



Transforming Business Development: How Heartnet India's On-Ground Insights Drive Lead Generation and Marketing Success

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Heartnet Insights

- Established in 2017, the company is dedicated to making high-quality cardiac care accessible across India.
- They aim to leverage cutting-edge technology and premier clinical expertise to combat cardiovascular diseases.
- Heartnet is committed to early detection through advanced screening methods, ensuring accurate diagnosis with state-of-the-art tools, and implementing evidence-based treatment protocols

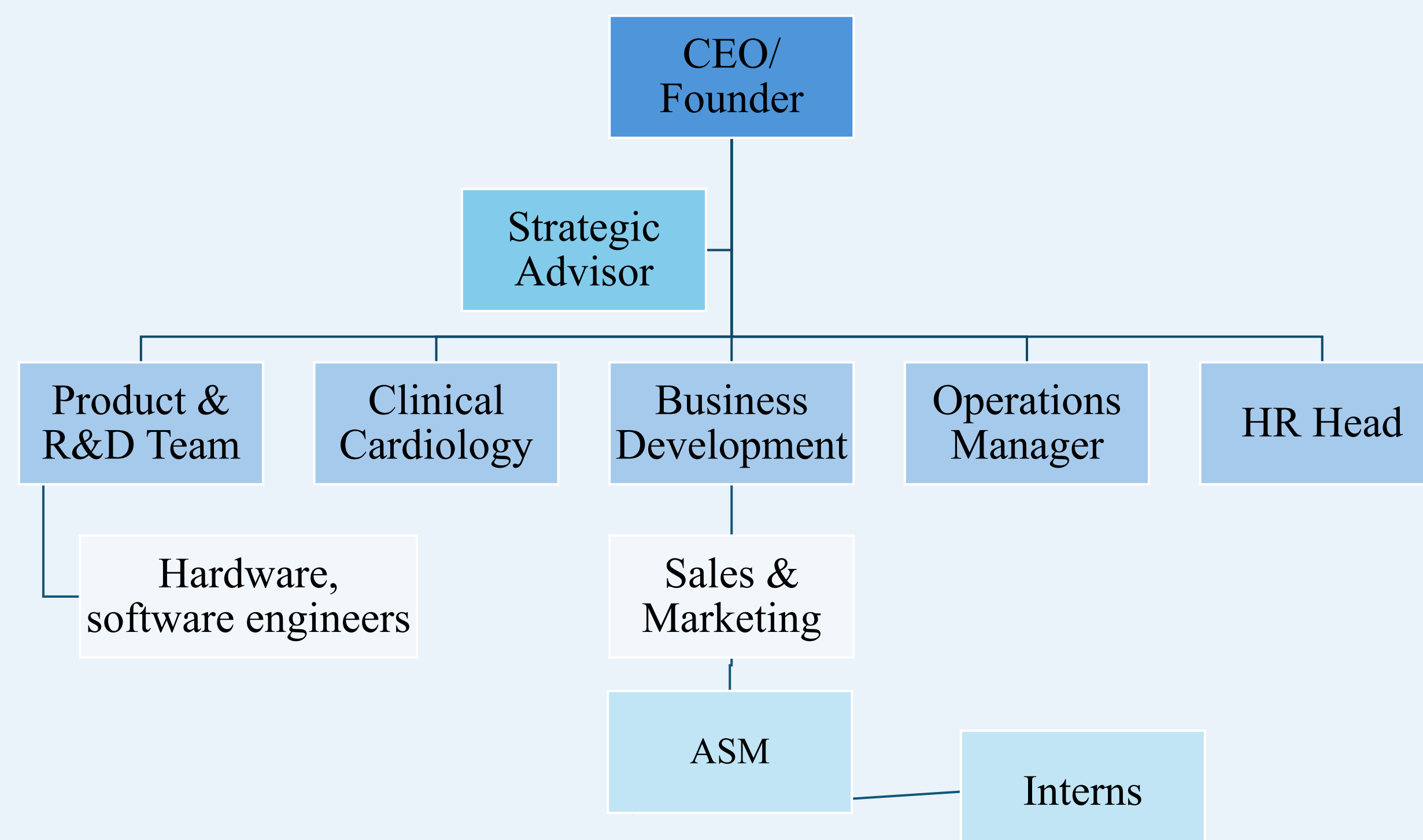
Vision

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

Mission

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

Organogram



Project Objective

To investigate the real-world barriers impacting the adoption of Heartnet's Asaan ECG device by utilizing firsthand field experience and stakeholder feedback. The goal is to translate these insights into actionable business development and marketing strategies, while also deriving competitive insights to strengthen product positioning, highlight differentiators, and support targeted lead generation across diverse healthcare segments.

Workflow



Product: Asaan ECG Device

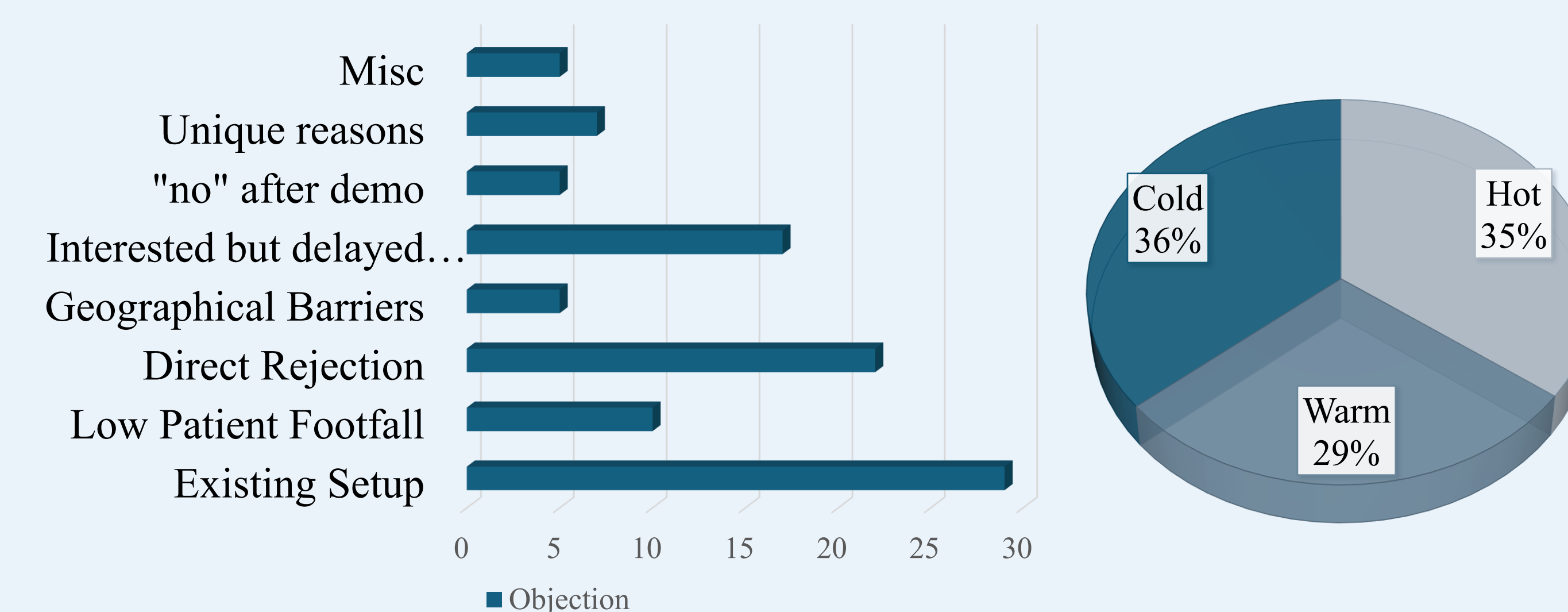
A portable, easy-to-use ECG device transmits data in real time, enabling telecardiology.



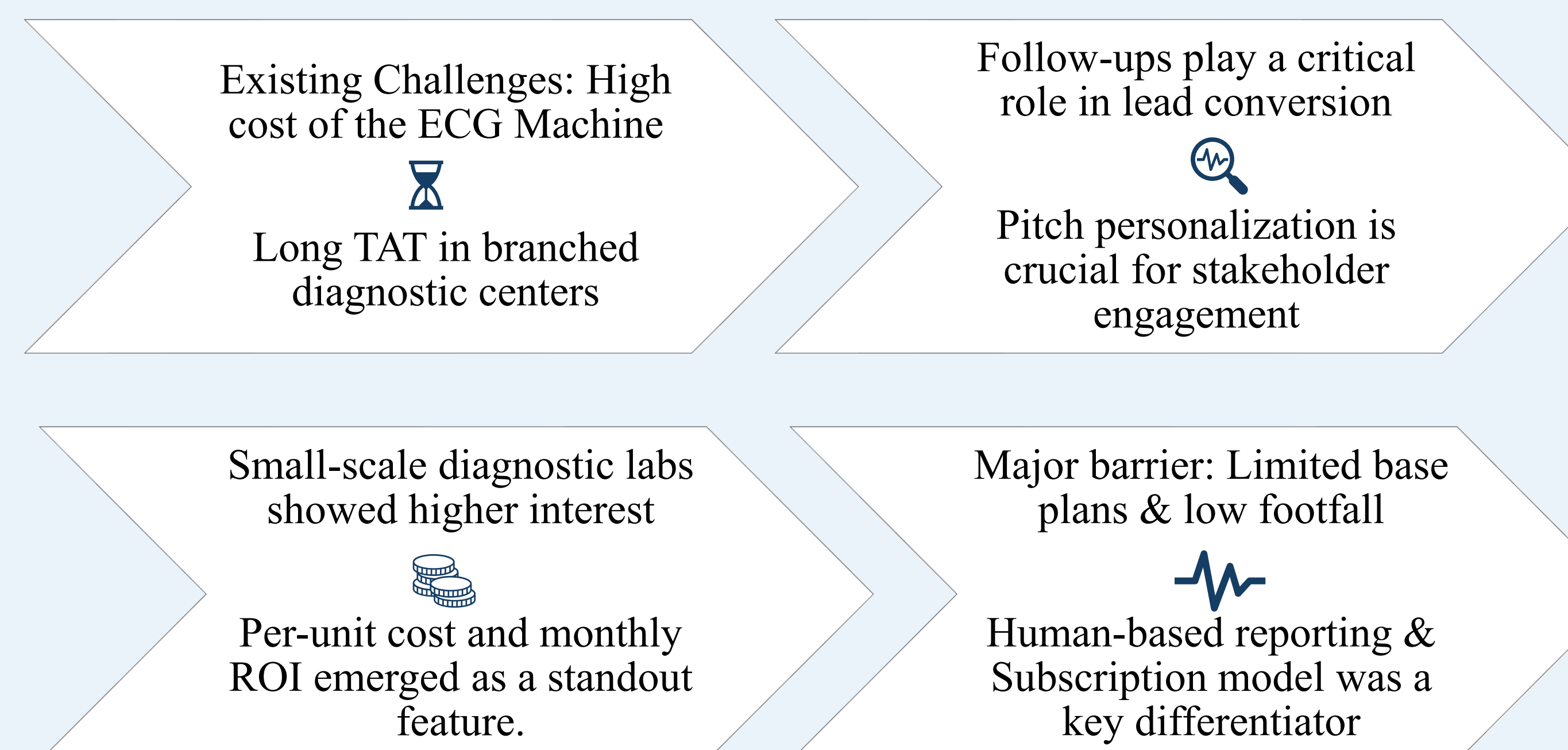
Key Features:

- 12-lead standard ECG with attached thermal printer
- Real-time data transmission
- Cardiologist reporting network
- TAT <15 Mins
- Subscription model
- 24/7 services
- Portable

Leads Segmentation & Objection Mapping

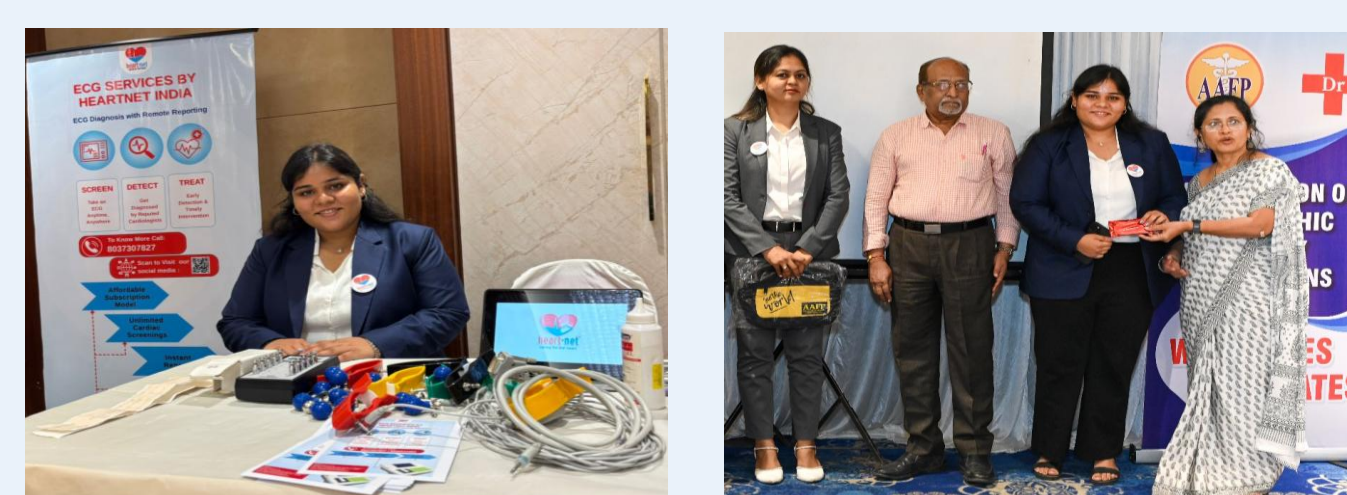


Market Insights

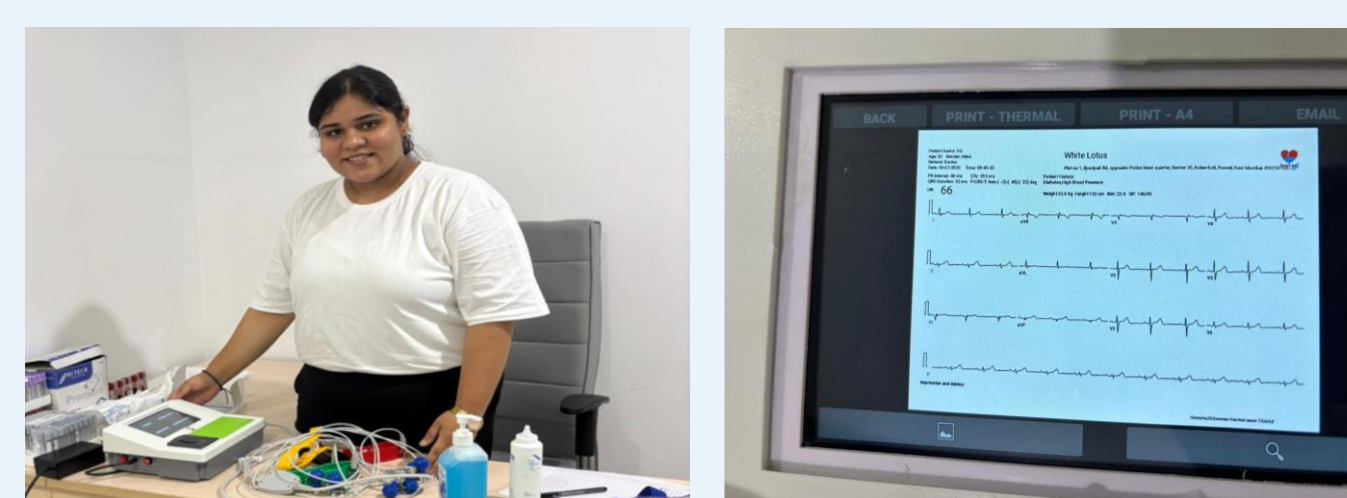


Major Milestones

Coordinated & executed a CME Event with 50+ doctors.



Managed a large-scale ECG Screening camp with 550+ Patients



B2B Sales Funnel



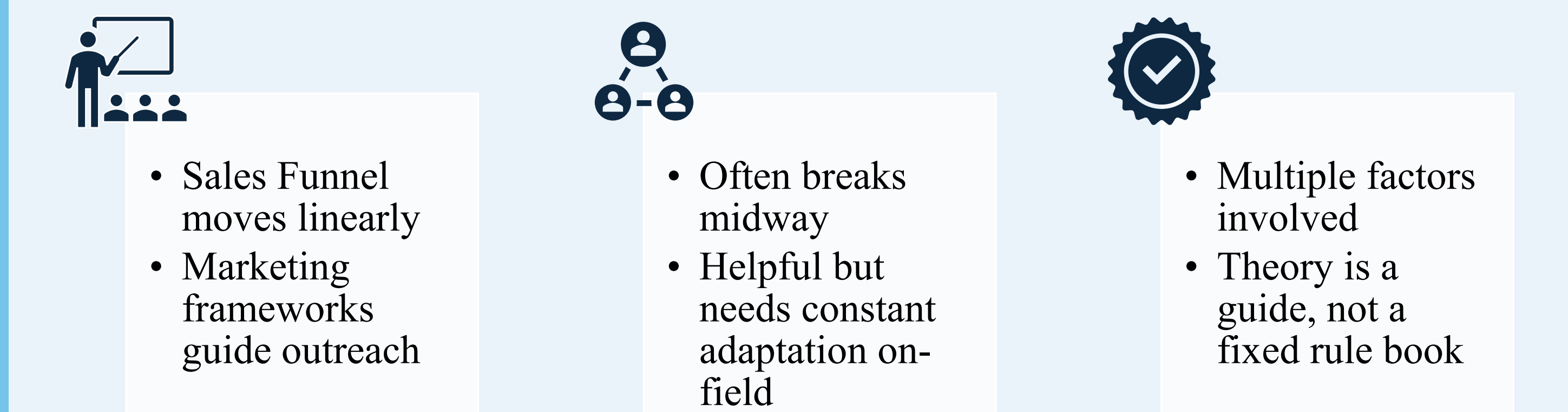
Marketing Mix: 7 Ps Analysis

Product	12-lead ECG device with quick, human-verified telecardiology reporting. Portable and doctor-friendly.
Price	Cost effective subscription-based pricing, making it affordable & accessible for small-sized clinics.
Place	BD reps visits to diagnostic centers, hospitals and pathology labs. Digital B2B platforms like Tata 1mg.
Promotion	Digital product brochures, storytelling demo videos, Social media. Reference system, Local language pitch for field visits
People	Field reps, internal cardiologists, operations team, IT team.
Process	ECG taken → Sent via Heartnet server → Reviewed by in-house cardiologist → Report sent to device. Ensures process clarity during pitch.
Physical Evidence	Signed reports, CME presence, Customer testimonials, case studies, strong digital presence using SEO

SWOT

S	W
- Human cardiologist verified ECG reports - Quick TAT (<=15 min) - In-built thermal printer & easy E-mailing of reports	- Material aesthetics may affect perceived value in clinical settings - Works only using WIFI - No services for the purchase plan
O	T
- SEO and content marketing - Initiate health-related conversations on Social Media - The elder care segment is growing rapidly	- Strong competition by age-old brands like BPL and AI-first platforms like Tricog. - Limited Brand visibility in the market - Pricing pressure

Theory vs Practical



Challenges

- Existing setup or low footfall
- Only subscription-based model
- HQ only in Bangalore
- Objection to complexity
- Doctor Availability & Access
- Interested but delayed decision

Learnings

- Adaptability in an unstructured work environment
- Action-oriented market understanding
- Professional confidence & ownership
- Stakeholder engagement
- Strategic thinking through an insight-driven storyline.

Suggestions

