

SUMMER INTERNSHIP PROGRAM

At

THE HEALTH CONVO

From 12th May 2025 to 25th July 2025

A REPORT BY

KRISHNA RATHOD

“A Fusion of Medical Plus Digital for HCP’S”

Master of Business Administration

Roll Number – 0661

PHARMACEUTICAL MANAGEMENT

2024-2026

Under the Mentorship of

Dr. Ashok Peepliwal

(Professor)





CERTIFICATE
THE HEALTH CONVO

This is to proudly certify that **Mr. Krishna Rathod** 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. Viveknanad Mishra
Founder & CEO
The Health Convo

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Krishna Rathod** of 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: 29/07/2025

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

Dr. Ashok Peepliwal

Professor

IIHMR University, Jaipur

About organization

The Health Convo is India's first healthcare-focused business consulting firm, dedicated to helping doctors, clinics, and hospitals grow their practice by handling the business side of healthcare. They focus on strategic planning, digital transformation, lead generation, and operational optimization for HCPs.

Mission

To transform healthcare by equipping doctors with tools, strategies, and insights to build thriving, patient-centric practices through efficient management, ethical marketing, and cutting-edge digital solutions.

VISION

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

Organization Structure



SWOT Analysis

Strengths

- India's first consulting firm focused on HCPs
- Strong digital and strategic service offerings
- Ethical and patient-centric approach
- Skilled and focused leadership team

Weaknesses

- Low brand visibility in a competitive market
- Limited access to internal tools for interns
- High learning curve due to technical concepts
- Remote work reduces field exposure

Opportunities

- Growing demand for digital presence among HCPs
- Expansion into telemedicine and digital clinics
- Increasing interest in ethical healthcare marketing
- Potential partnerships with healthcare startups

Threats

- Competition from freelancers and digital agencies
- Resistance from traditional doctors to digital adoption
- Data privacy and healthcare compliance regulations
- Dependence on third-party platforms (e.g., Meta, Google)

Challenges

- Doctors not aware of online presence importance
- Competition from low-cost freelancers
- Doctor unavailability for meetings or calls
- AI tools reducing human-led content value

Project Overview

Primary Goal: Bridge the gap between traditional medical practice and modern digital marketing solutions to enhance healthcare professionals' patient outreach and practice growth.

Market Overview

- The Indian digital healthcare market is projected to reach USD 485.43 billion by 2028.
- Rising adoption of telemedicine, digital branding, online appointments, and social media engagement among doctors.

TWOS Analysis

	Opportunities (O)	Threats (T)
Strengths (S)	- Use digital expertise to educate HCPs - Expand market using strategic planning capabilities	- Leverage ethical branding to stand out - Build patient trust to counter AI-generated content
Weaknesses (W)	- Improve brand visibility via awareness campaigns - Create bundled solutions for clinics and HCPs	- Compete with low-cost freelancers by emphasizing quality and trust - Reduce dependency on remote working tools and ensure real engagement

Theoretical knowledge and practical exposure

Theoretical Exposure

- Concepts of healthcare marketing & digital tools
- Branding strategies and patient engagement models
- Role of CRM, lead funnels, and content marketing
- 4Ps of Marketing, STP model, and positioning theory

Practical Exposure

- Designed real-time content for doctors and clinics
- Understood live lead generation and screening
- Participated in social media campaigns and planning
- Assisted in patient communication and WhatsApp marketing

Learning and outcomes

- Understood digital marketing strategies for HCPs
- Gained real-world exposure to healthcare business consulting
- Improved communication, teamwork, and professionalism
- Learned to balance clinical knowledge with digital tools
- Built confidence in handling client-facing roles

Usefulness

- Improved understanding of real-world healthcare marketing
- Gained confidence in handling HCP-related communication
- Developed digital and strategic thinking
- Enhanced resume with unique industry experience

Suggestion

- Create awareness about digital presence for doctors
- Highlight quality over cheap freelance work
- Improve scheduling to match doctor availability
- Use AI tools without losing human touch

Reporting Format (Weekly)

Name of the Organisation: The Health Convo

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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Week no: 01 **From:** 12th May 2025 to 17th May 2025

Activity Done	Attended daily field visits in new Indore area, mapped clinics, met doctors for first introductions, and shared basics of our digital services. Took notes after each meeting and reported progress to seniors.
Linking theory (Classroom learning) with practice at your organisation	Used communication and marketing basics from class to pitch services and build first contacts with doctors. Learned how real fieldwork is different from theory, especially in managing schedules.
Gaps identified on the working area.	Initial confusion with city routes and unpredictable doctor schedules. Needed more localized onboarding
Suggestions for improvement	Orientation about clinic areas and digital tools would help new interns settle in faster.
Plan for the next week	Start visiting more localities, personalize my pitch for each doctor, and focus on converting first meets into follow-ups.

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: The Health Convo

Area/ Department/ Project of Summer Internship Program:

Name of the Student: krishna Rathod

Roll no: 0661

Stream: MBA PM

Week no: 02 **From:** 19TH May **To** 24TH May **2025**

Activity Done	This week, I met more doctors, made appointments, and fine-tuned my pitch for each clinic based on their practice type. [kept in touch with assistants for appointment confirmations and learned to document every response, positive or negative.
Linking theory (Classroom learning) with practice at your organisation	Classroom lessons on sales and marketing made sense as I moved leads from first meeting to deeper discussions.
Gaps identified on the working area.	Last-minute cancellations and poor response from a few clinic staff slowed things down.
Suggestions for improvement	A reminders system or WhatsApp group for appointment confirmations would be really helpful.
Plan for the next week	Follow up with clinics I visited last week and get at least one or two clinics to try out a basic package or free trial.

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 p

Reporting Format (Weekly)

Name of the Organisation: The Health Convo

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

Name of the Student:

Roll no: 0661

Stream: MBA PM

Week no: 03 **From:** 26th May **To** 31st May 2025

Activity Done	I kept up regular clinic visits managed daily logs, and adapted my service explanation based on each doctor's feedback from previous weeks. Shared all progress and challenges with my mentor.
Linking theory (Classroom learning) with practice at your organisation	Tasks like tracking conversations and next steps felt just like the customer relationship management techniques I learned in class, but now in a real setting.
Gaps identified on the working area.	Balancing report writing with packed fieldwork was tough.
Suggestions for improvement	HCP's Schedule and Call Days Should Be Given To Maximize Time usage
Plan for the next week	Will Try to get two clinics on board for a service

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: The Health Convo

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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Weekno:04

From: 2ND June to 7th June 2025

Activity Done	I revisited already-met clinics, adjusted explanations for busy doctors, and spent extra time with hesitant staff. Sent a weekly report of progress and learning points to my senior.
Linking theory (Classroom learning) with practice at your organisation	I had to constantly adjust my approach-a skill they talk a lot about in our marketing classes!
Gaps Identified on the working area.	Some doctors were doubtful about the impact of digital tools on their practice.
Suggestions for improvement	Teaching Doctors About Online Presence Would Help Especially To Old Age Doctors
Plan for the next week	Focus on clinics that showed interest, and introduce our services to a new medical specialty.

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: The Health Convo

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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Week no: OS From: 09TH June to 14TH June 2025

Activity Done	This week was about deep conversations on website and SEO services. Targeting Doctors Under 40 To Maximize Results
Linking theory (Classroom learning) with practice at your o.-gan.isation	Segmenting The Customers To Get Better results. initially Focusing on That Particular area
Gaps ithm tili ll un th working area.	Ducturs wantt:<llu st:t murt: pruuftb:furt: signing up, suit Luuk. longer to move leads forward
Suggestions for improvement	Company-supplied audit reports or "before and after" proof could speed up decision-making for clinics.
Plan for the next week	Target converting at least one ongoing discussion into a signed client. Build a better tracker for every meeting.

Signature of the Student ;:)

Approved by the IIIMR 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 JO reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: The Health Convo

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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Week no: 06 From: 16TH June to 21st June 2025

Activity Done	Visiting new Areas and new Specializations Such as Dentists, Dermatologists etc. to get Potential Results. Got several positive responses, and set up demo sessions for assistant staff next week
Linking theory (Classroom learning) with practice at your organisation	Expanding in newer segments, Customer Targeting. used classroom lessons on segmenting customers and tailoring pitches by applying them in real field visits to dentists and dermatologists.
Gaps identified on the working area.	The Unavailability of Doctors was a Big Challenge
Suggestions for improvement	Consider timing visits mid-week or in early morning slots when specialty doctors are more likely to be free
Plan for the next week	Deepen engagement with newly contacted dentists and dermatologists-aim for service sign-ups and testimonials. Expand to other potential-rich specializations (like paediatricians) if results are strong.

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 101st JO report/s in JO weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: The Health Convo

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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Week no: 07 From: 23RD June to 29th June 2025

Activity Done	Spent the week reaching out to clinics and doctors who hadn't responded earlier, shared details about our digital marketing packages. They felt High Pricing Compared to Market.
Linking theory (Classroom learning) with practice at your organisation	I used what we learned in class about handling customer objections-especially around price-and tried different communication strategies like benefit-focused selling.
Gaps identified on the working area.	Most doctors and clinics this week said that the pricing of our services was high for their current budget. Many hesitated or delayed decisions mainly because they weren't convinced about the return on investment.
Suggestions for improvement	Prepare clear pricing packages with stepwise ROI examples, and offer optional, lower-cost starter plans for smaller clinics. A more detailed brochure showing case studies of benefits versus cost would help answer these objections.
Plan for the next week	Focusing on clinics that showed interest, revisit leads that objected to price and be ready with new examples of affordable packages and success stories to help convert them.

Signature of the Student

Approved by the IIIMR 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: The Health Convo

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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Week no: 08 From: 30TH June to 05TH July 2025

Activity Done	Visited 35 clinics and doctors this week, focusing on presenting our digital services in detail and following up with leads from earlier weeks. Tracked every meeting and shared updates with my mentor.
Linking theory (Classroom learning) with practice at your organisation	This week, I applied negotiation skills and learned from classroom discussions about market competition, especially dealing with price-sensitive customers who look for cheaper alternatives.
Gaps identified on the working area.	Many doctors said they already work with freelancers who offer similar digital work for a much lower price than our packages. This made it difficult to convince them about the value of choosing a company over a freelancer.
Suggestions for improvement	Prepare a simple comparison chart or handout to show the benefits of quality service, reliability, and better results with our company versus freelancers. Maybe also think about special rates or starter offers to compete with freelancers.
Plan for the next week	Continue to follow up with doctors who are working with freelancers, highlight long-term advantages of quality support, and focus on clinics that value reputation and ongoing service.

Signature of the Student _____

Approved by the IIIMR 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 JO reports in JO weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: The Health Convo

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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Week no: 09 From: 07m July to 12th July 2025

Activity Done	Wrote clear records of all visits, calls, meetings, and shared both positive responses and problems with my mentor. Gave extra support to slower clinics.
Linking theory (Classroom learning) with practice at your organisation	This was like finally putting my business reporting classes into real use.
Gaps identified on the working area.	Daily updating sometimes ran late into the evening-lots to fill in after fieldwork.
Suggestions for improvement	Introduce a easy reporting form for field updates on the go.
Plan for the next week	Prioritize clinics nearly ready to buy; focus efforts on closing these conversions.

Signature of the Student



Approved by the IlliMR 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: The Health Convo

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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Week no: 10 From: 14TH July to 19TH July2025

Activity Done	This week, I focused on nurturing and maintaining strong relationships with the doctors and clinic staff I had previously engaged with. As my internship approached its conclusion, I made it a point to express my commitment to continuing communication and support beyond this period. I shared regular updates with my mentor and collaborated with senior team members to ensure a smooth and effective handover of responsibilities. During interactions, I emphasized our continued interest in working together in the future and reassured doctors of our ongoing availability to assist with their digital marketing needs whenever they are ready to proceed. Additionally, I observed that some promising leads are likely to convert in the near future, which reflects the sustained value of these relationships.
Linking theory (Classroom learning) with practice at your organisation	This experience taught me the importance of relationship management and nurturing client interest over time
Gaps identified on the working area.	While many doctors showed interest, some felt that the timing was not yet right to commit fully. This made it clear that digital adoption is a gradual process and requires patience.
Suggestions for improvement	Setting up a structured post-internship follow-up plan or engagement calendar for leads who need more time to decide would be helpful.
Plan for the next week	Although my internship will be completed, I plan to stay connected with interested doctors via senior team members and ensure that follow-ups continue.

Signature of the Student

Approved by the IllIMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty men.tor. Submission of wtal 10 reports in JO 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

Name of the Student: Krishna Rathod

Roll no: 0661

Stream: MBA PM

Activity Done

- My 10-week journey at The Health Convo was packed with real-world learning experiences that taught me about healthcare marketing in ways no textbook could. I spent every single day in the field, getting to know doctors and clinic staff across Indore.
- I started each morning by planning which clinics to visit, then spent my days meeting healthcare professionals face-to-face. I talked to 366 different doctors during my time there - some were friendly and interested, others were skeptical, and many were just too busy to give me much time. Out of all these conversations, I managed to get 81 positive responses, which felt like a real achievement.
- My main job was explaining how digital marketing could help their practices grow. I showed doctors how having a good website, being active on social media, and showing up in Google searches could bring them more patients. Some doctors got excited about Instagram marketing for their dermatology clinics, while dentists were more interested in websites that could showcase their services.
- Week 7 was particularly challenging because many doctors complained about our pricing being too high compared to freelancers they could hire. In Week 8, I visited 35 doctors in one week and heard the same concern repeatedly - they could get similar services for much less money from individual freelancers.
- I had to constantly change my approach based on what each doctor cared about. Younger doctors (under 40) were generally more interested in digital solutions, so I started focusing on them more. I also learned that different medical specialties had different needs - dermatologists wanted Instagram help, while general practitioners were more interested in basic websites.

Linking theory (Classroom learning) with practice at your organisation

- Before this internship, everything I knew about marketing and sales came from textbooks and classroom discussions. Being in the field was completely different from what I expected.
- In class, we practiced presentation skills and role-playing exercises, but talking to real doctors was much more challenging. They asked tough questions I hadn't prepared for, and I had to think on my feet. The communication theories we learned became really useful when I had to explain complex digital marketing concepts in simple terms that busy healthcare professionals could understand quickly.
- Our CRM classes taught us about tracking customer interactions and follow-ups, which became essential when I was managing conversations with hundreds of doctors. I had to keep detailed notes about each person's interests, concerns, and timing preferences. The theoretical frameworks helped me stay organized, but the real-world application showed me how much patience and persistence is actually required.

Gaps identified on the working area.

- **Organizational Challenges:**
Starting out was confusing because I didn't know Indore well and had no idea which areas had the most clinics or when doctors were typically available for meetings. I wasted a lot of time in the first few weeks just figuring out basic logistics like the best routes and timing for visits.
- **Pricing and Competition Issues:**
Our biggest challenge was that many doctors could get similar services from freelancers at much lower costs. This made it really hard to justify our company's pricing, especially to smaller clinics with a tight budget. I found myself constantly defending our prices rather than focusing on the benefits we could provide.
- **Technology Adoption Barriers:**
Many doctors, especially older ones, were uncomfortable with digital marketing concepts. Some didn't even understand what SEO meant or why they needed a professional website when they could just create a Facebook page for free. Their assistants and staff were often even less tech-savvy, which made implementation challenging.

Suggestions for improvement

- **Better Preparation for New Interns:**
Future interns would benefit from spending their first few days with experienced team members to understand the local market and learn the most effective approaches. A city-specific guide showing the best clinic areas and typical doctor schedules would save time and reduce frustration.
- **Pricing Strategy Changes:**
The company should consider creating different pricing tiers for different clinic sizes. Maybe offer basic packages for smaller practices and premium services for larger hospitals. Having some low-cost entry points would help compete with freelancers while still maintaining profitability for comprehensive services.
- **Improved Marketing Materials:**
We need more concrete examples and case studies that are relevant to different medical specialties. Before/after website examples, social media growth charts, and patient inquiry increases would help doctors understand the tangible benefits. These materials should be easy to share on phones or tablets during clinic visits.
- **Technology Solutions:**
A simple mobile app for logging visits and updating customer information would save hours of evening paperwork. Even a WhatsApp-based system for appointment reminders and confirmations would improve efficiency and reduce no-shows.
- **Training and Support:**
Regular check-ins with mentors should be scheduled to help interns process challenges and get advice on difficult situations. Having a buddy system where new interns are paired with experienced ones could provide ongoing guidance and emotional support.

Key Learnings

- **Personal Growth:**
This internship pushed me out of my comfort zone in the best possible way. I learned that I'm more resilient than I thought - getting rejected by doctors became less discouraging over time, and I developed the persistence needed for sales work. My communication skills improved dramatically because I had to explain the same concepts hundreds of times to different people.

	Business Development Skills: I learned that successful business development is about playing the long game. Some of my best relationships were with doctors who weren't ready to buy services immediately but appreciated the time I took to understand their specific challenges. These connections could become valuable in the future. Real-World vs. Classroom: The biggest lesson was understanding how much more complex real business situations are compared to case studies. In class, customer objections have clear solutions, but in reality, price sensitivity, timing issues, and personal preferences create layers of complexity that require creativity and flexibility. Professional Maturity: Working with healthcare professionals taught me to present myself more professionally and think carefully before speaking. Doctors expect competence and reliability, which pushed me to be more prepared and thoughtful in all my interactions. Problem-Solving: Every day brought new challenges - cancelled appointments, unexpected questions, technology problems, or difficult personalities. Learning to stay calm and find solutions on the spot was valuable skill development that will help me in any future career. - This internship showed me that there's a big difference between learning about business and actually doing it. The theoretical foundation from classes was essential, but nothing could have prepared me for the daily reality of building relationships, handling rejection, and finding creative solutions to unexpected problems. I'm grateful for the experience and confident that these lessons will serve me well in my future career in healthcare management.
--	---

Signature of the Student

Approved by the HHMR University's Mentor