

SUMMER INTERNSHIP PROGRAM

at

MEDISAGE

From 12th May 2025 to 25th July 2025

A REPORT BY

Pankaj Yogi

Master of Business Administration

(Pharmaceutical Management)

Roll no- 0677

2024-26

under the Mentorship of
Dr Rahul Sharma
Assistant professor



Internship Completion Certificate

This is to certify that

Pankaj Yogi

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 Mr. **PANKAJ YOGI** 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.

Date: 25/07/2025


(Signature of Faculty Mentor)

Name: Dr Rahul Sharma

Designation: Assistant Professor

Submitted by- Pankaj Yogi (PM-16, 0677)

Faculty mentor-Dr.Rahul Sharma

Organisation mentor- Mr. Anurag Dhinghra (Cofounder & Director)

INTRODUCTION

Medisage Pvt. Ltd. is a digital healthtech company dedicated to transforming how doctors connect with patients and stay updated professionally. Founded in 2019 by Bhagwant Dhingra, Abhishek Ghosh, and Anurag Dhingra, Medisage offers tools like Google My Business profile setup, SEO-optimized websites, online appointment systems, EMR, billing, and WhatsApp marketing to help doctors build a strong digital presence.

Alongside, it provides a free knowledge-sharing platform through its app, giving doctors access to CMEs, journals, clinical cases, and articles—supporting their continuous learning and medical advancement.

MISSION

Help doctors grow in the digital world — by making them more visible, more trusted, and more accessible to patients. At the same time, we support their continuous learning with a strong platform for medical education and updates.

VISION

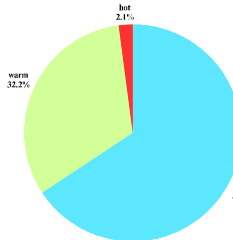
To become India's most trusted digital healthcare platform—empowering both doctors and patients through smart, reliable, and accessible technology that transforms the healthcare experience.

THEORETICAL VS PRACTICAL APPROACH

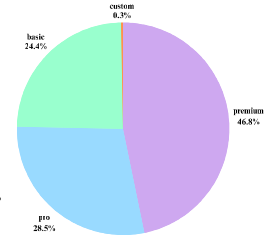
- Customer segmentation, targeting, and positioning.
- Competitive analysis, market trends, and pricing strategies
- Consumer behavior, marketing funnel stages, and value proposition models.

- Real-time sales pitching to doctors
- Adapt communication styles based on doctor's interest level
- Digital service challenges in the healthcare sector.
- Understood how on-ground objections differ from academic case studies.

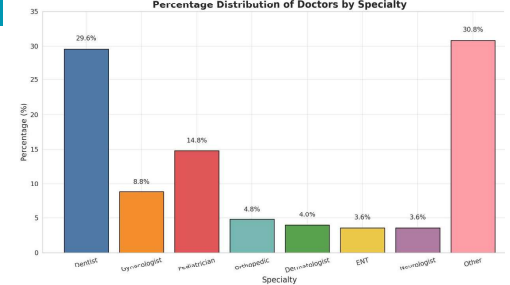
Interest level of Doctors



Type of Plan Discussed



Percentage Distribution of Doctors by Speciality



- S**
- Over 9 lakh+ doctors' community
 - Expert digital marketing team
 - Global presence
 - Online booking button integration on Google Business Profile.
 - Services like website creation, GMB optimization, SEO tools

- W**
- Competition from established players like Practo, Healthflix
 - No seminars/workshops conducted for service awareness
 - Doctors are hesitant for yearly plans due to commitment concerns

- O**
- Rapidly growing digital healthcare market
 - Success stories of converted doctors can be used to build trust
 - Potential for partnerships with hospitals/clinics
 - Yearly plans with affordable pricing attract budget-conscious doctors

- T**
- Similar services being offered by competitive platforms
 - Doctors relying on word-of-mouth marketing
 - Low digital literacy among certain age groups in medical practice

CHALLENGES FACED DURING INTERNSHIP

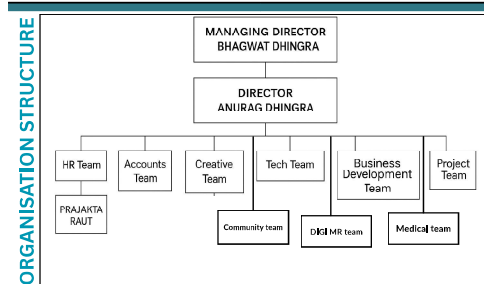
- Digital unawareness among doctors
- Busy schedules made it hard to engage doctors in detailed conversations
- Doctors with past negative experiences on digital platforms were hesitant
- Delay in decision making by the doctors.

MAJOR LEARNING

- Built confidence and communication skills
- Gained real-world sales experience
- Developed resilience and patience
- Applied theoretical marketing knowledge
- Improved coordination skills
- Learned to tailor sales pitches
- Build long-term relationship skills

SUGGESTIONS TO THE ORGANISATION

- Offer introductory sessions or trial opportunities to showcase services.
- Start referral programs with converted doctors
- Use CRM tools for lead tracking
- Introduce a system of recognition by providing certificates of appreciation
- Use follow up calls, messages and brochures to maintain engagement
- Share success stories to build trust and credibility.



Reporting Format (Weekly)

Name of the Organisation: Medisage E-Learning pvt ltd.

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

Name of the Student: Pankaj Yogi

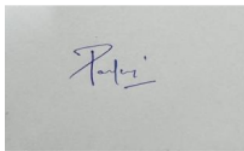
Roll no: 0677

Stream: MBA (Pharmaceutical Management)

Week no: 1 From:...12/05/2025. (Monday)....**to....**17/05/2025 ...(Saturday)....

Activity Done	Day 1: We had our induction program where we were introduced to the company MediSage, its objectives, and services. The company's main goal is to improve the online visibility of doctors by creating their Google profiles, setting up appointment buttons for patients, and building trust with patients through a strong digital presence. MediSage is connected with over 9 lakh doctors, has an expert team, a global presence, and is trusted by many healthcare professionals. Day 2: On this day, I learned about digital marketing and how to pitch our service plans to doctors. MediSage offers four types of plans: Basic, Premium, Pro, and Custom. We were also assigned a task to search for 3 ENT specialists and 3 cardiologists and verify their details with nearby chemist shops. Day 3: We were given a task to find 5 doctors nearby using Google search and create a Digital Influencer Assessment (DIS) for each of them. Additionally, we prepared answers to 10 commonly asked questions by doctors about our services. I also learned how to use the MediSage app and MyClinic.AI, including how to set up an online clinic for a doctor after a plan is purchased. Day 4: I collected data of ENT specialists, cardiologists, and paediatricians for my fieldwork. This involved online research and organizing information to prepare for on-ground visits. Day 5: This was my fieldwork day. I met Dr. Rohini Sharma, an ophthalmologist, as well as a few gynaecologists and paediatricians. These were my first face-to-face interactions with doctors. I introduced myself, my company, and the services we offer. Some doctors showed interest, while others were not very receptive.
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	Day 6: I was on leave due to my NTA (Swayam course) exam, which is part of my university curriculum
Linking theory (Classroom learning) with practice at your organisation	This experience is closely related to my Business Development for Pharmaceutical module from the first year, which focused on strategic customer engagement, healthcare marketing, and developing value-based solutions for medical professionals. At MediSage, I practiced many concepts from the module, such as identifying and segmenting healthcare professionals (ENTs, cardiologists, paediatricians, etc.), understanding their digital needs, and positioning our services as solutions that enhance their visibility and trust among patients. The act of pitching different service plans (Basic, Premium, Pro, and Custom) reflected real-world application of pharmaceutical sales and marketing strategies discussed in class.
Gaps identified on the working area.	1. Doctors' Busy Schedules: Most doctors were occupied with patients and had very limited time to talk. 2. Communication Barriers: Some doctors found it hard to understand the digital services,
Suggestions for improvement	1. Schedule Appointments in Advance: Fixing a time with doctors beforehand can ensure better interaction and focus. 2. Provide Follow-Up Support: Leaving behind brochures or following up later can help doctors understand better and make decisions at their convenience.
Plan for the next week	My plan for next week is to connect with more doctors and try to convert them by explaining the benefits of our plans and services. I also aim to follow up with the doctors I spoke to this week, revisit their clinics



Signature of the Student

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Name of the Organisation: Medisage E-Learning pvt ltd.

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

Name of the Student: Pankaj Yogi

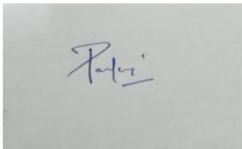
Roll no: 0677

Stream: MBA (Pharmaceutical Management)

Week no: 2 From:19/05/2025. (Monday).....to....24/05/2025 ...(Saturday)....

Activity Done	Day 1: I met with 9 doctors specializing in gynecology, dentistry, pediatrics, ENT, and internal medicine (MD), and recorded their responses. Day 2: I met with 7 doctors specializing in nephrology, pulmonology, orthodontics, and general medicine (MD), and collected their responses. Day 3: I met with 6 doctors specializing in orthopaedics, nephrology, rheumatology, dermatology, and general practice, and took their responses. Day 4: I met with 7 doctors specializing in surgery, gynecology, and pediatrics, and gathered their responses. Day 5: I met with 7 doctors specializing in surgery, pediatrics, plastic surgery, and dentistry, and collected their responses. Day 6: I met with 6 doctors specializing in paediatrics, diabetology, general practice, dentistry, and gynecology, and recorded their responses.
Linking theory (Classroom learning) with practice at your organisation	Sales and Marketing: How to sell products or services to doctors, how to effectively pitch your offerings, and the importance of strong communication and presentation skills. Organizational Behaviour: Understanding how patients and doctors interact, and how doctors make decisions regarding patient treatment. At Medisage, I learned how to sell products or services, how to communicate effectively with doctors to generate interest in our offerings, and how to pitch through effective marketing communication.

Gaps identified on the working area.	• Some doctors don't showed interest in digital services. • Certain doctors expressed concerns, stating they do not want to attract more patients. • trust issues of doctors related to digital platforms. • Many doctors were too busy with patients, limiting time for discussions.
Suggestions for improvement	• Build trust with doctors by communicating effectively and understanding their concerns about digital platforms. • Schedule appointments in advance to ensure their availability. • Plan regular follow-up visits to maintain engagement and provide continued support.
Plan for the next week	• Focus on warm leads and work towards converting interested doctors. • Visit at least 10 clinics per day to increase outreach. • Meet more doctors to enhance conversion opportunities. • Improve marketing pitch to make it more impactful and relevant.



Signature of the Student

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)

Name of the Organisation: Medisage E-learning pvt ltd.

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

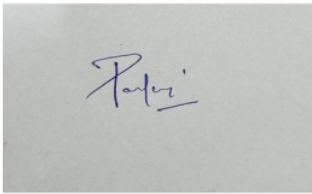
Name of the Student: PANKAJ YOGI

Roll no: 0677 **Stream:** MBA (Pharmaceutical Management)

Week no: 3 **From:**26/05/25...(Monday)...to...31/05/25. (Saturday).

Activity Done	• Visited a total of 40 doctors this week, including paediatricians, gynaecologists, dentists, and general practitioners. • Planned visits in advance based on doctors' clinic timings to ensure maximum face-to-face interaction. • Practiced and refined real-time objection handling strategies during conversations with hesitant doctors. • Gathered valuable feedback from doctors regarding their digital needs and hesitations.
Linking theory (Classroom learning) with practice at your organisation	• Utilized concepts from verbal and non-verbal communication, negotiation, and presentation skills. • Practiced structured sales pitches with confident openings to build trust and interest quickly. • Used persuasive communication to explain how digital tools could benefit their practice.
Gaps identified on the working area.	• Some doctors expressed trust issues or scepticism toward investing in digital solutions. • Time constraints with busy doctors limited the depth of discussion in some cases.

Suggestions for improvement	● Customize pitches further based on specialty (e.g., case studies relevant to paediatricians or dentists). ● Strengthen objection-handling techniques through weekly role-play sessions and team feedback ● Identify and focus more on early adopters or digitally open-minded doctors for faster conversions.
Plan for the next week	● Reconnecting with interested clients from earlier visits and aim for 1–2 conversions. ● Continue visits and aim to meet at least 10 new doctors, across different specialties. ● Strengthen follow-up frequency and quality.



Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Medisage E-learning pvt ltd.

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

Name of the Student: Pankaj yogi

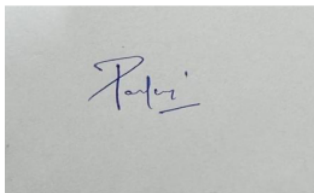
Roll no: 0677

Stream: MBA (Pharmaceutical Management)

Week no: 4 **From:** 2/06/25...(Monday)...to...7/06/25. (Saturday).

Activity Done	• Visited a total of 34 doctors this week, including paediatricians, gynaecologists, dentists ,physiatrist, Neurologist , cardiologist etc. • Calculate the DIS score of the doctors, show them their scores, and suggest improvements in their google profiles. • Planned visits in advance based on doctors clinic timings to ensure maximum face-to-face interaction.
Linking theory (Classroom learning) with practice at your organisation	• Learned about the importance of pharmaceutical marketing and digital health, especially when doctors have a direct presence on Google and allow patients to book appointments through the Google ‘Book online’ button. • Concepts from consumer behaviour were applied to understand doctors’ willingness to adopt digital tools in the healthcare system.
Gaps identified on the working area.	• A few doctors did not show interest in improving their online digital visibility. • Some doctors were too busy to engage in detailed discussions. • Some doctors were unaware of the “Book appointment” button available on Google.

	• Some doctors had trust issues due to negative past experiences with digital platforms.
Suggestions for improvement	• Build trust with doctors through real success stories and examples of other doctors' profiles. • Provide digital support to doctors to help them improve their online presence. • Revisit or follow up with doctors who were busy or showed interest.
Plan for the next week	• Follow up with the doctors visited in the previous week • Visit the doctors who have shown interest. • Visit a minimum of 8 to 10 doctors per day, including those listed by the company.



Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Medisage E-learning pvt ltd.

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

Name of the Student: Pankaj Yogi

Roll no: 0677

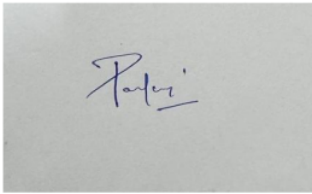
Stream: MBA (Pharmaceutical Management)

Week no: 5 **From:** 9/06/25...(Monday)...to...14/06/25. (Saturday).

Activity Done	• Visited a total of 29 doctors this week, including pediatricians, gynecologists, dentists, psychiatrist, neurologist, cardiologist etc. • Planned visits in advance based on doctors' clinic timings to maximize interaction. • Shared DIS score with Doctors and suggested improvements.
Linking theory (Classroom learning) with practice at your organisation	• Learned strategies to promote products. • Used persuasive communication to explain how digital tools could benefit their practice.
Gaps identified on the working area.	• A few doctors were hesitant or uninterested in digital enhancement of their profiles. • Time constraints with busy doctors limited the depth of discussion in some cases.
Suggestions for improvement	• Offer consistent digital assistance to help doctors improve their visibility and online presence. • Plan follow-up visits for doctors who showed potential interest or were unavailable for detailed interactions.

Plan for the next week

- Reconnect with Doctors visited in past weeks to continue relationship building.
- Visit doctors enlisted by the company.
- Focus on converting interested doctors.

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Reporting Format (Weekly)

Name of the Organisation: Medisage E-learning pvt ltd.

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

Name of the Student: Pankaj Yogi

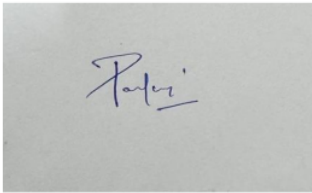
Roll no: 0677

Stream: MBA (Pharmaceutical Management)

Week no: 6 **From:**16/06/25...(Monday)...to...21/06/25. (Saturday).

Activity Done	• Visited a total of 21 doctors this week, including pediatricians, gynecologists, dentists, psychiatrist, neurologist, cardiologist etc. • This week, I converted a psychiatrist to our premium plan and a dentist to the basic plan. • I also set up their clinics on the Medisage MyClinic.AI app and sent the information to the company's technical staff."
Linking theory (Classroom learning) with practice at your organisation	• Identified and targeted specialist doctors with high patient volume. • Developed communication skills through organizational behaviour concepts to effectively coordinate with the company's technical staff and ensure smooth onboarding of doctors onto digital platforms."
Gaps identified on the working area.	• Low interest in digital presence was observed among some doctors, as they already maintain basic profiles on Google. • Additionally, time constraints due to patient load limited opportunities to explain the benefits of digital platforms in detail."

Suggestions for improvement	● Improve communication by tailoring pitches based on doctors' specialties and patient volume. ● Use visual aids to explain the platform's benefits and share success stories of doctors already on the Medisage platform."
Plan for the next week	● Focus on warm lead doctors and convert them to our plans. ● Increase field efforts by visiting at least 6 to 7 doctors per day to improve outreach and engagement.



Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Medisage E-Learning pvt ltd.

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

Name of the Student: Pankaj Yogi

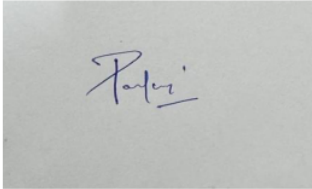
Roll no: 0677

Stream: MBA (Pharmaceutical Management)

Week no: 7 **From:**23/06/2025..(Monday)...to...28/06/2025.(Saturday)

Activity Done	• Visited a total of 23 doctors this week to introduce and explain the Medisage platform, its features, and available plans. • Successfully upgraded one doctor from the Basic Plan to the Premium Plan. • Follow up with interested doctors, collect their responses, and update them in the Google Sheet.
Linking theory (Classroom learning) with practice at your organisation	• Practiced targeted follow-up strategies to increase conversion likelihood and build long-term relationships. • Understood customer behaviour and pain points related to digital adoption in clinical practice.
Gaps identified on the working area.	• Some doctors were still unaware of the full benefits of the premium ,pro plans. • Delay in decision-making due to time constraints of doctors.
Suggestions for improvement	• Offer demo sessions or video walkthroughs of premium features for hesitant doctors. • Schedule appointments or visits during doctors' lean hours to ensure quality interaction.
Plan for the next week	• Reconnect with doctors who were interested but not yet converted.

	• Explore new doctor listings provided by the company and schedule visits.
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Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organisation: Medisage E-Learning pvt ltd.

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

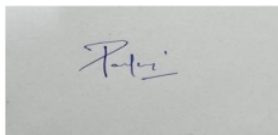
Name of the Student: Pankaj Yogi

Roll no: 0677

Stream: MBA (Pharmaceutical Management)

Week no: 8 **From:**30/06/2025. (Monday)...to...05/07/2025. (Saturday)

Activity Done	• Visited a total of 24 doctors this week which included Gynaecologist, paediatrician, Dentist, cardiologist. • Engaged in follow-up discussions with previously identified warm leads. • Updated the doctors on google sheet.
Linking theory (Classroom learning) with practice at your organisation	• Practiced structured sales pitches with confident openings to build trust and interest quickly. • Applied concepts from pharmaceutical marketing and digital health to real-world doctor engagement.
Gaps identified on the working area.	• Many doctors are reluctant to invest in online appointment features as they already have a steady inflow of patients.
Suggestions for improvement	• Share success stories of previously onboarded doctors who have benefited from improved online visibility and patient engagement through digital tools. • Provide continuous digital support to guide doctors through the onboarding process and profile optimization.
Plan for the next week	• Visit more new doctors. • plan for more conversions.



signature of the student

Approved by the IIMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Medisage E-Learning pvt ltd.

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

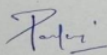
Name of the Student: Pankaj Yogi

Roll no: 0677

Stream: MBA (Pharmaceutical Management)

Week no: 9 **From:**07/07/2025. (Monday)...to...12/07/2025. (Saturday)

Activity Done	• Visited a total of 20 doctors this week which included Diabetologist, Dermatologist, Ophthalmologist, pediatrician, Dentist, cardiologist etc. • Engaged in follow-up discussions with previously identified warm leads. • Updated the doctor's data on the work sheet.
Linking theory (Classroom learning) with practice at your organization	• Business communication and professional negotiation • Applied concepts from pharmaceutical marketing to real-world doctor engagement.
Gaps identified on the working area.	• some doctors are already using platforms like Practo, Healthflix, and Remedo, they are not showing interest in Medisage's services.
Suggestions for improvement	• Develop Follow-up plans, keep doctors updated through calls and WhatsApp, and respond to their queries. • Share success stories of previously onboarded doctors who have benefited from improved online visibility and patient engagement through digital tools.
Plan for the next week	• Visit more new doctors and try to convert hot leads. • plan for more conversions and work on warm leads.



Signature of the Student

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: Medisage E-Learning pvt ltd.

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

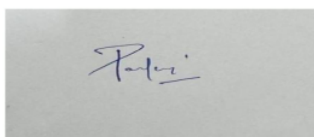
Name of the Student: Pankaj Yogi

Roll no: 0677

Stream: MBA (Pharmaceutical Management)

Week no: 10 **From:** 14/07/2025. (Monday)...to...19/07/2025. (Saturday)

Activity Done	• Visited a total of 11 doctors this week which included Gynecologist, Ophthalmologist, pediatrician, Dentist, Physiotherapist ,etc. • This week, I converted two doctors to the Basic plan and one doctor to the Premium plan. • set up their clinics in the Medisage app.
Linking theory (Classroom learning) with practice at your organization	• Conducted follow-ups with doctors to build strong relationships and generate interest in digital healthcare services. • Addressed doctors' concerns and promoted a digital tool tailored to their needs and practice benefits. .
Gaps identified on the working area.	• Some doctors have trust issues regarding digital services and are hesitant to adopt them. Others want some time to decide.
Suggestions for improvement	• Develop Follow-up plans, keep doctors updated through calls and WhatsApp, and respond to their queries. • Share success stories of previously onboarded doctors.
Plan for the next week	• Will try to convert doctors who showed interest but needed time to decide. • plan for more conversions and work on warm leads.



Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: Medisage E-Learning Pvt Ltd.

Area/ Department/ Project of Summer Internship

Program: Business Development

Name of the Student: Pankaj Yogi

Roll no: 0677

Stream: MBA(Pharmaceutical Management)

Activity Done	• Completed visits to over 250 doctor's clinics during a 10-week summer internship, engaging with a diverse range of specialists including gynecologists, dentists, pediatricians, ENT specialists, orthopedists, and psychiatrists. • Onboarded 3 doctors to our premium plan by setting up their clinics on the Medisage app and successfully shared their data with the company's tech team. • Integrated the 'Book Online' button on their Google Business Profiles to enhance patient accessibility and online appointment bookings. • Onboarded 2 doctors to our basic plan by setting up their clinics on the Medisage my clinic. Ai app. • Introduced 178 new doctors, shared DIS scores with them, and conducted follow-ups with 64 doctors, contributing to sustained engagement and outreach. • Set up 5 doctors' clinics on Google Business Profile and the Medisage app, improving their online presence and patient accessibility. • Managed multiple tasks daily, including doctor calls, clinic visits, reporting, follow-ups, planning, and participation in company discussion meetings.
Linking theory (Classroom learning) with practice at your organization	During my 10-week internship at Medisage E-Learning Pvt. Ltd., I applied key concepts from Pharmaceutical Marketing, Business Development, Organizational Behavior, and Business Communication in real-world settings. • Sales & Marketing : Pitched digital plans to 250+ doctors using segmentation and value-based selling learned in class. • Business Development: Applied lead conversion strategies and follow-up techniques to onboard doctors onto the Medisage platform. • Organizational Behavior: Handled doctor objections, built rapport, and coordinated with internal teams using interpersonal and behavioral insights. • Communication & Negotiation: Used persuasive communication and structured pitches to address concerns and convert hesitant doctors.

	• Consumer Behavior: Identified digital adoption barriers and built trust through follow-ups, success stories, and personalized engagement.
Gaps identified on the working area.	• Doctors' Limited Time: Many doctors were too busy with patients, making it difficult to conduct detailed discussions or demonstrations. • Low Awareness of Digital Tools: Some doctors were unaware of features like the "Book Online" button on Google or the benefits of having a digital presence. • Trust Issues with Digital Platforms: Hesitation due to past negative experiences or skepticism about the effectiveness of digital solutions. • Lack of Interest in More Visibility: Some doctors, especially established ones, felt no need to attract more patients or improve their online visibility. • Competition from Other Platforms: A few doctors were already using platforms like Practo, Healthflox, or Remedo and were reluctant to switch to Medisage. • Delay in Decision-Making: Doctors often wanted more time to decide, leading to slow conversion despite initial interest.
Suggestions for improvement	• Conduct demo sessions for doctors to help them understand the platform's features, benefits, and setup process. • Schedule appointments in advance to ensure doctors' availability. • Share success stories to build trust and credibility. • Offer demo sessions or video walkthroughs for hesitant doctors. • Customize pitches based on doctor specialty and practice needs. • Use follow-up calls, WhatsApp messages, and brochures to maintain engagement. • Focus on early adopters and warm leads for faster conversions.
Key Learnings	• Built confidence and improved communication skills through daily doctor interactions. • Gained real-world sales experience, including lead generation, pitching, and closing conversions. • Developed resilience and patience while dealing with rejections and busy schedules. • Applied theoretical knowledge from pharmaceutical marketing, consumer behavior, and digital health. • Learned to tailor sales pitches based on doctor specialty, digital readiness, and practice needs. • Strengthened planning and time management, managing daily visits, reporting, and follow-ups. • Improved coordination skills by working with internal teams (e.g., tech team for clinic setup). • Understood customer psychology and digital adoption challenges in the healthcare sector.

	• Built long-term relationship skills, focusing on follow-up, trust-building, and consistent engagement. • Learned to use digital tools like Google Business Profile and Medisage MyClinic.AI. • Adapted to a structured field routine, handling data updates, daily targets, and weekly planning.
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Signature of the Student

Approved by the IIHMR University's Mentor