

SUMMER INTERNSHIP PROGRAM

at

Heartnet India Pvt Ltd, Hyderabad

From 19th May 2025 to 26th July 2025

A REPORT BY

RADHIKA SREE M

Master of Business Administration

Hospital and Health Management

Roll no: 2044

2024-26

under the Mentorship of

DR. ALOK KUMAR MATHUR

Associate Professor

IIHMR UNIVERSITY, JAIPUR





INTERNSHIP EXPERIENCE LETTER

Date: 19-07-2025

To Whomsoever It May Concern

This letter is to certify that **Ms. Radhika Sree M** (Roll No: 2044) of IIHMR University, Jaipur, has successfully completed her internship program of 10 weeks with Heartnet India Pvt Ltd as a Marketing & BD Intern. Her internship tenure was from 19/05/2025 (19th May 2025) to 26/07/2025 (26th July 2025). During the internship, she was actively & diligently involved in the project "Transforming Business Development: Portable IoT Devices in Healthcare: A Tool for Strengthening Services in Low-Resource Settings."

During this time, Radhika demonstrated a keen willingness to learn and collaborate within a team. She approached her work with enthusiasm, hard work and a positive mindset.

We wish her the best in her future endeavours.

Arindam Sen
CEO and Director
Heartnet India Pvt. Ltd.



Heartnet India Private Limited

Neil Tower of Neil Rao Towers, #6CS, 6th Floor, Plot No. 117,
Road No. 3, EPIP Phase I, Whitefield, Bangalore - 560066, India. CIN:
U85100KA2017PTC101536

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IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Radhika Sree M** of academic year 2024-26 of the **Institute Of Health Management Research**, 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: *July 29, 2025*

A handwritten signature in black ink, appearing to be 'Dr. Alok Kumar Mathur'.

Dr. Alok Kumar Mathur
Associate Professor

Portable IoT Devices in Healthcare: A Tool for Strengthening Services in Low-Resource Settings

Faculty Mentor- Dr. Alok Kumar Mathur

Organization Mentor- Mr. Vignesh Karumanchi

Presented by: Ms. Radhika Sree M

Batch: MBA HHM-2044

Introduction to Organization

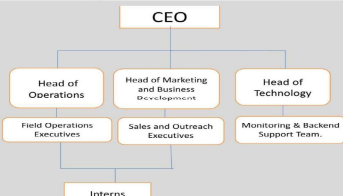
Heart-Net India, established in 2017 is a health-tech company committed to bridging the gap in cardiac care through affordable, accessible, and technology-driven solutions.

Using its innovative IoT-enabled ECG device ASAAAN and AI-assisted diagnostics, Heart-net enables early detection and remote diagnosis of heart conditions—particularly in underserved rural areas. Guided by the vision of “A Healthy Heart for All,” it empowers communities and frontline health workers to save lives, one heartbeat at a time. This organization is currently expanding its footprint in Hyderabad, Delhi and Mumbai.

Vision, Mission and Value

- Empowering India to fight the rising burden of cardiovascular diseases through comprehensive cardiac care with innovative technology and clinical expertise.
- Heartnet India aims to provide equitable access to high-quality cardiac care by prioritizing early diagnosis and offering cost-effective treatment solutions. – “Healthy heart for all”
- We uphold the highest ethical standards in all our practices, prioritizing patient safety while trying to make a positive societal impact in reducing the effect of CVD in India.

Organization Structure



ASAAAN Device an Heart-Net Product

Healthy Heart for All! through cutting-edge technology and holistic cardiac care. Cardiovascular Screening for early warning and detection with IoT Device, Cloud Infra and Specialist. Technology backbone to get expert Cardiologist's support to remote location.

How Does It Work



Challenges faced during internship

- Strong preference for known vendors among clinics
- Price sensitivity in smaller healthcare setups
- Internet Connectivity issues in diagnostic centres and small Clinics
- Difficulty in scheduling demos without prior relationships
- Absence of local office support in Hyderabad

Learning During Internship

- Dealer networks accelerate market penetration more effectively than cold calls
- Understanding clinic-level user behavior is essential in MedTech
- Real-world barriers to digital health adoption exist at the grassroots level
- Segment-specific pricing and pitch strategies are essential
- Real-time feedback informs iterative improvements
- Ground sales outperform digital efforts in B2B health tech
- Multilingual support and visual training aids improve usability

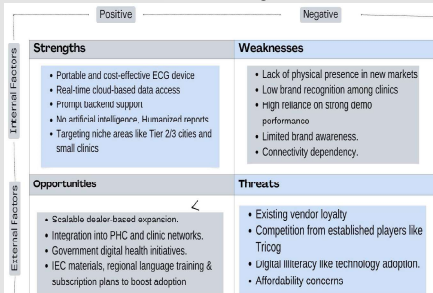
Suggestions

- Develop a field agent/CRM network to localize presence
- Offer in-person demos and training for onboarding
- Offline capability – create a version accessible without an internet connection
- Explore partnerships with government programs (e.g., ABHA, NPCDCS)
- Conduct CME events and awareness campaigns to introduce services
- Simplify pricing structure into 2–3 transparent tiers
- Invest in digital branding and targeted dealer marketing
- Launch multilingual training tools and social media campaigns
- Enhance backend alert systems for 24/7 responsiveness

Theoretical Vs Practical Learning

Theoretical Concepts	Practical Exposure
Digital Health (IoT)	Hands-on experience with the ASAAAN ECG device in real-world settings
Marketing Strategy	Executed B2B sales and product pitching
Health Policy Systems	Observed how portable devices fit into diagnostic pathways
Communication Planning	Conducted awareness activities, cold calls, and field outreach

SWOT Analysis



TOWS Strategy

SO: Leverage EHR integration and low-cost care models

WO: Build trust through targeted IEC materials and dealer engagement

ST: Strengthen credibility via referral-based partnerships

WT: Avoid low-priority markets (e.g., nursing homes) during early scale-up

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: RADHIKA SREE M

Roll no: 2044

Stream: MBA HM

Week no: 01

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

Activity Done	Met my mentor and co-interns, with whom we had to discuss the company's objectives and goals. Had an introduction about our roles and work in the organization as interns. They gave detailed information about its function and the pricing of the Heartnet ECG Assan product. I focused on lead generation by identifying and collecting potential customers' contact details from hospitals, clinics, and diagnostic centers. I contacted a few hospitals and diagnostic centers to pitch our product and understand their needs, so that we can schedule a meeting for a demo.
Linking theory (Classroom learning) with practice at your organisation	• Marketing management through understanding the market demand and conducting competitive analysis. • Understanding the pricing of the product from financial management
Gaps identified on the working area.	Many showed limited interest in purchasing the product as they are already using a long-established cardiac monitoring system, our competitor.
Suggestions for improvement	To explain the product in more detail, develop trust among them, and schedule a meeting to demonstrate the product.
Plan for the next week	• Begin contacting qualified leads through phone and email. • Continue market research to identify regional trends in cardiac care demand.

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India Pvt Ltd.

Area/ Department/ Project of Summer Internship Program: Business strategy development & Marketing

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Week no: 02

From: 25/05/2025 to 31/05/2025

Activity Done	Created a basic market strategy plan. We visited various hospitals and diagnostic centers to pitch the product and understand their needs and wants. In addition to pitching and giving a demo, we visited one of our clients to check whether the product was functioning smoothly and to collect feedback on their experience so far. Ensured ECG reports were delivered within 30 minutes and maintained the logs of TAT and device usage patterns.
Linking theory (Classroom learning) with practice at your organisation	• Customer relationship management from that understanding the feedback, its loops, and how post-sales services support the product's long-term productivity • Applied TAT monitoring and service workflow concepts.
Gaps identified on the working area.	A few healthcare staff weren't fully confident in using the product and delaying ECG transmission.
Suggestions for improvement	• To explain the product in more detail, develop trust among them, to get continuous feedback from our clients. • Introduce offline sync capability in the app or a dedicated data SIM.
Plan for the next week	• Begin contacting qualified leads through phone and email. • To understand how the product works and what features are there.

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India Pvt Ltd

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Week no: 03

From: 02/06/2025 to 07/06/2025

Activity Done	This week, we had a detailed demo of the product AASAN, where the product was showcased. The team explained the product's key features, including its real-time ECG monitoring functionality, cloud integration, and its role in enhancing emergency cardiac care. The session helped in understanding both the technical and operational aspects of the device
Linking theory (Classroom learning) with practice at your organisation	Understood the organizational structure, communication flow, and decision-making processes.
Gaps identified on the working area.	There's no appropriate and standardized feedback collection format.
Suggestions for improvement	To pitch our product and pricing separately based on a large hospital, diagnostic centers, and small clinics.
Plan for the next week	• Support the team in follow-up with hospitals and diagnostics visited this week • Prepare a list of contacts, hospitals, and diagnostic centres.

Reporting Format

(Weekly)

Name of the Organisation: Heartent India

Area/ Department/ Project of Summer Internship Program: Marketing and Operations

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Week no:04

From: 09/06/2025 to 14/06/2025

Activity Done	This week, I visited diagnostic centres, clinics, and also I was also involved in the backend IT operations with a special focus on night-time coordination tasks. I worked as part of a backend team responsible for receiving ECG reports whenever they arrived during the night. Once the ECG data was gathered, I sent timely messages to the concerned doctors informing them that the report had arrived. I also shared the diagnostic results to ensure a continuous flow of patient data from the backend to the clinical team.
Linking theory (Classroom learning) with practice at your organisation	Digital Health Systems – Managing digital diagnostics, remote communication, and how IoTs work.
Gaps identified on the working area.	I did not find any.
Suggestions for improvement	Implement a more automated alert system to notify doctors, reducing manual effort and improving speed.
Plan for the next week	Visit small hospitals, make calls, and raise awareness about the product.

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India

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

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Week no: 05

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

Activity Done	I had shifted my approach after identifying that directly calling hospitals and scheduling meetings with doctors was not resulting in consistent and better outcomes. So instead, I began focusing on identifying and connecting with medical device dealers and agents, who already have a trusted network within hospitals and clinics. Through their connections, I found that it might be easier to create awareness about the AASAN device and potentially schedule meetings with stakeholders. On the other hand, I also made calls to diagnostic centers and small clinics to introduce the product and explain how it is useful in ECG reporting. I have started to work on the IEC material.
Linking theory (Classroom learning) with practice at your organisation	Diversification of a new approach and a new strategy development through the buyer's behaviour in an organization.
Gaps identified on the working area.	Direct calling or scheduling meetings isn't a great idea. People give value and time when you meet them in person.
Suggestions for improvement	There's none.
Plan for the next week	Follow up with interested diagnostic centres for detailed product briefings.

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: Business development strategy and Marketing

Name of the Student: Radhika Sree

Roll no: 2044

Stream: MBA HM

Week no: 06

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

Activity Done	This week, I focused on strengthening connections with medical device dealers and began preparing a list of potential regional partners for product promotion. I followed up with previously contacted clinics and diagnostic centers to understand their interest level and concerns regarding the AASAN product. I also began drafting IEC material for AASAN in digital formats to support awareness creation. This brochure has outreach through WhatsApp and in-person demos.
Linking theory (Classroom learning) with practice at your organisation	Developing IEC content allowed me to apply principles of health communication, audience targeting, and service design thinking.
Gaps identified on the working area.	Some smaller clinics showed interest but found it costly or had training hesitations.
Suggestions for improvement	Simplify the pricing plan into 2–3 clear options.
Plan for the next week	I have requested work from home, and I'll be making calls to diagnostic centers and clinics, try to set up a meeting with them.

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program:

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Week no: 07

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

Activity Done	Till now, I have completed visiting 60 + centers, including hospitals, clinics, pathology, and diagnostic centers. Provided a demo in diagnostic centers. Thoroughly studied the competitive products to improve my pitch for the product.
Linking theory (Classroom learning) with practice at your organisation	Competitive analysis. Identify the top 5 competitors and how we are differentiating from them.
Gaps identified on the working area.	Lack of brand Visibility, very little digital presence, and less market captured.
Suggestions for improvement	Can focus more on digital marketing, branding campaigns.
Plan for the next week	I have to follow up with all the clients and close ongoing conversations. Start with a new area.

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Week no: 08

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

Activity Done	So far, I have generated 110+ leads. We had to do a virtual presentation, so I decided to do it on “barriers to the effective utilization of MedTech devices in healthcare facilities”. Then, we had a meeting with our founder, our marketing heads, and one of the best biomedical dealers. Planned to start working on CME management.
Linking theory (Classroom learning) with practice at your organisation	Negotiation, PowerPoint presentation, and a glimpse of how strategy decisions are made in a start-up.
Gaps identified on the working area.	Dealers are interested but would like more support materials, such as pricing, benefits, and technical clarity. During the meeting, we understood that a change in strategy is required to achieve a market level.
Suggestions for improvement	Identify numerous additional potential dealers and concentrate on targeted marketing initiatives.
Plan for the next week	Make a Complete list of generated leads and write a summary about the feedback received so far.

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing and operations

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Week no: 09

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

Activity Done	▪ Traveled to a nearby town to collect an ECG machine from an inactive diagnostic partner. ▪ Conducted surveys with 5 local healthcare providers in the town to understand potential market fit. ▪ Assessed logistical feasibility for device deployment in that region. ▪ Coordinated with the operations team for device reallocation.
Linking theory (Classroom learning) with practice at your organisation	• Field Operations: Managed logistics and on-ground client engagement. • Healthcare Marketing: Evaluated rural market readiness
Gaps identified on the working area.	Lack of awareness about portable ECG options in small towns.
Suggestions for improvement	Conduct awareness campaigns or CME events to introduce the service.
Plan for the next week	Compile survey data and identify the top 2 towns for the expansion strategy.

Reporting Format

(Weekly)

Name of the Organisation: Heartnet India Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Week no: 10

From: 21/07/2025 to 26/07/2025

Activity Done	• Compiled and analyzed data from the town survey. • Prepared a regional outreach plan with target clinics and diagnostics. • Presented internship learnings and impact to Heartnet's regional operations head. • Finalized internship documentation and handover materials. • Visited the Bengaluru branch and got an introduction to the new product, which is about to launch.
Linking theory (Classroom learning) with practice at your organisation	• Business Communication: Utilized communication skills and presentation skills. • Organization Behavior: Applied principles to build relationships with doctors and potential clients
Gaps identified on the working area.	• Less use of social media marketing • No structured framework for rural outreach.
Suggestions for improvement	Enhance social media marketing and strengthen the tool in low-resource settings.
Plan for the next week	Completion of internship

Compiled Reporting Format

Name of the Organisation: Heartnet India Pvt Ltd

Area/ Department/ Project of Summer Internship Program: Marketing and Operations

Name of the Student: Radhika Sree M

Roll no: 2044

Stream: MBA HM

Activity Done	I joined Heartnet India on the 19th of May in Hyderabad. • Met my mentor and co-interns, with whom we had to discuss the company's objectives and goals. Had an introduction about our roles and work in the organization as interns. They gave detailed information about its function and the pricing of the Heartnet ECG Assan product. • Engaged in discussions with Mr. Vignesh regarding potential customers, emerging market opportunities, and key competitors of Heartnet. Conducted an in-depth review of Heartnet's business operations, marketing, and strategic market positioning. • Visited TESLA Diagnostics to deliver a new machine and update the older ones with new functionalities. We had good communication with the Managing Director of TESLA Diagnostics regarding further expectations and services. • focused on lead generation by identifying and collecting potential customers' contact details from hospitals, clinics, and diagnostic centers. I contacted a few hospitals and diagnostic centers to pitch our product and understand their needs, so that we can schedule a meeting for a demo. • Created a basic market strategy plan. We visited various hospitals and diagnostic centers to pitch the product and understand their needs and wants. In addition to pitching and giving a demo, we visited one of our clients to check whether the product was functioning smoothly and to collect feedback on their experience so far. I also visited six hospitals in person to pitch the product directly and engage with decision-makers.
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- Had a detailed demo of the product AASAN, where the product was showcased. The team explained the product's key features, including its real-time ECG monitoring functionality, cloud integration, and its role in enhancing emergency cardiac care. The session helped in understanding both the technical and operational aspects of the device
- Ensured ECG reports were delivered within 30 minutes and maintained the logs of TAT and device usage patterns.
- Explored the market to zero in on the potential clients and reached out to them to discuss their requirements and pitch our offerings.
- Visited diagnostic centres, clinics, and also I was also involved in the backend IT operations with a special focus on night-time coordination tasks. I worked as part of a backend team responsible for receiving ECG reports whenever they arrived during the night. Once the ECG data was gathered, I sent timely messages to the concerned doctors informing them that the report had arrived. I also shared the diagnostic results to ensure a continuous flow of patient data from the backend to the clinical team.
- Conducted market research to identify and shortlist potential clients. Reached out to them to understand their specific requirements and present our service offerings.
- Had shifted my approach after identifying that directly calling hospitals and scheduling meetings with doctors was not resulting in consistent and better outcomes. So instead, I began focusing on identifying and connecting with medical device dealers and agents, who already have a trusted network within hospitals and clinics. Through their connections, I found that it might be easier to create awareness about the AASAN device and potentially schedule meetings with stakeholders. On the other hand, I also made calls to diagnostic centers and small clinics to introduce the product and explain how it is useful in ECG reporting. I have started to work on the IEC material.

	• Focused on strengthening connections with medical device dealers and began preparing a list of potential regional partners for product promotion. I followed up with previously contacted clinics and diagnostic centers to understand their interest level and concerns regarding the AASAN product. I also began drafting IEC material for AASAN in digital formats to support awareness creation. This brochure has outreach through WhatsApp and in-person demos. • As part of our ongoing business development and market mapping activities, I reached out to a few potential customers, including hospitals, diagnostic centres, and individual practitioners in the newly targeted area. • Identified the existing solutions being used by potential clients for ECG reporting. • As the price points and service increase, they anticipate the specific purposes for which they intend to use our offering, and the key requirements they would have if they were to subscribe to our services. • Follow-up with Previously Contacted Hospitals and Clinics and reintroduced our services to these potential clients: our revised pricing packages and new value-added services introduced. • Have completed visiting 60 + centers, including hospitals, clinics, pathology, and diagnostic centers. Provided a demo in diagnostic centers. Thoroughly studied the competitive products to improve my pitch for the product. • Generated 110+ leads. We had to do a virtual presentation, so I decided to do it on “barriers to the effective utilization of MedTech devices in healthcare facilities”. Then, we had a meeting with our founder, our marketing heads, and one of the best biomedical dealers. Planned to start working on CME management.
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	• Focused on one specific zone, covering 5-6 key areas within it to systematically explore healthcare service providers. • Successfully connected with several potential clients, initiating discussions about their existing ECG facilities and exploring areas where our services could add value. • Provided them with detailed information about our tele-cardiac ECG reporting solutions, service benefits, and shared brochures to introduce our offerings. • Approached and studied the operational workflows of Ayush clinics, homeopathic clinics, emergency care providers, Gyms, and healthcare-focused NGOs. • Gained knowledge of how these organizations deliver medical care, manage patient services, and handle emergencies. • Assessed whether our ECG services could be a suitable and beneficial addition to their existing setup and service offerings. • Evaluated and did swot analysis on these segments. • Compiled and analysed the data. Handed over all the leads generated and other documents to them. Completed internship on the 26th of July.
Linking theory (Classroom learning) with practice at your organisation	I had great opportunities to implement my classroom theory into practical experience during my internship period. These experiences have significantly enhanced my skills and made it easy to understand the concepts and even overcome the challenges • Marketing management through understanding the market demand and conducting competitive analysis. • Understanding the pricing of the product from financial management • Effective communication with stakeholders • Importance of diagnostic centers in healthcare facilities

	• Customer relationship management from that understanding the feedback, its loops, and how post-sales services support the product's long-term productivity • Applied TAT monitoring and service workflow concepts. • Understood the organizational structure, communication flow, and decision-making processes. • Digital Health Systems – Managing digital diagnostics, remote communication, and how IoTs work. • Entrepreneurship and Innovations in Health Care: worked with a start-up innovating in cardiac tech, giving a first-hand exposure to the challenges of scaling, market penetration, and field adaptability. • Learnt the importance of CVD prevention • Diversification of a new approach and a new strategy development through the buyer's behaviour in an organization. • Developing IEC content allowed me to apply principles of health communication, audience targeting, and service design thinking. • Competitive analysis. Identify the top 5 competitors and how we are differentiating from them. • Negotiation, PowerPoint presentation, and a glimpse of how strategy decisions are made in a start-up. • Field Operations: Managed logistics and on-ground client engagement. • Healthcare Marketing: Evaluated rural market readiness • Business Communication: Utilized communication skills and presentation skills. • Organization Behavior: Applied principles to build relationships with doctors and potential clients • Marketing Management: Promoted the product by identifying target segments, customizing
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	messages, creating awareness, and observing barriers like brand loyalty and cost-sensitivity. • Understanding the IoT in actual usage • How cloud services work and increase productivity. • Field awareness and segments pitching. Utilization of SWOT analysis. • Importance of time management • Customer management relations and continuous feedback from them. • Learnt how decision-making ability is important in daily routine • Effective communication is the key to everything in an organization. • Understood interpersonal and intrapersonal importance in organization. • Understood the importance of Marketing, business strategy development, and operations in expanding an organization
Gaps identified on the working area.	• Many showed limited interest in purchasing the product as they are already using a long-established cardiac monitoring system, our competitor. • There's no physical office in Hyderabad. • Low response via cold calls • Language barriers during demos. • Tech unfamiliarity among staff and a lack of confidence in using. • Competitor trust (Tricog) is unable to penetrate in market. • Connections play an important role, as many diagnostic and clinical facilities have tied up with each other. • A few healthcare staff weren't fully confident in using the product and were delaying ECG transmission. • There's no appropriate and standardized feedback collection format.

	• Direct calling or scheduling meetings isn't a great idea. People give value and time when you meet them in person. • Some smaller clinics showed interest but found it costly or had training hesitations. • Lack of brand Visibility, very little digital presence, and less market captured • Dealers are interested but would like more support materials, such as pricing, benefits, and technical clarity. During the meeting, we understood that a change in strategy is required to achieve a market level. • Lack of awareness about portable ECG options in small towns. • Less use of social media marketing • No structured framework for rural outreach.
Suggestions for improvement	• To explain the product in more detail, develop trust among them, and schedule a meeting to demonstrate the product. • To get continuous feedback from our clients. • Introduce offline sync capability in the app or a dedicated data SIM. • To pitch our product and pricing separately based on a large hospital, diagnostic centers, and small clinics. Implement a more automated alert system to notify doctors, reducing manual effort and improving speed. • Simplify the pricing plan into 2–3 clear options. • Can focus more on digital marketing and branding campaigns. • Identify numerous additional potential dealers and concentrate on targeted marketing initiatives. Conduct awareness campaigns or CME events to introduce the service. • Enhance social media marketing and strengthen the tool in low-resource settings. • Include multilingual visual guides and short training videos. • Develop a centralized alert system for post-midnight ECGs. • Must introduce the office for easy accessibility.

Key Learnings

- I realized that the value of in-person networking is more important than cold calls.
- Learned to adapt fast and flexibly in a competitive, tech-driven market.
- Understood the ground reality of MedTech sales in Hyderabad and how it works.
- Used dealer networks for a better approach
- Multilingual support idea for clinic users
- Ground-level sales over the digital reach for B2B health tech
- Personal connection and trust are everything in MedTech
- Strategy has to adapt fast—what works for one segment won't for others.
- Analyzed the importance of data-driven and human-centric strategy
- Became confident in handling field sales, follow-ups, and backend work.
- Learned to handle rejection, adapt strategy, and keep improving.
- Discovered the power of field visits in shaping business direction and increasing the awareness of products.
- Have given multiple demos about the product and understood how it works.
- Segment-wise feedback analysis using customer personas to guide strategy
- Handled backend night operations, coordinating real-time ECG alerts with doctors.

Signature of the Student



Approved by the IIHMR University's Mentor