



Name- Divesh Pravin Baviskar
Roll No- 0626
Stream- MBA PM 16

MedFusion: A New Age Blend of Health and Tech for Doctors

Faculty Mentor- Dr Rahul Sharma
(Professor at IIHMR University)
Organization Mentor- Mr Sundeip Bhatia
(Chief Strategy Officer & Chair-Growth Council)



The Health Convo

The Health Convo is a Hyderabad, Telangana-based healthcare-focused business consulting firm dedicated to empowering doctors and healthcare professionals to build sustainable, future-ready practices.

In today's rapidly evolving healthcare environment, many doctors are burdened by non-clinical responsibilities—such as finance, marketing, operations, and technology. Recognizing this critical gap, The Health Convo was established with the vision to support medical professionals beyond the clinic, so they can focus on their core expertise—delivering quality patient care.

The organization offers tailored, end-to-end consulting solutions that serve as a strategic backbone for clinics, hospitals, and independent practitioners. From optimizing operational efficiency and enhancing digital presence to managing branding, ethical marketing, and patient engagement strategies, The Health Convo provides a comprehensive suite of services that address the multifaceted needs of modern medical practices.

Mission

To transform healthcare by equipping doctors and healthcare professionals with the tools, strategies, and insights needed to build successful, patient-centric practices. *The Health Convo* aims to bridge the gap between excellent clinical care and efficient practice management by offering ethical marketing, digital transformation, and strategic support.

Vision

To be the most trusted and influential business consulting firm for healthcare professionals—empowering doctors with strategic, digital, and operational excellence to revolutionize patient care and build thriving medical practices.

Organization Structure

Mr. Vivekanand Mishra, Co-founder & CEO

Mr. Sundeip Bhatia, Chief Strategy Officer & Chair – Growth Council

Mr. Shubham Kumar, Lead – Business Growth & Collaborations

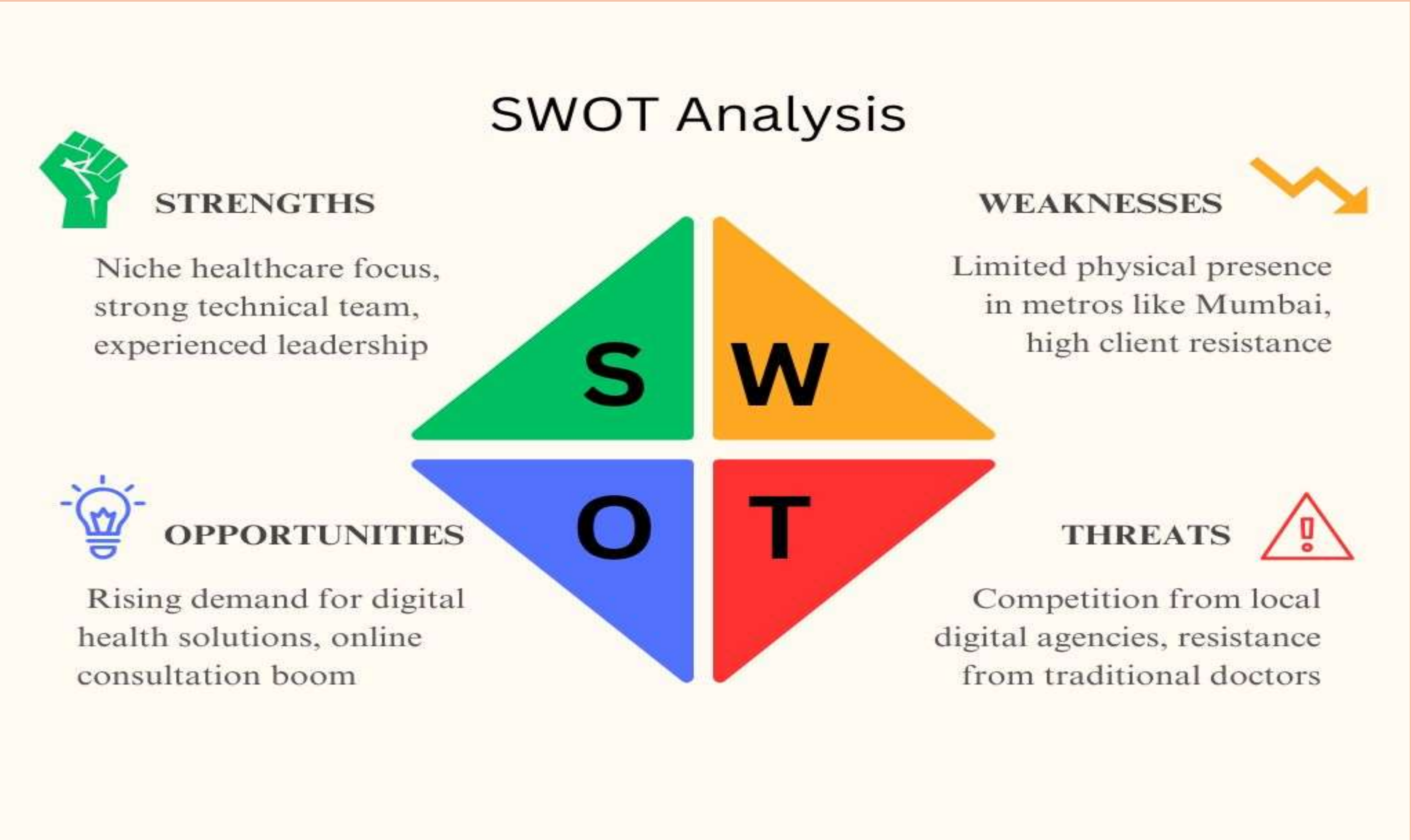
Rajesh Konagala , Lead Business Operation

Durga Prasad Vadlamuri , Social Media Design Executive

Poornesh Rajamanickam , Assistant manager- Digital Marketing

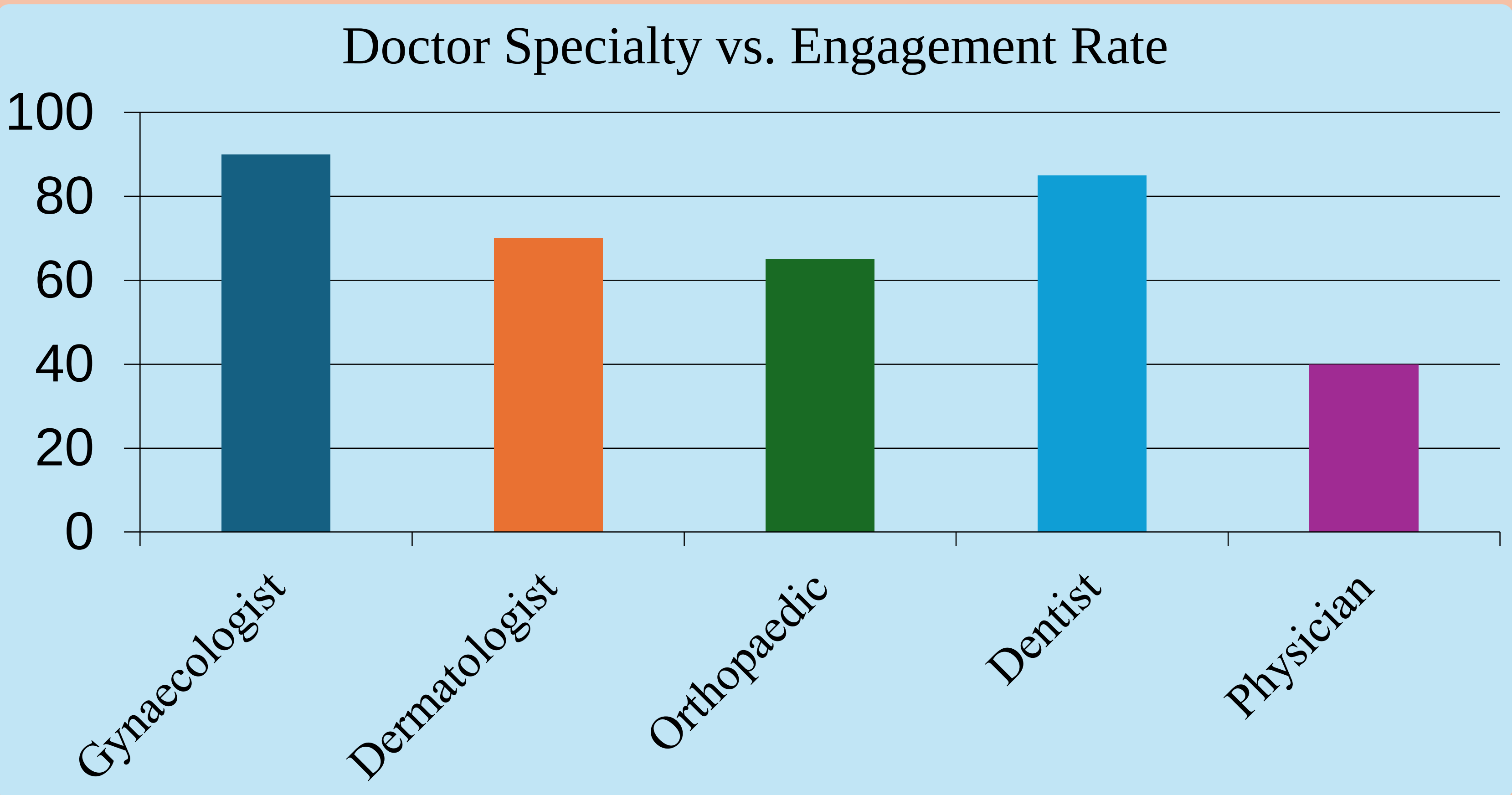
Business Development Executive

SWOT Analysis

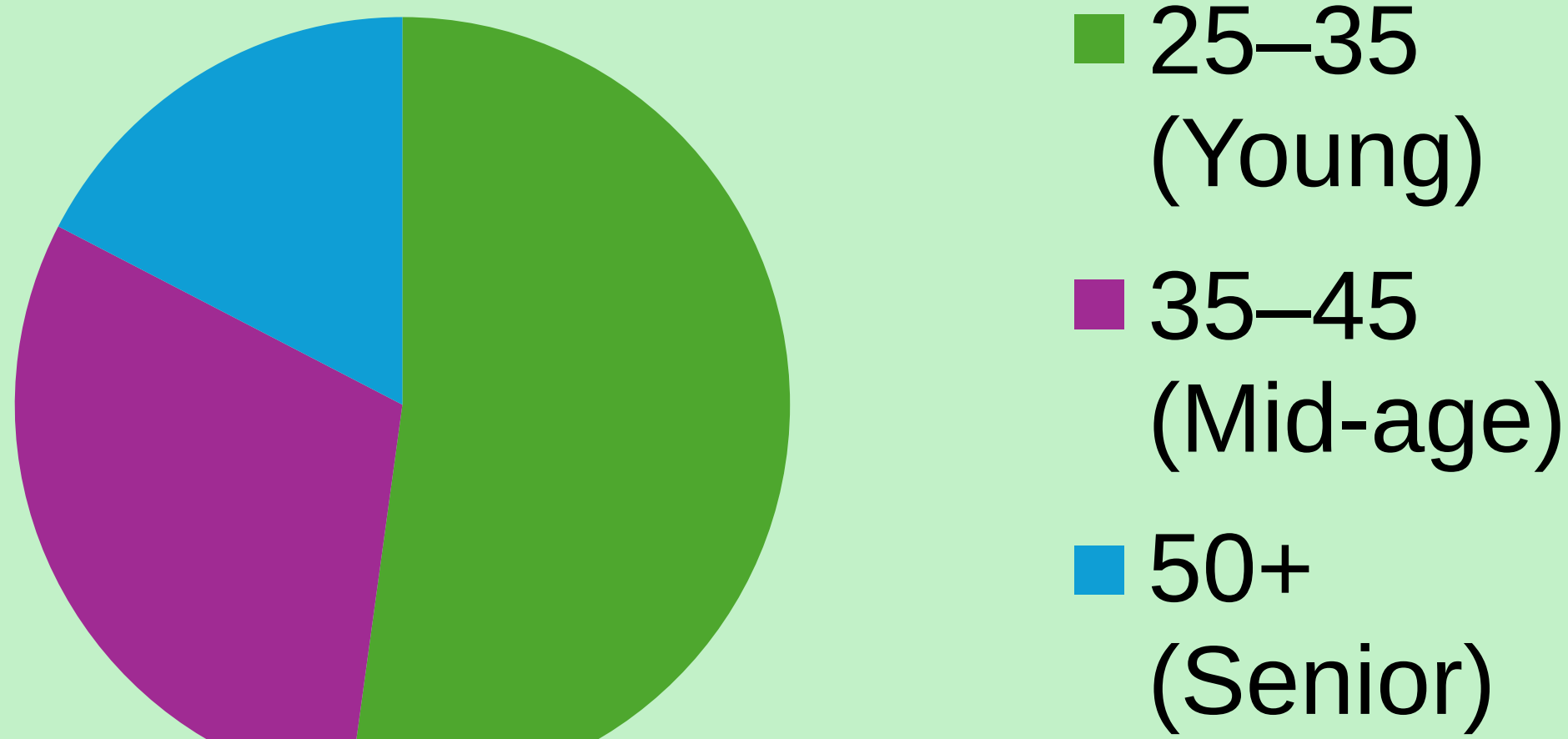


Conceptual Learning

- Applied **Marketing Management** principles to build client-specific branding strategies.
- Utilized **Digital Marketing** concepts such as SEO, social media engagement, and Google My Business optimization.
- Implemented **Strategic Management** frameworks like SWOT & TOWS for real-time problem-solving and proposal structuring.
- Gained hands-on experience in **Client Communication & Sales Pitching** techniques taught during classroom simulations.
- Integrated **Operations & Healthcare Management** knowledge while observing workflow and client onboarding practices.
- Learned the value of **Health Economics & Consumer Behavior** by assessing doctors' service acceptance patterns



Doctor Age Group Targeted



Challenges faced

- Difficulty in convincing time-constrained doctors.
- Rejection or ignorance from doctors unfamiliar with digital.
- No fixed area allotted; had to travel extensively across Mumbai.
- Lack of visiting cards hampered initial credibility.
- Coordination issues in scheduling video shoots.
- Balancing healthcare compliance with creative content.

Major Learnings

- ✓ Create a structured onboarding and follow-up CRM system
- ✓ Offer installment-based payment plans for clients with high billing
- ✓ Provide interns with business cards and branding kits
- ✓ Customize metro city strategies (e.g., Mumbai) based on local competition and client behavior
- ✓ Improve back-end documentation for billing and project updates

Suggestions

- ✓ Create a structured onboarding and follow-up CRM system
- ✓ Offer installment-based payment plans for clients with high billing
- ✓ Provide interns with business cards and branding kits
- ✓ Customize metro city strategies (e.g., Mumbai) based on local competition and client behavior
- ✓ Improve back-end documentation for billing and project updates