



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 Jun'22 across pan India.



Asare Hospital, Nelamangala – 11th

Jun'22

Centre – Rajaji Nagar

IIHPL Dr Mamatha CV

Patients attended – 5

Patients consulted/registered – 3



Mother Care Maternity Home, Udhampur – 15th Jun'22

Centre – Jammu

IIHPL Dr Tatinder Pal Singh

Patients attended – 4

Patients consulted/registered – 3



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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 Jun'22 across pan India.

CME/RTM – Doctors Engagement Activity

CME – AMRITSAR

Date: 19th Jun'22

- Topics: IUI Basics & Optimizing the Results
 - Speakers: Dr Shilpa Gulati
 - Dr Engaged: 17



CME/RTM – Doctors Engagement Activity

CME – WARANGAL

- Date: 19th Jun'22
- Speakers & Topics
 - - Dr Srujana Nandayala – Ovulation Induction & Difficult Case Study
 - - Dr Jhansi Rani – Interesting Case Scenario in ART
- Guess Speaker
 - - Dr Sandhya Rani – Thin Endometrium & Infertility
 - - Dr Narsimha Reddy – Endometriosis & Infertility – How & When to Treat?
- Dr Engaged: 33



CME/RTM – Doctors Engagement Activity

CME – JAMMU JAMMU OBSTETRICIAN & GYNAE SOCIETY

Date: 25TH Jun'22

Speakers & Topics

- Dr Manisha Bhagat – Evaluation of Infertile Couples
- Dr Shivanjali Kapse – Role of PGS in IVF Treatment
- Dr Mathews Roque – Evaluation of RPS Patient with PGS or OGD Hype or Hope

Dr Engaged: 54



CME/RTM – Doctors Engagement Activity

•Workshop at Raipur

- Date – 4th Jun'22
- Topic – IUI Hands on Workshop
- IIHPL Speaker – Dr Rashmi Kumar
 - Drs Attended – 5



CME/RTM – Doctors Engagement Activity

•W•Workshop at Chandigarh

- Date – 29th Jun'22
- Topic – Hysteroscopy
- IIHPL Speaker – Dr Natasha Gupta
- Drs Attended – 7



RTM at Ahmedabad

Chandkheda/Sabarmati Gynae Obstetrician Society

Date – 29th Jun 22
IIHPL Dr – Dr Path Joshi
Topic – Practical Tips for Day-to-Day Infertility Practice
Guest Speaker – Dr Mahesh Gupta
Topic – Surgical Management of PPH during C-Section
Dr engaged – 14



CENTRE HEAD DR CONNECT



Our Centre Head Dr Pratibha,
Kanpur while interacting with Dr
Shrini Agarwal of Vedanta
Hospital
Date – 16th Jun’22



Our Centre Head Dr Surjana, Warangal
interacting with
Dr Narsimha Reddy of Warangal Hospital



Our Centre Head Dr Nidhi Agarwal,
Bhagalpur while interacting with Dr Mona
Goyal