

↑ LEVEL UP!

B2B Sale – Dr Engagement Activities

A tool for Nurturing the Relationship with Referring Drs.

With a very focused and clear vision of LEVELLING UP, our B2B sales team is building our scientific image in the industry. Today B2B sales team has 70+ IVFSS/KAM and 8 Zonal Sales Managers who are covering more than 8000+ 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

The main motto of the OPD camps is to spread awareness about infertility and help infertility couples realise their dream of parenthood. B2B Sales Team is with the help of our centre heads and Referring Drs conducting OPD Camps across pan India to spread awareness on infertility and gaining faith, trust, and hope from the patients.

Following are the some of the glimpses of OPD camps conducted in the month of Mar'22 across pan India.



**Swastik Hospital, Gurugram -
17th May'22
Centre - Gurugram
IIHPL Dr Nidhi Saluja**

**Nandipat Memorial Hospital &
research Centre, Sitamarhi - 15th
May'22
Centre - Muzzafarpur
IIHPL Dr Shruti Banka**



**Ashadeep Hospital, Shahjapur -
20th May'22
Centre - Ujjain
IIHPL Dr Manjum Parmar**

**Retail OPD Camp for Bhagalpur Centre
at Harsh Hospital, Purnia on 15th- May-2022
IIHPL Dr Nidhi with Dr Keshar
Patients Attended – 31**



GLIMPSES OF RETAIL OPD CAMPS

Retail OPD Camp for Guwahati
Centre at G D Hospital, Nagaon on
15th- May-2022
IIHPL Dr Dibyajoti Goswami
Patients Attended – 54



CME/RTM – Doctors Engagement Activity

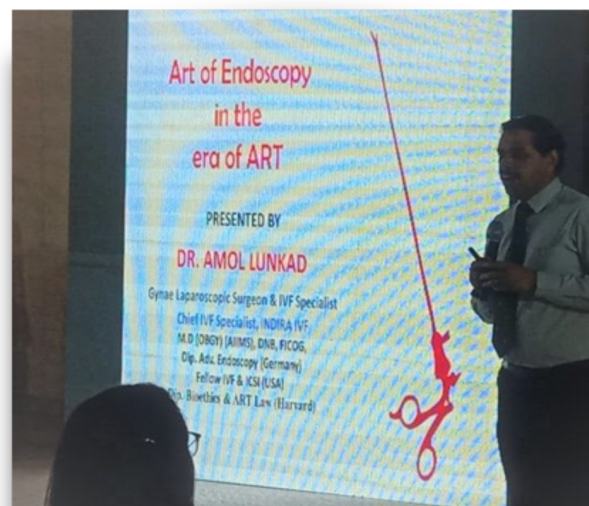
In Today's fast-moving world every medical practitioner wants to keep themselves updated frequently as radical changes are occurring in the practice of medicine with the advent of new technologies, changes in health care delivery, changing demographics and patterns of diseases. B2B Sales team with the 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), Federation of Obstetric and Gynaecological Societies of India (FOGSI) and 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 conducted in the month of Mar'22 across pan India.

CME – Chalisgaon Obstetric & Gynaec Society
Date: 4th May'22
• Topics: Recent Advances in Management of Infertile Couples
• Speakers: Dr Priyanka Kasliwal
• Dr Engaged: 16



CME/RTM – Doctors Engagement Activity



CME/RTM – Doctors Engagement Activity

Date – 18th May 22
IIHPL Dr – Dr Pooja Gupta
Topic – Female Infertility Workup
Dr engaged – 5



CONFERENCE AT
VARANASI
Participated in 37th
Annual ISOPARB
Conference, Varanasi
Date – 6th May 2022
Drs visited Indira IVF Stall
– 89



CME/RTM – Doctors Engagement Activity

CME cum Workshop at Gorakhpur
Date – 22nd May'22
Topic – Role of Hysteroscopy in Infertility
IIHPL Speaker – Dr Shikha Mukhija
Drs Attended – 32

