

Internship at

Hippocrat Biotech Pvt.Ltd.



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for the partial fulfillment for the award of the degree
of Master of Business Administration in

Healthcare Analytics

by

Divesh Pal

Under the Supervision and Guidance of

Dr. Ram Krishan Chahar

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I would like to express my sincere gratitude to Hippocrat Biotech Pvt. Ltd. for providing me with the opportunity to undertake my internship as an Area Sales Manager in the dialysis consumables division. This internship was an excellent learning experience that enabled me to understand the practical aspects of healthcare sales, customer relationship management, market analysis, and business development.

I am thankful to the management and my reporting seniors for their continuous guidance, support, and encouragement throughout the internship period. Their valuable insights helped me gain a deeper understanding of the dialysis industry, product portfolio, procurement processes, and sales strategies.

I would also like to express my appreciation to the nephrologists, dialysis technicians, purchase managers, and hospital administrators who shared their valuable time and knowledge during hospital visits and discussions. Their practical insights significantly contributed to my understanding of the dialysis consumables market.

I am deeply grateful to my faculty members for their academic guidance and support. Their suggestions and feedback helped me successfully complete this internship report.

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EXECUTIVE SUMMARY

This internship report presents the practical learning and experiences gained during my internship at Hippocrat Biotech Pvt. Ltd. as an Area Sales Manager in the dialysis consumables division. The healthcare industry, particularly the nephrology and dialysis segment, is experiencing rapid growth due to the increasing prevalence of Chronic Kidney Disease (CKD) and End-Stage Renal Disease (ESRD).

The internship provided an opportunity to understand the dialysis market, healthcare procurement systems, customer behavior, competitor strategies, and sales operations. The major focus was on promoting dialysis consumables, conducting hospital visits, understanding customer requirements, analyzing competitor products, and identifying business opportunities in Gujarat.

During the internship period, interactions were conducted with nephrologists, dialysis technicians, purchase managers, and hospital administrators. The experience provided practical exposure to product promotion, market research, customer relationship management, and territory management.

The internship significantly enhanced my professional, technical, and managerial skills and provided valuable industry exposure. The knowledge gained through this internship will contribute to my future career development in healthcare analytics and business management.

TABLE OF CONTENTS

S.No.	Contents	Page.No.
1.	Acknowledgement	5
2.	Executive Summary	6
3.	Company Profile	8
4.	Dialysis Industry Analysis	9
5.	Detailed Weekly Reports	10
6.	Hospital Visit Summary	13
7.	Competitor Analysis	14
8.	Market Research Findings	15
9.	Learning Outcomes	16
10.	SWOT Analysis	17
11.	Recommendations	18
12.	Conclusion	19
13.	References	20
14.	Annexures	21

COMPANY PROFILE

Introduction

Hippocrat Biotech Pvt. Ltd. is a healthcare organization engaged in manufacturing, marketing, and distribution of dialysis consumables and nephrology products. The company serves hospitals, dialysis centers, healthcare institutions, and medical professionals across India.

The organization focuses on delivering quality products, reliable services, and cost-effective healthcare solutions that support better patient outcomes.

Product Portfolio

The company offers a wide range of dialysis consumables including:

- Dialyzers
- Blood Tubing Sets
- AV Fistula Needles
- Dialysate Concentrates
- Transducer Protectors
- IV Sets
- Disinfectants
- Dialysis Accessories

Vision

To become a leading provider of affordable and innovative dialysis solutions that improve patient care and quality of life.

Mission

To provide reliable healthcare products and services while maintaining customer satisfaction and operational excellence.

DIALYSIS INDUSTRY ANALYSIS

Chronic Kidney Disease is one of the fastest-growing healthcare concerns globally. Increasing cases of diabetes, hypertension, obesity, and aging populations have significantly increased the demand for dialysis services.

India has witnessed substantial growth in dialysis infrastructure through government initiatives, private healthcare investments, and expansion of standalone dialysis centers.

Market Drivers

- Growing CKD population
- Increasing awareness about kidney diseases
- Government dialysis programs
- Expansion of dialysis centers
- Improved healthcare infrastructure

Key Consumables

- Dialyzers
- Blood Tubing Sets
- AV Fistula Needles
- Dialysate Concentrates
- Catheters
- Disinfectants

The dialysis consumables market is highly competitive and requires continuous innovation, quality assurance, and customer-focused services.

DETAILED WEEKLY REPORTS (15 WEEKS)

Week 1: Company Induction and Product Training

During the first week of the internship, I attended the induction program organized by Hippocrat Biotech Pvt. Ltd. The company overview, organizational structure, product portfolio, and business operations were explained in detail. Training sessions were conducted on dialysis procedures and the importance of dialysis consumables in patient care. I gained knowledge about dialyzers, blood tubing sets, AV fistula needles, dialysate concentrates, and disinfectants. This week helped me understand the healthcare industry and the role of dialysis products in treatment.

Week 2: Understanding Dialysis Centers and Customer Requirements

The second week focused on understanding the working of dialysis centers. I accompanied senior sales professionals during hospital visits and observed interactions with nephrologists, dialysis technicians, and procurement teams. I learned about dialysis workflows, patient management, and consumable utilization patterns. Customer requirements and challenges related to procurement were also discussed.

Week 3: Market Survey and Territory Familiarization

This week was dedicated to market mapping and territory familiarization across Gujarat. I identified dialysis centers, hospitals, and healthcare institutions operating in different cities. Information regarding dialysis machine capacity, patient load, and monthly consumable consumption was collected. This activity provided valuable insights into market potential and business opportunities.

Week 4: Product Demonstration and Customer Interaction

I participated in product demonstrations and discussions with healthcare professionals. The focus was on explaining product features, quality standards, and clinical benefits of dialysis consumables. Customer feedback regarding existing products and suppliers was collected. This week improved my communication and presentation skills.

Week 5: Competitor Analysis

During this week, I conducted a detailed competitor analysis. Information regarding products offered by Fresenius, Nipro, B. Braun, Baxter, Romsons, and Poly Medicure was collected. Pricing structures, product quality, customer service, and market positioning were compared. The analysis helped identify competitive advantages and improvement opportunities.

Week 6: Customer Relationship Management

The sixth week focused on building relationships with healthcare professionals. Regular follow-ups were conducted with dialysis technicians, purchase managers, and nephrologists. Customer concerns regarding product availability, pricing, and technical support were addressed. This experience highlighted the importance of trust and long-term relationships in healthcare sales.

Week 7: Procurement Process Analysis

I studied the procurement process followed by hospitals and dialysis centers. Discussions were held with purchase managers to understand supplier evaluation criteria, approval procedures, and procurement challenges. Product quality, availability, pricing, and supplier reliability were identified as major purchasing factors.

Week 8: Sales Planning and Territory Management

This week involved planning customer visits and managing assigned territories efficiently. I learned how sales targets are allocated and monitored. Route planning, customer segmentation, and prioritization of high-potential accounts were undertaken. The experience enhanced my understanding of territory management and sales operations.

Week 9: Product Trial Coordination

Several hospitals expressed interest in evaluating dialysis consumables. I assisted in coordinating product trials and collecting feedback from users. Dialysis technicians and nephrologists assessed product performance, usability, and patient outcomes. The trial process provided valuable practical exposure to product evaluation activities.

Week 10: Market Research and Data Collection

The tenth week focused on collecting market intelligence. Information related to customer preferences, competitor activities, monthly product consumption, and procurement patterns was gathered. Data collected during this period was used for market analysis and identifying business opportunities.

Week 11: Business Development Activities

During this week, I actively participated in identifying potential customers and generating new business opportunities. Meetings were conducted with hospitals and independent dialysis centers to introduce company products and explore collaboration opportunities. This activity improved my business development and networking skills.

Week 12: Customer Feedback Analysis

Customer feedback collected during previous visits was analyzed. Areas requiring improvement were identified and discussed with the sales team. Suggestions related to product availability, technical support, and customer service were documented. This activity emphasized the importance of continuous improvement and customer satisfaction.

Week 13: Review of Sales Performance

The thirteenth week focused on reviewing sales activities and performance metrics. Monthly targets, customer acquisition efforts, and territory coverage were analyzed. Discussions with senior management provided insights into strategic planning and performance evaluation within the healthcare industry.

Week 14: Preparation of Market Analysis Report

Based on information collected throughout the internship, a detailed market analysis was prepared. The report included competitor analysis, customer preferences, procurement trends,

and opportunities for market expansion. Findings highlighted the importance of product quality, supplier reliability, and customer support in purchasing decisions.

Week 15: Final Review and Internship Report Preparation

The final week was dedicated to compiling internship observations and preparing the internship report. Key learnings, market insights, customer feedback, and business development experiences were documented. Discussions were held with mentors to review internship outcomes and future career opportunities. The internship concluded with a comprehensive understanding of dialysis consumables sales, healthcare procurement, and market dynamics.

HOSPITAL VISIT SUMMARY

Hospital visits were one of the most important components of my internship at Hippocrat Biotech Pvt. Ltd. As an Area Sales Manager, I regularly visited hospitals, dialysis centers, and healthcare institutions across Gujarat. These visits provided me with practical exposure to the dialysis industry and helped me understand customer requirements, procurement practices, and market dynamics.

The primary objective of these visits was to interact with healthcare professionals, understand their product requirements, gather market information, promote dialysis consumables, and build professional relationships with key stakeholders involved in procurement decisions.

Stakeholders Interacted With

During the hospital visits, I interacted with:

- Nephrologists
- Dialysis Technicians
- Purchase Managers
- Hospital Administrators
- Biomedical Engineers
- Dialysis Unit Coordinators

These interactions provided valuable insights into the factors influencing product selection and supplier preference.

Key Observations from Hospital Visits

During my visits, I observed that product quality remains the most important factor influencing purchasing decisions. Healthcare professionals emphasized the need for reliable products that ensure patient safety and consistent clinical performance.

Product availability was another major concern. Many dialysis centers highlighted the importance of uninterrupted supply because dialysis treatment cannot be delayed due to product shortages.

Pricing was important but was generally considered after quality and product performance. Most hospitals preferred suppliers offering a balance between quality, reliability, and affordability.

Benefits of Hospital Visits

The hospital visits helped me:

- Understand dialysis center operations.
- Learn healthcare procurement procedures.
- Develop communication and relationship-building skills.
- Identify customer expectations and challenges.

COMPETITOR ANALYSIS

The dialysis consumables market is highly competitive, with several domestic and international companies offering similar products. During the internship, I conducted competitor analysis to understand market positioning, pricing strategies, product quality, and customer preferences.

The objective was to identify the strengths and weaknesses of competing brands and understand how Hippocrat Biotech can improve its market presence.

Major Competitors

The major competitors identified in the market were:

- Fresenius Medical Care
- Nipro Medical Corporation
- B. Braun
- Baxter Healthcare
- Romsons
- Poly Medicure

Key Areas of Comparison

Product Quality

Most leading brands have established strong reputations for quality and clinical performance. Customers generally associate international brands with reliability and consistency.

Pricing

Competitor products are often priced higher than locally available alternatives. Hospitals continuously evaluate pricing while ensuring quality standards are maintained.

Customer Service

Hospitals highly value suppliers who provide prompt responses, technical support, and product training. Strong customer service often influences repeat purchases.

Product Availability

Continuous product availability is critical in dialysis centers. Suppliers capable of ensuring consistent supply gain a competitive advantage.

Competitive Position of Hippocrat Biotech

Hippocrat Biotech possesses several strengths, including competitive pricing, customer-focused service, and a growing product portfolio. The company has opportunities to strengthen its market position by increasing brand awareness, expanding customer relationships, and maintaining high product quality standards.

MARKET RESEARCH FINDINGS

Market research was conducted throughout the internship to understand customer preferences, purchasing behavior, market trends, and business opportunities within the dialysis consumables industry.

Information was collected through hospital visits, customer interactions, discussions with healthcare professionals, and competitor analysis.

Major Findings

Product Quality is the Most Important Purchasing Factor

Almost all respondents indicated that product quality is their primary consideration when selecting dialysis consumables. Since these products directly affect patient treatment outcomes, healthcare professionals prefer suppliers who consistently maintain high quality standards.

Product Availability Influences Procurement Decisions

Many dialysis centers reported challenges related to delayed deliveries and product shortages. Customers prefer suppliers who can ensure uninterrupted product availability and timely delivery.

Technical Support Adds Significant Value

Hospitals appreciate suppliers who provide product demonstrations, technical assistance, training sessions, and prompt issue resolution. Technical support often influences long-term supplier relationships.

Customer Relationships Drive Repeat Business

The study found that strong relationships between suppliers and healthcare professionals contribute significantly to customer retention. Regular follow-up visits and personalized support improve customer satisfaction.

Pricing Remains an Important Consideration

Although quality is the primary concern, hospitals also evaluate pricing and cost-effectiveness. Procurement teams seek products that provide value for money without compromising patient safety.

Brand Reputation Builds Trust

Well-established brands enjoy greater trust among healthcare professionals. A strong reputation often influences initial product trials and purchasing decisions.

Overall Market Insights

The research indicated that the dialysis consumables market continues to grow due to increasing cases of Chronic Kidney Disease and the expansion of dialysis centers. Customers are becoming more quality-conscious and expect suppliers to provide not only products but also reliable service and technical support.

LEARNING OUTCOMES

The internship at Hippocrat Biotech Pvt. Ltd. provided me with valuable practical exposure to the healthcare industry, particularly in the field of dialysis consumables and healthcare sales. It allowed me to apply theoretical concepts learned during my MBA Healthcare Analytics program to real-world business situations. The internship enhanced my technical knowledge, communication skills, analytical abilities, and understanding of healthcare procurement processes.

Technical Learning

During the internship, I gained a comprehensive understanding of dialysis procedures and the role of various consumables used in hemodialysis treatment. I learned about dialyzers, blood tubing sets, AV fistula needles, dialysate concentrates, transducer protectors, and disinfectants.

I also developed knowledge regarding:

- Chronic Kidney Disease (CKD) and End-Stage Renal Disease (ESRD)
- Hemodialysis treatment processes
- Product applications and specifications
- Healthcare procurement systems
- Hospital purchasing procedures

Professional Learning

The internship significantly improved my professional competencies. Through continuous interaction with healthcare professionals, I enhanced my communication and interpersonal skills. I learned how to effectively present products, conduct business discussions, and handle customer queries.

The internship also helped me develop:

- Sales and negotiation skills
- Customer relationship management
- Professional communication
- Business etiquette
- Problem-solving abilities

Managerial Learning

As an Area Sales Manager, I gained exposure to territory management and business development activities. I learned how to prioritize customer visits, manage sales activities, and identify business opportunities.

Major managerial skills developed include:

- Territory planning

- Time management
- Strategic thinking
- Decision-making
- Market analysis
- Team coordination

Personal Development

The internship increased my confidence and professional maturity. It taught me how to work independently, adapt to changing market conditions, and manage responsibilities effectively.

Overall, the internship provided a valuable learning experience that strengthened both my professional and personal development.

SWOT ANALYSIS

Strengths

Strong Product Portfolio

Hippocrat Biotech offers a range of dialysis consumables that meet the requirements of hospitals and dialysis centers.

Competitive Pricing

The company provides quality products at competitive prices, making them attractive to healthcare institutions.

Customer-Oriented Approach

The organization focuses on building long-term customer relationships through personalized service and technical support.

Growing Market Presence

The company continues to expand its presence across multiple regions and healthcare institutions.

Weaknesses

Limited Brand Recognition

Compared to multinational competitors, brand awareness remains relatively limited in some markets.

Dependence on Procurement Cycles

Sales activities are influenced by hospital procurement schedules and tender processes.

Market Penetration Challenges

Entering highly competitive healthcare markets requires significant effort and resources.

Opportunities

Increasing Dialysis Patient Population

The rising prevalence of kidney diseases is creating greater demand for dialysis services and consumables.

Expansion of Dialysis Centers

The growing number of dialysis centers presents significant business opportunities.

Government Healthcare Initiatives

Government programs supporting dialysis treatment can contribute to market growth.

Product Portfolio Expansion

There are opportunities to introduce new nephrology and healthcare products.

Threats

Intense Competition

The dialysis consumables market includes several established multinational and domestic competitors.

Price Pressure

Customers often negotiate aggressively to reduce procurement costs.

Regulatory Requirements

Healthcare products must comply with strict regulatory standards.

Supply Chain Challenges

Delays in logistics and raw material availability can affect product supply.

RECOMMENDATIONS

Based on observations made during the internship, the following recommendations are suggested:

Strengthen Customer Engagement

Regular interactions with healthcare professionals should be maintained to build stronger relationships and improve customer satisfaction.

Increase Product Awareness

Conducting educational programs, workshops, and product demonstrations can help increase awareness about product benefits and applications.

Enhance Technical Support

Providing timely technical assistance and customer training can strengthen customer confidence and improve long-term relationships.

Improve Supply Chain Efficiency

Ensuring uninterrupted product availability and timely deliveries will improve customer satisfaction and supplier reliability.

Expand Market Coverage

The company should continue expanding its presence in underserved regions and emerging healthcare markets.

Focus on Quality Improvement

Continuous monitoring of product quality and customer feedback can help maintain high standards and improve competitiveness.

CONCLUSION

The internship at Hippocrat Biotech Pvt. Ltd. was a highly enriching and valuable learning experience. It provided practical exposure to the dialysis consumables industry and helped me understand the functioning of healthcare organizations, procurement systems, and customer relationship management.

Through hospital visits, market research activities, competitor analysis, and customer interactions, I gained a deeper understanding of the factors influencing purchasing decisions in healthcare institutions. I learned how product quality, service support, pricing, and supplier reliability impact customer preferences.

The internship also enhanced my communication, analytical, managerial, and business development skills. It provided an opportunity to apply academic concepts in a professional environment and develop industry-relevant competencies.

Overall, the internship successfully bridged the gap between classroom learning and practical industry experience. The knowledge and skills acquired during this period will contribute significantly to my future career in healthcare analytics, healthcare management, and business development.

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- Dialysis Industry Publications and Journals.
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- Nephrology Dialysis Transplantation Journal.
- Healthcare Supply Chain and Procurement Management Literature.

ANNEXURES

Annexure I – Hospital Visit Log

Date Hospital Name City Contact Person Purpose of Visit

Annexure II – Product Portfolio Covered During Internship

- Dialyzers
- Blood Tubing Sets
- AV Fistula Needles
- Dialysate Concentrates
- Transducer Protectors
- IV Sets
- Disinfectants
- Dialysis Accessories

Annexure III – Competitor Comparison Sheet

Product Hippocrat Biotech Competitor Brand Remarks

Dialyzer

Blood Tubing Set

AV Fistula Needle

Annexure IV – Customer Feedback Form

Parameters Evaluated

- Product Quality
- Product Availability
- Product Performance
- Pricing
- Technical Support
- Customer Service
- Delivery Performance

Annexure V – Weekly Activity Report

A detailed summary of activities performed during each week of the internship, including hospital visits, customer meetings, market surveys, competitor analysis, and business development activities.

Annexure VI – Territory Coverage Plan

Cities Covered

- Surat
- Bharuch
- Vadodara
- Anand
- Vapi
- Valsad
- Navsari
- Dahod
- Panchmahal
- Narmada

This annexure can include route plans, customer lists, and territory coverage records maintained during the internship.