



B2B Sale – Dr Engagement Activities

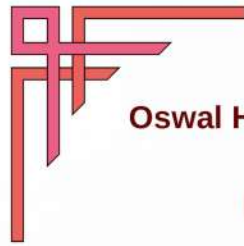
A tool for Nurturing the Relationship with Referring Drs.

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 RETAIL OPD CAMPS



Oswal Hospital, Bangerpet – 7th Aug'22
Centre – Bangalore
IIHPL Dr Mekhala Iyenger
Patients attended – 6
Patients consulted/registered – 6
Files - 0



New Rajasthan Hospital, Jaisalmer –
7th Aug'22
Centre – Jodhpur
IIHPL Dr Archana Singh
Patients attended – 29
Patients consulted/registered – 29
Files - 0



Hotel Santosh, Philibit – 14th Aug'22
Centre – Bareilly
IIHPL Dr Shivi Saxena
Patients attended – 20
Patients consulted/registered – 20
Files - 0

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.



**Virk Hospital, Karnal –
14th Aug'22**

**Centre – Karnal
IIHPL Dr Pratibha Singh
Patients attended – 3
Patients consulted/registered – 3
Files - 0**



**Mother Care Maternity Home,
Udhampur – 16th Aug'22**

**Centre – Jammu
IIHPL Dr Tatinder Pal Singh
Patients attended – 4
Patients consulted/registered – 2
Files - 2**

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.



RTM with Burnpur Hospital, ISP Burnpur Asansol

- Date – 5th Aug'22
- Topic – Basic Fertility Evaluation
- IIHPL Speaker – Dr Sutapan Samanta
- Drs Attended – 5



CME/RTM – Doctors Engagement Activity



RTM at Bhagalpur

- Date – 6th Aug'22
- Topic – Optimizing IUI Success Rate
- IIHPL Speaker – Dr Niddhi Aggrawal
- Drs Attended – 8



CME/RTM – Doctors Engagement Activity



RTM at Tarntaran, Amritsar

- Date – 12th Aug'22
- Topic – IUI Optimizing the Results
- IIHPL Speaker – Dr Shilpa Gulati
- Drs Attended – 5



CME/RTM – Doctors Engagement Activity



RTM with Obs & Gynae Panchkula

- Date – 17th Aug'22
- Topic – ART Bill Update: Legal Aspects
- IIHPL Speaker – Dr Nitasha Gupta
- Drs Attended – 10

CME/RTM – Doctors Engagement Activity



Workshop at Jammu

- Date – 9th Aug'22
- Topic – Hands on IUI
- IIHPL Speaker – Dr Manisha Bhagat
- Dr Attended – 21



