

SUMMER INTERSHIP PROGRAM

At

HEARTNET INDIA



From May 12th, 2025 to July 19th, 2025

A Report by

Jatin Saini

IIHMR-U/02/2024-2026/0655

Master of Business Administration

(Pharmaceutical Management)

Roll No: 0655

2024-26

(MBA PM – 16)

Under the Mentorship of

Dr. Sanjay Gupta

(Professor & Dean)

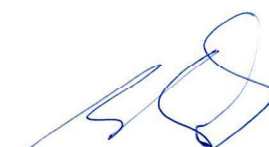


IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Jatin Saini** 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.

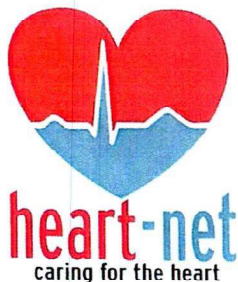
He has carried out work as per the guidelines. His poster is approved for presentation.

Date: 28/07/2025

A blue ink signature of Dr. Sanjay Gupta, consisting of a stylized 'S' and 'G'.

Dr. Sanjay Gupta

Professor & Dean



INTERNSHIP EXPERIENCE LETTER

Date: 19-07-2025

To Whomsoever It May Concern

This letter is to certify that **Mr. Jatin Saini** (Roll No: 0655) of IIHMR University, Jaipur, has successfully completed his internship program of 10 weeks with Heartnet India Pvt Ltd as a Management Intern. His internship tenure was from 12/05/2025 (12th May 2025) to 19/07/2025 (19th July 2025). During the internship, he was actively & diligently involved in the project "Integrating ECG Technology in Gyms: A New Frontier in Preventive Cardiology."

During this time, Jatin demonstrated a keen willingness to learn and collaborate within a team. He approached his work with enthusiasm, hard work and a positive mindset.

We wish him the best in his future endeavours.

Arindam Sen
CEO and Director
Heartnet India Pvt. Ltd.



Heartnet India Private Limited

Neil Tower of Neil Rao Towers, #6CS, 5th Floor, Plot No. 117,
Road No. 3, EPIP Phase I, Whitefield, Bangalore - 560066, India. CIN:
U85100KA2017PTC101536

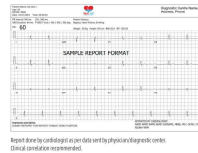
www.heartnetindia.com

HEART– NET INDIA

- HeartNet India is a health-tech company offering fast and reliable ECG solutions through a subscription-based model. Its portable devices connect users directly with certified cardiologists, delivering interpreted ECG reports within 10 minutes.
- Focused on improving cardiac care accessibility, HeartNet is expanding into clinics, gyms, and wellness centers, making heart checkups quicker and more convenient across India.



Asaan Reports



MISSION

- Heartnet India aims to provide equitable access to high-quality cardiac care by prioritizing early diagnosis and offering cost-effective treatment solutions.



VISION

- Empowering India to fight the rising burden of cardiovascular diseases through comprehensive cardiac care with innovative technology and clinical expertise.

PROJECT OVERVIEW

- As an intern at HeartNet India, I worked on a project to integrate portable ECG services into clinics, diagnostic centers, and gyms. The goal was to make preventive cardiac screening more accessible in everyday health and fitness spaces. I conducted field visits, coordinated with stakeholders, and gathered responses to study feasibility and impact.

OBJECTIVE

- To explore the integration of ECG services in clinics, diagnostic centers, and gyms
- To gather practical insights from doctors, gym owners, and healthcare staff
- To analyze user response and operational challenges in different environments

STRENGTHS

- Fast ECG interpretation within 10 minutes
- Subscription-based model makes it scalable and cost-effective
- Connected network of certified cardiologists
- Portable devices suitable for clinics, diagnostics & gyms

WEAKNESSES

- Depends on internet connectivity and device handling by non-technical staff
- Low awareness among general public and gym members
- Limited adoption in rural or low-footfall clinics



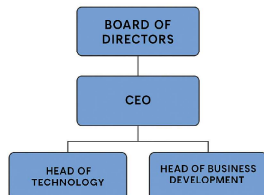
OPPORTUNITIES

- Expansion into Tier 2 & 3 cities, gyms, and corporate wellness programs
- Partnerships with insurance companies for preventive care
- Growing demand for remote and early cardiac diagnostics

THREATS

- Competition from larger diagnostic chains offering similar services
- Regulatory challenges in clinical data handling
- Resistance from 'traditional practitioners toward digital adoption

ORGANIZATIONAL CHART



CHALLENGES FACED

- Faced difficulty in finding suitable space within gyms to install the ECG device without disrupting their setup.
- Some small clinics had very low footfall, with only 4–5 ECGs conducted per month, making integration less impactful.

PRACTICAL EXPOSURE

- Integrated ECG services in clinics, diagnostics, and gyms through field visits and demos.
- Organized an ECG camp offering 600+ free ECGs at White Lotus Hospital.
- Participated in a CME event with 80+ doctors, gave a presentation, and managed a promotional stall.
- Engaged in direct interaction with doctors to understand clinical feedback and adoption challenges.

THEORY VS. PRACTICAL

- Applied concepts like marketing, outreach, and strategy in real healthcare settings.
- Transitioned from classroom learning to solving real-world challenges in clinics and gyms.
- Gained hands-on experience in executing ECG demos, doctor interactions, and organizing camps.

MAJOR LEARNINGS

- Understood the importance of preventive cardiac care and how early ECG screening can save lives.
- Learned to communicate effectively with doctors, gym owners, and healthcare professionals.
- Developed skills in field coordination, planning, and organizing health events like ECG camps and CMEs.
- Improved my ability to collect and analyze feedback for market feasibility and user acceptance.

SUGGESTIONS

- Organize more CME programs and small-group sessions to educate doctors about the ECG platform and its benefits.
- Offer trial periods or demo installations in clinics to build trust and encourage long-term adoption.
- Ensure timely reporting and cardiologist support, which doctors value for maintaining patient trust.
- Develop a dedicated support system for doctors to resolve queries and assist with report interpretations.

(Week: 1)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Week no: 1 From: 12-05-2025 to 17-05-2025

Activity Done	Understood the ECG device 'Asaan' and its IoT-based functioning. Attended sessions on product knowledge and learned the sales pitch and how to perform ECG independently.
Linking theory (Classroom learning) with practice at your organisation	Understood the ECG device 'Asaan' and its IoT-based functioning. Attended sessions on product knowledge and learned the sales pitch and how to perform ECG independently.
Gaps identified on the working area.	Initial unfamiliarity with ECG procedures and device operation
Suggestions for improvement	Include hands-on demos earlier during onboarding for quicker learning
Plan for the next week	Start learning about sales communication and engagement with doctors.



Signature of the Student

Approved by the IIHMR University's Mentor

(Week: 2)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Week no: 2 From: 9-05-2025 to 24-05-2025

Activity Done	Received sales training focused on interacting with doctors and explaining the ECG device benefits. Observed senior sales team interactions.
Linking theory (Classroom learning) with practice at your organisation	Implemented principles of professional communication and B2B marketing learned in sales management.
Gaps identified on the working area.	Limited initial confidence while communicating with senior doctors.
Suggestions for improvement	Mock doctor interaction sessions could improve preparedness.
Plan for the next week	Accompany sales reps on field visits and interact with doctors.



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(Week: 3)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Week no: 3 From: 26-05-2025 to 31-05-2025

Activity Done	• Visited clinics to explain the device and its usage to doctors. Proposed expanding sales to gyms. Company agreed and converted 2 gyms.
Linking theory (Classroom learning) with practice at your organisation	• Utilized market expansion, sales strategy, and opportunity identification theories.
Gaps identified on the working area.	• Lack of materials tailored for non-medical facilities like gyms.
Suggestions for improvement	• Develop separate marketing collateral for fitness centers.
Plan for the next week	• Plan device installation and training at gyms.



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(Week: 4)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Week no: 4 From: 02-06-2025 to 07-06-2025

Activity Done	Coordinated installation of ECG devices at two gyms. Managed setup, device testing, and initial usage support.
Linking theory (Classroom learning) with practice at your organisation	Learned about operational planning and implementation techniques from project management.
Gaps identified on the working area.	Unavailability of quick troubleshooting documentation for gym staff.
Suggestions for improvement	Create simple user manuals for non-clinical users.
Plan for the next week	Monitor usage at gyms and collect user feedback.



Signature of the Student

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(Week: 5)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

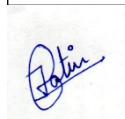
Roll no: 0655

Stream: Pharmaceutical Management

Week no: 5 From: 09-06-2025 to 14-06-2025

Activity Done	• Visited additional gyms as part of the market expansion plan. Interacted with gym owners and managers to explain the ECG-in-gyms concept and evaluated their interest and concerns. Collected qualitative feedback and recorded their views on implementation, expected benefits, operational challenges, and willingness to partner.
Linking theory (Classroom learning) with practice at your organisation	• Applied concepts of customer engagement and market research while interacting with stakeholders. Leveraged classroom training in communication and sales strategy to effectively present the ECG device's value proposition.
Gaps identified on the working area.	• Some gyms expressed concerns regarding space constraints and customer privacy. Others highlighted a lack of clarity on how results would be interpreted and shared securely.

Suggestions for improvement	• Offer compact and portable ECG kits to suit smaller gym spaces. • Develop a simple brochure for gym users explaining benefits and safety. • Provide demo sessions and a hotline for interpreting ECG reports.
Plan for the next week	• Shortlist interested gyms and prepare a pilot launch plan. Work with the product team to address key concerns raised and finalize communication material for end users.



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(Week: 6)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Week no: 6 From: 16-06-2025 to 22-06-2025

Activity Done	Participated in the preparation and execution of a Continuing Medical Education (CME) event attended by 80 doctors. Contributed to planning and logistics, including setup and branding. On 22nd June, delivered a PowerPoint presentation to introduce and explain the features of the ECG device (Asaan). Additionally, set up and managed a promotional stall at the venue to demonstrate the product and engage with medical professionals.
Linking theory (Classroom learning) with practice at your organisation	Applied presentation and public speaking skills during the CME. Used sales communication techniques to engage with doctors and explain the clinical benefits and workflow integration of the ECG device. Demonstrated product positioning and brand promotion strategies learned in class.
Gaps identified on the working area.	Limited time for personalized interaction with all attending doctors. Some doctors requested more in-depth clinical validation and use-case data.
Suggestions for improvement	- Plan for separate one-on-one product demo sessions post-event. - Provide clinical research data and technical documentation in takeaway kits. - Allocate more team members to manage high doctor engagement at stalls.

Plan for the next week	Follow up with doctors who showed interest in the device. Schedule product demos and address specific queries raised during the CME. Support the team in onboarding early adopters and generating use feedback.



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(Week: 7)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Week no: 7 From: 24-06-2025 to 28-06-2025

Activity Done	- Conducted follow-up with doctors who attended the CME event. Reached out to interested doctors, addressed their queries, and scheduled product demos. Visited multiple clinics to demonstrate the ECG device (Asaan) in a clinical setting. Explained the workflow, benefits, and ease of use to doctors and staff. Collected feedback on device performance and potential integration into their practice. .
Linking theory (Classroom learning) with practice at your organisation	Utilized CRM and follow-up strategies learned during training to maintain engagement with potential leads. Applied communication and persuasion techniques to handle objections and present product benefits effectively during clinic visits.
Gaps identified on the working area.	Some clinics had limited infrastructure or space for the ECG setup. A few doctors required extended demo sessions or further technical validation before adoption.

Suggestions for improvement	1. Create flexible demo formats for space-constrained clinics. 2. Share more case studies and data to help doctors visualize real-life use. 3. Establish a dedicated technical support line for post-demo queries.
Plan for the next week	• Continue follow-up with remaining doctors. Begin onboarding those who are ready to purchase or try the device. Support the team in organizing additional training and onboarding sessions.



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(Week: 8)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Week no: 8 From: 30-06-2025 to 05-07-2025

Activity Done	In this week, we focused on the preparation for a large-scale free ECG camp as part of a social initiative. The camp is to be conducted at White Lotus Hospital, where 600 ECGs will be performed using 5 ECG devices (Asaan). This event is aimed at community health screening and simultaneously promoting brand visibility and product awareness. Key activities included: - Coordination with hospital management for space, patient flow, and logistical support. - Strategic planning for device setup and technician allocation. - Branding and marketing material preparation (banners, posters, patient forms). - Collaboration with the clinical team to ensure smooth operations. - Outreach to local communities to raise awareness about the free ECG camp. - Briefing and training of support staff for the event.
Linking theory (Classroom learning) with practice at your organisation	• Applied project management and healthcare marketing strategies to organize the ECG camp. Used principles of B2B promotion, social cause-driven branding, and stakeholder communication to align all teams (internal and external) towards a successful execution. Real-time planning and contingency handling reflected classroom concepts of healthcare operations and logistics.

Gaps identified on the working area.	• Shortage of trained ECG technicians could pose a challenge for high-volume execution. • Initial confusion regarding hospital coordination timelines. • Need for better early promotion to increase footfall from the local community.
Suggestions for improvement	1. Maintain a standby technician team for high patient load. 2. Start promotional campaigns at least 10 days prior to such camps. 3. Develop a standard checklist and protocol for future ECG camps.
Plan for the next week	• Execute and oversee the ECG camp at White Lotus Hospital. • Monitor real-time workflow and assist the team in delivering 600+ ECGs. • Collect patient data and feedback. • Leverage the event to generate leads for future sales and build hospital relationships.



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(Week: 9)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

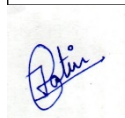
Roll no: 0655

Stream: Pharmaceutical Management

Week no: 9 **From:** 06-07-2025 to 12-07-2025

Activity Done	On 6th July, we successfully conducted the free ECG camp at White Lotus Hospital, where over 700 ECGs were performed using 5 ECG devices (Asaan). The camp received excellent participation and was well-organized in collaboration with hospital staff and our field team. Following the camp, I engaged with the hospital management to present the benefits and scalability of our ECG device. As a result, we received a strong interest from the hospital in procuring 200 ECG devices. Follow-up meetings and product discussions were conducted throughout the week to align on pricing, delivery schedule, and service support. In addition, we used the momentum from the camp to approach other clinics and diagnostic centers, leveraging the success of the event as a case study to promote the device and generate more leads.
Linking theory (Classroom learning) with practice at your organisation	Applied healthcare marketing, sales funnel strategy, and negotiation techniques to convert event engagement into a major sales opportunity. Used CRM follow-up and institutional sales methods learned in class to manage large-volume prospect discussions effectively.

Gaps identified on the working area.	• Initial hesitation from hospital management regarding bulk device adoption. • Coordination delays in finalizing procurement and approval process. • Limited resources to cover all new clinic leads effectively.
Suggestions for improvement	1. Develop a customized proposal template for bulk hospital orders. 2. Establish a dedicated sales follow-up team to manage high-value leads. 3. Create promotional material highlighting success stories and camp data.
Plan for the next week	• Finalize and close the bulk order with White Lotus Hospital. • Initiate onboarding, training, and service delivery planning for 200 devices. • Continue outreach and follow-ups with clinics interested post-camp. • Build more localized ECG awareness campaigns to target suburban hospitals.



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Approved by the IIHMR University's Mentor

(Week: 10)

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Week no: 10 From: 14-07-2025 to 19-07-2025

Activity Done	In the final week of my internship, I consolidated and submitted all data collected during the previous 9 weeks. This included feedback from clinics, gyms, diagnostic centers, and reports from ECG camps. I presented my findings and suggestions to the company team through a final presentation, highlighting the project impact, challenges faced, and opportunities for future improvements. Additionally, I handed over all field insights, contacts, and marketing data for internal review and future planning.
Linking theory (Classroom learning) with practice at your organisation	Applied strategic reporting, presentation skills, and project closure practices learned in coursework. Effectively documented field insights and conveyed actionable outcomes to the management team.
Gaps identified on the working area.	Lack of standardized templates for final reporting. Need for a formal review structure to collect intern feedback post-project.
Suggestions for improvement	- Create structured reporting templates for interns. - Schedule formal review and feedback sessions at the end of internship projects.

Plan for the next week	• N/A – Internship completed. Awaiting review and feedback from the organization and university.
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Signature of the Student

Approved by the IIHMR University's Mentor

Compiled Report

Name of the Organisation: Heart net

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Jatin Saini

Roll no: 0655

Stream: Pharmaceutical Management

Activity Done	Over the course of the 10-week internship at Heartnet India, I engaged in a diverse range of activities aimed at gaining hands-on experience in the sales and product training of the IoT-based ECG device, Asaan. In the early weeks, I familiarized myself with the product, learning its technical aspects and performing ECGs independently. I gradually moved to observing and conducting doctor interactions, identifying new market segments such as gyms, and executing sales presentations. I participated in device installations at new locations, conducted feedback sessions, and coordinated large-scale events including a free ECG camp attended by 700+ people. Additionally, I was involved in organizing a CME event, onboarding clinics, following up with leads, and preparing a final presentation of the collected data and insights for the company's leadership. I also took initiative in collecting real-time feedback from ECG users, analyzing trends in device usage across multiple locations, and presenting actionable insights to the product and sales teams. These efforts contributed to iterative improvements in the ECG device's positioning strategy and informed future marketing decisions. Regular communication with end users helped me understand the field-level challenges and inspired solutions tailored to diverse healthcare environments.
Linking theory (Classroom learning) with practice at your organisation	Throughout the internship, I consistently applied classroom concepts to real-world scenarios. Early marketing and sales communication theories helped in building my product pitch for doctors. I implemented market research and stakeholder

	engagement strategies while expanding the ECG device into gyms. Project management and logistics concepts proved useful while organizing installations and events such as the CME and the ECG camp. Additionally, I applied CRM methods, sales funnel principles, and healthcare marketing strategies to generate leads, manage follow-ups, and close a large institutional deal with White Lotus Hospital. The internship also provided the opportunity to integrate strategic management concepts such as stakeholder mapping and customer journey analysis. I learned to adapt theoretical knowledge to complex field realities, including resistance from potential clients, infrastructural variability, and real-time communication gaps. Leveraging operations research concepts, I worked on optimizing deployment schedules for ECG devices during field events.
Gaps identified on the working area.	During the internship, I identified several operational and strategic gaps. Initially, there was limited exposure to hands-on device training. As the internship progressed, I noticed challenges in doctor engagement due to time constraints, lack of tailored promotional material for non-clinical locations like gyms, and limited support documentation for new users. There were also instances of unclear internal communication during event planning and insufficient sales staff to manage leads generated from large-scale

	campaigns. Furthermore, the organization lacked standardized reporting formats and structured internship feedback mechanisms. Furthermore, there was limited alignment between marketing strategies and actual field requirements, leading to missed opportunities in certain segments. The internal knowledge-sharing platform lacked structure, making it difficult for new team members to get up to speed quickly. I also observed that feedback loops between field reps and the product team were informal, which sometimes delayed critical updates.
Suggestions for improvement	To improve onboarding, hands-on product demos should be integrated early in the training. Mock sessions with doctors can boost confidence and communication skills. For gym and clinic expansion, customized marketing material and simple user guides should be developed. Events like CME and ECG camps should have larger support teams, early promotions, and standardized planning checklists. Introducing proposal templates for bulk sales, a dedicated sales support line, and formal intern review processes would enhance the company's operational efficiency and training quality. The company can also benefit from an internal knowledge repository where field insights, case studies, and troubleshooting logs are stored for easy access. Implementing a formal feedback loop system will ensure that valuable information from the field reaches the right departments timely. Also, regular cross-departmental review meetings could enhance inter-team communication and align

	business goals with ground-level activities more effectively.
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Signature of the Student

Approved by the IIHMR University's Mentor