

SUMMER INTERNSHIP PROGRAM

at

The Health Convo

From May 13,2025 to July 25,2025

A REPORT BY

Name of the student- Divyarup Das

Master of Business Administration-

Pharmaceutical Management

Roll no- 0642

2024-26

under the Mentorship of

Dr Ratna Verma (Associate Professor, IIHMR University)

IIHMR UNIVERSITY, JAIPUR





CERTIFICATE
THE HEALTH CONVO

This is to proudly certify that **Mr. Divyarup Das** 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: *Excellent*

We extend our appreciation for his efforts and commitment during the internship and wish him continued growth and success in future professional endeavors.

With best wishes,
Mr. Vivekanand Mishra
Co-founder & CEO
The Health Convo



IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Divyarup Das** 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: 29/07/2025

A handwritten signature in blue ink, appearing to read 'Ratna Verma', with a stylized flourish at the end.

Dr. Ratna Verma

Associate Professor

IIHMR University, Jaipur

The Health Convo

In the dynamic healthcare environment, physicians make their life work to save lives of others at the cost of running their practices efficiently. They are experts in medicine but the commercial aspect of finance, marketing, technology and strategic development in business of healthcare can quickly turn into a daunting task. That is where The Health Convo comes in. The Health Convo was created with one idea in mind: to empower doctors to go beyond their clinics and be able to make their practice sustainable and future-ready. We know the art of medicine is practiced best when physicians are not encumbered by administrative nuances. We are the strategic core of clinics, hospitals and independent practitioners by providing customized business solutions. Whether it is optimization of operational efficiencies or creation of a strong digital identity, we equip doctors with the means they require to improve patient care as well as ensure long-term expansion. We are certain that when a practice is well-managed, the outcome of the healthcare will improve. There is a gap between medicine and business, and by filling it in we are not only consultants we are partners in transforming the healthcare ecosystem.

SWOT Analysis

STRENGTH

- Personalised treatment to each doctor based on his/her online personality and field of specialisation.
- Young, dynamic team having experience in the field.
- Startup flexibility- able to adjust pitch styles and bundles within a short period.

WEAKNESS

- The present pricing plans are more suited towards the high-end clientele.
- Physicians' misperception of digital marketing and business consulting.
- The industry is not well-versed about physician consulting support.

OPPORTUNITY

- There is a large pool of mid-segment doctors who are yet to be tapped.
- Increasing awareness of healthcare workers on personal branding.
- The creation of health tech and doctor-led content creates more potential in the area of service.

THREATS

- Consumers are getting confused by their brands by well-known digital marketing firms.
- Other segments of doctors are cost-conscious.
- It is not easy to reach popular doctors without references.

Overview of the Project

This undertaking was based on a strategic fieldwork to make HCG Hospital a reliable multispecialty hospital in Hyderabad by:

1. The direct communication with the doctors and physicians to know their wishes, challenges, and expectations.
2. Conducting medical awareness camps together with practitioners and clinics.
3. Mapping the referral ecosystem and finding recruitment leads based on MRs.
4. Helping the CEO with backend planning, content ideation and mapping of the competitors.

Objectives:

1. Learn physician behaviour in the real world.
2. Enhance B2B sales and marketing channels.
3. Increase the visibility of the hospital by activating the grassroots.

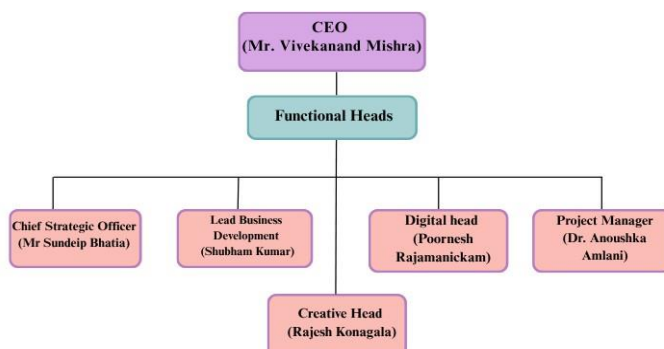
Vision

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

Mission

The Health Convo empowers doctors with tools, strategies, and insights to build patient-centric, well-managed, and digitally advanced practices, transforming healthcare with trust, quality, and accessibility.

ORGANIZATIONAL CHART



Major Learnings

From Doctor Interaction:

- Doctors prioritize patient safety, brand reputation, and backend support.
- Personal rapport and field presence are key to building trust.

From Camp Organization:

- Community camps serve dual purposes: awareness + brand building.
- Logistical alignment with doctors is critical for turnout.

From CEO Shadowing:

- Learned internal strategy planning, presentation structuring, and people management.

From MR Interaction:

- Ground-level insights on brand loyalty, doctor preferences, and recruitment challenges.

Practical Exposure Highlights:

- Assisted in on-ground execution of camps.
- Interacted with over 20+ doctors and 10+ Medical Representatives (MRs).
- Took initiative in ideating pitch content for social media outreach.
- Mapped referral influencers across ECIL, Karkhana, Sainikpuri (Areas across Hyderabad).



Difference Between Practical Exposure and Classroom Learning

In the internship, real time problem solving, lead generation, objection handling and value presentation to doctors across specialties were taught whereas in the classroom segmentation tactics and organised marketing theories were taught.

Usefulness and Skills Gained:

- Real-time communication and stakeholder handling
- Practical exposure to hospital branding techniques
- Strategic planning with the CEO
- Exposure to camp organization lifecycle
- Enhanced confidence in professional outreach

Challenges faced during Internship

- Convincing doctors that consulting is better than marketing.
- Concerns of mid-segment physicians re pricing
- Finding the right MRs under very limited conditions
- Scheduling delays and limited availability of senior physicians
- Managing follow-ups with MRs who are reluctant to refer
- Difficulty aligning multiple stakeholders for coordinated action
- Field fatigue due to weather and travel across zones

Thank you note

At last, I would like to thanks my mentor Ratna mam for always supporting me. A big thank to Mr Vivekanand sir for guidance & at last I would also like to thanks my family members and my dear friends to always helps me.

Theoretical Knowledge Applied:

- B2B Healthcare Marketing
- Internal Marketing Communication
- Stakeholder Mapping
- Referral Network Building
- Service Design in Healthcare

Suggestions for the organization

- Consider a dual pricing strategy of mid- and premium doctors.
- Improve the analogy of digital marketing and consultancy
- Improve the capability of CRM tools to track the effectiveness of social media and outreach.

Reporting Format (Week-01)

Name of the Organization: The Health convo

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

Name of the Student: Divyarup Das

Roll no: 0642

Stream: MBA Pharmaceutical Management

Week no:01

From:12/05/2025.....to...17/05/2025.....

Activity Done	1. Attended an orientation program where the aims, mission, and responsibilities of the company were discussed to interns. 2. Learned sales pitches and was directed on lead generation and physician profiling. Learned to identify potential customers--pay a special attention to female gynaecologists, then to dermatologists, psychiatrists, and internal medicine specialists. Thursday and Friday were field trips; on these visits, 11 doctors were interacted with and sales presentations were made. 3. Three physicians interested in the services of the company showed a positive reaction. 4. Superiors in Hyderabad have weekly reviews which take place on Saturdays.
Linking theory (Classroom learning) with practice at your organisation	Discussed important aspects of business growth with the focus on B2B and sales. These are some of the primary learning objectives: • An understanding of the principles of healthcare business consultancy. • Learned how to profile clients and sell them. • Gained direct experience in professional communication and participation on the field level.
Gaps identified on the working area.	• Minimal data on the Internet in relation to the profile of a doctor, which creates problems of the first approach. • Other physicians are difficult to locate when visiting the field because there is no scheduling system based on appointment. • Not all medical workers were willing or even unaware of the importance of digital platforms in their practice.
Suggestions for improvement	1. To manage time well, it is advisable to make field visits through appointments or confirmations. 2. To streamline the process of pitch customisation, maintain a well-organised profile document of each physician. 3. Add more role-plays or simulated exchanges to the training to have more confidence on the ground.
Plan for the next week	Keep on with our fieldwork with an aim of visiting a minimum of 30 physicians per week.

Signature of the Student- Divyarup Das (MBA-PM16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-02)

Name of the Organization: The Health convo

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

Name of the Student: Divyarup Das

Roll no: 0642

Stream: MBA Pharmaceutical Management

Week no:02

From:19/05/2025.....to...24/05/2025.....

Activity Done	• Continued field visits and interaction with medical practitioners, such as, internal medicine specialists, psychiatrists, gynaecologists and dermatologists. • Made specific sales presentations of our business advisory services. • Addressed issues, especially the ones related to the merging of business consulting and digital marketing. • Instagram follow-ups to the doctors who already received a contact were personalised. • Assisted in the discovery of new and highly active physicians on Instagram who could be prospects.
Linking theory (Classroom learning) with practice at your organisation	1. The classroom lessons on applied communication and marketing were applied to field level B2B pitching. 2. Segmented physicians according to their specialisation and digital maturity to prioritise physicians. 3. Used the knowledge of consumer behaviour to present pitch customisation and objection handling.
Gaps identified on the working area.	1. Several physicians are still hesitant to consult services because they are not clear about digital marketing. 2. It is not easy to reach popular doctors without making a reservation. 3. Few data are present to measure the response of doctors in response to direct messages in social media.
Suggestions for improvement	1. Introduce a better pitch introduction that defines the difference between marketing and business consulting. 2. Whenever possible, book appointments with the clinic managers or the receptionists. 3. To do social media outreach and response, add an easy CRM or tracking sheet.
Plan for the next week	• Focus on contacting the doctors who have shown interest before to have new discussions. • In order to make your proposal more credible, start collecting case studies or testimonials. • Collaborate with the internal team to work on the objection handling and pitching.

Signature of the Student- Divyarup das (MBA PM-16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-03)

Name of the Organization: The Health convo

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

Name of the Student: Divyarup Das

Roll no: 0642

Stream: MBA Pharmaceutical Management

Week no: 03

From: 27/05/2025.....to...31/05/2025.....

Activity Done	• Further lead generation by visiting new physicians of different specialities. • In order to get a stronger experience in client handling, I joined my supervisors on field visits. • Met potential clients and offered our services. • Had a conversation with dentist Dr. Vikram Singh, who offered The Health Convo a six-month project to organise dental camps and organisational partnerships, where a new vertical was created. • Made recommendations of conducting outreach strategies based on camps.
Linking theory (Classroom learning) with practice at your organisation	1. Liked the way B2B relationships in the real world are strategic. 2. Applied consultative selling techniques which are learnt during marketing seminars. 3. The early principles of project management were implemented through the plan of Dr Vikram.
Gaps identified on the working area.	• An effective strategy of carrying out camp-based services should be put in place. • The degree of in-house education on how to handle major, long-term team-work projects.
Suggestions for improvement	1. Develop a unique plan and framework of dealing with camp-based partnerships. 2. Develop outreach and logistical programs and activities with the assistance of cross-functional team members. 3. Case studies should be documented to prepare to work on similar projects in the future.
Plan for the next week	• Keep working with Dr. Vikram Singh to finish the project implementation plan. • Seek potential collaborations with companies, non-governmental organizations and schools. • Continue frequent field trips and lead generating in addition to the new project planning.

Signature of the Student- Divyarup das (MBA PM-16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-04)

Name of the Organization: The Health convo

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

Name of the Student: Divyarup Das

Roll no: 0642 **Stream:** MBA Pharmaceutical Management

Week no: 04

From: 02/06/2025.....to...07/06/2025.....

Activity Done	• Gained the initial customer contract with a dentist Dr. Vikram Singh. • Hired into a six-month project that entailed establishing a new service vertical and health camps, as well as organisational alliances. • Trained two new interns and mentored them in delivering sales pitches and creation of leads. • Continuous field research and discussions with new doctors with the hope of potential collaborations. • Participated in the top-level strategic discussions regarding the project planning. • Visited the office on Saturday to plan the following week, and do a debrief.
Linking theory (Classroom learning) with practice at your organisation	1. Displayed mentoring and leadership abilities as per the organisational behaviour studies. 2. Project planning and stakeholder engagement principles were applied in the Vikram Singh proposal. 3. Applied the knowledge of sales and interpersonal skills to coach the staff and handle prospects.
Gaps identified on the working area.	1. New service verticals are not launched and run according to a fixed procedure. 2. Newly hired interns needed to be organised in a more systematic way when they get on board so that they can be prepared to get to the field faster. 3. It is necessary to have a clear record of current client duties and projects.
Suggestions for improvement	• Prepare a client onboarding and new service launching procedure sheet. • Prepare a short training program to new interns. • Maintain a common document with latest updates on the project progress and milestones.
Plan for the next week	• Support the launch of the project initiated by Dr. Vikram in terms of planning and resource mapping. • Find hot leads generated during the last two weeks. • To make the interns feel confident, assist them when going on field trips and in the mock pitch.

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Reporting Format (Week-05)

Name of the Organization: The Health convo

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

Name of the Student: Divyarup Das

Roll no: 0642 **Stream:** MBA Pharmaceutical Management

Week no: 05

From: 09/06/2025.....to...14/06/2025.....

Activity Done	• Regular visits to doctors of various specialisations in the field. • Made follow-ups to present proposals to doctors who had been previously pitched on. • Scheduled appointments and sent a number of prospects price proposals via email. • Personalisation oriented with the effort of enhancing pitch follow-ups. • Answered service customisation and price flexibility inquiries made by customers. Drs. Rajeshwari, Lakshmi Priya and Rishika proposals were initiated. • Maintained contacts with Dr. Sathish to make appointments.
Linking theory (Classroom learning) with practice at your organisation	• I used my sales negotiating skills learnt in class during the face-to-face price negotiation session. • Applied the principles of CRM by keeping records and following-ups in an organised way. • Used models of communication strategies to offer personalised communication.
Gaps identified on the working area.	1. Delays in the response of doctors are slowing down closure cycles. 2. It is still hard to arrange meetings with distant clients. 3. The physicians still have some confusion regarding the scope of services.
Suggestions for improvement	• Set up set follow-up dates for unanswered questions. • Set targets on weekly basis on closings and proposal submissions. • To differentiate consulting from digital marketing create a clear visual explainer.
Plan for the next week	1. Focus on converting warm leads into paying customer. 2. Get at least one additional proposal converted.

Signature of the Student- Divyarup das (MBA PM-16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-06)

Name of the Organization: The Health convo

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

Name of the Student: Divyarup Das

Roll no: 0642

Stream: MBA Pharmaceutical Management

Week no: 06

From: 16/06/2025.....to...21/06/2025.....

Activity Done	Follow-ups to the physicians already contacted like Dr's. Rajeshwari, Sathish and Lakshmi Priya, have proceeded. • Presented new and revised proposals according to the needs and suggestions of the client. • Created and offered SEO-based service packages that are specific to specific physician profiles. • Provided positive criticism to our existing pricing model and suggested a more comprehensive tiered pricing model in my active participation in the weekly review meeting. • Visited the field and relied on Instagram outreach and direct contact to get new leads. • Collaborated with interns and seniors in order to enhance the clarity of service and the effectiveness of the pitch.
Linking theory (Classroom learning) with practice at your organisation	• Applied the concept of value-based pricing and market segmentation acquired in marketing courses. • Objection handling and consumer psychology frameworks were used during the negotiations with the clients. • Provided strategic contribution to the team through application of leadership and communication skills.
Gaps identified on the working area.	1. High price remains one of the greatest barriers to recruitment of mid-tier physicians. 2. No service bundling for different tiers of pricing. 3. Better visuals are necessary to separate consultancy services and digital marketing.
Suggestions for improvement	• Introduce a tier system to meet the financial capabilities of different physicians. • Make short graphic explainers to reduce confusion and simplify our pitch. • To reduce barriers to entry, offer trial packages and customisation of services.
Plan for the next week	• Provide customized offers to make interested leads convert. • Work closely with the group to come up with pilot pricing to the clients in the mid-segment. • In order to strengthen the conversion pipeline, contact new prospects and Dr. Tejaswi Rao.

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Reporting Format (Week-07)

Name of the Organization: The Health convo

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

Name of the Student: Divyarup Das

Roll no: 0642

Stream: MBA Pharmaceutical Management

Week no: 07

From: 23/06/2025.....to...28/06/2025.....

Activity Done	1. Proposals were submitted to some potential customers such as Drs. Tejaswi Rao and Lakshmi Priya. According to the strong online presence of Dr. Amulya Mysore, I developed and shared personalized dual proposals (social media & podcast). 2. Overlooked CRM activities and proposal changes based on the scope of service and customer desires. 3. Attended the planning meetings of new outreach strategies and internal evaluations. 4. Successfully juggled between travel and personal commitments and coordinated with various doctors.
Linking theory (Classroom learning) with practice at your organisation	1. Employed the B2B marketing ideas of personalisation and segmentation. 2. Strategic communication models were used in high-potential lead contacts. 3. Monitored the prioritization and multitasking, which are the vital aspects of corporate growth.
Gaps identified on the working area.	1. The customisation of proposal is tedious and does not have an efficient template system. 2. There are those doctors who show intense interest but delay the arrangement of meetings or confirmation.
Suggestions for improvement	1. The process of proposal customisation is long and does not have a streamlined template system. 2. Other physicians show a great interest but put the appointment or confirmation on hold.
Plan for the next week	• Focus on the conversion of physicians who have a high potential like Drs. Tejaswi and Amulya. • Re-scheduled meetings and comments on prior suggestions. • Cooperate with internal teams on pitch training and flexibility of prices presentations.

Signature of the Student- Divyarup das (MBA PM-16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-08)

Name of the Organization: The Health Convo

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

Name of the Student: Divyarup Das

Roll no: 0642 **Stream:** MBA Pharmaceutical Management

Week no: 08

From: 30/06/2025.....to...05/07/2025.....

Activity Done	1. Transferred to another assignment under the watch of the top management. 2. Began to conduct special work on outreach and camp organisation of one of our clients who was onboarded. 3. To be considered as potential employees, I started searching and narrowing down medical reps with 1-2 years of experience. 4. also personally visited residential societies to discuss with our customer on the planning of health camps. 5. Continued attending the existing medical follow-ups and covered field trips as needed.
Linking theory (Classroom learning) with practice at your organisation	• Apply classroom learning on resource planning and team management. • Enhancing the stakeholder interaction and field negotiation skills in societies visits. • Utilized previous marketing and communication skills in aligning the project goals with the ground.
Gaps identified on the working area.	• Early reluctance of the society authorities to cooperate in the approvals of health camps. • The problem of quickly finding qualified MR applicants due to the specialised experience requirement.
Suggestions for improvement	1. To achieve faster MR hiring, contact pharmaceutical staffing companies or take advantage of placement pools. 2. To make the approvals easier, make a standard presentation or brochure and distribute to societies. 3. In order to obtain early leads and community interest in future camps, utilize digital forms.
Plan for the next week	• Continue visiting the community to set up the camp and acquire the relevant permits. • Conduct interviews and evaluate the MR applicants who were short listed. • Support the doctor outreach group in fieldwork and conversions when necessary.

Signature of the Student- Divyarup Das (MBA PM-16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-09)

Name of the Organization: The Health Convo

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

Name of the Student: Divyarup Das

Roll no: 0642

Stream: MBA Pharmaceutical Management

Week no: 09

From: 07/07/2025.....to...12/07/2025.....

Activity Done	• Field visits, which were emphasized on identifying and engaging with medical representatives (MRs) in regions such as Sainikpuri, Karkhana and ECIL. • Attended hospitals and standalone clinics, mostly focused on general physicians in order to approach queued MRs. • Met and engaged several MRs to evaluate them on their profile-fit in terms of age, experience (1-2years), and their salary expectations. • Contacted leads and initiated ground work to pursue the referral-based recruitment with a senior MR who was contacted through personal contact. • At the same time, organized the camp discussions and the outreach to the doctors with clinics in the framework of the work of Dr. Vikram.
Linking theory (Classroom learning) with practice at your organisation	• Employed B2B communication techniques during communication with healthcare reps and clinics. • Applied knowledge in recruitment to determine the fit of candidates by using field-based sourcing. • Learned how to build relations and networks to create warm leads.
Gaps identified on the working area.	• The current criteria of high salary expectations and overqualified MR profiles remain to be a challenge to recruitment. • Inability to locate the appropriate profiles on the experience and budget basis.
Suggestions for improvement	• Relax a bit the experience requirements or compensate to get good profiles. • Enhance referral system: consider hiring senior MRs or pharma sales trainers to focus on referral. • Tap into the pharma training institutes to source fresher MR.
Plan for the next week	• Consult with the senior MR to get referral opportunities. • Carry on with the field visits of new zones to pursue unexplored MR leads. • Facilitate on-ground coordination of discussions and institutional tie-ups of Dr. Vikram camp.

Signature of the Student- Divyarup Das (MBA PM-16)

Approved by the IIHMR University's Mentor

Reporting Format (Week-10)

Name of the Organization: The Health Convo

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

Name of the Student: Divyarup Das

Roll no: 0642

Stream: MBA Pharmaceutical Management

Week no: 10

From: 14/07/2025.....to...19/07/2025.....

Activity Done	1. Conducted a fieldwork that focused on live MR profiling in the Karkhana and ECIL sites (Areas in Hyderabad). 2. Paid visits to hospitals where MRs were waiting to see the doctor like Rainbow Women & children hospital as well as Renova super speciality hospital. 3. The five MRs of various pharmaceutical setups who were interacted belonged to one large, two mid-sized, and one small firm, all of which were located in Hyderabad; four of them had an experience of more than four years, and one had three years. 4. inputted such qualitative data as trends of job switching and areas of pain, benchmarks in income (most surpassed by 3.5 LPA). 5. established the basis of producing informal referrals via personal contacts, and senior MR contact known.
Linking theory (Classroom learning) with practice at your organisation	1. Utilized B2B observational research methods to generate real time candidate profiles. 2. Applied screening frameworks of recruitment to match the MR appropriateness in reference to job demands. 3. Soft skills and active listening: used gathering unspoken clues to establish a rapport in case of possible referrals.
Gaps identified on the working area.	1. The salaries paid to MRs often exceed the budget of seasoned applicants especially. 2. Active MRs are not keen on movement when there is no good financial/brand incentive. 3. Insecurity regarding employment and brand appear to be the barriers to attracting good individuals.
Suggestions for improvement	1. Explore newer training process to get motivated MRs at a lesser cost per acquisition. 2. Introduce the opportunity to present it as oriented on growth and contribute to the improvement of employer branding. 3. Consider programmable experience requirements when the candidates show a high level of interpersonal and professional competence.
Plan for the next week	None.

Signature of the Student- Divyarup Das (MBA PM-16)

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: Divyarup Das

Area/ Department/ Project of Summer Internship Program:

Business Development Intern

Name of the Student: Divyarup Das

Roll no: 0642

Stream: MBA Pharmaceutical Management

Activity Done	1. The primary responsibility that I had during the internship was to meet doctors and physicians of other clinics in Hyderabad in person. I started the negotiations of the service offerings of The Health Convo and supported onboarding and identified joint ventures to provide physician-driven healthcare delivery. 2. I was also involved in planning and helping out with local medical camps, which were also carried out by managing logistics and ensuring that the communication at the clinic level was smooth. 3. At the same time, I helped the CEO at ground level, strategy development, and execution of field level knowledge. I also spoke with medical reps to understand the traffic patterns in patient traffic and to have access to referral hiring pipelines.
Linking theory (Classroom learning) with practice at your organization	1. Healthcare operations, patient engagement strategy, and service marketing were the ideas that directly influenced my daily activities. I assessed the feasibility of working with the doctors through the strategic management strategies, and I made professional interactions through soft skills training. 2. The modules of healthcare environment and organizational behavior were needed in the clinic visits and in preparing to the camp. HRM and talent acquisition theory also helped in finding possible MRs and recommendations of staff.
Gaps identified on the working area.	1. Doctors had never heard of such technology-based patient management systems like The Health Convo. 2. Clinics were reluctant to conduct a camp due to manpower and set up problems.

	3. Issues with MR follow through and real time monitoring of referral conversions. 4. Physicians who have worked in the field once remember the Health Convo brand name minimally.
Suggestions for improvement	1. Develop a video toolkit or a digital presentation that will assist with onboarding doctors during field visits. 2. In order to have timely implementation and transparency at clinic level, maintain a centralized camp checklist. 3. In order to record and track doctor and MR encounters, strengthen internal CRM. 4. Create localized advertisements at diagnostic centers and clinics to create brand awareness.
Key Learnings	1. Gained a skill to initiate and continue the conversation with physicians at the workplace professionally. 2. Identified some of the nuances of medical collaboration, including presentation of value and establishment of credibility. 3. Developed skills in health camp organization and management in different societies. 4. By interacting with MRs, receptionists and clinic staff, I could enhance my people skills. 5. Recognized the significance of community outreach in the development of healthcare sector.

Signature of the Student- Divyarup Das (MBA PM 16)

Approved by the IIHMR University's Mentor