



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.

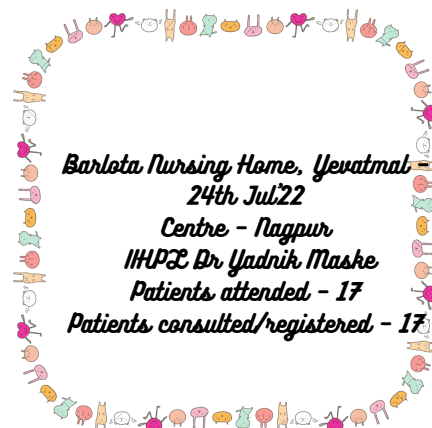
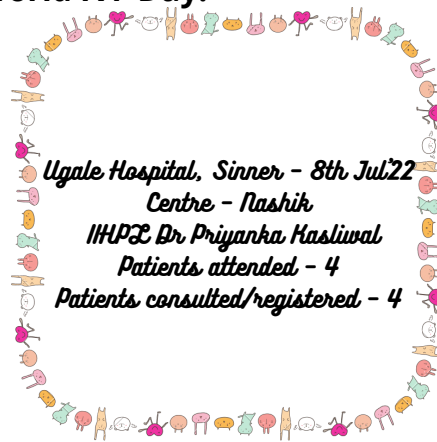
#WorldIVFDay

INDIRA IVF
FERTILITY & IVF CENTRE



To those whom parenthood comes naturally, are blessed. And to those who struggle with becoming one, Indira IVF is a beacon of hope. Indira IVF's story is one that is built from past experiences which enhances our present engagements and enables us to shape our future paradigm.

25th July is celebrated as World IVF Day, B2B sales team to celebrate this day had planned OPD camps in the week of World IVF Day.



Retail Camps



*Lakhimpur, Uttar Pradesh - 17th Jul'22
Centre - Lucknow
IHPCL Dr Amit & Dr Astha
Patients attended - 38
Patients consulted/registered - 31
Files - 0*



*Pearl Hospital & Research Centre, Chittorgarh
17th Jul'22
Centre - Udaipur
IHPCL Dr Taruna Jhamb
Patients attended - 19
Patients consulted/registered - 18
Files - 1*



*Asha Nursing Home & Maternity,
Aurangabad, Bihar - 17th Jul'22
Centre - Patna
IHPCL Dr Surita Kumari
Patients attended - 43
Patients consulted/registered - 43
Files - 0*

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 - AMRITSAR, PATHANKOT

- *Date: 5th Jul'22*
- *Topic: IUI Basic & Advanced*
- *Speaker: Dr Bakul Kapoor*
- *Dr Engaged: 27*



*CME - GONDIA
In Association with IMA & FOGSI, Gondia*

- *Date: 9th Jul'22*
- *Speaker & Topic*
- *Dr Mayuri Assundani - Advanced ART
Technique for infertile couple*
- *Dr Engaged: 57*



CME - SAMBALPUR
*In Association with Burla/Sambalpur ISQPAB
chapter & Burla Obstetrician & Gynae Society*

- *Date: 14th Jul'22*
- *Speaker & Topic*
- *Dr Sasmita Naik - Optimizing IUI Success*
- *Dr Engaged: 38*



CME - JALNA
In Association with FQCSI, Jalna
• Date: 16th Jul'22
• Speakers
- Dr Dhondiram Bharati & Dr Purnima Patil
• Topic
- Stimulation Protocol & Optimizing IUU Results
Dr Attended - 10



- *RTM at Rajpura*
- *Date - 23rd Jul'22*
- *Topic - Predictors of Successful IVF*
- *IHPZ Speaker - Dr Nitasha Gupta*
- *Drs Attended - 18*



- *RTM at Vashi*
- *Date - 25th Jul'22*
- *Topic - Ovulation Induction & Intrauterine Insemination*
- *IHPZ Speaker - Dr Amol Naik*
- *Drs Attended - 3*



Centre Head Doctor Connect

*Our CH Dr Nirmal, Rohini while interacting with HQE Dr. Pratibha Garg
Date - 13th Jul'22*



*Our CH Dr Pooja while interacting with Gynecologist Dr R S Vandana from Hazaribaug.
Date - 14th Jul'22*



Snapshot of Doctor's Day Activity

