



WORLD OF MEDICO MARKETING

With a very focused and clear vision of budling our scientific image in the industry, we have launched B2B Sales Team. Today B2B sales team has 50+ IVFSS/KAM and 8 Zonal Sales Managers who are covering more than 6000+ Gynecologists across pan India and increasing the referral business leads at our centres.

B2B sales has executed different ways to engage with referring Dr through multiple channels and outcome of these activities has helped us to leave a very strong scientific image in the mind of the Referring Drs. Activities like CME/RTM, Live Workshops, Connect with Centre Heads and One on One Discussion, Lab tours has paved a way to create a scientific image of IIHPL. This is leading B2B sales team to gain more and more momentum, trust, and faith of the doctors.

B2B Team is leading the way in conducting the Infertility awareness camps with the help of Referring Drs and IIHPL Drs across Pan India. These Camps help to build the relationship between Referring Drs and IIHPL Drs and helps in creating a strong bond among patients about Indira IVF. Since the conception of B2B team these camps reaching new heights and as a team we have been able to execute these camps successfully across Pan India.

Glimpses of OPD Camps





CME/RTM – Doctors Engagement Activity

In Today's fast-moving world every medical practitioner wants to keep themselves updated frequently as radical changes are occurring in the practice of medicine with the advent of new technologies, changes in health care delivery, changing demographics and patterns of diseases. B2B Sales team with the help of IIHPL Drs organizing continuing medical education programs (CME) through online webinar or physical CME in association with National and Local level Doctors Association like Indian Medical Association (IMA), NIMA, Federation of Obstetric and Gynaecological Societies of India (FOGSI) and also with associated hospital at regional level etc. The CME/RTM helping us to build IIHPL scientific image and to build strong customer connect with KOL Drs by being their knowledge partner. Following are the some of the glimpses of CME/RTM conducted in the month of Oct'21 across pan India.

CME with NIMA & NIMA Women's Forum Nagpur

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Date – 3rd Oct 2021

Topic: Approach to an Infertile Couple

Speaker - Dr Mayuri Assudani





CME/RTM – Doctors Engagement Activity

CME on Genetics in Obs & Gynea at Ludhiana

Date – 20th Oct 2021

Speakers & Topic:

Dr Vipin Chandra - Aneuploidy Screening

Dr Bakul Kapoor – Basics Of Genetics

Dr Shivanjali Kapse – Genetics & Infertility (Lilac Insights)





CME/RTM – Doctors Engagement Activity

RTM at Motherhood Hospital, Bangalore

Date – 28th Oct 2021

Topic: Unlocking IVF – Redefining the new norms

Speaker – Dr. Shyam N Gupta



Live Workshop at Banjara Hills Centre-Hyderabad

Date – 28th Oct 2021

Topic – Ultrasound in Infertility

Speakers

Dr Navina Singh

Dr Sonal Panchal (Consultant Radiologist, Ahmedabad)



Centre Tour/Lab Visit



Centre Visit at Chandigarh
Dr Surbhi Gupta (Cloudnine Hospital)



Centre Visit at Lucknow
Dr Meena Pandey (Aisha Hospital)

