

SUMMER INTERNSHIP PROGRAM

at

MEDISAGE

12th of May 2024 – 25th of July 2025

A REPORT BY

Ayush Chauhan

Master of Business Administration

Pharmaceutical MBA

Roll no:- 0619

2024-26

**under the Mentorship of
ASHOK PEEPLIWAL
Professor**

**Analyzing Digital Healthcare Adoption in India:
Sales Funnel from Awareness to Conversion**



Internship Completion Certificate

This is to certify that

Ayush Chauhan

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



Mr. Bhagwat Dhingra
Founder, MD

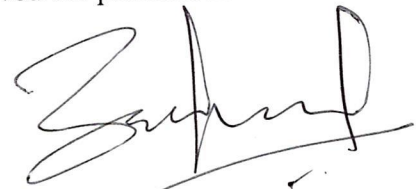


Mr. Anurag Dhingra
Director

IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Ayush Chauhan**, of academic year 2024-26, of the 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.

A handwritten signature in black ink, appearing to read 'Ashok', written over a horizontal line.

(Signature of Faculty Mentor)

Date:

Name: Ashok Peepliwal

Designation: Professor

Analyzing Digital Healthcare Adoption in India:

Sales Funnel from Awareness to Conversion

Presented By :- Ayush Chauhan | Roll no :- 0619 | Batch :- 2024-2026/MBA-PM16

Organization Mentor :- Anurag Dhingra

1. Introduction

- India has 82 crore internet users
- 56% from rural areas.
- 3 cr+ patients search for doctors online.
- Every industry has embraced digitization
- Is healthcare ready ?

2. Vision and Mission

- Vision:** To digitally enable every doctor for better healthcare access.
- Mission:** Help doctors build trust, visibility, and professional reputation via tech-enabled tools like GMB, websites, and appointment platforms.

3. The Problem

- 95% doctors have low online presence
- 63% have incomplete Google profiles
- <5% rank well on Google
- 70% have outdated websites
- <10% offer online appointments

4. The Solution

- Enhances google visibility
- Boosts online trust and reputation
- Transparent pricing
- Real-time reporting
- Provides digital tools :
 - GMB Setup
 - MyClinic.ai
 - Appointment Systems
 - AI-powered SEO websites

Theoretical Understanding (Classroom)

- Doctors are ready for digital transformation.
- GMB, SEO, EMRs are assumed standard in modern healthcare.
- Patients use digital channels to choose healthcare providers.
- Sales process is structured: Awareness → Interest → Decision → Action.
- Digital branding and visibility are seen as essential for doctors.

Practical Exposure (Internship at MediSage)

- Many doctors are unaware or resistant to digital tools.
- Most clinics still function offline with outdated websites or no online profile.
- Doctors believe patients still rely on word-of-mouth and local references.
- Sales requires building trust, and simplifying tech language.
- Many doctors neglect digital presence due to time, cost, or lack of understanding.

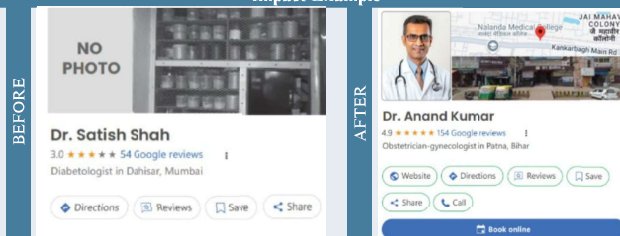
5. Plans for Every Profile

Plan	Price (Per Year)	Key Features
Basic	₹ 4,999 + Taxes	- Free profile evaluation - Google profile setup - QR for rating - MediSage App access
Premium	₹ 6,999 + Taxes	- Everything in Basic - Google appointment - MyClinic AI App - Personalized webpage*
Pro	₹ 19,999 + Taxes	- Everything in Premium - Dynamic SEO - Add FAQ - Enhanced Google search - Staff dashboard (add-on)
Custom	₹ 39,999 + Taxes	- Everything in Pro - Custom domain & design - Advanced SEO options

Add-On Services (Optional):

- Staff Panel, Billing System – ₹3,000/year
- EMR, WhatsApp Marketing – ₹8,000/year
- Advanced SEO Services – ₹20,000/year

Impact Example



Key Learnings:

- Sales funnel execution: Awareness → Consideration → Conversion
- Handling doctor objections (LARPO framework)
- Role of Digital Influence Score (DIS) in diagnosing online visibility gaps
- Creating a need-based pitch over product-focused selling
- Strengthened communication, pitch, and field reporting skills
- Gained confidence in conducting professional field visits
- Understood real market challenges beyond theory
- Learned to match the right plan (Basic, Premium, Pro) to each doctor's profile
- Sales funnel requires continuous follow-up and trust-building

Suggestions

- Create short videos in local languages to help doctors understand easily.
- Add testimonial-based marketing from onboarded doctors to build credibility
- Include live demo tools (GMB preview, MyClinic app walkthrough) during field visits
- Introduce EMI or phased payment plans for price-sensitive doctors
- Add performance tracking dashboards for post-sale support
- Provide referral incentives to encourage doctor-to-doctor adoption

Challenges

- Some doctors already engaged with other platforms like Practo or JustDial
- Doctors hesitant to adopt digital tools due to lack of awareness or trust
- Difficulty in explaining tech terms like SEO, GMB, DIS to doctors
- Time constraints during field visits – doctors were often busy or uninterested
- Resistance in Tier-2/Tier-3 cities due to dependence on offline referrals
- Difficulty in scheduling follow-ups due to doctors' irregular availability

SWOT Analysis

S STRENGTHS Exclusive Google partnership, real-time data, low-cost plans	W WEAKNESSES Limited adoption in tier 2–3 cities initially
O OPPORTUNITIES India's growing internet population (82 Cr users, 56% rural)	T THREATS Competition from platforms like Practo, JustDial

Ayush Chauhan
Business Development Associate

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By The Doctors, For The Doctors

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Saki Vihar Road, Powai, Mumbai-400072, India

Reporting Format (Weekly)

Name of the Organisation: MEDISAGE

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

Name of the Student: AYUSH CHAUHAN

Roll no: 0619

Stream: MBA PHARMACEUTICAL MANAGEMENT (PM-16)

Week no: 01

From: 12 MAY 2025 **to** 17 MAY 2025

Activity Done	● Understanding the Healthcare Digitization Landscape ● Understanding the Product and Services ● How to Sale ● Objective Handling ● Sales Planning and Reporting
Linking theory (Classroom learning) with practice at your organisation	● Classroom Learning: Understanding of digital health technology, EMRs, and digital adoption in healthcare. ● At MediSage: Worked directly to improve doctors' online presence through Google My Business (GMB), SEO-enabled websites, and Appointment systems.
Gaps identified on the working area.	● Affected personalized pitching and communication. ● Difficulty in understanding doctors' specialties and services. ● Struggled with handling doctor objections like pricing and trust. ● Scheduling of doctor visits and follow-ups
Suggestions for improvement	● Practice Mock Pitching ● Make Plan According to Doctor Clinic Timings ● Learn how GMB and SEO helps Doctors and Patients ● Maintain a follow-up ● Request for Short Interactions
Plan for the next week	● Review previous week's performance and pending follow-ups. ● Plan Visits For Next Day One Day Before ● Visit at Least 10 Doctors ● Update Google Sheet Daily

	● Identify Hot and Cold leads.
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A handwritten signature in black ink, appearing to be 'S. J.', is written over a faint, light blue grid background.

Signature of the Student

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Week no: 02

From: 19 MAY 2025 to 24 MAY 2025

Activity Done	• Visited multiple doctors' clinics • Applied learnings from mock pitching • Planned visits based on doctors' timings. • Focused on explaining benefits of GMB, SEO websites, and online appointment systems. • Practiced handling objections in real-time.
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Verbal and non-verbal communication, negotiation, presentation skills. • At MediSage: Used structured sales scripts, confident opening pitches, and persuasive communication during doctor visits. • Practiced active listening to understand doctor concerns and provided suitable digital solutions.
Gaps identified on the working area.	• Faced difficulties in convincing doctors to invest in digital solutions due to trust issues. • Some doctors were too busy • Inconsistent follow-ups led to loss of potential leads. • Scheduling of doctor visits and follow-ups
Suggestions for improvement	• Prepare personalized pitches based on doctors' specialties. • Improve objection-handling strategies through role-playing and feedback. • Create a more flexible schedule to accommodate doctors' availability. • Keep better records of interactions and follow-ups using Google Sheets.

Plan for the next week	• Focus on converting warm leads from Week 1. • Prepare a more data-driven pitch with case examples and success stories. • Visit minimum 10 doctors again and aim for 1–2 conversions. • Improve follow-up frequency and quality. • Schedule appointments beforehand to ensure productive visits.
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Approved by the IIHMR University's Mentor

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Week no: 03

From: 26 MAY 2025 to 31 MAY 2025

Activity Done	• Visit 4–5 high-potential doctors. • Share Digital Influence Scores (DIS) with doctors. • Planned visits based on doctors' timings.
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Personal selling process, sales territory management, channel development. • At MediSage: Followed a structured sales process: Prospecting → Approach → Presentation → Objection handling → Closing → Follow-up.
Gaps identified on the working area.	• Balancing multiple doctor visits, data collection, and report updating was a challenge initially. Some days lacked structure, leading to inefficiencies.
Suggestions for improvement	• I learned to use planning tools like the Daily Planner and Lead Tracker more efficiently, but I aim to strengthen my time management through stricter scheduling and prioritization.
Plan for the next week	• Finalize and update all visit and call reports. • Identify hot and cold leads. • Share updated tracker with your mentor.



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Week no: 04

From: 02 JUNE 2025 to 07 JUNE 2025

Activity Done	• Visited 5 doctors. • Share Digital Influence Scores (DIS) with doctors. • Planned visits based on doctors' timings. • To provide support in case of any technical queries or onboarding issues.
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Patient-centric marketing, healthcare service promotion, branding. • At MediSage: Promoted MediSage plans by identifying doctor needs and matching with solutions like Google visibility, reviews, and appointment systems.
Gaps identified on the working area.	• Limited Awareness of Medisage Platform • Low Digital Engagement • Doctors preference for traditional learning methods over digital platforms.
Suggestions for improvement	• Conduct a competitor analysis. • Analyze the strengths and weaknesses of competitors. • Evaluate the market position of competitors.
Plan for the next week	• Try to connect with 8 to 10 doctors. • Identify Warm Lead from google sheet and plan for follow-up • I have to updated my Google Sheet.


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Week no: 05

From: 09 JUNE 2025 to 14 JUNE 2025

Activity Done	• Visited 35 doctors this week. • Share Digital Influence Scores (DIS) with doctors. • Write down their responses. • I have updated my Google Sheet.
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Learned strategies to promote products. • At MediSage: Promoted the Medisage platform directly to 35 doctors and received real-time feedback.
Gaps identified on the working area.	• Limited time with doctors due to their busy schedules. • Limited Awareness of Medisage Platform • Difficulty in answering in-depth questions
Suggestions for improvement	• Schedule appointments in advance to ensure better time with doctors • Use visual aids to explain the platform clearly
Plan for the next week	• Try to connect with 6 doctors in a day. • Doctors previously visited but not fully engaged • Introduce the Medisage platform with demo.



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Stream: MBA PHARMACEUTICAL MANAGEMENT (PM-16)

Week no: 06

From: 16 JUNE 2025 to 21 JUNE 2025

Activity Done	• Visited 30 doctors this week. • Share Digital Influence Scores (DIS) with doctors. • Write down their responses. • I have updated my Google Sheet.
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Understood how to handle objections and FAQs from healthcare professionals. • At MediSage: Handled real-time objections and addressed doctors' concerns about using the MediSage platform.
Gaps identified on the working area.	• Struggled with handling doctor objections like pricing and trust. • Limited time with doctors due to their busy schedules. • Limited Awareness of Medisage Platform
Suggestions for improvement	• Maintain a follow-up • Request for Short Interactions
Plan for the next week	• Try to connect with 6 doctors in a day. • Doctors previously visited but can be converted • Work in warm leads



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Week no: 07

From: 23 JUNE 2025 to 28 JUNE 2025

Activity Done	● Visited 26 doctors this week. ● Share Digital Influence Scores (DIS) with doctors. ● Write down their responses. ● Explain MediSage plans based on doctor profiles ● The Google Sheet has been updated with the latest information.
Linking theory (Classroom learning) with practice at your organisation	● Classroom Learning: Managed classroom assignments with fixed deadlines. ● At MediSage: Managed field visits, documentation, and follow-ups independently in a professional setting.
Gaps identified on the working area.	● Some doctors were unaware of the Medisage platform. ● Inconsistent follow-up plan after initial interaction. ● Some doctors requested more scientific content, which was not readily available.
Suggestions for improvement	● Maintain a follow-up ● Request for Short Interactions ● Create a structured follow-up plan (calls, WhatsApp updates)
Plan for the next week	● Try to connect with 6 doctors in a day. ● Doctors previously visited but can be converted ● Work in warm and hot leads


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Stream: MBA PHARMACEUTICAL MANAGEMENT (PM-16)

Week no: 08

From: 30 JUNE 2025 to 5 JULY 2025

Activity Done	• Visited 25 doctors this week. • Share Digital Influence Scores (DIS) with doctors. • Write down their responses. • Explain MediSage plans based on doctor need according to DIS score
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Learned frameworks for task planning, meeting deadlines, and executing projects. • At MediSage: Managed field tasks by myself, kept at 5 doctors per day in daily targets, and planned follow-ups.
Gaps identified on the working area.	• Some doctors were using practo , healthflix. • Lack of follow-up. • Some doctors requested for demo
Suggestions for improvement	• Maintain a follow-up • Request for Short Interactions with doctors • Create a follow-up plan (calls, WhatsApp updates)
Plan for the next week	• Try to connect with 5 doctors in a day. • Work in warm leads to convert them



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Roll no: 0619

Stream: MBA PHARMACEUTICAL MANAGEMENT (PM-16)

Week no: 09

From: 7 JULY 2025 to 12 JULY 2025

Activity Done	• Visited 20 doctors this week. • Share Digital Influence Scores (DIS) with doctors. • Write down their responses. • Explain MediSage plans based on doctor need according to there current digital presence
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Role plays and theory of partnership Business communications and a professional negotiation. • At MediSage: I interacted with doctors, explained what options the MediSage was offering, dealt with objections, took any feedback on ways to improve engagement.
Gaps identified on the working area.	• Some doctors were using practo , healthflix. • Improper doctors timing. • Some doctors requested for demo
Suggestions for improvement	• Maintain a follow-up • Request for Short Interactions with doctors • Create a follow-up plan (calls, WhatsApp updates)
Plan for the next week	• Try to do 2 Follow-ups • Work in warm leads to convert them • Try to convert hot leads



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Week no: 10

From: 14 JULY 2025 to 19 JULY 2025

Activity Done	• Visited 31 doctors this week. • Explained MediSage plans based on digital presence of doctor. • Follow-ups with interested doctors. • Scheduled follow-ups for warm leads and shared visual aids with interested doctors. • Converted 1 Doctor
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Learned about communication skills, negotiation, and how to present services professionally. • At MediSage: Used these skills to talk to doctors, explain the MediSage platform, handle their doubts, and build trust. Practiced follow-ups and shared digital tools like DIS and visual aids.
Gaps identified on the working area.	• Some doctors didn't show much interest in digital visibility. • Limited time with doctors made pitching difficult. • Difficulty in getting timely responses from doctors. • Some doctors did not understand the purpose of DIS.
Suggestions for improvement	• Maintain regular follow-ups with interested doctors. • Schedule meeting based on doctor availability. • Use simple language while explaining DIS and features. • Visit clinics during less busy hours.
Plan for the next week	• Try to visit at least 5–6 doctors daily. • Focus on follow-ups with warm and hot leads. • Try to get 1–2 conversions by end of the week.

	• Maintain Google Sheet with updated visit and follow-up status.
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Roll no: 0619

Stream: MBA PHARMACEUTICAL MANAGEMENT (PM-16)

Activity Done	• Completed field visits with over 250+ doctors in 10 weeks. • Shared and explained DIS scores with doctors. • Shared DIS score to help doctors understand their current online visibility. • Planned visits based on availability at doctors' clinics. • Shared visual aids to support pitches and improve understanding. • Managed multiple tasks daily, including visits, calls, reporting, and follow-up planning.
Linking theory (Classroom learning) with practice at your organisation	• Classroom Learning: Digital technology, EMRs, and communication skills. • At MediSage: Pitched GMB and SEO-based platforms to doctors using real-time sales techniques.
Gaps identified on the working area.	• Time constraints with doctors during visits. • Trust and pricing concerns from doctors. • Some doctors didn't show much interest in digital visibility. • Inconsistent follow-ups led to missed opportunities. • Doctors' preference for traditional tools like Practo, HealthPlix.
Suggestions for improvement	• Personalized pitches based on doctor profiles. • Created structured follow-up plans via calls and WhatsApp. • Keep interactions short, especially for busy practitioners. • Share visual aids to explain MediSage offerings quickly.

	• Focus more on hot and warm leads to improve conversion chances.
Key Learnings	• Understood real-world sales process in the healthcare sector. • Handling doctor objections (LARPO framework) • Strengthened communication, pitch, and field reporting skills • Gained confidence in conducting professional field visits • Became skilled in using Google Sheets

Signature of the Student



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