



B2B SALES UPDATE

DR ENGAGEMENT ACTIVITIES

With a very focused and clear vision of building our scientific image in the industry, we have launched B2B Sales Team. Today B2B sales team has 60+ 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.

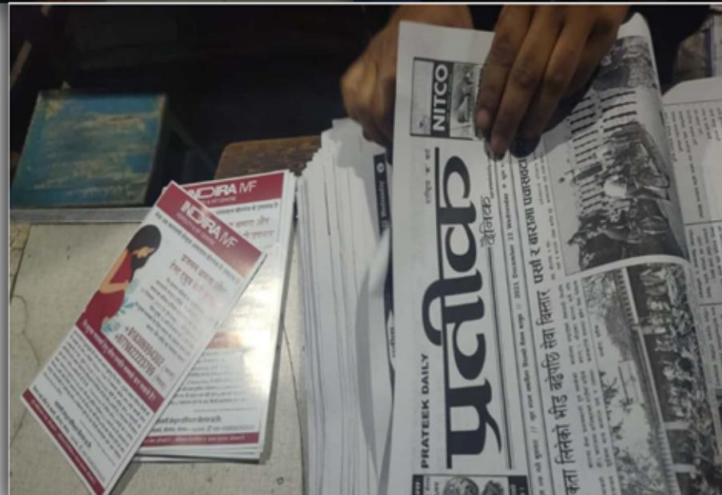
B2B Team is leading the way in conducting the Infertility awareness camps with the help of Referring Drs and IIHPL Drs across Pan India. These Camps help to build the relationship between Referring Drs and IIHPL Drs and helps in creating a strong bond among patients about Indira IVF. Since the conception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



OPD CAMP -BIRGANJ, NEPAL

B2B Sales Team with the help of our Gorakhpur centre head Dr Shruti Banka conducted OPD camp in Narayani Hospital Birganj, Nepal to spread awareness about infertility. The camp was conducted on 24th Dec 2021 in which around 170 couples attended the camp.

Following are some of the glimpses of the OPD camp





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 an online webinar or physical CME in association with National and Local level Doctors Association like Indian Medical Association (IMA), Federation of Obstetric and Gynaecological Societies of India (FOGSI) and with an associated hospital at regional level etc. The CME/RTM helping us to build IIHPL scientific image and to build strong customer connections with KOL Drs by being their knowledge partner.

Following are some of the glimpses of CME conducted in the month of Dec'21 across pan India.



CME AT MUMBAI

• DATE: 12TH DECEMBER 2021

• IIHPL SPEAKER & TOPIC:

DR. SARAH ZAIDI: INDICATIONS FOR
COUPLE TREATMENT

• DR ATTENDED: 63





CME/RTM – DOCTORS ENGAGEMENT ACTIVITY



CME AT BHUBANESHWAR

- DATE: 15TH DEC 2021
- IIHPL SPEAKER & TOPIC :
• DECODING MALE INFERTILITY
• DR. VIPIN CHANDRA
• DR. SASMITA NAIK
• DR ATTENDED : 52





CME/RTM – DOCTORS ENGAGEMENT ACTIVITY

CME WITH MUZAFFARPUR OBS & GYNEC SOCIETY

•DATE - 19TH DEC 2021

•IIHPL SPEAKERS & TOPIC -•DR SHRUTI BANKA - HOW TO OPTIMIZE IUI SUCCESS & WHEN TO REFER TO IVF

•DR DAYANIDHI SHARMA - HOW TO SELECT BEST SPERM IN ART

•DR VIKAS KUMAR (EXTERNAL SPEAKER) - MALE INFERTILITY-MEDICAL & SURGICAL TREATMENT•DR ATTENDED - 30

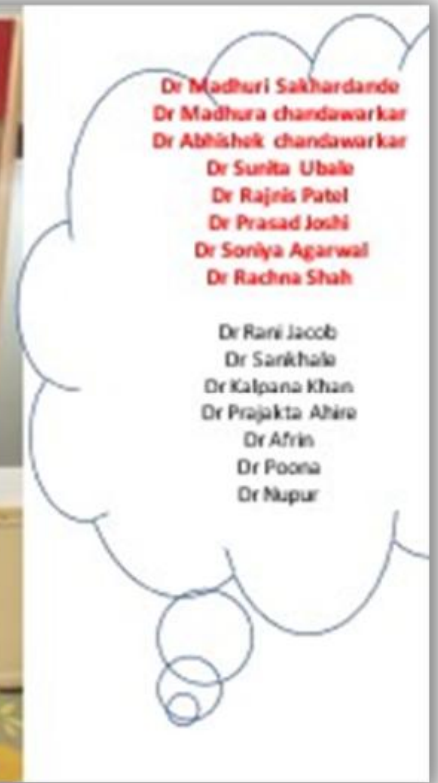




CME/RTM – DOCTORS ENGAGEMENT ACTIVITY

DATE – 5TH DEC 2021, MUMBAI

DR VISITED @ INDIRA IVF STALL - 55



HYSTEROSCOPY WORKSHOP - KOLKATA



- Date : 3rd December 2021
- Topic: Role of Hysteroscopy in Infertility Evaluation & Management
- Speakers : Dr Akanksha Jangid & Dr Prosun Bera's
- Dr Attended : 18



HYSTEROSCOPY WORKSHOP - AURANGABAD



- Date : 5thDecember2021
- Topic: Stimulation Protocol
- Speaker : Dr.Dhondiram Bharati
- Dr Attended : 8

14

HYSTEROSCOPY WORKSHOP -JAMMU



- Date : 12thDecember2021
- Topic: Live Hands Workshop on Hysteroscopy
- Speaker : Dr Manish Bhagat
- Dr Attended : 17



IUI Workshop-Pune

- Date : 19th December 2021
- Topic: IUI : Hands on Workshop
- Speaker : Dr Amol Lunkad
- Dr Attended : 6

16



Mysore
Dr Shaheen Akhtar
Alpha Hospital



JP Nagar
Dr Vaishnavi K.V
Clinic for Women



Jammu
Dr. Raksha Sharma
Swami Vivekananda hospital

INDIRA IVF
FERTILITY & IVF CENTRE

Centre Tour



R&R -B2B SALES TEAM

OBJECTIVE - TO MOTIVATE FIELD FORCE & TO RECOGNIZE THEM FOR THEIR H1 PERFORMANCE

CATEGORIES:

1. BEST CALL AVERAGE & CALL COVERAGE
2. NO. OF ACTIVITIES & PERFORMANCE OF ACTIVITIES
3. NO. OF PRESCRIBING DOCTORS



Reward & Recognition: North Zone



R&R -B2B SALES TEAM

OBJECTIVE - TO MOTIVATE FIELD FORCE & TO RECOGNIZE THEM FOR THEIR H1 PERFORMANCE



Reward & Recognition: South Zone



Rewards and Recognition
:East Zone





COMPLIANCE - CODE RED AND ITS UNDERSTANDING

A Fire Drill training was done in Pune centre by Mr. Vijay Bhallare (Chief Fire Officer Pune). This was to ensure, by means of training and rehearsal, that in the event of fire the responsible staff carry out their tasks to ensure the safety of all concerned.

What is Code Red: It is The hospital's emergency code word to initiate a response to a FIRE. A notification of "Code Red" alerts hospital personnel to respond properly to a fire while keeping patients, visitors, and the general public from undue alarm or panic.

It stands for **RESCUE, ALARM, CONFINE, EXTINGUISH/EVACUATE**.

The Code is announced with a location. For example, "**Code Red Inform the code three times over the phone with the department name and locations**".

And in a technologically-connected facility, staff members may also be alerted via MCP (Manual Call Point). This way, they may receive the alert before the intercom announcement to allow them to take quick action before patients and visitors in the hospital begin to panic.





COMPLIANCE - WHAT IS EMERGENCY CODE RED

Many code red hospital procedures involve the **RACE** system to remind personnel of the order of priorities in a Code Red Hospital emergency.

- **Rescue** – Help people in immediate danger. This may involve moving critical patients who need life-sustaining equipment or someone who has been injured by the fire when it's safe to do so.
- **Alarm** – Pull it to alert the hospital.
- **Confine** – Close any doors you can easily access to reduce the speed with which fire spreads.
- **Extinguish** – Grab the fire extinguisher to try to stop the fire as reasonable to do so while you wait for Fire Fighters to arrive.

The Benefits of Code Red Training For Individuals

Increase chances of progression within an organization, even one where you've been for some time
Give you the knowledge and confidence you need to stay cool during a code red and save lives.

Training has been started on LMS for all centres along with mock drills on fire handling.

