

SUMMER INTERNSHIP PROGRAM

at

Medisage E- learning Pvt. Ltd.

From 12th may 2025 to 25th July 2025

A REPORT BY

Shruti Kishor Badwaik

Master of Business Administration

Pharmaceutical Management

Roll no: 0622

2024-26

under the Mentorship of

Dr. Saurabh Kumar



Internship Completion Certificate

This is to certify that

Shruti Badwaik

has successfully completed her Internship at MediSage
for 11 weeks during 2025



Mr. Bhagwat Dhingra
Founder, MD



Mr. Anurag Dhingra
Director

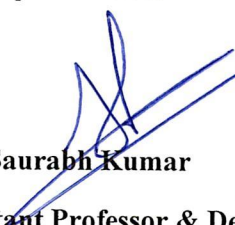
IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Shruti Kishor Badwaik** of academic year 2024-26 of **School of Pharmaceutical Sciences** has prepared a poster with respect to her summer internship held during May-July 2025.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date

28/7/2025


Dr. Saurabh Kumar

Assistant Professor & Dean

Associate Professor



About Company

Medisage E-Learning Pvt. Ltd. was founded in 2019 by Bhagwant Dhingra, Abhishek Ghosh and Anurag Dhingra. Initially, it serves as a global hub for medical professionals to collaborate, share clinical cases, and access educational content, aiming to improve patient care and advance healthcare through digital learning and knowledge sharing.

Later, it is developed into a digital healthtech company focused on empowering doctors across India to build their digital presence and expand their knowledge base. It provides doctors with tools like Google My Business profile setup, personal and custom websites, online appointment scheduling, and SEO services to increase their online visibility. Additionally, Medisage offers practice management solutions such as staff panels, billing systems, EMR, and WhatsApp marketing. Along with this, it also offers a free knowledge-sharing platform through unlimited access to CMEs, journals, articles, and case studies via the MediSage app.

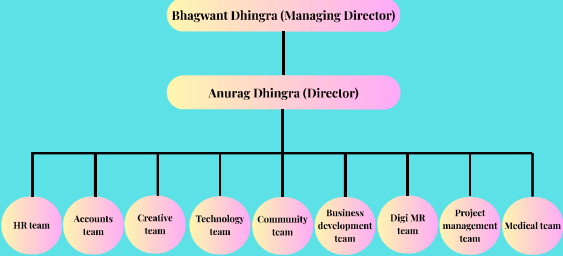
Organisation Vision

Improve healthcare outcomes by empowering doctors globally.

Organisation Mission

Build a healthcare ecosystem by collaborating with stakeholders through deep-tech partnerships around disease awareness, drug and device use, diagnostics and treatment.

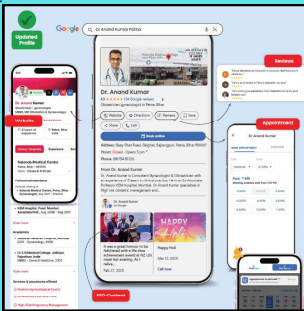
Organisation Structure



LEARNING AND VALUE ADDITION

Internship Overview

During my internship at MediSage E-Learning Pvt. Ltd., I worked as a Business Development Associate. Our focus was on expanding digital adoption among doctors. My primary responsibilities involved conducting market research to identify potential doctors across various specialisations and geographies, followed by market segmentation into three categories: Cold (disinterested), Warm (interested), and Hot (ready to buy). I actively engaged with Warm doctors by regularly following up with them to address objections and educate them about the benefits of MediSage's digital products. My major target was to influence doctors transition into Hot leads, which further get converted into successful product purchases.



Activity Snapshots



Practical VS Theoretical approach

Practical Exposure	Theoretical Learnings
- Experiencing real world scenarios with actual sales. - Performing live sales pitches during field visits to doctors. - Observing the effect of data analysis on real market trends. - Understanding the need for digital marketing in healthcare from the customer's perspective in the real world.	- Understanding concepts like market research, Customer segmentation and competitor analysis. - How to work and behave in a team and collaborate with CFTs. - Understanding of customer needs by performing data analysis steps such as data collection, data cleaning, Data transformation and data visualisation.

Major learnings from internship

- Importance of digital technology in healthcare and its needs for doctors and patients in the current market conditions.
- Crafting an influential sales pitch and making it personalised according to different customers' requirements.
- Cross functional teamwork and brainstorming solutions for major customer problems and issues.
- Learnt the importance of building relationships post-sale to increase retention and customer satisfaction.

Suggestions for improvement

- Organize webinars, CMEs, or in-clinic demos focused on showcasing benefits of digital tools (GMB, EMR, WhatsApp marketing, etc.).
- The company shall focus on one function that will give it a good reputation in the market and create a USP for the market positioning statement.
- The company shall improve customer assistance to get positive feedback from customers and encourage repeat purchases.
- The company must start providing free software demonstrations to doctors for a certain period to increase doctors' adoption of the company's products.

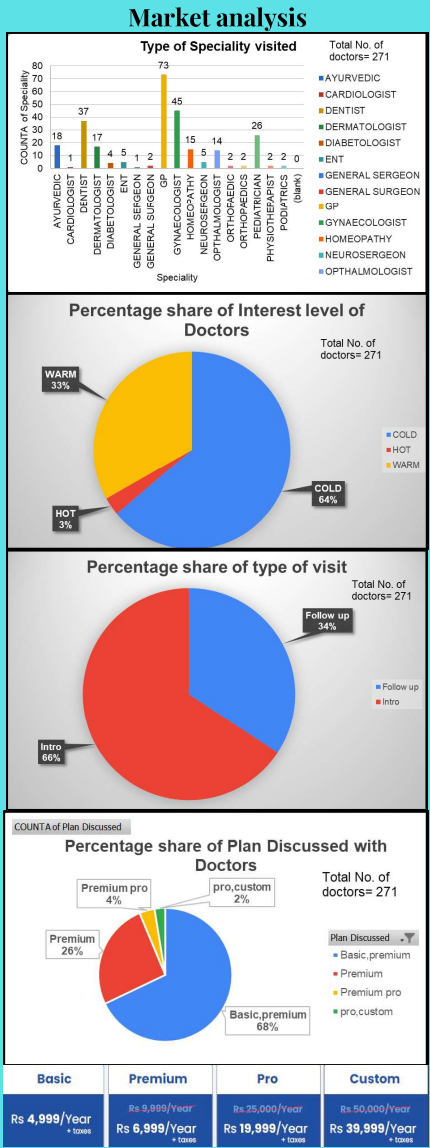
Challenges faced during internship

- Difficult to align doctors to understand the digital needs and the changing landscape of the country towards digitisation.
- Tough to influence the doctors for onboarding and buying products from us due to intense competition in the market and resistance from the doctors as well.
- Tackling real-time cross-questioning from doctors about the company's products and their features.
- Resistance from older and popular doctors in giving time for meetings and acknowledging the digital needs.

SWOT analysis

Strengths	Weaknesses
- Niche segment: Dedicated only to the doctor community. - Partnership with Google for making premium GMB profiles 9 Lakh+ onboard doctors network - AI-based website creation.	- The brand is new in the market and less recognised among doctors. - There is no specific USP for marketing the products. - Doctors are unaware of the need for digital identity and online visibility.
Opportunities	Threats
- There is an increase in demand for digital technology in the market after COVID-19. - Hugh potential in Tier-3 cities market. - To become a doctor digital partner. - Government implementation of ABHA accounts boosts the digital age in healthcare.	- Intense competition in the market such as Practo, Healthplix etc. - Resistance from popular and older doctors. - Losing market share in price sensitive market. - Fear of data sharing and losing privacy concerns.

SWOT ANALYSIS



TOWS analysis

STRENGTHS	WEAKNESS
SO - The MediSage E-learning application can be used to build trust and network among doctors by conducting online CMEs. - The use of my Clinic software for clinic management and patient database storage will help to become doctor digital partner. - WOW clinic application will be useful to take advantage of EMR implementation under ABHA mission.	WO - Providing discounts and free offerings on the products to capture market share in tier 3 cities. - Differentiating products based on unique features designed for the customer. - Digital Training to be given to the Doctors regarding utilising digital technology to improve patient satisfaction and improve trust among HCPs.
OPPORTUNITIES	THREATS
ST - Need to position MediSage as a doctor-focused digital marketing company to eliminate the competition from the market and gain market share. - Google partnership can be used to remark exclusivity of the platform among reluctant customers. - Make affordability a tool to differentiate the company in a price-sensitive market.	WT - Utilise AI and ML technology to improve doctors and patient satisfaction for increasing brand awareness and gaining customers trust. - Perform more follow-ups to educate the doctors about the need for digital transformation by giving data-based real-world evidence. - Use an end-to-end encrypted model to secure highly confidential information to gain customer trust.

Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI KISHOR BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 1st

From:...12th may to 17th may.....

Activity Done	1. I have done a field visit to PUNE for a meeting with the potential doctors. I met a total of 7 doctors this week for the promotion and marketing of the services of my company. 2. I have prepared an Excel sheet of my daily report where I store data of my daily visits and doctors' behavioural patterns. Also performed data analysis on the collected data for visualising patterns. 3. I have conducted market research to identify the potential doctors of various specialities in the area. 4. In the training session conducted by the company's owner on video calls, they have taught us about various scenarios of doctors' behaviour patterns and how to convert and engage doctors into buying our products. We have practised mock pitches on various scenarios with doctors as sales representatives.
Linking theory (Classroom learning) with practice at your organisation	1. In the MBA, we have been taught subjects like Marketing management, Statistics and business development and organisational behaviour, in which we have learnt about marketing strategies, Brand plan, SWOT analysis, Competitor analysis, Data analysis techniques and customer behaviour of various pharmaceutical stakeholders and companies. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Data analysis is found to be very useful in analysing the data collected from market research of customer data.

	4. Behavioural understanding of people is very useful to interpret and communicate properly with seniors at the organisation and customers at the market.
Gaps identified on the working area.	1. The company has not conducted thorough market segmentation based on demographics, geographics, behavioural and psychographics of the doctors. 2. The company has no point of differentiation in various parameters compared to other companies.
Suggestions for improvement	1. The company must first conduct a competitor analysis on the basis of which they can analyse what could be their USP to pitch specifically in the market according to different segmentations of doctors. 2. The company must enrol promotional offers and freemium pricing strategies to engage the relevant targeted doctors.
Plan for the next week	I have been planning to visit more nearby areas to meet more potential doctors to convert them into buying the company's services.

Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI KISHOR BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 2nd

From:...19th may to 24th may.....

Activity Done	1. I have done field visits to PUNE at deccan gymkhana locality for a meeting with the potential doctors. I met a total of 28 doctors this week for the promotion, marketing and Sales of the services of my company. 2. I have prepared an Excel sheet of my daily report where I store data of my daily visits and doctors' behavioural patterns. Also performed data analysis on the collected data for visualising patterns. 3. I have conducted market research to identify the potential doctors of various specialities in the area. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns.
Linking theory (Classroom learning) with practice at your organisation	1. In the MBA, we have been taught subjects like Marketing management, Statistics and business development and organisational behaviour, in which we have learnt about marketing strategies, Brand plan, SWOT analysis, Competitor analysis, Data analysis techniques and customer behaviour of various pharmaceutical stakeholders and companies. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Data analysis is found to be very useful in analysing the data collected from market research of customer data.

	4. Behavioural understanding of people is very useful to interpret and communicate properly with seniors at the organisation and customers at the market.
Gaps identified on the working area.	1. There is a gap in marketing strategies for the promotion of the company through various digital channels. 2. The company has no point of differentiation in various parameters compared to other companies.
Suggestions for improvement	1. The company shall invest in some advertising to influence the customers, such as TV advertisements, Free Miscellaneous items for doctors, like calendars, pens, etc, which show the company's logo. 2. The company must enrol promotional offers and freemium pricing strategies to engage the relevant targeted doctors.
Plan for the next week	I have been planning to visit more nearby areas like Aundh, pimpari chinchwad to meet more potential doctors to convert them into buying the company's services. I am also planning to meet the previous week's doctors to give them a follow-up so that they can be informed.



Signature of the Student

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Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI KISHOR BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 3rd

From:...26th may to 31th may.....

Activity Done	1. I have done field visits To karvenagar and aundh at pune locality for a meeting with the potential doctors. I met a total of 30 doctors this week for the promotion, marketing and Sales of the services of my company. 2. I have prepared an Excel sheet of my daily report where I store data of my daily visits and doctors' behavioural patterns. Also performed data analysis on the collected data for visualising patterns. 3. I have conducted market research to identify the potential doctors of various specialities in the area. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns.
Linking theory (Classroom learning) with practice at your organisation	1. In the MBA, we have been taught subjects like Marketing management, Statistics and business development and organisational behaviour, in which we have learnt about marketing strategies, Brand plan, SWOT analysis, Competitor analysis, Data analysis techniques and customer behaviour of various pharmaceutical stakeholders and companies. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Data analysis is found to be very useful in analysing the data collected from market research of customer data. 4. Behavioural understanding of people is very useful to interpret and communicate properly with seniors at the organisation and customers at the market.

Gaps identified on the working area.	1. There is lack of awareness of the digital technology among the customers. It creates adaptability issues for the company. 2. The company has similarity in various services compared to other companies like website development, Clinic management software etc. 3. There is a vague explanation about how the customers can avail of the features of the different plans.
Suggestions for improvement	1. The company shall invest in some advertising to influence the customers, such as TV advertisements, Free Miscellaneous items for doctors, like calendars, pens, etc, which show the company's logo. 2. The company must enrol promotional offers and freemium pricing strategies to engage the relevant targeted doctors. 3. The company shall make simple explanatory videos to demonstrate the features to the customers.
Plan for the next week	I have been planning to visit more nearby areas like somwar peth, Pimpri chinchwad to meet more potential doctors to convert them into buying the company's services. I am also planning to meet the previous week's doctors to give them a follow-up so that they can be informed.



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Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI KISHOR BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 4th

From:...02nd June to 07th June.....

Activity Done	1. I have done field visits to the Bhandara, tumsar , warthi locality for a meeting with the potential doctors. I met a total of 30 doctors this week for the promotion, marketing and Sales of the services of my company. 2. I have prepared an Excel sheet of my daily report where I store data of my daily visits and doctors' behavioural patterns. Also performed data analysis on the collected data for visualising patterns. 3. I have conducted market research to identify the potential doctors of various specialities in the area. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns.
Linking theory (Classroom learning) with practice at your organisation	1. Marketing strategies for promoting the products, SWOT analysis of company products, Competitor analysis, Market segmentation and customer behaviour of various healthcare practitioners. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Data analysis is found to be very useful in analysing doctors' data, visualising trends in the market and figuring out which area to focus on for the upcoming day. 4. Organisation structure helps in the behavioural understanding of people, which is very useful to interpret and communicate properly with seniors at the organisation and customers at the market.

Gaps identified on the working area.	1. There is a lack of awareness of digital technology among customers. It creates adaptability issues for the company. 2. The company has similarities in various services compared to other companies, like website development, Clinic management software, etc. 3. There is a vague explanation about how the customers can avail themselves of the features of the different plans. 4. There is no initial free offering to entertain the customers.
Suggestions for improvement	1. The company shall invest in some advertising to influence the customers, such as TV advertisements, Free Miscellaneous items for doctors, like calendars, pens, etc, which show the company's logo. 2. The company must enrol promotional offers and freemium pricing strategies to engage the relevant targeted doctors. 3. The company shall make simple explanatory videos to demonstrate the features to the customers. 4. The company must provide demo services to doctors for some time so that doctors can get exposure to the services.
Plan for the next week	I have been planning to visit more nearby cities like Nagpur, Lakhni to meet more potential doctors to convert them into buying the company's services. I am also planning to meet the previous week's doctors to give them a follow-up so that they can be informed.



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Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 5th

From:...09th June to 14th June.....

Activity Done	1. I have done field visits to the BHANDARA locality for a meeting with the potential doctors. I met a total of 50 doctors this week for the promotion, marketing and Sales of the services of my company. 2. I have prepared an Excel sheet of my daily report where I store data of my daily visits and doctors' behavioural patterns. Also performed data analysis on the collected data for visualising patterns. 3. I have conducted market research to identify and segment the potential doctors of various specialities in the area. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns.
Linking theory (Classroom learning) with practice at your organisation	1. Marketing strategies for promoting the products, SWOT analysis of company products, Competitor analysis, Market segmentation and customer behaviour of various healthcare practitioners. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Data analysis is found to be very useful in analysing doctors' data, visualising trends in the market and figuring out which area to focus on for the upcoming day. 4. Organisation structure and behaviour help in the behavioural understanding of people, which is very useful to interpret and communicate properly with seniors at the organisation and customers at the market. 5. Digital health helps in understanding the need of digitisation in the current healthcare market of india.

	6. Digital marketing helps in understanding the technical aspects of digital tools like Google business profile, SEO, Social media marketing, Email marketing, Whatsapp marketing and personalised website.
Gaps identified on the working area.	1. There is a lack of awareness of digital technology among customers. It creates adaptability issues for the company. 2. The company has similarities in various services compared to other companies, like website development, Clinic management software, etc. 3. There is limited personalisation in the sales approach about the features of the different plans. 4. There is no initial free offering to entertain the customers.
Suggestions for improvement	1. The company shall invest in some advertising to influence the customers, such as TV advertisements, Free Miscellaneous items for doctors, like calendars, pens, etc, which show the company's logo. 2. The company must enrol promotional offers and freemium pricing strategies to engage the relevant targeted doctors. 3. The company shall make simple explanatory videos to demonstrate the features to the customers. 4. The company must provide demo services to doctors for some time so that doctors can get exposure and get used to the services.
Plan for the next week	I have been planning to visit more nearby cities like PAONI and TUMSAR, LAKHANI to meet more potential doctors to convert them into buying the company's services. I am also planning to meet the previous week's doctors to give them a follow-up so that they can be informed.


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Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 6th

From:...16th June to 21st June.....

Activity Done	1. I have done field visits to the BHANDARA locality for a meeting with the potential doctors. I met a total of 35 doctors this week for the promotion, marketing and Sales of the services of my company. 2. I have prepared an Excel sheet of my daily report where I store data of my daily visits and doctors' behavioural patterns. Also performed data analysis on the collected data for visualising patterns. 3. I have converted one doctor into buying our basic plan. Also, I have set up his Medisage profile along with other services included. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns.
Linking theory (Classroom learning) with practice at your organisation	1. Marketing strategies for promoting the products, SWOT analysis of company products, Competitor analysis, Market segmentation and customer behaviour of various healthcare practitioners. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Data analysis is found to be very useful in analysing doctors' data, visualising trends in the market and figuring out which area to focus on for the upcoming day. 4. Organisation structure and behaviour help in the behavioural understanding of people, which is very useful to interpret and communicate properly with seniors at the organisation and customers at the market. 5. Digital marketing helps in understanding the technical aspects of digital tools like Google business profile, SEO, Social media marketing, Email marketing, Whatsapp marketing and personalised website.

Gaps identified on the working area.	1. There is a lack of awareness of digital technology among customers. It creates adaptability issues for the company. 2. The company has similarities in various services compared to other companies, like website development, Clinic management software, etc. 3. Unlike other companies, there are limited features in the different plans designed for sale as part of the digital market space. 4. There is no initial free offering to entertain the customers. 5. Customers are reluctant to purchase plans over 10000 rupees.
Suggestions for improvement	1. The company shall conduct offline CMEs in the city to educate the doctors about the importance of digital space in today's changing landscape of India. 2. There is a need to perform competitive analysis to know the SWOTs of other companies and make changes in their plans. 3. The company shall try to add more features like Facebook and Instagram marketing as part of the digital marketing feature. 4. The company must provide demo services to doctors for some time so that doctors can get exposure and get used to the services. 5. The company shall make the plans more affordable as per the purchasing power and interests of the customers.
Plan for the next week	I have been planning to visit more nearby cities like NAGPUR and PAONI, GONDIA to meet more potential doctors to convert them into buying the company's services. I am also planning to meet the previous week's doctors to give them a follow-up so that they can be informed.

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Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 7th

From:...23th June to 28st June.....

Activity Done	1. I have done field visits to the NAGPUR and BHANDARA locality for a meeting with the potential doctors. I met a total of 40 doctors this week for the promotion, marketing and Sales of the services of my company. 2. I store data of my daily visits in Excel, which includes data about doctors' personal info, hospital address, patient footfall and doctors' response. Also performed data analysis on the collected data for visualising doctors conversion potential and rate in the area using Pivot table. 3. I have converted one doctor into buying our premium plan. Also, I have set up his Medisage profile along with other services included. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns. 5. I met with the converted doctors post sales to know how they are liking the services and do they have queries to resolve. Additionally I have prepared and distributed a custom designed QR code Flyer for ratings.
Linking theory (Classroom learning) with practice at your organisation	1. Marketing strategies for promoting the products, SWOT analysis of company products, Competitor analysis, Market segmentation and customer behaviour of various healthcare practitioners. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Statistics and Data analysis is found to be very useful in analysing doctors' data, visualising trends in the market and figuring out which area to focus on for the upcoming day. 4. Organisation structure and behaviour help in the behavioural understanding of people, which is very useful to interpret and communicate properly with seniors at the organisation and customers at the market. 5. Digital marketing helps in understanding the technical aspects of digital tools like Google Business Profile, SEO, Social media marketing, Email marketing, WhatsApp marketing and a personalised website.
Gaps identified on the working area.	1. There is a lack of awareness of digital technology among customers. It creates adaptability issues for the company. 2. The company has similarities in various services compared to other companies, like website development, Clinic management software, etc.

	3. Unlike other companies, there are limited features in the different plans designed for sale as part of the digital market space. 4. There is no initial free offering to entertain the customers. 5. Customers are reluctant to purchase plans over 10000 rupees.
Suggestions for improvement	1. The company shall conduct offline CMEs in the city to educate the doctors about the importance of digital space in today's changing landscape of India. 2. There is a need to perform competitive analysis to know the SWOTs of other companies and make changes in their plans. 3. The company shall try to add more features like Facebook and Instagram marketing as part of the digital marketing feature. 4. The company must provide demo services to doctors for some time so that doctors can get exposure and get used to the services. 5. The company shall make the plans more affordable or provide discounts as per the purchasing power and interests of the customers.
Plan for the next week	I have been planning to visit more nearby cities like MAUDA, PAONI to meet more potential doctors to convert them into buying the company's services. I am also planning to meet the previous week's doctors to give them a follow-up so that they can be informed.



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Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 8th

From:....30th June to 05th July.....

Activity Done	1. I have done field visits to the BHANDARA AND NAGPUR locality for a meeting with the potential doctors. I met a total of 30 doctors this week for the promotion, marketing and Sales of the services of my company. 2. I store data of my daily visits in Excel, which includes data about doctors' personal info, hospital address, patient footfall and doctors' response. Also performed data analysis on the collected data for visualising doctors conversion potential and rate in the area using Pivot table. 3. I have converted one doctor into buying our basic plan. Also, I have set up his Medisage profile along with other services included. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns. 5. I met with the converted doctors post sales to know how they are liking the services and do they have queries to resolve. Additionally I have prepared and distributed a custom designed QR code Flyer for ratings.
Linking theory (Classroom learning) with practice at your organisation	1. Marketing strategies for promoting the products, SWOT analysis of company products, Competitor analysis, Market segmentation and customer behaviour of various healthcare practitioners. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Statistics and Data analysis is found to be very useful in analysing doctors' data, visualising trends in the market and figuring out which area to focus on for the upcoming day. 4. Organisation structure and behaviour help in the behavioural understanding of people, which is very useful to interpret and communicate properly with seniors at the organisation and customers at the market. 5. Digital marketing helps in understanding the technical aspects of digital tools like Google Business Profile, SEO, Social media marketing, Email marketing, WhatsApp marketing and a personalised website.
Gaps identified on the working area.	1. The company lack a properly defined USP in their portfolio. 2. The company has similarities in various services compared to other companies, like website development, Clinic management software, etc.

	3. Unlike other companies, there are limited features in the different plans designed for sale as part of the digital market space. 4. There is no initial free offering to entertain the customers. 5. Customers are reluctant to purchase plans over 10000 rupees.
Suggestions for improvement	1. The company shall strive to focus on one function that can define its brand in the customer's mind as a distinct brand. 2. There is a need to perform competitive analysis to know the SWOTs of other companies and make changes in their plans. 3. The company shall try to add more features like Facebook and Instagram marketing as part of the digital marketing feature. 4. The company must provide demo services to doctors for some time so that doctors can get exposure and get used to the services. 5. The company shall make the plans more affordable or provide discounts as per the purchasing power and interests of the customers.
Plan for the next week	I have been planning to visit more nearby cities like GONDIA AND PAVNI to meet more potential doctors to convert them into buying the company's services. I am also planning to meet the previous week's doctors to give them a follow-up so that they can be informed.



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Reporting Format (Weekly)

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Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 9th

From:...7th July to 12th July.....

Activity Done	1. I have done field visits to the BHANDARA locality for a meeting with the potential doctors. I met a total of 30 doctors this week for the promotion, marketing and Sales of the services of my company. 2. I store data of my daily visits in Excel, which includes data about doctors' personal info, hospital address, patient footfall and doctors' response. Also performed data analysis on the collected data to visualise doctors' conversion potential and rating in the area using a Pivot table. 3. I have converted one doctor into buying our BASIC plan. Also, I have set up his Medisage profile along with other services included. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns. 5. I met with the converted doctors post sales to know how they are liking the services and do they have queries to resolve. Additionally I have prepared and distributed a custom designed QR code Flyer for ratings.
Linking theory (Classroom learning) with practice at your organisation	1. Marketing strategies for promoting the products, SWOT analysis of company products, Competitor analysis, Market segmentation and customer behaviour of various healthcare practitioners. 2. Marketing management has been proven instrumental in applying those learnings in field work while meeting doctors and analysing their behaviour. 3. Statistics and Data analysis is found to be very useful in analysing doctors' data, visualising trends in the market and figuring out which area to focus on for the upcoming day. 4. Organisation structure and behaviour help in the behavioural understanding of people, which is very useful to interpret and communicate properly with seniors at the organisation and customers at the market. 5. Digital marketing helps in understanding the technical aspects of digital tools like Google Business Profile, SEO, Social media marketing, Email marketing, WhatsApp marketing and a personalised website.
Gaps identified on the working area.	1. The company lack a properly defined USP in their portfolio. 2. Even after the customers make the payment, there is a lot of delay in the completion of the work and the customers' queries are also answered late.

	3. Customers are unable to visualise how the digital tech might be useful for them in the future. 4. There is no initial free offering to entertain the customers. 5. Customers are reluctant to purchase plans over 10000 rupees.
Suggestions for improvement	1. The company shall strive to focus on one function that can define its brand in the customer's mind as a distinct brand. 2. The company should increase the number of technical staff to provide the necessary support to the customers without any delay. 3. The company shall conduct CMEs offline or online and invite doctors to educate them about the future benefits of digital tech by providing a live demonstration of the tools. 4. The company must provide demo services to doctors for some time so that doctors can get exposure and get used to the services. 5. The company shall make the plans more affordable or provide discounts as per the purchasing power and interests of the customers living in different Tier cities.
Plan for the next week	I have been planning to visit more nearby cities like GONDIA AND NAGPUR to meet more potential doctors to convert them into buying the company's services. I am also planning to meet the previous week's doctors to give them a follow-up so that they can be informed.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Reporting Format (Weekly)

Name of the Organisation: MEDISAGE E-learning PVT. LTD.

Area/ Department/ Project of Summer Internship Program: BUSINESS DEVELOPMENT

Name of the Student: SHRUTI BADWAIK

Roll no: 0622

Stream: MBA PM16

Week no: 10th

From:...14th July to 19th July.....

Activity Done	1. I have done field visits to the Bhandara and Nagpur locality for a meeting with the potential doctors. I met a total of 30 doctors this week, which includes follow ups majorly. 2. I store data of my daily visits in Excel, which includes data about doctors' personal info, hospital address, patient footfall and doctors' response. Also performed data analysis on the collected data to visualise doctors' conversion potential and rating in the area using a Pivot table. 3. We were given training on newly launched features, plans and add-ons by our manager. We were instructed to modify our sales pitches accordingly. 4. We conduct discussions in daily meetings to know what the pain points of the doctors are and what could be the solution that we can work upon to resolve the doctors' concerns. 5. I met with the converted doctors post-sales to collect their data regarding the updation of their Google profiles.
Linking theory (Classroom learning) with practice at your organisation	1. Marketing strategies for promoting the products, Brand plan of company products, Competitor analysis, Market segmentation and customer behaviour of various healthcare practitioners. 2. Marketing management has been proven instrumental in understanding HCPs behaviour and market conditions while meeting doctors during field work. 3. Statistics and Data analysis is found to be very useful in analysing doctors' data, visualising trends in the market and figuring out which area to focus on for the upcoming day. 4. Organisation structure and behaviour help in the behavioural understanding of people, which is very useful to interpret and communicate properly with seniors at the organisation and customers at the market. 5. Digital marketing helps in understanding the technical aspects of digital tools like Google Business Profile, SEO, Social media marketing, Email marketing, WhatsApp marketing and a personalised website.
Gaps identified on the working area.	1. The company lack a properly defined USP in their portfolio. 2. Even after the customers make the payment, there is a lot of delay in the completion of the work and the customers' queries are also answered late. 3. Customers are unable to visualise how the digital tech might be useful for them in the future.

	- There is no specific visual aid for explaining social media marketing and its offerings in structured plans. - Price-sensitive customers are reluctant to purchase plans over 10000 rupees.
Suggestions for improvement	- The company shall make AI-based data-driven digital marketing only for the doctor community as its USP. - The company should increase the number of technical staff to provide the necessary support to the customers without any delay. - The company shall conduct CMEs offline or online and invite doctors to educate them about the future benefits of digital tech by providing a live demonstration of the tools. - The company shall make a specific visual aid to explain what social media marketing is and how it will benefit doctors. It must include the prices of all the offerings such as videos, reels and other content creation. - The company shall make the plans more affordable or provide discounts as per the purchasing power and interests of the customers living in different Tier cities.
Plan for the next week	I have been planning to give follow-ups to previously visited doctors to get a closure and close the deal with them.



Signature of the Student

Approved by the IIHMR University's Mentor

On the last day of every week Saturday -) report in the above format should be submitted to the faculty mentor. Submission of total 10 reports in 10 weeks is compulsory. Each report should not be more than 2 pages.

Compiled Report

Name of the Organisation: Medisage E-learning Pvt. Ltd.

Area/ Department/ Project of Summer Internship program: Business development

Name of the Student: Shruti Badwaik

Roll no: 0622

Stream: MBA PM 16

Activity Done	
	Week 1 1. Reporting to the organisation via Google Meet. 2. Orientation meeting with organisation mentor. 3. Received practical training about crafting sales pitches and gained hands-on understanding of working in the field. 4. Conducted market research to identify the potential doctors across various intended specialities. 5. Performed market segmentation to categorise the market to plan visits to different locations. Week 2 1. Visited 30 doctors in the Karvenagar and aundh area in Pune for sales and promotion of the company's products. 2. Successfully converted one doctor to premium plan and performed profile and clinic setup for the doctor. 3. Collected data of doctors clinic status, interest level and responses towards company's plans. 4. Compiled collected data in daily Excel planner. 5. Performed Data visualization of the organized data in Excel. 6. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries. Week 3 1. Visited 27 new and 3 earlier met doctors in the pune area for sales and promotion of the company's products. 2. Successfully converted one doctor to premium plan and performed profile and clinic setup for the doctor. 3. Collected data of doctors clinic status, interest level and responses towards company's plans. 4. Compiled collected data in daily Excel planner. 5. Performed Data visualization of the organized data in Excel. 6. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries. Week 4 1. Visited 25 new and 5 earlier met doctors in the Bhandara, Tumsar and Warthi area for sales and promotion of the company's products. 2. Collected data of doctors clinic status, interest level and responses towards company's plans. 3. Compiled collected data in daily Excel planner. 4. Performed Data visualization of the organized data in Excel. 5. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries.

Week 5

1. Visited 22 new and 8 earlier met doctors in the Bhandara area for sales and promotion of the company's products.
2. Successfully converted one doctor for basic plan and performed profile and clinic setup for the doctor.
3. Collected data of doctors clinic status, interest level and responses towards company's plans.
4. Compiled collected data in daily Excel planner.
5. Performed Data visualization of the organized data in Excel.
6. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries.

Week 6

1. Visited 20 new and 10 earlier met doctors in the Bhandara and Nagpur area for sales and promotion of the company's products.
2. Collected data of doctors clinic status, interest level and responses towards company's plans.
3. Compiled collected data in daily Excel planner.
4. Performed Data visualization of the organized data in Excel.
5. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries.

Week 7

1. Visited 8 new and 20 earlier met doctors in the Bhandara and Nagpur area for sales and promotion of the company's products.
2. Collected data of doctors clinic status, interest level and responses towards company's plans.
3. Compiled collected data in daily Excel planner.
4. Performed Data visualization of the organized data in Excel.
5. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries.

Week 8

1. Visited 17 new and 13 earlier met doctors in the Bhandara and Nagpur area for sales and promotion of the company's products.
2. Successfully converted one doctor for basic plan and performed profile and clinic setup for the doctor.
3. Collected data of doctors clinic status, interest level and responses towards company's plans.
4. Compiled collected data in daily Excel planner.
5. Performed Data visualization of the organized data in Excel.
6. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries.

Week 9

1. Visited 15 new and 15 earlier met doctors in the Bhandara and Nagpur area for sales and promotion of the company's products.
2. Collected data of doctors clinic status, interest level and responses towards company's plans.
3. Compiled collected data in daily Excel planner.
4. Performed Data visualization of the organized data in Excel.
5. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries.

	Week 10 1. Visited 11 new and 19 earlier met doctors in the Bhandara and Nagpur area for sales and promotion of the company's products. 2. Successfully converted one doctor for premium plan and performed profile and clinic setup for the doctor. 3. Collected data of doctors clinic status, interest level and responses towards company's plans. 4. Compiled collected data in daily Excel planner. 5. Performed Data visualization of the organized data in Excel. 6. Presented the daily Excel report in the routine meeting for work status and resolving doctors queries.
Linking theory (Classroom learning) with practice at your organisation	✓ Marketing strategies under Marketing management. ✓ Pharma Business landscape under Business development. ✓ Data analysis and visualisation using Excel under Statistics. ✓ Using Pivot tables to sort out data and target a specific segment. ✓ Brand plan using SWOT analysis and competitor analysis under Marketing management. ✓ Market research using descriptive studies under Research methods. ✓ Cross functional teams behaviour and organisation structure understanding under Organisation behaviour. ✓ Customer behaviour and segmentation understanding under marketing analytics. ✓ Understanding digital tools like SEO and SEM in Digital marketing. ✓ Use of data to drive marketing decision and strategies. ✓ Importance of Digital technology in healthcare under digital health. ✓ General management principles.
Gaps identified on the working area.	• Saturation in market competition to differentiate company brand image. • Absence of a clear unique selling proposition to position the brand in the market. • Lack of awareness for digital technology in tier 3 cities mostly. • Resistance from older and recognized doctors. • Lack of training for customers on the use of digital tools. • Limited personalization in plans and additional services. • Data privacy concerns among doctors. • Limited structured post sales customer support and assistance.
Suggestions for improvement	• Use of AI driven innovative digital tools such as doctor specific AI chatbots and IOT devices automation. • Position Medisage as a "Doctor-first digital partner" offering comprehensive solutions from visibility to clinic management. • Organize webinars, CMEs, or in-clinic demos focused on showcasing benefits of digital tools (GMB, EMR, WhatsApp marketing, etc.). • Create custom pricing for Tier-3 cities to increase affordability and penetration.

	• Provide time-bound free demos or software trials to reduce adoption resistance. • Communicate clearly about end-to-end encryption and patient data confidentiality. • Regular follow-ups with converted doctors for feedback, upselling, and testimonials.
Key Learnings	• Real-time sales pitches, objection handling, and cross-questioning improved communication and negotiation skills. • Clear understanding of identifying and classifying leads (Cold, Warm, Hot) and tailoring strategies for each segment. • Recognized the growing need for digital transformation in healthcare post-COVID and how Medisage is aligning with this shift. • Engaged with tech, creative, and community teams, fostering collaborative problem-solving. • Learnt the importance of building relationships post-sale to increase retention and customer satisfaction.



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