

SUMMER INTERNSHIP PROGRAM

at

THE HEALTH CONVO

13 May 2025 – 26 July 2025

A REPORT BY

Mr. Divesh Pravin Baviskar

Master of Business Administration

Pharmaceutical Management

Roll no 0626

2024-26

under the Mentorship of

Dr Rahul Sharma





CERTIFICATE
THE HEALTH CONVO

This is to proudly certify that **Mr. Divesh Baviskar** 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: *Good*

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. Divesh Pravin Baviskar** 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 handwritten signature in black ink, appearing to read 'Dr. Rahul Sharma'.

Dr. Rahul Sharma

Assistant Professor

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

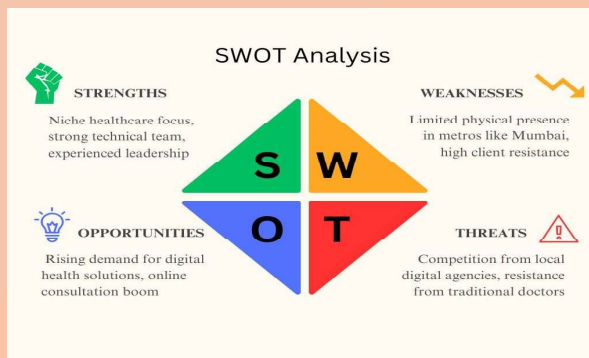
Rajesh Konagala, Lead Business Operation

Durga Prasad Vadlamuri, Social Media Design Executive

Poornesh Rajamanickam, Assistant manager- Digital Marketing

Business Development Executive

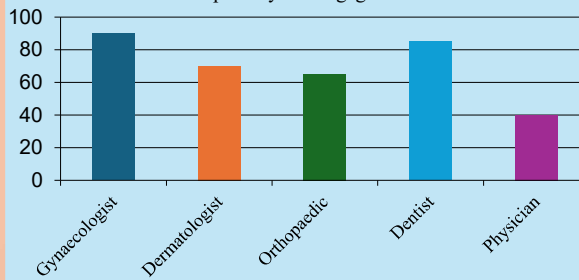
SWOT Analysis



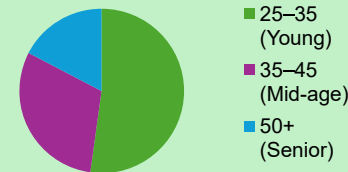
Conceptual Learning

- 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 Specialty vs. Engagement Rate



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

Reporting Format (Weekly)

Name of the Organization: The Health convo

Area/ Department/ Project of Summer Internship Program: Mumbai

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 1

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

Activity Done	❖ The induction program was conducted for interns ❖ Onboarded by the organization and introduced to digital healthcare consulting concepts. ❖ Understood company's service offerings – website building, social media management, SEO, podcasting, and branding for doctors.
Linking theory (Classroom learning) with practice at your organization	❖ Applied marketing concepts such as need-gap analysis, segmentation (based on specialty, clinic type), and service positioning. ❖ Utilized strategic communication and persuasive selling taught in the Marketing Management & Healthcare Communication courses. ❖ Real-time application of branding principles and consumer behavior theories.
Gaps identified on the working area.	❖ Absence of official visiting cards reduced credibility and hampered trust-building. ❖ Lack of clarity in the outreach workflow caused initial confusion among interns.
Suggestions for improvement	No suggestions
Plan for the next week	❖ Start classifying doctors based on digital maturity (those with vs. without websites, social presence). ❖ Begin creating short proposals based on doctor's stated interest (video content, GMB, SEO).

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: The Health convo

Area/ Department/ Project of Summer Internship Program: Mumbai

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 2

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

Activity Done	❖ Conducted physical outreach to clinics in Dahanu, Palghar, and nearby rural belts. ❖ Introduced The Health Convo's offerings such as digital branding, social media presence, GMB profile setup, and podcast services. ❖ Maintained doctor-wise outreach logs: interest level, next visit schedule, objections raised
Linking theory (Classroom learning) with practice at your organization	❖ Applied principles from Healthcare Marketing and CRM: personalization of offerings, managing rejections, and educating clients. ❖ Used interpersonal communication skills to build rapport with skeptical clients. ❖ Learned to position services not just as "digital" but as "practice-building tools" — a core MBA marketing strategy.
Gaps identified on the working area.	❖ Design a simplified one-pager brochure with visual examples instead of long verbal pitches.
Suggestions for improvement	No suggestions
Plan for the next week	❖ Focus on follow-ups with doctors who showed interest in week 1 and 2. ❖ Initiate digital content requirement gathering for interested clinics. ❖ Begin shadowing senior team members during client onboarding or negotiation meetings.

Signature of the Student

Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: The Health convo

Area/ Department/ Project of Summer Internship Program: Mumbai

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 3

From: 26/05/2025 to 31/05/2025

Activity Done	❖ Followed up with previously visited doctors regarding proposal responses. ❖ Handled client objections related to cost, credibility, and digital trust. ❖ Identified genuine leads and categorized doctors based on response likelihood (Hot, Warm, Cold). ❖ Started preparing customized pitch presentations for clinics showing potential interest.
Linking theory (Classroom learning) with practice at your organization	❖ Used business communication techniques for structured follow-up and persuasive pitching. ❖ Applied insights from Service Marketing about perceived value, pricing, and client satisfaction.
Gaps identified on the working area.	❖ Many doctors do not respond after proposal sharing, resulting in unclear client status. ❖ Delayed decisions from clinics wasting intern time and effort in repeated follow-ups. ❖ No automated or systematic follow-up tracking system was in place.
Suggestions for improvement	❖ Introduce gentle closure mails for non-responsive doctors to streamline focus. ❖ Assign follow-up days separately from new visit days to maintain balance.
Plan for the next week	❖ Work on enhancing proposal formats and ensuring it clearly communicates value. ❖ Assist in backend data updates and CRM management.

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format (Weekly)

Name of the Organization: The Health convo

Area/ Department/ Project of Summer Internship Program: Mumbai

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 4

From: 2/06/2025 to 7/06/2025

Activity Done	❖ Drafted customized offers that included podcasts, branding, and social media marketing bundles. ❖ Handled calls for remote doctors and followed up via WhatsApp/email. ❖ Participated in internal meetings on improving client retention and onboarding strategy.
Linking theory (Classroom learning) with practice at your organization	❖ Used business communication techniques for structured follow-up and persuasive pitching. ❖ Applied insights from Service Marketing about perceived value, pricing, and client satisfaction.
Gaps identified on the working area.	❖ Many doctors do not respond after proposal sharing, resulting in unclear client status. ❖ Delayed decisions from clinics wasting intern time and effort in repeated follow-ups. ❖ Applied strategic pricing and segmentation from Marketing Management courses.
Suggestions for improvement	No Suggestion
Plan for the next week	❖ Work on enhancing proposal formats and ensuring it clearly communicates value. ❖ Assist in backend data updates and CRM management.

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: The Health convo

Area/ Department/ Project of Summer Internship Program: Mumbai

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 5

From: 9/06/2025 to 14/06/2025

Activity Done	❖ This week, I expanded my outreach to new clinics across Mumbai's Western and Harbour lines, approaching dermatologists, gynaecologists, and orthopaedic doctors. I continued with my digital audits—checking doctors' visibility across platforms like Google, Instagram, and LinkedIn. ❖ I collaborated closely with the content team to understand the preferences of each doctor and started drafting content outlines and short-form video scripts. I also conducted field visits, took feedback from earlier pitches, and tried to re-engage with previously hesitant clients.
Linking theory (Classroom learning) with practice at your organization	❖ Applied classroom knowledge of healthcare branding and positioning while pitching services to doctors. ❖ Used market segmentation strategies to categorize doctors based on age, digital awareness, and specialization. ❖ Practiced real-world negotiation and sales communication, which helped me gain confidence. ❖ Understood the importance of lead qualification and learned how to assess the right target profile for conversion. ❖ Saw content marketing and SEO implementation in a real healthcare setting.
Gaps identified on the working area.	❖ Senior doctors were often unaware of the value of digital visibility and reluctant to explore online engagement. ❖ Follow-up management lacked a systematic structure—no CRM or tracker for leads. ❖ Delay in proposal building due to absence of ready-made templates based on specialization.
Suggestions for improvement	❖ Prepare pre-designed proposal templates for various specializations to improve turnaround time. ❖ Prioritize high-potential client segments (e.g. gynaecologists and dentists) based on past response trends.
Plan for the next week	❖ Expand coverage into Central Mumbai areas and reconnect with previously visited clinics. ❖ Schedule and coordinate initial shoots for doctors who've shown interest in video content. ❖ Assist the team in developing customized blog content and campaign

	plans. ❖ Strengthen client follow-up by crafting personalized messages and clarifying next steps.
--	--

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: The Health convo

Area/ Department/ Project of Summer Internship Program: Mumbai

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 6

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

Activity Done	❖ This week, I continued my outreach efforts with a sharper focus on conversion. I revisited clinics that had shown partial interest earlier and followed up with tailored proposals. I also started drafting basic website layouts and marketing plans for clinics that wanted to explore digital upgrades. ❖ Alongside sales efforts, I helped the in-house team identify suitable doctors for podcast collaborations and educational video content. A few doctors expressed interest in sharing patient success stories, which I noted for upcoming media work. I also handled some objections and refined my pitch based on the doctor's specialty and comfort with technology.
Linking theory (Classroom learning) with practice at your organization	❖ Used consumer behavior frameworks to tailor pitches according to doctor personas. ❖ Applied digital transformation models to assess readiness and recommend next steps for each clinic. ❖ Practiced cold calling and structured follow-ups, as taught in marketing courses. ❖ Learned to balance strategic messaging with client-specific customization, especially while drafting proposals. ❖ Experienced real-time collaboration with marketing, video, and tech teams, connecting theory with execution.
Gaps identified on the working area.	❖ Some clinics lacked any branding or digital footprint, which made them resistant or unsure about where to start. ❖ Doctors often delayed decision-making without giving clarity, slowing down the process. ❖ There's still no structured follow-up SOP across the intern team—tracking depended on individual methods. ❖ Clinics with outdated infrastructure showed hesitancy toward even low-investment digital solutions.
Suggestions for improvement	❖ Interns should be trained with a common script + objection-handling flowchart to maintain consistency. ❖ Assign mentors for zones so that client responses and area-specific hurdles can be tracked collectively. ❖ A visual comparison (before-after) booklet with previous successful clients might help improve trust in digital offerings.

Plan for the next week	❖ Initiate outreach to clinics in Dombivli, Thane, and Navi Mumbai zones. ❖ Coordinate with the team for upcoming camera shoots and blog content scheduling. ❖ Assist doctors in selecting appropriate services (videos, blogs, or website builds) as per their goals. ❖ Share content drafts for client review and take feedback for iteration.

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: The Health convo

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

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 7

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

Activity Done	❖ During Week 7, I focused on doctors located in Navi Mumbai and Thane. I pitched to a mix of dentists, dermatologists, and gynaecologists, as these specialities showed good response in previous weeks. I also coordinated internally with our content and video teams to align doctors' content expectations with the actual shoot schedules. ❖ One highlight of the week was assisting a client in drafting their website content and planning a blog calendar based on patient FAQs. Additionally, I observed how visual branding (logos, fonts, colour schemes) plays a crucial role in creating a trustworthy image for clinics.
Linking theory (Classroom learning) with practice at your organization	❖ Applied integrated marketing communication principles to ensure consistency across the doctor's social media, website, and printed material. ❖ Understood how design thinking is used in customizing digital strategies for each clinic. ❖ Observed the impact of healthcare consumer psychology when patients view polished online profiles. ❖ Used theoretical knowledge of media planning to organize shoot schedules and align messaging. ❖ Learned how to match service offerings with real business goals of clients (e.g., more footfall, more online consultations, better visibility).
Gaps identified on the working area.	❖ Scheduling shoots was difficult due to availability mismatches between doctors and our crew. ❖ Some clients struggled to explain their expectations clearly, resulting in misaligned deliverables. ❖ A few doctors still lacked confidence in front of the camera, delaying video-based promotions.
Suggestions for improvement	❖ Provide a pre-shoot checklist and confidence guide for doctors who are new to on-camera content. ❖ Conduct quick surveys during first visits to better understand the doctor's digital maturity and content readiness. ❖ Add FAQs to proposal decks to clear basic misunderstandings early. ❖ Develop a dashboard to track which doctors are ready for which stage (audit, content, shooting, publishing).

Plan for the next week	❖ Finalize pending proposals and begin execution for shortlisted clients. ❖ Organize dry-run script sessions for doctors new to video formats. ❖ Begin post-production coordination for clinics that have completed content shoots. ❖ Assist in gathering testimonials from successfully onboarded clients for use in B2B marketing.
-------------------------------	--

Signature of the Student

Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: The Health convo

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

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 8

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

Activity Done	❖ I focused on assisting clients whose projects had entered the content development or execution phase. I was actively involved in briefing the content writers based on doctors' specialties and helped with revisions for better clarity and tone. ❖ I coordinated with our video team and scheduled shoots for two clinics. One challenge I addressed was a doctor who felt camera-shy, so I recommended an audio-based testimonial video, which turned out to be an innovative workaround. Additionally, I followed up with clients who had received our proposals in earlier weeks but hadn't responded yet.
Linking theory (Classroom learning) with practice at your organization	❖ Applied healthcare service marketing theory to tailor service packages based on the client's patient base and expectations. ❖ Understood the real-world application of content planning and execution cycles, from ideation to delivery. ❖ Practiced project management skills by coordinating between clients and the internal production team. ❖ Explored communication strategies to handle hesitant or partially interested clients. ❖ Observed the impact of visual branding and tone in building emotional trust with patients.
Gaps identified on the working area.	❖ Client responses were often delayed or vague, leading to communication bottlenecks. ❖ A few clients changed their requirements mid-process, causing rework. ❖ Lack of templates for consent forms and shoot guidelines for clients caused hesitation or last-minute cancellations. ❖ Internal alignment between business development and media teams occasionally slowed execution.
Suggestions for improvement	❖ Provide a shoot-readiness checklist and FAQs document to clients after finalizing the deal. ❖ Assign a single point-of-contact for each project to ensure clarity across all departments. ❖ Share client timelines in written format with internal teams to keep content development on track.

	❖ Develop a flexible content structure that can be adjusted without restarting the process each time.
Plan for the next week	❖ Begin execution of content calendar for confirmed clients. ❖ Draft blogs for doctors who preferred written content over video. ❖ Identify new potential podcast guests among the existing client base. ❖ Follow up with doctors in the pipeline and get final confirmations before monsoon travel becomes harder.

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: The Health convo

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

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 9

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

Activity Done	❖ I was involved in coordinating ongoing content production and managing relationships with doctors who had recently signed up. My key tasks included writing content briefs, editing video scripts, and sharing visual references with clients who were unsure of how their video or social media content should look. ❖ I also followed up with clinics that had pending deliverables and ensured that feedback loops were closed efficiently. Additionally, I helped one doctor create a personalized content calendar for the next month and handled post-shoot coordination with our in-house team for video editing and graphic overlays.
Linking theory (Classroom learning) with practice at your organization	❖ Applied concepts of client servicing and account management, especially in resolving last-mile delivery challenges. ❖ Used content strategy principles to customize deliverables according to client objectives (e.g., patient education, clinic branding). ❖ Learned the role of feedback integration and agile working models while collaborating with internal creative teams. ❖ Observed how trust-building and follow-through increase long-term retention potential with clients. ❖ Understood the importance of visual aesthetics, narrative voice, and cultural sensitivity in patient-facing healthcare content.
Gaps identified on the working area.	❖ Many doctors lacked clarity on what they wanted, which delayed finalization of content ideas. ❖ Coordination between creative and sales teams still had occasional overlaps and confusion. ❖ Last-minute changes in shoot schedules continued to impact planning. ❖ Clients sometimes provided incomplete inputs, slowing down the post-production timeline.
Suggestions for improvement	❖ Create a content vision board template for doctors to help them express their brand image more clearly. ❖ Establish a fixed workflow from sales to creative handoff to reduce ambiguity.

	❖ Introduce a basic content approval portal or tracking sheet visible to both client and team. ❖ Schedule buffer days for every content shoot to avoid delivery delays.
Plan for the next week	❖ Finalize all pending projects and close current client loops before internship conclusion. ❖ Assist the internal team in preparing testimonial content from successful collaborations. ❖ Organize files, client feedback, and case data for final report compilation. ❖ Prepare a reflection note on overall internship learnings and document success stories.

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

Reporting Format

(Weekly)

Name of the Organization: The Health convo

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

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Week no: 10

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

Activity Done	❖ I focused on summarizing the overall internship experience, collecting feedback from mentors, and documenting case highlights from successful doctor engagements. I helped prepare project completion sheets for pending client work and supported the design of content dashboards for future use by the team. ❖ I also contributed to the internal performance review, where I discussed field-level insights, shared challenges, and gave feedback on onboarding and proposal strategies. Additionally, I finalized my poster presentation and compiled all reports and supporting data for submission.
Linking theory (Classroom learning) with practice at your organization	❖ Understood the end-to-end client lifecycle in healthcare consultancy—from identification to retention. ❖ Applied principles of strategic planning while preparing closure documentation and internal briefs. ❖ Reflected deeply on how field-based experiential learning enhances classroom understanding. ❖ Realized the importance of internal documentation and data sharing for long-term team effectiveness. ❖ Strengthened my sense of accountability, time discipline, and professional communication.
Gaps identified on the working area.	❖ A more structured exit process (handover reports, feedback forms, etc.) could help both interns and mentors. ❖ Some client projects required better post-delivery monitoring. ❖ Lack of performance tracking metrics for interns and field-level KPIs.
Suggestions for improvement	❖ Develop a formal internship exit checklist to ensure proper knowledge transfer. ❖ Assign each intern a small closure project to wrap up open client threads. ❖ Conduct a short feedback survey from clients to measure impact of intern-led engagements. ❖ Create a repository of best pitches, case wins, and scripts for future interns.

Plan for the next week	❖ As the internship formally ends this week, my focus shifts to compiling insights into my final report and poster presentation. ❖ I also plan to stay in touch with The Health Convo team to follow project outcomes and maintain professional connections.

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

Compiled Reporting Format

Name of the Organization: The Health Convo

Area/ Department/ Project of Summer Internship Program:

Mumbai/Business Development

Name of the Student: Divesh Baviskar

Roll no: 0626

Stream: Pharmaceutical Management

Activity Done	❖ Over the 10-week internship, I was actively involved in identifying and onboarding doctors and clinics to The Health Convo's ecosystem. My work spanned primary outreach using platforms like Practo and Justdial, segmenting doctors based on specialization and digital readiness, and conducting one-on-one meetings across Mumbai. ❖ I also contributed to content strategy development, supported social media and video content coordination, prepared client-specific proposals, and ensured smooth communication between clients and in-house production teams. Field visits, follow-ups, and campaign assistance became a routine part of my role.
Linking theory (Classroom learning) with practice at your organization	❖ Applied healthcare marketing concepts such as segmentation, targeting, and positioning while pitching to doctors. ❖ Used CRM and sales funnel knowledge to track client responses and conversions. ❖ Implemented digital marketing strategies like SEO, GMB audits, and content calendar creation in real-time client projects. ❖ Practiced communication and negotiation models taught during classroom discussions. ❖ Experienced cross-functional collaboration, like group assignments and role-play exercises.
Gaps identified on the working area.	❖ No fixed geographical assignment: I had to cover large parts of Mumbai, often revisiting areas already covered. ❖ Absence of a structured follow-up system or CRM made lead tracking inefficient. ❖ Delays in proposal preparation due to absence of ready-to-use templates. ❖ Some doctors were unaware or skeptical of digital branding, making client conversion difficult. ❖ Lack of formal onboarding/training system for interns when handling objections or difficult clients.

Suggestions for improvement	❖ Interns should be allotted specific zones or areas for systematic coverage. ❖ Develop a basic CRM or lead-tracking sheet to streamline follow-ups. ❖ Provide content and proposal templates categorized by specialization. ❖ Offer objection-handling and communication workshops at the start of the internship. ❖ Prepare doctors better with shoot-readiness guidelines and post-service follow-up plans. ❖ Introduce a feedback form or impact tracker for client's post-conversion.
Key Learnings	❖ Developed confidence in cold pitching, handling client objections, and converting prospects into interested leads. ❖ Learned real-world application of digital branding, healthcare content creation, and strategic client servicing. ❖ Gained insight into how business development in healthcare differs from traditional sectors. ❖ Strengthened time management, adaptability, and field-based problem-solving skills. ❖ Understood the importance of cross-functional collaboration for successful project execution.

Signature of the Student
Divesh Baviskar

Approved by the IIHMR University's Mentor

LIB SUMMER INTERNSHIP PROGRAM.pdf

ORIGINALITY REPORT

0%

SIMILARITY INDEX

0%

INTERNET SOURCES

0%

PUBLICATIONS

0%

STUDENT PAPERS

PRIMARY SOURCES

1

www.miljodirektoratet.no
Internet Source

<1%

Exclude quotes On

Exclude matches Off

Exclude bibliography On