Suggestions for improvement	• Suggested that should take a demo session with doctors to explain in detail our product.
Plan for the next week	• Re-visiting the doctors for follow up and specifically targeting the doctors are interested in the service.



Signature of the Student

Reporting Format Week 3

Name of the Organisation: Medisage

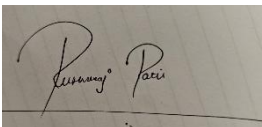
Area of Summer Internship Program: Business development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 Stream: PM

Week no: 3 From 26 May to 31 May.

Activity Done	• 26 May :- Visited and pitched to 4 doctors. • 27 May:- Visited 7 new doctors. • 28 May:- Taken sick-leave on this day due to medical emergency attended online meeting for problem sharing. • 29 May:- visited 8 doctors and 3 of them were interested. • 30 May:- successfully visited and engaged with 10 doctors. • 31 May:- visited 6 doctors and gained valuable feedback for identifying the gap.
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis and identifying the demand of the doctors. • Strength:- Google partner and exclusive features only made available by us like book online and also user friendly website and app. • Weakness:- time consuming and bit over price. • Opportunity:- To penetrate the market with unique services and whole city is available. • Threat:- other competitors who are providing discounts.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors. • Competitors are providing free basic setup on their own website.
Suggestions for improvement	• Suggested that should take a demo session with doctors to explain in detail our product. • Introduce additional discount for different plans.
Plan for the next week	• Re-visiting the doctors for follow up and specifically targeting the doctors are interested in the service.



Signature of the Student.

Reporting Format Week 4

Name of the Organisation: Medisage

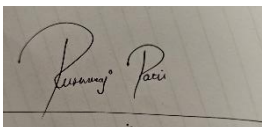
Area/ Department/ Project of Summer Internship Program: Business development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 **Stream:** PM

Week no: From: 2 June 2025 to 7 June 2025.

Activity Done	• 2 June :- Visited 6 doctors throughout the day. • 3 June:- On leave due to a family emergency. • 4 June:- Visited 8 new doctors throughout the day. • 5 June:- Visited 10 new doctors. • 6 June:- successfully visited and engaged with 10 doctors. • 7 June:- visited 6 doctors and gained valuable feedback for identifying the gap.
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis and identifying the demand of the doctors. • Strength:- Google partner and exclusive features only made available by us like book online and also user friendly website and app. • Weakness:- time consuming and bit over price. • Opportunity:- To penetrate the market with unique services and whole city is available. • Threat:- other competitors who are providing discounts.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors. • Competitors are providing free basic setup on their own website.
Suggestions for improvement	• Suggested that should take a demo session with doctors to explain in detail our product. • Introduce additional discount for different plans.
Plan for the next week	• Re-visiting the doctors for follow up and specifically targeting the doctors are interested in the service.



Signature of the Student:- Pushkeraj patil.

Reporting Format Week 5

Name of the Organisation: Medisage

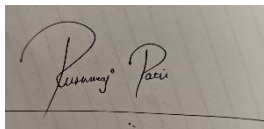
Area/ Department/ Project of Summer Internship Program: Bussiness development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 **Stream:** PM

Week no: From: 9 June 2025 to 14 June 2025.

Activity Done	• 9 June :- Visited 10 doctors throughout the day. • 10 June:- visited 11 doctors. • 11 June:- Visited 8 new doctors throughout the day. • 12 June:- Visited 10 new doctors. • 13 June:- successfully visited and engaged with 10 doctors. • 14 June:- visited 6 doctors and gained valuable feedback for identifying the gap.
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis and identifying the demand of the doctors. • Strength:- Google partner and exclusive features only made available by us like book online and also user friendly website and app. • Weakness:- time consuming and bit over price. • Opportunity:- To penetrate the market with unique services and whole city is available. • Threat:- other competitors who are providing discounts.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors. • Competitors are providing free basic setup on their own website.
Suggestions for improvement	• Suggested that should take a demo session with doctors to explain in detail our product. • Introduce additional discount for different plans.
Plan for the next week	• Re-visiting the doctors for follow up and specifically targeting the doctors are interested in the service.



Signature of the Student.

Reporting Format Week 6

Name of the Organisation: Medisage

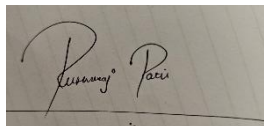
Area of Summer Internship Program: Bussiness development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 Stream: PM

Week no: 6 From:- 16 June to 21 June.

Activity Done	• 16 June :- Visited 6 doctors throughout the day. • 17 June:- visited 8 doctors. • 18 June:- Visited 7 new doctors throughout the day including some follow-ups. • 19 June:- Visited 6 doctors for follow-up. • 20 June:- successfully visited and engaged with 7 doctors. • 21 June:- visited 7 doctors and gained valuable feedback .
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis and identifying the demand of the doctors. • Strategies planning and execution.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors. • Competitors are providing free basic setup on their own website.
Suggestions for improvement	• Suggested that should introduce a freemium plan that will include selected services for free to the doctors but if needed other services then they will have to buy a plan.
Plan for the next week	• Re-visiting the doctors for follow up and specifically targeting the doctors are interested in the service. • Targeting the new doctors or the doctors those without the digital presence.



Signature of the Student:- Pushkeraj patil.

Reporting Format Week 7

Name of the Organisation: Medisage

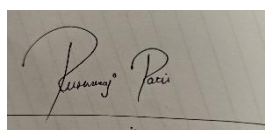
Area/ Department/ Project of Summer Internship Program: Business development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 Stream: PM

Week no: 7 From 23 June to 28 June.

Activity Done	• 23 June :- Visited 7 doctors throughout the day. • 24 June:- visited 7 doctors with their digital profile analysis. • 25 June:- Visited 6 doctors throughout the day for follow-ups. • 26 June:- Visited 5 doctors for follow-up. • 27 June:- Follow-up of 4 doctors with revised pitch . • 28 June:- Converted a doctor for a premium plan and setup the doctors profile on google and medisage app.
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis and identifying the demand of the doctors. • Strategies planning and execution.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors. • Competitors are providing free basic setup on their own website.
Suggestions for improvement	• Suggested that should introduce a freemium plan that will include selected services for free to the doctors but if needed other services then they will have to buy a plan.
Plan for the next week	• Re-visiting the doctors for follow up and specifically targeting the doctors are interested in the service. • Targeting the new doctors or the doctors those without the digital presence.



Signature of the Student.

Reporting Format Week 8

Name of the Organisation: Medisage

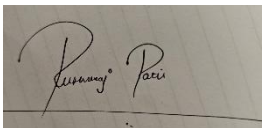
Area/ Department/ Project of Summer Internship Program: Business development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 Stream: PM

Week no: From: 30 June 2025 to 5 July 2025

Activity Done	• 30 June :- Visited 3 doctors throughout the day for follow up . • 1 July:- visited 3 doctors with their digital profile analysis for follow up . • 2 July:- Visited 3 doctors throughout the day for follow-ups. • 3 July:- Visited 3 doctors for follow-up. • 4 July:- Follow-up of 3 doctors with revised pitch . • 5 July:- visited 3 doctors for follow up.
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis and identifying the demand of the doctors. • Strategies planning and execution.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors. • Competitors are providing free basic setup on their own website.
Suggestions for improvement	• Suggested that should introduce a freemium plan that will include selected services for free to the doctors but if needed other services then they will have to buy a plan.
Plan for the next week	• Re-visiting the doctors for follow up and specifically targeting the doctors are interested in the service. • Targeting the new doctors or the doctors those without the digital presence.



Signature of the Student:- Pushkaraj patil.

Reporting Format Week 9

Name of the Organisation: Medisage

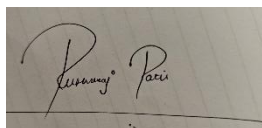
Area of Summer Internship Program: Business development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 Stream: PM

Week no: 9 From 7 July to 12 July.

Activity Done	• 7 July :- Visited 3 doctors throughout the day for follow up . • 8 July:- visited 3 doctors with their digital profile analysis for follow up . • 9 July:- Visited 3 doctors throughout the day for follow-ups. • 10 July:- Visited 3 doctors for follow-up. • 11 July:- Follow-up of 3 doctors with revised pitch . • 12 July:- visited 3 doctors for follow up.
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis and identifying the demand of the doctors. • Strategies planning and execution.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors. • Competitors are providing free basic setup on their own website.
Suggestions for improvement	• Suggested that should introduce a freemium plan that will include selected services for free to the doctors but if needed other services then they will have to buy a plan.
Plan for the next week	• Re-visiting the doctors for follow up who were responsive and were interested. • Targeting the new doctors or the doctors those without the digital presence or have low digital presence.



Signature of the Student:- Pushkaraj patil.

Reporting Format Week 10

Name of the Organisation: Medisage

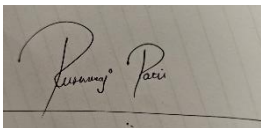
Area/ Department/ Project of Summer Internship Program: Business development associate.

Name of the Student: Pushkeraj Patil.

Roll no: 0680 Stream: PM

Week no: From: 14 July 2025 to 19 July 2025

Activity Done	• 14 July :- Visited 3 doctors for follow up . • 15 July:- visited 3 doctors with their digital profile analysis for follow up . • 16 July:- Visited 3 doctors throughout the day for follow-ups. • 17 July:- Converted 2 doctors for basic plan. • 18 July:- Follow-up of 3 doctors with revised pitch . • 19 July:- visited 3 doctors for follow up.
Linking theory (Classroom learning) with practice at your organisation	• SWOT analysis and identifying the demand of the doctors. • Strategies planning and execution.
Gaps identified on the working area.	• Our services are not having any Free user trial for the doctors. • Competitors are providing free basic setup on their own website.
Suggestions for improvement	• Suggested that should introduce a freemium plan that will include selected services for free to the doctors but if needed other services then they will have to buy a plan.
Plan for the next week	• Re-visiting the doctors for follow up who were responsive and were interested. • Targeting the new doctors or the doctors those without the digital presence or have low digital presence.



Signature of the Student:- Pushkaraj patil.